



# Moving Toward Sustainability

## Working to Reduce Our Ecological Footprint

Clif Bar Sustainability Newsletter Summer 2004 Issue #3

**W**elcome to our third edition of “Moving Toward Sustainability.” In this issue we look at the progress we’ve made over the past three years in reducing our ecological footprint. As we reflect on and celebrate our progress, I encourage you to hold fast to the vision that, working together, we can indeed move toward a more sustainable food system and a healthier world.

In March, thanks to the work of all of you at Clif Bar, I received the Global Green USA award for environmental corporate leadership. I’d like to share with you the story I told on the occasion of this award:

In the fall of 1982, after traveling for nearly a year around the world with a backpack, I ended up in Nepal hoping to climb a few modest 20,000’ peaks with a friend. In preparation for the climb, I trekked around acclimatizing to the Himalayan Mountains and culture and found myself trailing a climbing expedition headed for one of the highest peaks in the world, Dalagiri.

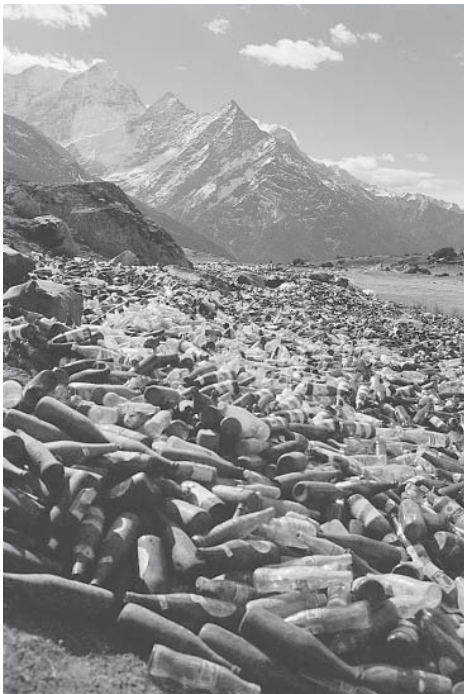


Photo courtesy of Liest Clark

Literally tons of garbage is left behind at climbers’ base camps in the Himalayan Mountains.

The expedition included six climbers, ten Sherpas and over 200 porters carrying 20,000 pounds of equipment, tents, climbing gear, food, oxygen bottles, and more. All this energy was dedicated to hopefully get one or two climbers to the summit of this beautiful peak.

I had climbed many peaks by this time in my life but never using so many resources and energy. Then I saw the base camps of this and other Himalayan Mountains. After these expeditions have succeeded, or failed, to summit, what is left behind is literally tons of garbage. Over the years, what remains are abandoned tents, sleeping bags, ropes, empty food containers and thousands of oxygen bottles. This experience blew me away.



Photo courtesy of Gary Erickson

Village near Anna Purna

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### **Why would these climbers, who consider themselves environmentally conscious, leave behind so much waste and pollute some of the most majestic and sacred places in the world?**

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Knowing many of these climbers personally, I started to ask this question. The answer goes something like this: “These mountains are so big, it’s just too risky and too much work to bring everything down. It’s hard enough trying to summit, let alone clean up everything.”

My answer to that is, “If you can’t summit without cleaning up behind you, then don’t climb that mountain.”

That’s the same way I feel about business. If getting to the top, or making the bottom line means you can’t do it without polluting the earth, then don’t climb that mountain. Climb another mountain, or climb a different way. That’s what we’re choosing to do at Clif Bar — to climb a different mountain AND climb a different way.

Every business makes an impact on the environment, and Clif Bar is far from perfect. But we are making a daily effort to understand our ecological footprint and we are taking one step at a time to reduce that impact.



**“Moving Toward Sustainability”** is a newsletter intended to keep employees and friends of Clif Bar Inc. connected with the information, activities and direction of our environmental program.

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Learn more about our sustainability program at [www.clifbar.com/environment](http://www.clifbar.com/environment)



## Sustenance and Sustainability

### Three years and going strong

Earth Day 2004 marked the third anniversary of our Sustainability program at Clif Bar Inc. I want to thank the Clif Bar family and our many Partners in Sustainability for the significant progress we’ve made over these past three years in our work to reduce our ecological footprint.

Our company now purchases seven million pounds of organic ingredients a year, an effort that supports sustainable agriculture, family farms and clean water. Our packaging is greener too. We now use 100% recycled paperboard to produce ten million caddies a year. We’ve created a carbon offset program to fight global warming and helped support the construction of the first Native American-owned wind farm in the U.S. As this newsletter goes to press, Clif Bar Inc. is on the way to becoming a *certified green business* as part of the Bay Area Green Business Program. Last year we were honored with two environmental awards for these efforts, a welcome confirmation that we’re on the right path. We have a long way to go, but we’re definitely moving in the right direction.

One of the most exciting new steps we’re taking this year is our partnership with the Undo It campaign and Environmental Defense. Through Undo It, we’re reaching out to educate consumers on the most critical environmental problem of our time — global warming. We’re spreading the eco-love Clif Bar style by driving a biodiesel bus from Florida to Boston, the first ever *certified climate neutral mobile marketing tour* in the U.S. Clearly, our company’s concern about the environment is inspiring creative action on many fronts at Clif Bar.

As we reflect on our progress, here’s something important to remember: *Clif Bar Inc. did not start out as a company with a formal environmental mission.* Although we clearly had an “environmental consciousness,” given our roots in outdoor sports and natural foods, it was not until 2001 that a formal sustainability program was born. As relative newcomers to the sustainability movement, we’ve learned that pursuing more sustainable business practices is a step that any company can take if they are committed. The more companies who choose to take that step, the better off we’ll all be. We’ll have a far greater impact if we journey together.

