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What can I do to help protect our wilderness?

By Jillian Tamblyn

Right now the AWA is exploring opportunities in the Foothills to educate consumers on how their purchasing influences the protection of our environment.

One of the easiest ways to visibly make a difference is through our wood product purchasing. Every day we can make choices to reduce our wood product consumption and increase our recycling of paper and bits of wood. But, we can do much more than that. Initiatives are starting in the province to help give you the facts about the retailers and logging companies from which buy products ranging from lumber to furniture to paper. RAGE and the Sierra Club has already started a wood purchasing guide for Edmonton.

A Forest Stewardship Council Certification interest group, including the AWA, is gathering speed. We are also working with several provincial and international organisations to put on a Market Action workshop for local groups. The AWA is developing a web site to help you learn about these initiatives, what companies are up to and what you can do.

As consumers and stockholders in companies we have POWER!

Due to consumer demand companies and retailers around the world are going Old Growth Free and are developing more sustainable wood purchasing policies. In Edmonton a consumers wood purchasing handbook will be released by the fall. With the right information you can develop sustainable wood product and usage purchasing habits and influence retailers to buy their supplies from conscientious companies. Help protect your own back yard.