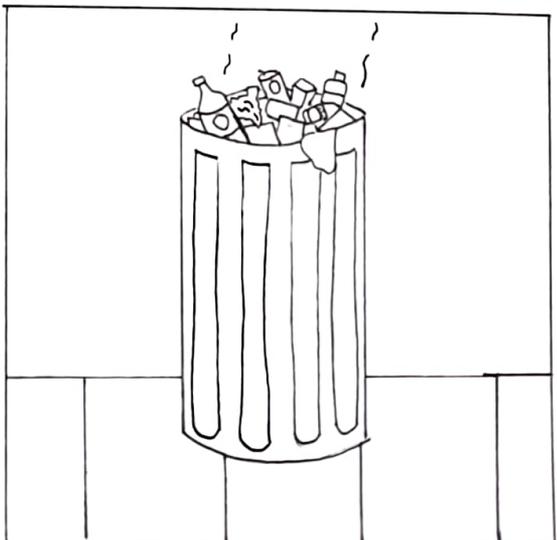
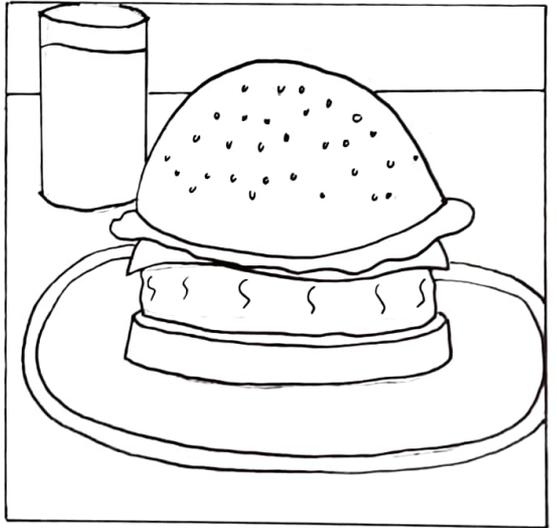
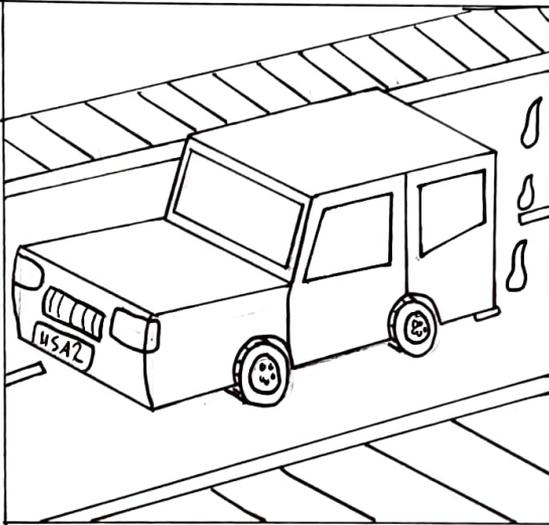
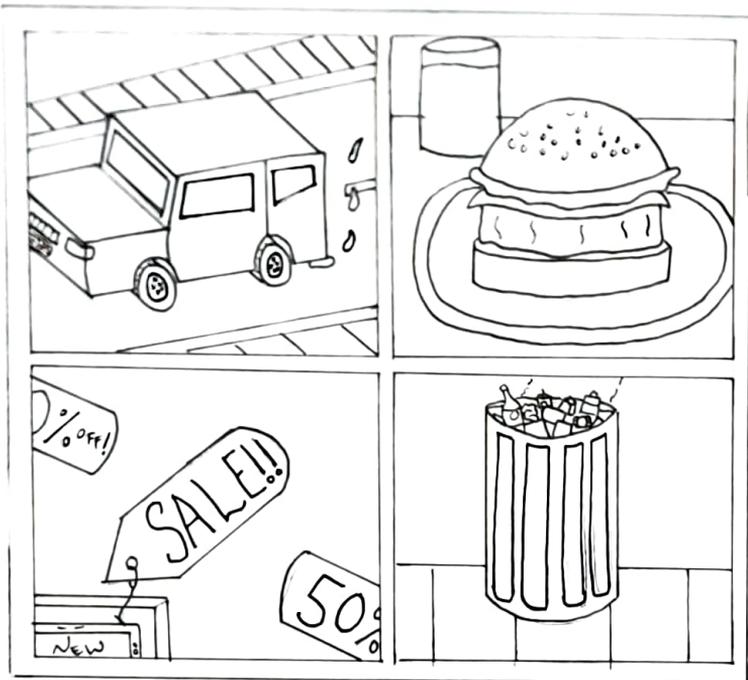


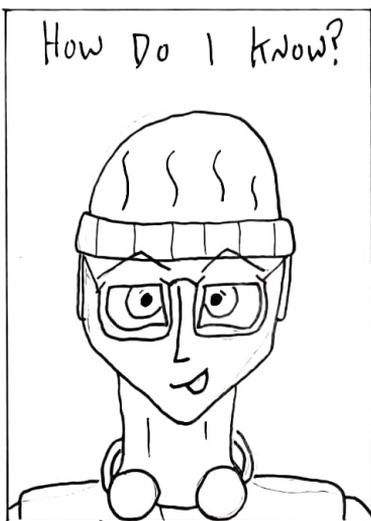
VERSHOOT

By DANIEL WESTHORA





Well, Would You Look AT THAT...