Lastly, I want to remind everyone that the foundation of our sustainability program at Clif Bar is education. The key to our success is the enthusiasm and commitment to learn found in each of our employees. As each department grows in environmental knowledge, so too will our ability to solve the evolving environmental challenges we face as a company. This newsletter serves as one of our educational resources; it is for your learning pleasure. Read, reflect and find your own voice and role in this journey as you help us move forward, together.

Thanks to everyone for supporting our program.

Warm regards,

*Elysa*

**Elysa Hammond**

Staff Ecologist, Clif Bar Inc.

*We wield great power with our knives and forks, and can affect social and environmental change three times a day by making conscious choices about our food. I wrote the following article - with the gracious editorial help of Dean Mayer - to bring attention to this fact and to empower people to create a healthier, more sustainable world, one bite at a time.*

## Fight Global Warming with Your Knife and Fork

**Everything about global warming seems big and overwhelming. Perhaps that's fitting, considering the dimensions of the problem.**

**A recent U.S. Energy Department report predicts global warming will soon cause more flooding and severe droughts across the Western United States. Many blame it for last year's deadly summer in Europe, which claimed more than 19,000 lives. Even Hollywood sees the grand scale. In May, a new film from 20th Century Fox filled the big-screen with images of eco-horrors tied to global climactic change.**

**So how can we as individuals do anything meaningful about such a massive issue? The problem is that most of the advice about how to fight global warming revolves around things we do occasionally, if at all: insulate our homes, buy a hybrid car, switch to compact fluorescent bulbs. These are helpful steps that taken together can make a BIG impact.**

**But what can we do each day that will really make a difference? Look no further than your plate. We can help fight global warming three times a day by making a few simple changes in our eating habits. Eat local. Eat less meat. Eat organic.**

**Eat Local.** Did you know the food you eat travels an average of more than 1,500 miles to reach your plate? Transporting food burns fossil fuels, which create tons of carbon dioxide (CO<sub>2</sub>) and other greenhouse gases — the primary cause of global warming. Brian Halweil of Worldwatch found that a typical meal bought from a conventional supermarket chain uses four to 17 times more petroleum for transport than the same meal using local ingredients.

Support your regional economy, beginning with the food you eat. At home in New Rochelle, NY, I relish my weekly visits to the Friday farmer's market where Amish farmers sell fresh broccoli, red ripe tomatoes and juicy peaches. Further north my friend Beth has joined a CSA — Community Supported Agriculture — to share with others in a local farm's production for the season. These local alternatives feed the soul as well as the stomach.

**Eat less meat.** We feed more than half the grain grown in the United States to livestock. That greatly compounds the climactic impact of our oil-dependent food system. According to noted ecologist David Pimentel of Cornell University, it takes on average 28 calories of fossil fuel energy to produce one calorie of meat protein for human consumption. Grain production requires only about 3.3 calories of fossil fuel energy to produce one calorie of protein. Large, confined livestock operations also generate vast amounts of manure, which releases methane, a potent greenhouse gas with 20 times the heat trapping power of carbon dioxide.

Health experts recommend you eat more whole grains, fruits and vegetables. What better time to start than if you're concerned about global warming.

**Eat Organic.** Our industrialized food system — the collective growing, processing, packaging, shipping and cooking of our food — accounts for a whopping 17 percent of the fossil fuel energy we consume as a nation. According to the EPA, the agricultural sector alone generates almost 10 percent of all greenhouse gas emissions in the United States.

Agricultural chemicals — synthetic fertilizers, pesticides and herbicides — account for more than half of all on-farm energy use. Organic farming uses no synthetic chemicals, greatly reducing our dependence on fossil fuels to produce food. As an added bonus, organic farming significantly cuts emissions of nitrous oxide, which is produced when soils interact with chemical fertilizers. An extremely powerful greenhouse gas, nitrous oxide has 310 times the heat trapping power of CO<sub>2</sub>.

What's more, organic farming can actually help undo global warming. Soils farmed using sustainable, organic methods absorb CO<sub>2</sub> from the air and lock it into the soil as fertile humus. This makes organic farmland a sink rather than a source of CO<sub>2</sub>. Paul Hepperly of the Rodale Institute estimates that if all the corn and soy cropland in the nation converted to organic production, some 580 billion pounds of excess CO<sub>2</sub> could be captured from the atmosphere and stored in the soil annually.

**Our world is heating up and we need to take action. Armed with our knives and forks, we wield a lot more power to affect change than we realize. Be part of the solution, three times a day. Eat local. Eat less meat. Eat organic. Not just because you'll help fight global warming, but because fresh, locally grown, organic food tastes better, too.**

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This article appeared as an Earth Day feature at [www.sustainablebusiness.com](http://www.sustainablebusiness.com)

### About the author:

Elysa Hammond is the staff ecologist of Clif Bar Inc., a maker of all-natural energy and nutrition foods and a nationally recognized leader in sustainability and corporate social responsibility.

In addition to her work at Clif Bar Inc., Hammond is an honorary research associate at the New York Botanical Garden in the Bronx, NY, and a member of the Greenhouse Network, a grassroots movement working to stop global warming. She holds a Master of Forest Science from the Yale School of Forestry Environmental Studies with a specialty in the ecology of food production systems.

## A Report on our Progress: 2001-2003

On Earth Day 2001 we launched our Clif Bar Environmental Program, *Moving Toward Sustainability*. We're working to reduce our ecological footprint in everything we do at Clif Bar from the field to the final product. We report here on the progress we've made in our use of organic ingredients, improved packaging, green purchasing (recycled paper and T-shirt promotions), our carbon offset program and our move toward zero waste.

### Raising the Sustainable Bar Increased Use of Organic Ingredients

Ingredients	2001	2002	2003
Organic Ingredients Purchased (lbs.)	0	2 million	7 million
% Organic Content			
Clif Bar	0	15-20	70*
Luna Bar	0	5	12
Mojo	n/a	50	50

\* Clif Bar is the first major energy bar to be certified organic. Our newest products, *ZBaR* and *Builders* (launched in 2004), contain 70% and 33% organic ingredients respectively.

