

# SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

## Sustainable Seafood

Ocean fish are the last wild creatures that people hunt on a large scale. We used to think of the ocean's bounty as endless. Recently, we have discovered its limits. Between 1950 and 1994, ocean fishermen increased their catch by 400 percent by doubling the number of boats they used and using more effective fishing gear, according to Monterey Bay Aquarium's Seafood Watch. In 1989, the world's catch leveled off at about 82 million metric tons of fish per year.

We have reached "peak fish," and no number of boats would help us catch more. Today only 10 percent of all large fish — both open-ocean species (tuna, swordfish, marlin, etc.) and the large groundfish, such as cod, halibut, skates and flounder — are left in the sea, according to research published in National Geographic.

"From giant blue marlin to mighty bluefin tuna, and from tropical groupers to Antarctic cod, industrial fishing has scoured the global ocean. There is no blue frontier left," lead author Ransom Myers told National Geographic. "Since 1950, with the onset of industrialized fisheries, we have rapidly reduced the resource base to less than 10 percent — not just in some areas, not just for some stocks, but for entire communities of these large fish species from the tropics to the poles."

According to the Food and Agriculture Organization of the United Nations, 1 in 4 animals caught in fishing gear dies as bycatch, i.e., unwanted or unintentionally caught.

Continued on next page



### Inside this issue

Sustainable Seafood.....	1-2
Paint Green.....	2
How can I improve my gas mileage with my tires? .....	3
Recycle Your Cell Phone.....	2
LandDesign becomes a Charter Member of the ISC.....	3
Kick the Water Bottle Habit .....	3
Sponges and the Environment....	3
Update your Light Bulbs.....	4
The Sustainability Campaign Blog.....	4

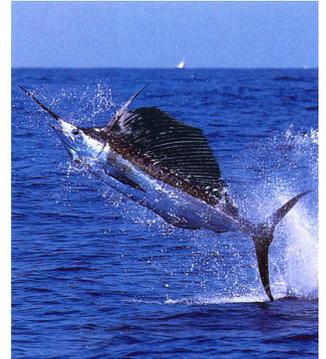
### SustainAbility Tip!

Wrap gifts in recycled or reused wrapping paper or funny papers. Also remember to save or recycle used wrapping paper. Try giving gifts that don't require much packaging, such as concert tickets or gift certificates.



## Sustainable Seafood continued...

Tons of fish are tossed out because they're not what fishing boats are after, they have no market value, or they're too small to sell. Bycatch often kills young fish that could have rebuilt depleted populations if they had been allowed to grow up and breed. It is estimated that for each pound of shrimp caught in a trawl net, between 2 and 10 pounds of other marine life is caught and discarded as bycatch.



Some seafood can be farmed sustainably. Clams are raised in special beds on sandy shores, where their harvest does little to disturb the ecosystem. Oysters and mussels often are raised in bags or cages that are suspended off the seafloor, so little damage is done when they're harvested. Many farmed fish, such as salmon, are grown in net pens like cattle in feedlots. This is as environmentally damaging in the ocean as cattle feedlots are on land. Additionally, mangrove forests have been cut down and replaced with temporary shrimp farms, which supply shrimp to Europe, Japan and America until the water becomes polluted.

*"From giant blue marlin to mighty bluefin tuna, and from tropical groupers to Antarctic cod, industrial fishing has scoured the global ocean. There is no blue frontier left" —Ransom Myers*

### Paint Green

More than 850 million gallons of indoor and outdoor paint was sold for use on residential, commercial, institutional and industrial buildings in 2005. The main environmental issue with paint is that much of it contains volatile organic compounds (VOCs). Buying low- or no-VOC paint will release fewer or no VOCs into the air when you paint. VOCs create ground-level ozone pollution and carry potential health risks.

The following are the best choices for your dinner plate, according to the Seafood Choices Alliance: anchovies, arctic char, bluefish, catfish (farmed), clams, crabs (blue, Dungeness, king), crawfish, dogfish, hake, halibut (Pacific), herring (Atlantic), mackerel (Atlantic, Spanish), mussels (black, green-lipped), octopus (Pacific), oysters (farmed), Pacific black cod (sablefish), Pacific cod (pot- or jig-caught), pollock (Alaskan), prawns (trap-caught, Pacific), rock lobster (Australian), salmon (wild Alaskan), sardines (Pacific), scallops (bay-farmed), shrimp (U.S.-farmed), squid (Pacific), striped bass (hybrid), sturgeon (farmed), tilapia (farmed), tuna (Pacific albacore) and sea urchin.

Story from Paramus Post by Shawn Dell Joyce

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## 5 Tips for a Sustainable Thanksgiving

Thanksgiving is second in a slew of holidays at this time of year that have become one extended caloric nightmare. Marketers have successfully driven consumers to celebrate these holidays in an atmosphere of frenzied food consumption, often from everyday pre-packaged products festooned with special holiday cheer. However, you can say no to the pre-packaged cheer and have a hearty, sustainable meal. Below are 5 tips to a healthier, humane, sustainable, “low carb(on)” and labor friendly Thanksgiving from some fantastic organizations, some of whom we’re working with for the Social Action campaign for our film, Food, Inc.

