

EARTHDAY 1990  
APRIL 22 1990  
WASHINGTON, D.C.

I WANT TO TALK ABOUT MAGIC ... NOT BLACK MAGIC, BUT GREEN MAGIC ...  
MAGIC THAT CAN CHANGE THE WORLD ... THE GREEN MAGIC THAT YOU HAVE IN YOUR  
OWN POCKET. IT'S CALLED CONSUMER POWER.

THE BAD NEWS OF EARTH DAY 1990 IS THAT MOST OF THE ENVIRONMENTAL  
NEWS SINCE EARTH DAY 1970 HAS BEEN SAD NEWS. THE GOOD NEWS OF EARTH DAY  
1990 IS THAT EACH OF US CAN DO SOMETHING ABOUT IT ... STARTING WITH GARBAGE.

DID YOUR MOTHER EVER TELL YOU -- YOU ARE WHAT YOU EAT?

WELL, MOTHER EARTH IS TELLING US SOMETHING LIKE THAT: WE ARE WHAT WE  
CONSUME.

RIGHT NOW, WHAT WE BUY IS MOSTLY TRASH-IN-THE-MAKING. THE POISONOUS  
FRUITS OF OUR THROWAWAY SOCIETY ARE EVERYWHERE AROUND US -- PILES OF  
ROTTING NEWSPAPERS ... OIL SPILLING INTO OUR GROUNDWATER ... MOUNTAINS OF OLD  
TIRES ... LEAKY, OVERSTUFFED LANDFILLS.

AND WHO IS RESPONSIBLE? US ... THE CONSUMERS. THESE PROBLEMS ARE THE  
END OF A LINE THAT BEGINS IN THE CHECKOUT LINE.

lets NOT EXCUSE COMPANIES THAT POLLUTE, LETS NOT EXCUSE GOVERNMENT  
FAILURE TO ACT. BUT LETS NOT EXCUSE THE CHOICES WE MAKE WHEN WE DO THE  
BUYING.

I DON'T MEAN THAT PEOPLE SHOULD FALL FOR EVERY PRODUCT WITH A GREEN  
LABEL THAT HAS THE APPEAL OF OAT BRAN. INSTEAD OF ADVERTISING HYPE, WHAT  
THE CONSUMER AND THE ENVIRONMENT NEED IS GOOD INFORMATION -- FROM A  
CREDIBLE SOURCE.

I'D LIKE TO SEE A GREEN CONSUMERS REPORT THAT GIVES THE FACTS -- ON  
PACKAGING TO PRODUCT CONTENT, ON REUSEABILITY, ON RECYCLABILITY, ON  
DISPOSAL SAFETY.

BUT WE AS CONSUMERS DON'T HAVE TO WAIT. COMMON SENSE IS STILL THE  
BEST GUIDE TO INVESTING OUR GOLD IN GREEN.

GOOD THINGS DO COME IN SMALL PACKAGING. LOOK AT ALL THAT EXCESS  
PLASTIC AND FOAM AND CARDBOARD -- THAT'S WHY A CONVOY OF 10-TON TRUCKS  
CARRYING JUST ONE YEAR OF AMERICA'S GARBAGE WOULD STRETCH AROUND THE  
ENTIRE GLOBE SEVEN TIMES.

IS YOUR COMMUNITY RECYCLING? BUY RECYCLABLES. THE JUGS AND JARS  
AMERICANS THREW AWAY THIS WEEK AND LAST WOULD FILL UP BOTH TOWERS OF THE  
WORLD TRADE CENTER. EITHER WE CHOOSE TO RE-USE ... OR WE LOSE.

EARTH DAY 1990 IS REALLY PEOPLE DAY. PEOPLE HOLD THE FATE OF THE EARTH IN THEIR HANDS EACH AND EVERY TIME THEY HAND OUT MONEY. YOU HAVE EARTH'S FUTURE IN YOUR HAND AND IN YOUR POCKET BECAUSE THE CUSTOMER IS ALWAYS RIGHT. IF BUYERS BUY RIGHT, PRODUCERS WILL PRODUCE RIGHT YOU CAN TRANSFORM ENTREPRENEURS INTO ECOPRENEURS. SO EVERY TIME YOU REWARD A PRODUCER BY BEING A CONSUMER, NEVER FORGET THAT YOUR CHOICE CAN HELP...OR HURT...OUR ENVIRONMENT. OUR DAILY DECISIONS WILL DETERMINE WHAT KIND OF EARTH WE LEAVE FOR OUR CHILDREN.

REMEMBER THAT GREEN IS MAGIC ... AND THE COLOR OF YOUR MONEY IS GREEN...AND USE YOUR GREEN MAGIC AS IF THE FATE OF OUR PLANET DEPENDS ON THE DECISIONS YOU MAKE EVERY DAY. IT DOES.