### Environmentally Friendly Packaging Recycled Paperboard Caddies

A packaging system includes several components: primary packaging (the wrapper); secondary packaging (caddies, point-of-purchase displays); and tertiary packaging (master cases, pallets, shipping materials). Our long-term goal is to make all components more environmentally sound. We've made significant progress thus far in redesigning our caddies. We're eliminating shrink wrap and using recycled materials to make the paperboard boxes that hold our bars.

Caddies	2001**	2002	2003
% Shrink-Wrap Free	0	50	90
Shrink Wrap Avoided (lbs.)	0	45,000	90,000
% Made with 100% Recycled Paperboard*	0	0	100
Number of Caddies from Recycled Paperboard	0	0	5,000,000

\*\* In 2001 we developed a "litter leash" on Shot packages to help keep trails clean.

### Greening the Office A Switch to Recycled Paper

For all of our out-sourced printing and in-office paper use we now choose recycled paper. Special thanks go to New Leaf Paper, Recycled Office Products Co-op and Tulip Printers for their help in this effort.

Recycled Paper	2001	2002	2003
<b>Creative Services</b>			
Recycled Paper Used (lbs.)	negligible	31,000	81,000
% Average Post-Consumer Content	0	50	54
<b>Office Paper Use</b>			
Recycled Paper Used (lbs.)	0	6,000	6,250
% Post-Consumer Content	0	100	100

Environmental Benefits of Recycled Paper Use	2001	2002	2003
Trees Saved	0	250	570
Water Saved (gal.)	0	69,600	151,300
Greenhouse Gasses Avoided (lbs.)	0	21,000	47,800

Based on calculations provided by New Leaf paper using research done by Environmental Defense.



#### Annual Environmental Benefits of Recycled Paperboard

We make 10 million caddies per year. Our switch to 100 percent recycled paperboard (50% post-consumer) for all caddies generates the following environmental benefits each year:

**Trees saved: 7,500**

**Water saved: 3.3 million gallons**

**Energy saved: 4 billion BTUs** (the energy used to run 39 households for one year)

**Greenhouse gasses avoided: 660,000 pounds** (equal to taking 58 cars off the road)

Thanks to Environmental Defense for assessing these benefits.

## Moving Toward Climate Neutral The Clif Bar Carbon Offset Program

We're taking responsibility for our contribution to global warming by purchasing wind energy credits and planting trees to offset our climate footprint.

### Renewable Energy Credits Building New Sources of Wind Energy

In partnership with *NativeEnergy*, we purchase wind energy to *climate neutralize* the CO2 generated by energy use in our offices, in the bakeries and from business travel. In 2003 we also offset the CO2 generated by trucking our products from the bakeries to our distribution center. That's 800 truckloads - a total of more than 300,000 miles! Our wind power purchase helps bring new sources of renewable energy to market.

Wind Energy Credits	2001	2002	2003
CO2 Offset (lbs.)	0	4 million	5.5 million*
* Our purchase of green tags in 2003 provided an environmental benefit equal to taking 340 SUVs off the road for a year.			

### Clif Bar Cool Commute Planting Trees to Reduce our Climate Footprint

The Cool Commute program was developed in partnership with American Forests to plant trees to offset the carbon generated by our employees' commute. Trees absorb and store carbon as they grow, removing CO2 from the atmosphere where it traps heat and contributes to global warming.

Clif Bar Cool Commute Program	2001	2002	2003
Commute Offset	No	No	Yes
Trees Planted	0	0	1000

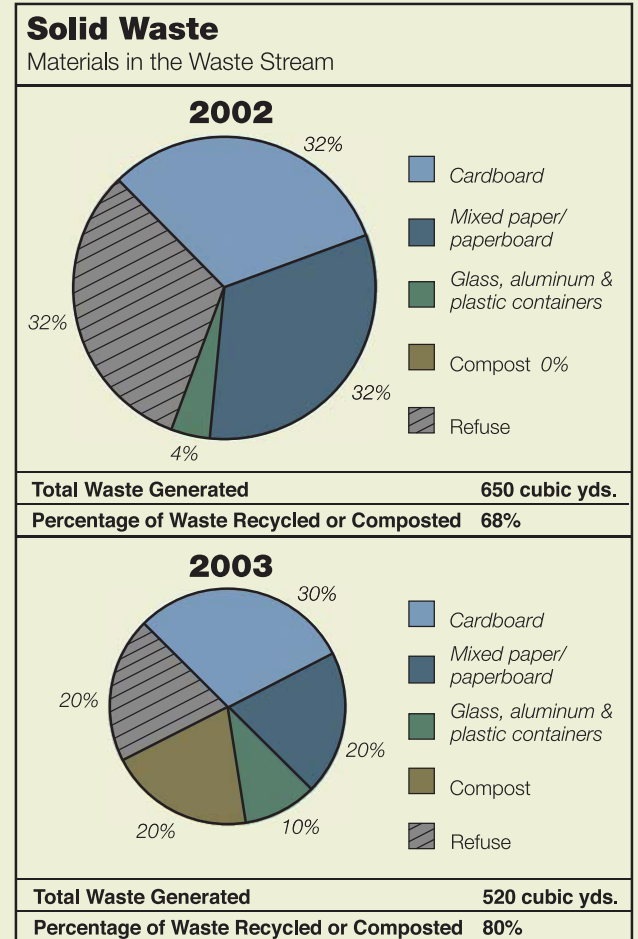
## Greening Promotions Organic Cotton and Sustainable Hemp

Cotton uses more insecticides than any other crop in the world. Organic cotton and hemp are more sustainable alternatives. Our purchase of organic cotton avoids the use of about 5,000 lbs. of agricultural chemicals per year. [www.sustainablecotton.org](http://www.sustainablecotton.org)

Sustainable Promotional Items	2001	2002	2003
Organic Cotton T-Shirts	0	13,947	13,323
Organic Cotton Totes/Bags	0	700	6,100
Organic Cotton Sweatshirts	0	0	175
Hemp Shirts	0	0	2,425

## Moving Toward Zero Waste Less Trash, More Recycling

By the end of 2003 our office was producing one-fifth less overall waste than it did the prior year, and recycling and composting more of what we did generate. More than 80% of all trash is now diverted from landfills. We also encourage people to bring things into the office that they can't recycle from home. Our 2004 goal is to recycle or compost 90% of all waste.



