

Eco-Fads and Environmental Policy

How the Rise of Trendy Environmentalism
Has Taken Us Off Track



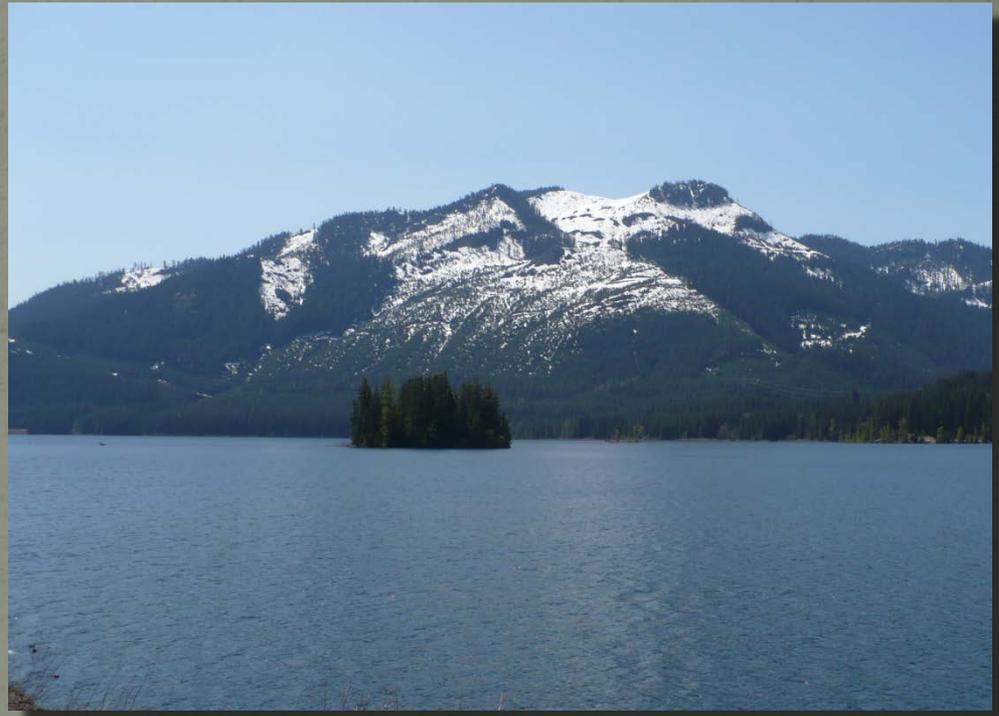
Clear Cuts in Washington State

- This is what people think of clear cuts
- Business 2.0 used a similar picture to discuss the possibility that hybrid poplars could replace softwood lumber



Actual Location of that Clearcut

- The “clearcut” is actually a reservoir
- The trees were cleared to make space for Kechelus Lake, which supplies water to Seattle.



The New Image of Environmental Responsibility



“Melany Vorass called to say dinner was trapped in her front yard. As you might guess, Vorass is serious about eating locally. She teaches urban foraging. She raises goats, chickens, bees and worms at her Green Lake house. And she believes she's the only person in Seattle harvesting squirrels for protein.”

Being “Green” Makes People Feel Good



The Rise of Trendy Environmentalism

- Being green makes people feel better about themselves
 - “Consumer choices reflect not only price and quality preferences but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products.”
- People are willing to pay more for that image
 - Two economists studied “conspicuous conservation”
 - Found that people in Washington were willing to pay up to \$1,300 more for a Prius than another hybrid
- Green helps the self image – that’s what’s being bought

Forestry & Eco-Fads – Saving Trees

- Legislation in WA sought to allow people to opt out of receiving the Yellow Pages.
- The purpose was to save trees.
- And that makes me cry.
- Paper isn't a primary product of softwood harvesting
- Hardwood cut for paper wouldn't be there without demand for paper
- Recycling may actually reduce the number of trees

Monday, February 20, 2012

Yellow Pages/White pages kill trees and that makes me cry

The telephone is one of the most important inventions in history. When telephones emerged in the late 1880's, they connected people, business, and communities in ways never seen before. But telephones alone would not have changed the world like they did without an important companion – the phone directory. Having a phone was only half of the equation. People needed directories to connect with the right people on the other end.



