



# The Environmental Extra

Lafarge Aggregates & Concrete SE (678) 746-2000

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## Earth Day is April 22

### Start making plans for and Earth Day celebration

On April 22, 1970, 20 million people across America celebrated the first Earth Day.

It was a time when cities were buried under their own smog and polluted rivers caught fire. Now Earth Day is celebrated annually around the globe. Through the combined efforts of the U.S. government, grassroots organizations, and citizens like you, what started as a day of national environmental recognition has evolved into a world-wide campaign to protect our global environment.

#### What can you do?

First and foremost is to get involved with one of the thousands of Earth Day activities taking place in almost every community. You're likely to find stream and park cleanups, lectures and presentations, community gatherings and celebrations, and more.

The theme of this year's Earth Day is "Climate Change." To find out what's going on -

locally, nationally, and globally - visit [www.earthday.net](http://www.earthday.net), the website of Earth Day Network (an Earth Share member agency).

It contains a wealth of information about Earth Day events, and tells how to get involved. You will also find opportunities to volunteer, subscribe to a free daily news summary, and register your own group or event.

You don't need to attend an official event to celebrate Earth Day 2006. All you need to do is make a few small changes to your daily routine to reduce your energy use:

Walk instead of drive, or take public transportation. Turn off the lights when you leave a room. Buy compact fluorescent or other energy-efficient light bulbs. Of course, the point of Earth Day is not simply to do these things for a single day, but to make changes that can last all year long. As the saying goes: Earth Day, Every Day!

Here are some things you can do



on Earth Day:

- **Plant a tree.** In 2004, Lafarge gave away more than 1,000 trees to employees and neighboring Deerfield tenants.
- **Organize a neighborhood Earth Day block party.** Use the block party to share ideas or instruct your neighbors on: composting, ways to conserve energy (and save money on utilities), and hazardous household waste / disposal.
- **Share information.** Create a newsletter or flyer and share recycling / conservation information with friends, family, neighbors and co-workers.



*Kids plant trees on Earth Day.*

This month I will . . . energy fast on Earth Day. I will not consume "man-made" energy or use any products made using these energy sources during the 24 hour period.

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*Ah, spring. Do you love spending time outdoors, but don't necessarily want to have to spend an hour talking to Ms. Krapopolis, your sweet, but chatty, next door neighbor?*



*Maybe you should consider a "living fence."*

## As Spring Commences, Consider Living Fences

#### First, a word about trees

Tree planting is the most popular Earth Day event and one of the most common activities people associate with helping the Earth.

The simple act of planting a tree, helps the environment in so many ways. Trees:

- filter pollution from the air
- help recycle water
- prevent soil loss
- create shade
- give shelter from wind and rain
- make food for humans and wildlife
- provide an interesting, soothing, learning environment for children and your community and much more!

*Ahem.* That said, maybe you should consider installing a "living fence."

#### What's a living fence?

"Living Fences" is a locally owned and operated company specializing in the installation of living privacy screens, in other words: trees.

Three years ago, Living Fences president, Paul Dunlap (who in his past careers worked as a Lockheed Martin engineer and co-owner of Marietta Nursery Co.), started this company which offers a variety of evergreen trees - among them: Leyland Cypress, Nellie R Stevens Holly, Nellie R Stevens Holly, Cryptomeria Yoshino, Mary Nell Holly, Fosteri Holly, Little Gem Magnolia, Southern Magnolia, Deodar Cedar, Emerald Arborvitae Nigra, Arborvitae, "Emily Brunner" Holly and Needle Point Holly.

Trees are available in sizes ranging from 15 - 30 gallons, with heights ranging from 6' tall to instant privacy screens as tall as 15'.

Once established, your living fence will be fine with the moisture naturally provided by Mother Nature, but to get trees "started off right," Living Fences works closely with a professional irrigation company to provide professional and permanent irrigation systems.

They also offer a non-permanent, low cost drip-irrigation system that can be adapted to an outside faucet.

#### Other benefits

Living fences provide shade and privacy at a lower cost (compare a 6' section of steel, wood or vinyl fencing at a cost of \$249, installed, to roughly \$200 for a living fence) Also, there's no maintenance and general upkeep costs for painting or pressure washing.

Visit [www.living-fences.com](http://www.living-fences.com), for more information about trees, installation and "specials" or give them a call at (404) 775-6123.



## More tips to help save the planet

When it's time to go marketing, pretend you're Donna Reed or Laura Ingalls.



\$40



\$15



\$225 for this Kate Spade number

Ever heard the expression "you can't teach an old dog new tricks?"

Well, we disagree.

It's never too late to learn something new and that's the kind of attitude we should all adopt when it comes to energy conservation.

In our January '06 issue, we offered "green products we love." This month, in honor of Earth Day, we're going to try to expound on some of the age-old suggestions.

We're not going to simply tell you to use less water, we'll say instead, use less water by turning the tap off while you're brushing your pearly whites.