### Other Items Recycled in 2003

**Used clothing** (donated to community groups): **2,100 lbs.**

**Low-density poly plastic** (like shrink wrap): **1,200 lbs.**

**Broken pallets donated for repair/recycling:** **300 pallets**



### Trees

by Joyce Kilmer



I think that I shall never see  
A poem as lovely as a tree.

A tree whose hungry mouth is prest  
Against the earth's sweet flowing breast;

A tree that looks to God all day,  
And lifts her leafy arms to pray;

A tree that may in summer wear  
A nest of robins in her hair;

Upon whose bosom snow has lain;  
Who intimately lives with rain.

Poems are made by fools like me,  
But only God can make a tree.

### Clif Bar COOL COMMUTE Program – A New Effort in the Fight Against Global Warming

We're excited to introduce a new piece of our company's journey toward climate neutral. We are offsetting the collective impact of our employees' commute by planting trees! To carry out this new effort, we've established a partnership with American Forests. In 2004 we will plant 1000 trees through the Wildfire ReLeaf campaign to help reforest areas burned by last year's devastating wildfires in Southern California.

As trees grow, they take in and store carbon in their wood, roots and leaves. In this way, trees remove carbon dioxide from the atmosphere where it forms part of the thickening blanket of greenhouse gasses that is causing our planet to heat up. Trees reduce air pollution, prevent erosion and flooding, and provide homes for wildlife. They create a sense of place and beauty wherever they grow - Just ask Julia Butterfly Hill or revisit the poem *Trees* by Joyce Kilmer.

Through a company-wide volunteer survey, we learned that the average round trip commute to our Berkeley office is 23 miles per day using cars that average 23.7 miles per gallon. Our estimates account for the many people that come to work each day walking, cycling, carpooling, and using public transportation. We've also taken into consideration the fuel savings created by our 9/80 work schedule.

Thanks so much to those of you using alternative ways to commute. You are our Clif Climate Heroes. NOT using fossil fuels is truly the most effective thing we can do to fight global warming. For most of us who are still stuck in a fossil-fuel based economy, we can work to offset our climate impact by planting trees, as transportation alternatives are explored and expanded.

### Sustainable Forest Management

People have always depended on forests for wood products like timber and paper, for environmental services like soil and water conservation, for wildlife habitat and for recreation. The question is not whether forests are valuable, but how best to benefit from and enjoy them in a sustainable manner.

#### What is sustainable forest management?

Sustainable forest management is ecologically sound, socially beneficial, and economically viable. According to the Forest Stewardship Council (FSC), it means that forests are managed in a way that protects water, soil and wildlife. It also means that local communities, Indigenous Peoples, forest workers, industry and land owners — anyone who is affected by what happens to forests — have a say in how the forest is managed.

Managing forests for future generations means that people can continue to work, live, and earn an income from the forest, and that old growth forests are protected. The FSC provides clear guidelines on how to manage forests sustainably, and certifies the timber from forests that are managed in this fashion. The FSC label allows consumers to make choices that support sustainable forestry. To learn more about how you can support the sustainable use of forests, visit [www.fscus.org](http://www.fscus.org), [www.smartwood.org](http://www.smartwood.org) and [www.woodwise.org](http://www.woodwise.org).

#### How does Clif Bar Inc. conserve forests?

All the paper and paperboard products we use at Clif Bar are made with recycled materials. Our use of recycled fibers conserves more than 8,000 trees a year. In addition, our Berkeley office sends out for repair and re-use approximately 300 wooden pallets a year. Clif Bar also plants trees through the Wildfire ReLeaf Campaign of American Forests. Learn more at [www.americanforests.org](http://www.americanforests.org).

*Did you know that almost 38% of America's hardwood lumber production is used in pallet production?* That's the single largest use of hardwood in the U.S. Sadly, most of it ends up in landfills.

# Just Undo It!

## Fighting Global Warming in Partnership with Environmental Defense

We've taken yet another important step in the fight against global warming – a step that educates and encourages action. We've partnered with the Undo It campaign to raise public awareness about global warming. Clif Bar will help collect thousands of signatures this year in partnership with Environmental Defense, on a petition urging the U.S. government to limit emissions of greenhouse gases. The petition calls on Congress to pass the Climate Stewardship Act, the most important global warming bill ever introduced in Congress.

A vote on the Climate Stewardship Act is imminent, so our outreach this summer is critical. We're distributing information about global warming at sporting events and at "green" fairs and celebrations nationwide through our street marketing efforts and via the biodiesel mobile marketing tour. Special thanks to our wonderful field representatives and everyone involved in making this education-for-action effort possible.

Visit our website and link to Undo It at [www.undoit.org](http://www.undoit.org). Stop the emissions and sign the petition. Learn how you can earn a free T-shirt in the process.

## Very Cool Tours

Who else has made their concerts climate neutral, or fueled their transportation with biodiesel? Here's a list of folks who have chosen to be certifiably cool.