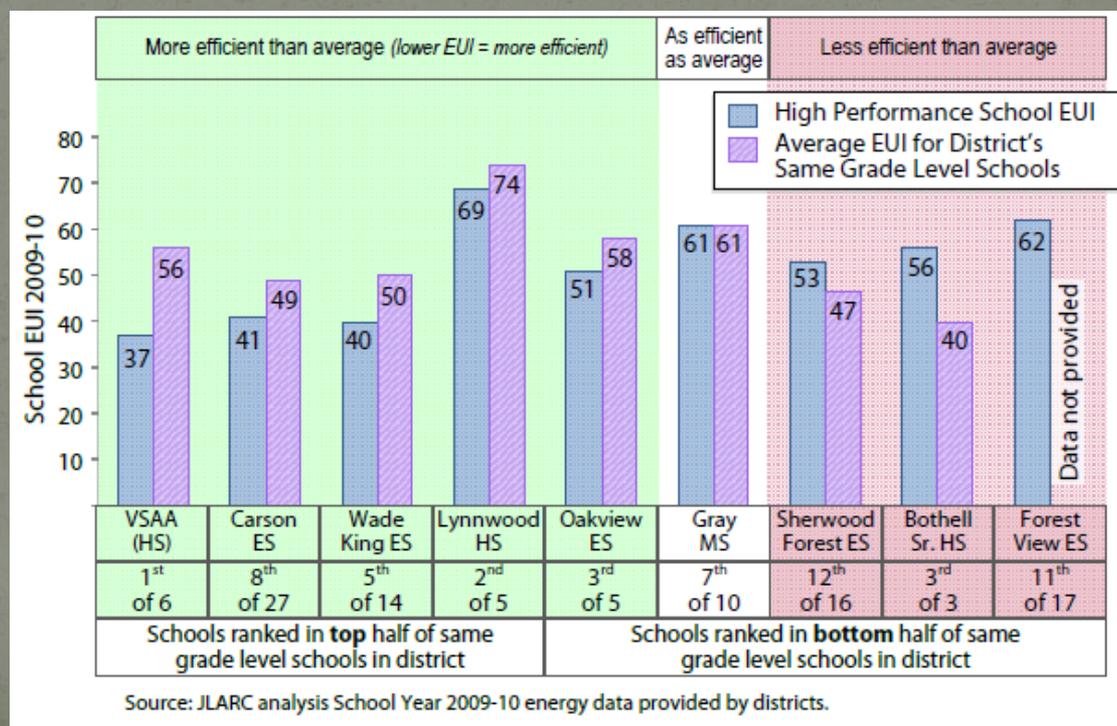
For over a century, new white and yellow pages directories would show up on every doorstep about once a year. They were so vital to

Certification: Science or Politics

	FSC Canada Boreal	FSC Russia	FSC Canada Great Lakes	FSC US Lake States	FSC US Northeast	FSC US Southeast	FSC British Columbia	FSC US Pacific Coast	FSC US Rocky Mtn.	SFI US, Canada
Mandatory set-aside of land?	No	Representative ecosystem network; 5% (regional standards)	No	No	No	25% (plantation)	No	50% (plantation)	No	No
“Clearcut size”: limits on size of harvest openings?	No	No	No	No (natural forest)	No (natural forest)	No (natural forest) 40 acres (plantation)	No	6 acres (natural forest) 40 acres average, 60 or 80 acres max. (plantations)	No (natural forest)	120 acres average
“Green-up”: harvest limited until adjacent stand reaches a given height?	No	No	No (natural forest)	No (natural forest)	No (natural forest)	10' (hardwood plantations)	No	7' (plantation)	No (natural forest)	5' or 3 years
Retention requirements within harvest openings?	10% min. (5% if small harvest)	20 trees per acre (seed trees) or approx. 1% in clumps	10-12 trees per acre	No	No	No	5-10 trees per acre	30% (natural forest)	No	No
Width of streamside management zones (SMZs) specified?	66' Additional 148' as needed Specific table for Yukon	References Russian law	No	No	No	References state rules and guidelines (BMPs)	230' (fish bearing) 132' (non-fish perennial) 50' (intermittent)	150' (fish bearing) 100' (non-fish perennial) 75' (intermittent)	50' May be extended on steep slopes or erosive soils	References state and provincial BMPs

“Green” Buildings In Washington

- WA requires schools meet “green” building standards
- Promised 30-50% in energy savings for 2-3% more
- State admits results don’t match the promises



A Fresh Start on the Environment

- An alternative needs to meet several criteria
- Economically responsible
 - If it isn't economically sustainable it isn't environmentally sustainable
 - Spain, Germany, California and Oregon are learning this
- Approach must be innovative and nimble
 - Government isn't designed for innovation
 - “Over 90 percent of subsidies are on deploying technology and not on R&D.” – Bill Gates
- Accountability is critical
 - If we aren't achieving the goal, we need to change

But wait, there's more...