1. Buy produce from your local farmers market. Rather than eating grapes from Mexico, apples from Argentina or potatoes from China, purchase as much of your holiday produce from a local farmer! Takepart with the Eat Well Guide to find one near you.

2. Buy organic produce whenever possible. Organic produce is safer, tastes better than conventional produce and is readily available at farmers markets and supermarkets nationwide. Also, look for organic wines, beverages and condiments.

3. Support a farm worker. Thousands of migrant workers labor in dangerous, brutal conditions for little pay to bring food to our table every day. takepart to help to improve the lives of farm workers and their families through the United Farm Workers.

4. Have a no-waste meal. Think about how much tinfoil, paper goods and leftover food are thrown away, to spend many, many years in a landfill. The average US family wastes \$600 worth of food annually. Landfills are a significant source of global warming causing greenhouse gas emissions. Instead, use re-usable products and wash them, if possible in a dishwasher with eco-friendly detergent.

5. Get moving! The exhaustion you feel on Thanksgiving is from all of the fat, sugar and calories. Takepart in a Turkey Trot running race in your community—you’ll feel a lot better and perhaps have a bit more room for pie.



### How Can I Improve My Gas Mileage With My Tires?

Proper tire inflation is an important part of optimizing your vehicle for good gas mileage. Under inflated tires can cut your mileage by as much as 6 percent, according to some studies. Add to that 6 percent the one mile per gallon you lose when you operate your air conditioner and it's clear that you really want to check your tire pressure to increase gas mileage. Other ways to use your tires to increase mileage include driving steadily, with no jackrabbit starts or sudden braking. Fuel efficient tires are also an excellent way to improve gas mileage even more.

Some believe that gas mileage and tire size seem to be related in terms of how you measure the mileage factor. Your odometer may reflect better mileage with bigger tires. Some experts refute this by pointing out that larger tires will make the odometer read a greater distance traveled-unless the odometer is recalibrated for the larger tires.

Informed drivers know that you can improve gas mileage by about 3.3 percent with properly inflated tires. Those in the know understand that in the summer, tire pressure goes up when a tire gets hot, and you should never trust a tire gauge reading after you have been driving around. Let the tires cool for a few hours before getting a reading. In the winter, of course, the inverse goes into effect. Cold weather will lower your pressure. Just letting your tires sit unused you will see a reduction in pressure month to month. This will affect your gas mileage in the end, unless you check your tire pressure regularly and keep tires inflated to their proper psi.

### More business tips

- Save Your Sanity! Educate and engage your employees and customers. Get them actively involved as you cannot do it alone. Build your network to gain new ideas and share success stories.
- Be Proud! Eliminate waste by recycling and offer products your customers can recycle. You can also compost to reduce landfill waste, reduce usage of raw materials, buy local, buy smart, and buy back. Toot your horn if you want. You now have a major competitive advantage.
- Buy smart! Buy reused, recycled, remanufactured, or energy efficient appliances.

## Sustainable Business Tips

- Save energy! Turn off the lights when it is sunny and use natural daylight. Use motion sensors, and leave emergency lights on at night.
- Save money! Turn off your equipment when not in use. Use power strips to connect equipment and turn the power strips off for any equipment that does not need to run overnight. Thus, you will save money by not paying for phantom loads. When electronics and appliances are plugged in, but are not in use, they still burn energy.
- Save time and supplies! Maintain your equipment. Use compact fluorescent light bulbs or LED lights that will last for years. Stop printing and faxing and use e-documents. Work with all third party clients to eliminate mail and pay bills online. This will save you time, money, and materials. You all win!
- Build new opportunities! How can you reuse any material until it reaches its end of life or usefulness? How can you create new products and services from other people's or your own waste? Can you make something new out of what you once perceived as junk or garbage? Can I buy products that are organic, recycled, remanufactured, or used?

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## Additional Resources & Sources

<b>Audubon Lifestyles</b>	<a href="http://www.audubonlifestyles.com">www.audubonlifestyles.com</a>
<b>The International Sustainability Council</b>	<a href="http://www.thesustainabilitycouncil.org">www.thesustainabilitycouncil.org</a>
<b>Green Living Tips</b>	<a href="http://www.greenlivingtips.com">www.greenlivingtips.com</a>
<b>The Daily Green</b>	<a href="http://www.thedailygreen.com">www.thedailygreen.com</a>
<b>The Paramus Post</b>	<a href="http://www.paramuspost.com">www.paramuspost.com</a>
<b>Sustainability Campaign</b>	<a href="http://sustainabilitycampaign.blogspot.com">sustainabilitycampaign.blogspot.com</a>
<b>Energy Star</b>	<a href="http://www.energystar.gov">www.energystar.gov</a>
<b>takepart</b>	<a href="http://www.takepart.com">www.takepart.com</a>
<b>California State university</b>	<a href="http://www.csuchico.edu/sustainablefuture">www.csuchico.edu/sustainablefuture</a>