**Bonnie Raitt**  
**Dave Mathews Band**  
**Indigo Girls**  
**Darryl Hannah**  
**Julia Butterfly Hill**  
**Willie Nelson**  
**REM**  
**Rolling Stones**  
**Dennis Weaver**  
**Neil Young**

## Clif Bar Natural Energy Tour From Florida to Boston – Climate Neutral all the way

By Grady O'Shaughnessy

This summer we're launching the first ever Clif Bar Mobile Marketing Tour. And in true Clif Bar style, this won't be your average marketing effort. In addition to being fully outfitted with mountain bikes, kayaks, surfboards and other fun outdoor gear, the Clif Bar vehicle - a 22' city bus - will run entirely on B100 biodiesel. The tour itself will be certified climate neutral! From June 7th through September 5th, a team of two will travel from Tampa, Florida to Boston, Massachusetts visiting events, retailers and partners, and spreading the love (and Clif Bar samples) to consumers along the Eastern seaboard.

### So, what is Biodiesel?

Biodiesel is a vegetable oil-based fuel that runs in diesel engines - cars, buses, trucks, construction equipment, boats, generators, and oil home heating units. It's usually made from soy or canola oil, and can also be made from recycled fryer oil (yes, leftover oil from fast food joints!). You can blend it with regular diesel or use 100% biodiesel (B100).

### What are the benefits?

- 1) National security. Biodiesel reduces our dependence on foreign oil.
- 2) National economy. Using biodiesel keeps our fuel-buying dollars at home. This reduces our trade deficit and creates jobs.
- 3) It's sustainable & non-toxic. Oil is a non-renewable resource. We're going to run out of oil eventually. Biodiesel is 100% renewable...we'll never run out of it. And if it gets into your water supply, there's no problem - it's veggie oil!
- 4) Cleaner Emissions. Biodiesel contributes almost zero emissions to global warming! Biodiesel also reduces other emissions dramatically, and that's better for people's health. *Conventional diesel exhaust is a known carcinogen* and contains fine particulates that can enter your bloodstream, as well as toxic components such as arsenic, benzene and nickel. Exposure to diesel exhaust increases respiratory problems and decreases lung function.
- 5) Engine life. Using biodiesel reduces engine wear by as much as one half because it provides excellent lubrication.

### What are the negatives associated with biodiesel?

- 1) Availability and price. It's not readily available in much of the nation – yet. But demand is growing!
- 2) Gets slushy in below-freezing weather. However, biodiesel can be blended with additives in winter months.
- 3) Vehicles older than mid 90's may need to upgrade fuel lines.
- 4) Nitrous oxide emissions which contribute to smog, increase up to 15% with the use of biodiesel. More research is needed to solve this problem but many feel that the increase in nitrous oxide is offset by the reduction in all other toxic emissions and greenhouse gasses.

This information was taken from the website [www.biodieselnow.com](http://www.biodieselnow.com) and the Alternative Fuels Data Center [www.afdc.doe.gov/altfuel/bio\\_general.html](http://www.afdc.doe.gov/altfuel/bio_general.html).



## Sustainability Events in the Clif Bar Theatre

The new Clif Bar Performing Arts Theater has already hosted several engagements with a sustainability focus. Here are three recent events.

**Co-op America Green Business Conference.** We sponsored a field trip for 75 people from the conference, *Growing the Green Business Movement*, which featured Gary Erickson as a keynote speaker last November. The guests, many of whom were business owners or directors, toured the office, enjoyed a fabulous vegetarian lunch and listened to Gary and panel of employees speak about our five aspirations of sustainability. Very special thanks to all who helped in organizing, cooking, speaking at and running this first-of-its kind presentation of our business model.

**Find out about the next green business conference at [www.coopamerica.org](http://www.coopamerica.org).**

**Julia Butterfly Hill's 30th Birthday Bash.** In February 2004, the Clif Bar Performing Arts Theater provided the venue for a wonderful birthday celebration that helped raise \$132,000 in donations for Julia's organization, Circle of Life. An entirely "green" event, the party included organic roses, organic vegetarian food and a to-die-for vegan chocolate cake. The event was a smashing success. Thanks to all who helped!

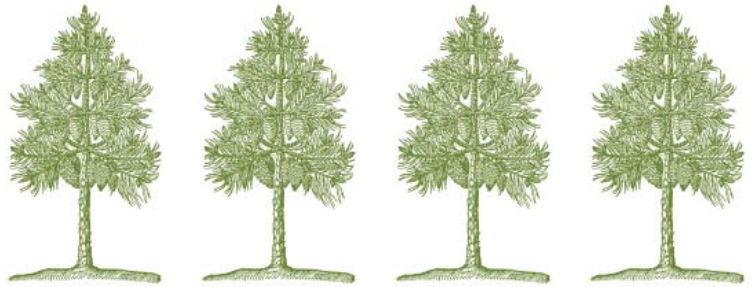
**Learn more at [www.circleoflifefoundation.org](http://www.circleoflifefoundation.org).**

**Green MBA Student Visit.** In March we hosted a group of dynamic Green MBA students from New College and Presidio World College (including our own Jeni Rogers) who toured the facilities and listened to Gary speak about our journey toward sustainability. Elysa spoke about our environmental efforts, Janet Minix described our health program and Leslie Abraham talked about her commitment to community service. The students experienced an afternoon in the life of a company that is aspiring to apply many of the ideas that they are studying — sustainable business practices.

**Learn more about these programs at [www.newcollege.edu](http://www.newcollege.edu) and [www.presidisoworldcollege.org](http://www.presidisoworldcollege.org).**



**Co-op America**  
building an economy for people and the planet



## Clif Bar Sponsors Green Festivals 2003 & 2004

*By Geoff Swarten*

Kermit says "It's not easy being Green." I guess he never had the chance to check out the Green Festival. These cool events, co-produced by Global Exchange and Co-op America, bring together green businesses, environmental groups, and leading thinkers on the social justice, environment and the new green economy. Attendees can spend two full days learning about opportunities that exist for making green, socially responsible choices in everyday living. The events incorporate 250 exhibitors, music and more than 50 speakers including visionary authors, politicians, journalists, business leaders, and activists who present talks or lead workshops throughout the event. You can also just grab some great organic food.

