

## Mary Jo Fahey

### Purpose

What is the purpose of your project?

To shorten the time it takes to learn about green initiatives.

*Earth Care* is the name of a Web site and a book. Both contain a collection of green stories that communicate what people are doing to re-shape our future.

### Project Description

Briefly describe how your project works.

The *Earth Care* guides (print and electronic) contain green initiatives organized by topic and by location.

The guides are created for every generation but mostly for Millennials, the largest and most wired generation who analysts say were *or are*:

- Born between 1974 and 1994
- Acutely discerning
- Deeply concerned about a clean environment
- Attracted to companies that act responsibly
- Networked in a way previous generations are not

### Benefits

How would your project benefit the community?

The green stories that I have recorded are real-life initiatives or solutions that others can immitate or adapt.



### What is Earth Care?...

- Designed to be a companion guide to a Web site and RSS Feeds called "Earth Care," this book communicates what people are doing to re-shape our future.
- Inspired by Madison, Wisconsin's Isthmus ([www.thedailypage.com/green](http://www.thedailypage.com/green)), this guide contains a collection of green initiatives from around the country and around the world.
- Green initiatives are organized by topic and by location.
- The guide is created for every generation but mostly for Millennials, the largest and most wired generation who analysts say were *or are*:
  - Born between 1974 and 1994
  - Acutely discerning
  - Deeply concerned about a clean environment
  - Attracted to companies that act responsibly
  - Networked in a way previous generations are not

#### About the Author:

Mary Jo Fahey is the author of books and articles about technology, the environment and nutrition. Mary Jo is also a volunteer Weston A. Price Foundation chapter leader in Madison, Wisconsin ([www.madisonwapf.org](http://www.madisonwapf.org)).

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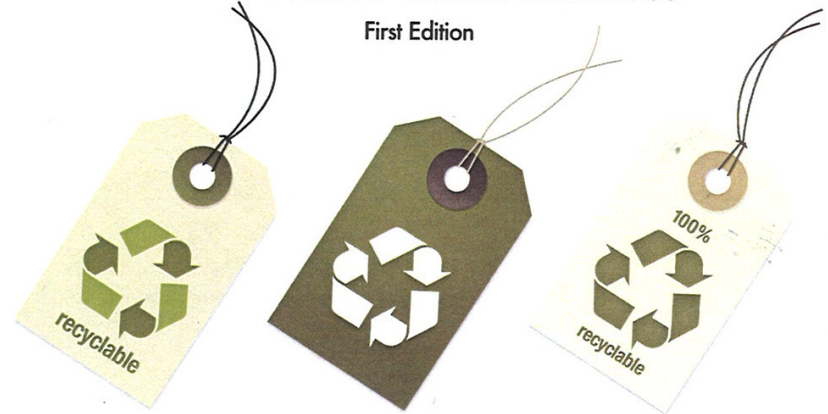
Earth Care

# Earth Care

**RSS Feeds**  
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## Millennials' Guide to Innovative Green Initiatives

First Edition



[www.earthcareguide.com](http://www.earthcareguide.com)

Innovative Green Initiatives



**Mary Jo Fahey**

- Agriculture & Gardening
- Community Currency, Time Banks & Barter Networks
- Energy
- Government
- Nutrition, Health & Personal Care (Human and Animal)
- Recycling & Pollution
- Sports
- Transportation

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### New Buzz Words

New buzz words come with new forms of recycling and pollution control. Examples include:

- **Zero Waste**  
Zero waste is a step beyond recycling. The term implies composting material back into earth that can be used in agriculture.
- **PLA Plastic**  
Polylactic acid (PLA) or PLA plastic is a biodegradable plastic made from corn.
- **Backyard Compostable**  
Backyard compostable is an expression that refers to the ease with which an organic material may be composted. Polylactic acid (PLA) plastic made from corn is not backyard compostable because it requires high temperature (140 degrees) and attention for nine days in order to decompose.
- **Green Tub**  
A Green Tub is an innovative new composting device that can compost any organic material including PLA plastic.

#### On the Web...

A Web version of this article is available at:  
[www.earthcareguide.com](http://www.earthcareguide.com)

### Reason to Go Green: Plastic Soup in the Pacific

The body of plastic that oceanographer Charles Moore discovered in the Pacific ocean in 1997, is a story that will certainly shock many people into changing their view of plastic.

During a yacht race from Los Angeles to Hawaii in 1997, Moore found a plastic soup that is now twice the size of the United States. The area has grown in size since Moore first discovered what looked like a floating garbage heap in 1997. Today, the area is called "The Great Pacific Garbage Patch."

Moore's Algalita Marine Research Foundation (AMRF), based in Long Beach California, has made a video about the plastic debris. The video is called *The Synthetic Sea* and it is available in English and Spanish. A QuickTime preview is available on the AMRF Web site.

NaturalNews.com author Jo Hartley wrote a recent news article about the plastic called, "Toxic Soup of Plastic Debris, Twice the Size of U.S., Forms in the Pacific Ocean." Her report says that the plastic garbage patch is actually two patches that are located on either side of Hawaii. Hartley reports that Professor David Karl, an oceanographer at the University of Hawaii, is coordinating an expedition to study the patch later this year.

### Reason to Go Green: Plastic is a Hormone Disruptor

Toxicologists are calling plastics "hormone disruptors" and "gender benders" because they mimick human and animal hormones. The research on this subject is largely ignored