First tip - haste makes waste:

**Buy products that encourage less consumption.** It's a no-brainer. "Buying and consuming less" results in less waste and harm to the environment. But some times you have to take baby steps.

If you're not ready to make the leap from the *jumbo value pack of brand-name 2-ply paper towels* to one durable cloth kitchen towel, then start off by buying Bounty select-a-size paper towels. How many times have you ripped off an entire sheet, when you really needed much less paper to do the job?

Not even the most hard-core environmentalist would take the time to cut the sheet down to a smaller size, so Bounty does it for you!

Ready for the next tip? It's in the same category:

**Measure everything.** Purchase a heavy duty measuring cup.

Lots of people rely on their eyes when it comes to judging quantity. In a word: Don't.

We're all guilty of it. It's time to do laundry and we quickly uncup the bottle and pour the liquid detergent in the washer.

If challenged, you'd probably say, "I've been doing laundry for years, I can 'eyeball' it and measure just the right amount."

But the sad truth is most of us are just not that skilled. If you couple that fact with the simple laws of physics - it gets worse:

If that bottle of detergent is full, the weight of remaining liquid acts to push more detergent out at a quicker pace. So how much are you really using?

A recent study showed that even when looking at cylindrical glass filled with 6 oz of a static liquid, most people were not able to accurately guess the amount of liquid in the glass.

**You should also measure time.** Most environmental tips suggest showers instead of baths, but

most people don't take showers brief enough to recommend them over baths, environmentally speaking, that is.

To use 26.4 gallons of water which is a good, green number, the average shower should run for no longer than 6 minutes. Do you really want to have to do a B.O. check every time someone crinkles their noses and asks, "What's that smell?"

Twelve and a half minutes in the shower uses roughly 41 gallons of water. So either take a good old fashioned bath or be prepared to move that handy-dandy egg timer from the kitchen to the bathroom.

**Live simple.** Next tip, take a step backwards in time.

For those of you who hate carrying groceries into the house - the pain of dozens of little plastic bag handles cutting off the circulation to your fingertips - it's time to invest in a sturdy, cloth grocery sack.

It's fun to make the grocery store staff do a double-take every time you drop items into your big brown "purse" AND you're saving the environment.

To really feel like a throwback to the '50s, bike or walk to store, instead of jumping in your car.



## April '06 Entries for Your Little Green Book

### The Real Dirt on Farmer John

An Earth Day Film Screening  
Georgia Organics • Apr 18 • 7 - 9:30 PM • Join Georgia Organics, ITVS Community Cinema and Emory University's Sustainable Food Initiative & Culinary Club for a FREE special Earth Day screening of THE REAL DIRT ON FARMER JOHN. This movie focuses on John Peterson, who against all odds, abandons chemical farming and fights local hysteria to build a thriving

organic farm and a progressive farm community. The movie will be followed by a panel discussion of growers, consumers and advocates of healthy foods and farms. Emory University • White Hall • Room 205 • Atlanta, GA 30322 • (678) 702-0400  
[www.georgiaorganics.org](http://www.georgiaorganics.org)

**Ninth Old Timey Seed Swap**  
Southern Seed Legacy • Apr 29 • 3 - 8:00 PM • The Southern Seed Legacy invites you to bring seeds, stories, crafts, and food to

join us for a get together of folks who love heirloom plants! There will be seed swapping, a potluck dinner, primitive skills demos, a campfire, the annual Seed Savers Award and more! Southern BBQ provided with a donation. Visit: [www.uga.edu/ebl/southernheirlooms/](http://www.uga.edu/ebl/southernheirlooms/) Agrarian Connections Heritage Farm • Crawford, GA 30630 • Jim (706) 201-6736

In honor of Earth Day, there's tons of events this month. See attachment for more fun events!

## About Our Organization

Lafarge North America is the largest diversified supplier of construction materials in the United States and Canada. Headquartered outside of Washington D.C., Lafarge North America employs 15,500 people who work at approximately 1,000 Lafarge locations across the United States and Canada.

We believe that Lafarge North America will only succeed in the long term if our actions respect the common interest. This means we must not only comply with all applicable laws and regulations but also conduct our businesses consistent with pollution prevention and sustainable development principles. At the same time, we must take into account the views and opinions of our stakeholders. We are committed to the protection of the environment, human health and well being, to the mitigation of climate change and the conservation of nature.

Our objective is to ensure the continued improvement of our environmental performance. We aim to use energy and natural resources more efficiently, minimize the production of waste, air emissions, and water consumption and wastewater discharges, while seeking ways to preserve heritage, landscape and biological diversity.

Lafarge  
12735 Morris Rd Ext  
Suite 300  
Alpharetta, GA 30004

(678) 746-2000  
(678) 746-2124 Fax

Questions, comments or suggestions - call or e-mail:  
[denise.brisbon@lafarge-na.com](mailto:denise.brisbon@lafarge-na.com)