Two Green Festivals took place in 2003 – Austin and San Francisco – with attendance of 9,000 and 19,500 people respectively. The event this year will be held in Washington DC on September 18th and 19th and in San Francisco on November 6th and 7th. Check it out!

Big thanks to all the Clif Bar people who helped out with these events including, but not limited to Chris Leon, Grady O., Jennifer Snyder, Thomas Dodsworth and Elysa Hammond.

**The Green Festivals** celebrate the emergence of a Green Economy based on *Ecological Balance, Social Justice and a Sustainable Economy*.

"Nowhere is the spirit and commitment to grassroots socially and environmentally responsible business more vibrant and alive than at Global Exchange and Co-op America's Green Festival."

— Jeff Hollendar, CEO of Seventh Generation

Go to [www.greenfestivals.com](http://www.greenfestivals.com) for more information

GLOBAL  EXCHANGE  
building people-to-people ties

## The Breast Cancer Fund® STRONG VOICES PROGRAM Workshop Coming Soon!

The Breast Cancer Fund's Strong Voices Leadership Development Program is a nationwide network of women and men who speak on behalf of TBCF's mission to eliminate the environmental causes of breast cancer. TBCF's "Strong Voices" share their personal stories while inspiring the public to join TBCF in taking action. Since its launch in February 2003, Strong Voices has emerged as a remarkably successful program. Trainings have been well received by close to 100 participants throughout the country.

In a Strong Voices workshop, participants build community, learn about TBCF's program and policy initiatives, and develop skills to conduct public education, media advocacy, and legislative advocacy on behalf of The Breast Cancer Fund. Each training session offers an array of tools and resources to assist participants with their future work as volunteer advocates. We look forward to holding a 2004 training at Clif Bar soon.

## Moving Towards Zero Waste

"Zero Waste is a philosophy and a design principle that includes recycling but also goes beyond it taking a 'whole system' approach to the vast flow of resources and waste through human society."

We're moving closer toward the goal of ZERO WASTE\* in our Clif Berkeley office. According to one of the Zero Waste Business Principles, a company should aim to divert 90% or more of all solid wastes from landfill or incineration. Since we started composting last June, we are now recycling or composting more than 80% of all waste generated by our Berkeley office!

Ecology and economics work together in this effort: we're now saving more than \$6,000.00 per year in garbage fees because of our recycling and composting efforts.

In 2004, we're challenging ourselves to continue moving toward Zero Waste. We're working to recycle or compost 90% of all our solid waste in the Berkeley office by the end of the year.

In our office, we've been practicing the three R's with increasing success. **Reduce. Reuse. Recycle.** And we're closing the loop by buying **recycled materials** whenever we can.

*\*"Zero Waste maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace."*

To Learn More about Zero Waste and Zero Waste Business Principles, check out [www.grrn.org/zerowaste](http://www.grrn.org/zerowaste)

## Global Green USA Gary Erickson Awarded for Environmental Leadership

In March, 2004, our very own Gary Erickson, received a Green Cross Millennium Award for Corporate Environmental Leadership from Global Green USA and Green Cross International. The Millennium Awards honor individuals, companies and organizations that recognize the connection between humankind and nature.

Gary was honored for his commitment to reducing Clif Bar Inc.'s ecological footprint through our sustainability programs.

The Green Cross Millennium Awards were established in 1996 to recognize and honor those whose lives and livelihood embody Global Green USA's mission of "fostering a global value shift toward a sustainable and secure world." This year's award ceremony was also a special 10th anniversary tribute to the organization's visionary founder, Mikail S. Gorbachev. Check out [www.globalgreen.org](http://www.globalgreen.org).

**"We need a new system of values, a system of the organic unity between humankind and nature and the ethic of global responsibility."**  
— Mikail S. Gorbachev

## EPA Green Power Leadership Award

Clif Bar Inc. was just one of just 19 organizations nationwide to receive the 2003 Green Power Leadership Award from the U.S. Environmental Protection Agency (EPA) last November for our outstanding purchase of green power. Through our partnership with the *NativeEnergy WindBuilders* Program, we purchase wind energy credits or "green tags" to offset greenhouse gas emissions generated by energy use in our office, bakeries and business travel. The energy credits we purchased over the past two years have offset a total of 9.5 million pounds of carbon dioxide. That's like taking 792 cars off the road for a year, or not driving 9.5 million miles.

The EPA's Green Power Leadership Awards are part of the recognition offered through the Green Power Partnership, a voluntary program working to standardize green power purchasing as part of best practices in environmental management.

To learn more about the EPA Green Power Partnership visit [www.epa.gov/greenpower/](http://www.epa.gov/greenpower/)



Our purchase of wind energy credits helped finance the construction of the first large-scale Native American-owned wind turbine. This wind turbine, located on the land of the Rosebud Sioux Tribe in South Dakota, was dedicated in May 2003.

## Because We're Worth It: The Campaign for Safer Cosmetics

Contributed by The Breast Cancer Fund

**What's in your cosmetics?** The cosmetics industry uses more than 5000 chemicals in its products, everything from lipstick and lotion to shampoo and shaving cream. These chemicals are surfactants, emulsifiers, foaming agents, preservatives, plasticizers, and dyes. Many of these same chemicals are also used in heavy industry. They are used to grease gears, stabilize pesticides, or soften plastics. We apply these chemicals found in personal care products directly to our bodies, assuming they are safe. But are they?

