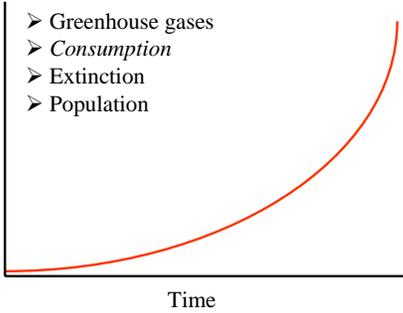


Four spikes*

- Greenhouse gases
- *Consumption*
- Extinction
- Population



Success stories

Forest certification (e.g., Michigan, Office Depot)

freecycle.org

Veal consumption
down >60%

Living simply:
“off the grid”



Consumption

Consume:

1. To do away with completely; destroy
- 2a. To spend wastefully; squander
- 2b. Use up
3. To waste or burn away; perish

Consumption

Outcomes

- Intergenerational inequity
- Distinct social classes
- Economic “growth”

Drivers

- Neoclassical economics
- Marketing
- Human desire

Solutions

- Steady-state economy
- Shift subsidies
- Individual actions

Hard-wired for simplicity

Flight or fight (i.e., survival)

Procreation

Acquisition

Neoclassical economics

“It’s the economy, stupid”*

Goal of economic growth
is never questioned

Positive discount rate
devalues future

*James Carville (Clinton administration)

“Don’t all parents want the world for their children?”*

“To give them big houses, we will cut ancient forests. To give them perfect fruit, we will poison their food with pesticides. To give them the latest technologies, we will reduce entire valleys to toxic waste dumps. To give them the best education, we will invest in companies that profit from death. To keep them safe, we will deny them the right to privacy, to travel unimpeded, to peacefully assemble. And to give them peace, we will kill other peoples’ children or send them to be killed, and amass enough weapons to kill the children again, kill them twenty times if necessary.”

*Kathleen Dean Moore (2004),
The Pine Island Paradox, p. 117

Consumption

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Consumption*

- 1999: 1.2 billion people survive on less than \$1/day
Per capita household expenditures in U.S.: \$60/day
- 2002: Houses 38% larger than 1975, although fewer people live in each household
- 2003: Number of cars passed the number of licensed drivers in U.S.
- 2004: With only 4.5% of world population and 2% of world oil reserves, U.S. remains world’s largest consumer of oil

*World Watch Institute (2004, *State of the World Report*)

Consumption*

Product	We spend	Social goal	Cost
Makeup	\$18 billion	Reproductive health care for women	\$12 billion
Pet food (Europe, U.S.)	\$17 billion	Eliminate hunger, malnutrition	\$19 billion
Perfumes	\$15 billion	Universal literacy	\$5 billion
Ocean cruises	\$14 billion	Sanitary drinking water	\$10 billion

*World Watch Institute (2004, *State of the World Report*)

Consumption—individual actions

- Reduce/Reuse/Recycle
- Think globally, eat locally
- Re-connect with nature



Affecting change in an era of cynicism and political neo-conservatism

cf. late 1960s: peace/environment link

Primary tasks:

- Stabilize population
- Restructure the economy

Stabilizing population

Decreasing fertility
OR
Increase mortality

Education is imperative

Population control begins at home

Restructuring the economy

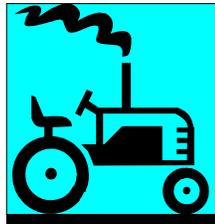
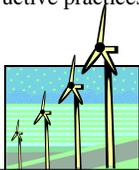
Socialism collapsed because it did not allow prices to tell the economic truth. Capitalism may collapse because it does not allow prices to tell the ecological truth.*

Contemporary fiscal systems reflect the goals of the era of exploitation. Now that natural capital is the scarce resource, our goal should be to restructure the fiscal system so that prices reflect the environmental truth.

*Oystein Dahle, retired vice president of Esso for Norway and the North Sea (cited in Lester Brown's 2001 book *Eco-Economy*, p. 23)

Consumption—shift subsidies

- Prices reflect total cost (e.g., gasoline > \$8/gal)
1 gallon of gasoline ~ 40 acres of wheat*
- Do not subsidize destructive practices
- Subsidize constructive practices



*Dukes (2003, *Climatic Change*)

Accelerating the transition



Media
Corporations
NGOs



Is it too late?

114 species in United States since passage of ESA (1973)

300 species of fish in Lake Victoria

Glaciers in Glacier National Park

Aral Sea

The choice ...

... will be made by the current generation.

But it will affect life on Earth for all future generations.

Think globally, act locally

What does this have to do with vegetation management?

How are global patterns of consumption related to local management practices?



(1) Production

(1) Land-use change



Consumption demands production

What do lands in this region produce?

Regional land-use change

What drives changes in land use?