

GREENTIP OF THE MONTH

NOVEMBER

THE POWER OF THE CONSUMER



BUYING GREEN IS TAKING ACTION FOR WILDLIFE



What you choose to buy makes a difference for Wildlife.

What is one of the least green purchases you can make? **Ivory.** Wildlife trafficking, a 7-10 billion dollar industry, is decimating wildlife populations worldwide. Trafficking is harmful to humans, too – they are often run by syndicates who have links to other illegal activities, including narcotics, weapons, and terrorism. Ivory dominates this market. 96 elephants a day are being killed for their tusks, and in 10-15 years they may be forever gone from the African landscape. Shockingly, the United States is one of the largest retail markets for ivory pieces, and *San Francisco is second only to New York in imports.* With the passage of **AB96** in 2015, banning the sale of all ivory in California, we hope to stop those markets and pressure other states and countries to pass similar laws. Now that it is illegal – If you see something, say something. Report any ivory for sale to **California Department of Fish and Wildlife.**

For twenty years **Oakland Zoo** has been a partner of **Amboseli Trust for Elephants**, led by world-renowned researcher Cynthia Moss, helping support their research and protection for the elephants in the greater Amboseli ecosystem. **Just say no to ivory** – use your voice, and wallet, to ensure a future for elephants!

GET THE FACTS

- In 2013, total retail industry sales in the United States amounted to about 3.08 trillion U.S. dollars. That's a lot of buying power!
- A 10% shift of the produce to local use from one state's farms would save 310,000 gallons of fuel on an annual basis, and would also reduce CO₂ by 7.3 million pounds.
- Shade grown coffee leaves habitat intact for birds and other wildlife, compared to the typical sun-grown, which causes deforestation. Shade-grown requires little or no chemical fertilizers, pesticides or herbicides, and natural nutrients offer a healthier and tastier option.
- General purpose cleaners are responsible for approximately eight percent of total non-vehicular emissions of Volatile Organic Compounds, contributing to poor indoor and outdoor air quality.
- During the recent recession, conventional building shrank 17% – but green construction skyrocketed 1,700%; organic food leapt ahead 238% in the same period



EASY WAYS TO BUY GREEN

- **Buy local.** Farmers markets are a great resource for fresh, delicious produce! Go to **ecologycenter.org** to find a Farmer's Market near you.
- **Purchase items in bulk.** This means less packaging per item, and you can sometimes customize how much you buy, leading to less waste.
- **Buy with wildlife in mind.** Support businesses that have made a commitment to wildlife and the environment.
- **Choose sustainable seafood.** Download the Seafood Watch app or pick up a consumer guide (available at the Zoo) to know the best options for a healthy ocean.
- **Green up your home improvement projects.** Everything from batteries, to paint, to appliances have 'green' options. Do some research to find which choices have the least environmental impact.



CONSERVATION
SOCIETY OF
CALIFORNIA
TAKING ACTION FOR WILDLIFE

OAKLAND ZOO

oaklandzoo.org