In February 2003, the European Parliament adopted a new cosmetics law that requires all companies that manufacture personal care products sold in the European Union to phase out the use of dangerous chemicals by September 2004. Prohibited chemicals include carcinogens, mutagens, and reproductive toxicants commonly found in cosmetics.

This spring The Breast Cancer Fund is launching an exciting new national campaign asking major multinational cosmetic manufacturers, including L'Oreal, Revlon and Estee Lauder, to sign the *"Compact for Global Production of Safer Health & Beauty Products."* This pledge asks them to meet the standards set by the European Union and reformulate globally so that all their cosmetics and personal care products (not just those sold in Europe) are free of chemicals that are known or suspected to cause cancer, mutation or birth defects.

Since these corporations have to reformulate using safer ingredients to sell their products in Europe, why not offer American consumers the same opportunity to buy safer products here at home too?

The ***Because We're Worth It Campaign for Safer Cosmetics*** will help build broad-based support for more sensible chemical policies. Phasing out harmful chemicals from personal care products is an exciting first step in a series of European efforts to better protect human health and the environment. Let's urge the cosmetics industry to think globally and make personal care products safer for everyone. There is no better time!

You can help us by completing a short survey to assess cosmetic and personal product at [www.ewg.org/survey](http://www.ewg.org/survey).

## ECO TIPS for a Healthier World

Looking for ways to reduce your own ecological footprint? Here are easy steps you can take for a healthier environment. Please share this information with your friends and family and let them know they can find this info at [www.clifbar.com](http://www.clifbar.com).

### Changing the world, one bite at a time

#### Eat organic.

Certified organic food is grown, handled and processed without synthetic pesticides, hormones, or antibiotics. Organic farming helps preserve biological diversity, conserve the soil, and protect water resources. Organic foods contain significantly less pesticide residues than conventionally grown foods. In addition, organic farming practices help fight global warming by storing large amounts of carbon in the soil. [www.ota.com](http://www.ota.com)

#### Eat lower on the food chain.

Animal fats, including farmed fish may be contaminated with dioxins, DDT and other pesticides, PCBs and mercury. To reduce your exposure to these chemicals, eat fewer animal products, and choose organic meat, milk, eggs, and dairy whenever possible. Learn about safer fish and seafood choices using the Seafood Selector tool on the website of [www.environmentaldefense.org](http://www.environmentaldefense.org).

#### Eat local.

The food we eat has traveled an average of 1500 miles by the time it reaches our plates. Help create a more sustainable food system by purchasing locally grown foods. Support farmers markets and community supported agriculture. Find a farm near you. [www.nal.usda.gov/afsc/csa](http://www.nal.usda.gov/afsc/csa)

#### Serve a cup of justice — fair trade coffee

In the midst of a worldwide slump in coffee prices, coffee farmers are being paid far less than what they need to feed their families and stay on the land. There is something you can do — buy Fair Trade Certified Coffee. Learn more about the issue at [www.fairtradeaction.org](http://www.fairtradeaction.org) and [www.equalexchange.org](http://www.equalexchange.org). When you buy shade grown or organic coffee you also help conserve vital habitat for migratory songbirds and other wildlife. [www.nationalzoo.si.edu/conservationandscience/migratorybirds/coffee](http://www.nationalzoo.si.edu/conservationandscience/migratorybirds/coffee)

### Green up the home front

#### Cultivate a pesticide-free garden

Keep your yard safe for children and pets by seeking alternatives to herbicides and insecticides. Ask your lawn-care service provider for organic, non-chemical options. Learn more at the Pesticide Action Network. [www.panna.org](http://www.panna.org)

#### Cleaning House

"Harmful or fatal if swallowed." The fumes and chemicals from many cleaning products pose a threat to you and the environment. Switch to non-toxic cleaners. Find out more at the Children's Health Environmental Coalition (and check out their new book [The Household Detective!](#)). [www.chechnet.org](http://www.chechnet.org)

### **Insist on Good Wood**

Forests provide a home to wildlife, purify water and clean the air. Conserve forests by purchasing FSC (Forest Stewardship Council) certified wood for furniture or building. FSC certified forests are managed in a sustainable manner. [www.fsc.org](http://www.fsc.org)

### **Use Caution with Plastics**

Some plastics contain hormone-disrupting chemicals called phthalates that leach into the food or substances they touch. Don't microwave in plastic, especially plastic wrap. Look for safer plastics for food storage (#1, #2, #4 and #5) or use glass or ceramic containers. And because children tend to put things in their mouths, keep them away from toys that contain polyvinyl chloride plastic (PVC). Learn more at [www.greenguide.org](http://www.greenguide.org).

### **Choose Tree-free paper**

Making paper from paper, instead of trees, saves wood, water, energy and greenhouse gases. Chlorine-free paper also reduces the production of dioxins — cancer-causing pollutants that poison our rivers, pollute our air and often end up in our bodies. Use recycled paper at home and bring this initiative to the institutions that you work with. [www.woodwise.org](http://www.woodwise.org)

### **Change a light bulb, change the world.**

Use energy saving light bulbs. They use one-fourth the energy of a conventional bulb and last ten times as long. Saves you money over the life of the bulb too.

### **Gettin' around can be good, clean fun**

#### **Drive Smart. Drive less.**

Emissions from cars and trucks create smog and acid rain. They aggravate asthma, heart disease and respiratory illness, and account for about 25% of all U.S. greenhouse gases. Keep your car tuned up and your tires inflated for better fuel mileage. Use air conditioning sparingly for in-city driving. Leave your car at home and walk, run, ride your bike, carpool or take public transportation. And, when it's time for a new car, consider the more efficient alternatives. Check out [www.greencars.com](http://www.greencars.com) for the best models in each category.

#### **Biking for a better world**

The bicycle is the ultimate lean, green, clean machine. Carrying heavy loads? Turn your bike into an SUB (sport utility bicycle). [www.xtracycle.com](http://www.xtracycle.com). Learn how bicycles can help in international development and understanding. [www.ibike.org](http://www.ibike.org). Become an advocate for bike friendly communities. [www.bikeleague.org](http://www.bikeleague.org)

### **Speak up. Your voice counts!**

Your voice matters; your opinion counts. Speak up about air and water pollution, toxic chemicals, and global warming. Be an advocate for healthier food and transportation systems, open space, and a safer world for our children. For an easy, quick and effective way to make your voice heard, visit [www.saveourevironment.org](http://www.saveourevironment.org).

**Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has.**

— Margaret Mead

## **Fossil Fuel Facts:**

**“With less than five percent of the world’s population, the United States is responsible for a huge share of the world’s fossil fuel burden, accounting for 26 percent of global oil use, 25 percent of coal consumption, and 27 percent of natural gas use. U.S. automobiles — totaling more than 128 million, or one quarter of the world’s cars — emit roughly as much carbon as the entire Japanese economy, the world’s fourth largest carbon emitter.”**

**Taken from Worldwatch Vital Signs  
[www.worldwatch.org](http://www.worldwatch.org)**

## **Why we say NO to GMOs**

At Clif Bar Inc. we've been committed to sourcing only non-GMO soy since 1999. We believe that the use of genetically modified organisms in agriculture is not an answer to world food problems. On the contrary, the use of GMOs reduces natural biological diversity, creates farmer dependency on a limited number of multinational corporations for seed, and exposes the public to technologies that are not fully examined for their impact on the environment and people's health. Our views are consistent with scientific findings.

In January 2004, the National Research Council of the National Academy of Sciences released a 219-page report, “Biological Confinement of Genetically Engineered Organisms.” They concluded that scientists still have no way to assure that new GE organisms can be kept under control, and that it will be difficult to prevent genetically-engineered plants and animals from having unplanned effects on the environment and public health.



## In Memory of Andrea Ravinett Martin 1946-2003



Andrea Martin

This past year brought the loss of a dear friend, The Breast Cancer Fund's Founder Andrea Ravinett Martin. Andrea died in her home on August 6, 2003, following her two-year struggle with brain cancer. The pain we feel in losing Andrea is enormous. So are the pride and gratitude we feel for her presence in our lives.

To those of us lucky enough to have been embraced by her light, Andrea was a hero... a fighter... a visionary... a troublemaker... a mother... a friend.

All her life, Andrea defied the odds and fought obstacles. She saw places women should be and anchored her 5-foot frame there: law school, when women were a slim minority; politics, raising funds for a female candidate; and breast cancer advocacy, where too little was being done about a deadly epidemic.

In 1989, when she was first diagnosed with breast cancer, she was told to put her affairs in order. Instead, the diagnosis forged new resolve, and Andrea successfully fought the disease, twice over.

From breaking the rules to overcoming incredible obstacles, a million memories of Andrea remain in our hearts.

In 1992, she started The Breast Cancer Fund in her living room in order to transform the breast cancer epidemic from a private secret to a public health priority. Under her leadership, the organization grew to a force with more than 70,000 supporters.

In 1995, she joined a team of 17 breast cancer survivors to climb Mt. Aconcagua in the Argentine Andes, the highest mountain in the Western hemisphere. Raising more than a million dollars and making headlines around the world, this historic ascent was followed by climbs on Mt. McKinley, Mt. Fuji and Mt. Shasta. While we rejoice in our memories of her, it is her visionary leadership that we cherish most. When Andrea led, people followed. When Andrea said more breast cancer research was needed, Senator Dianne Feinstein established the breast cancer stamp – generating \$22 million for breast cancer research. When Andrea demanded that we look for the root causes of breast cancer, Congresswoman Nancy Pelosi called for an investigation into the environmental links to breast cancer. When Andrea said that low-income women needed more access to treatment, the California legislature was urged to provide \$20 million for this purpose.

Even after Andrea learned about her aggressive brain tumor, she continued her hard work to spotlight the personal pollution we all carry in our bodies. And the media listened. Millions saw her picture in a New York Times ad with the caption: "Warning – Andrea Martin contains 59 cancer-causing industrial chemicals." As she told an interviewer, "My body is a record of the environmental history of my life."

Andrea's life spanned several extraordinary careers. But it is her dream – her dream of a world without breast cancer; a world where her daughter Mather and other women's daughters and mothers and sisters would be safe from breast cancer – that created a legacy that will live beyond her.

Passionate, persuasive, and persistent, Andrea used all her talent and chutzpah to help make that dream a reality. Her life and work fused into a single magnetic energy that inspired and motivated thousands of supporters to help in this effort.

Our job is to sustain her dream until it is achieved.

- The Breast Cancer Fund

## A Source of Inspiration and Insight for Clif Bar Inc.

The mission of The Breast Cancer Fund® (TBCF) is to identify and eliminate the *environmental causes* of Breast Cancer. In honoring the memory of their founder, Andrea Martin, I want to underscore the fact that The Breast Cancer Fund has been a great source of inspiration and insight to our sustainability program at Clif Bar. The work of TBCF continually reminds us that our bodies are ecosystems affected by the air we breathe, the water we drink, the food we eat and the places we live.

Clif Bar Inc. is grateful for the amazing work started by Andrea Martin. Through our sustainability program, we'll continue to work for the adoption of the precautionary principle wherever we can and to promote renewable energy instead of fossil fuels. We'll call for the ban of toxic pesticides, and promote and celebrate the growth of organic farming. In all these green-up efforts, we'll be pushing forward the work and vision of Andrea Martin. Together we'll spread the hopeful word that we can all be part of the movement to end the environmental causes of cancer and that we can do this work in community, in hope, and in joy as we fight against the odds.

Elysa Hammond  
Ecologist, Clif Bar Inc.