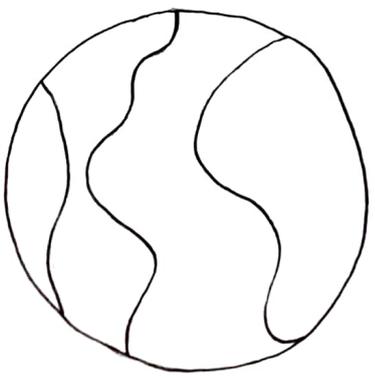
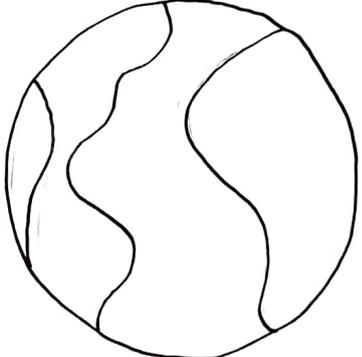
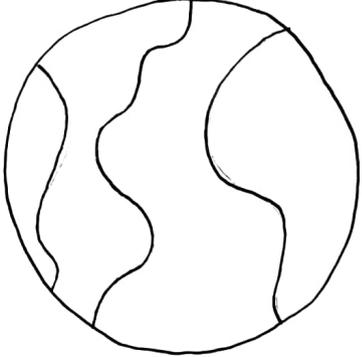
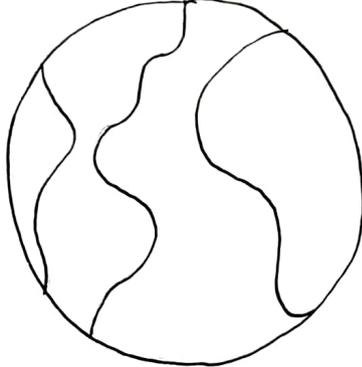
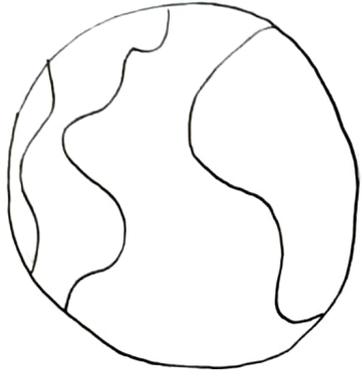


ACCORDING TO SOME STUDIES,  
THE AVERAGE AMERICAN:

- DRIVES 39 MILES A DAY (EPA)
- CONSUMES 54.5 lbs OF BEEF PER YEAR (USDA)
- SPENDS NEARLY \$1,500 A MONTH ON NON-ESSENTIAL ITEMS (KSL NEWSRADIO)
- AND TRASH 99% OF THE MATERIALS THAT ARE PRODUCED WITHIN 6 MONTHS (STORY OF STUFF, BY ANNIE LEWARD)

YEAH, THAT SOUNDS ABOUT RIGHT... BUT HAVE YOU EVER WONDERED WHAT IT WOULD COST IF EVERY SINGLE PERSON ON THE PLANET LIVED LIKE WE DO???



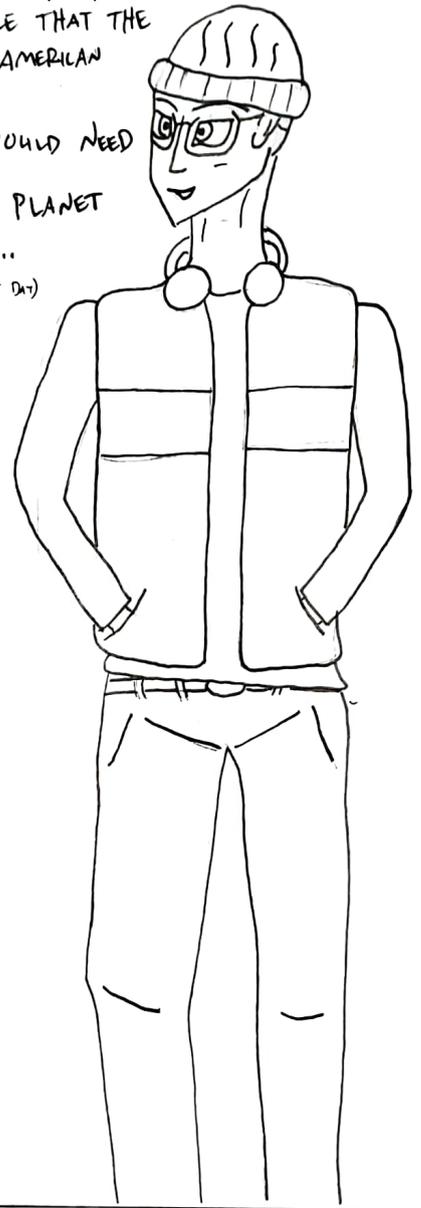


WELL, ACCORDING TO SOME STUDIES, IF EVERY SINGLE PERSON ON THE PLANET LIVED THE SAME CONSUMER LIFE STYLE THAT THE AVERAGE AMERICAN DOES...

WE WOULD NEED

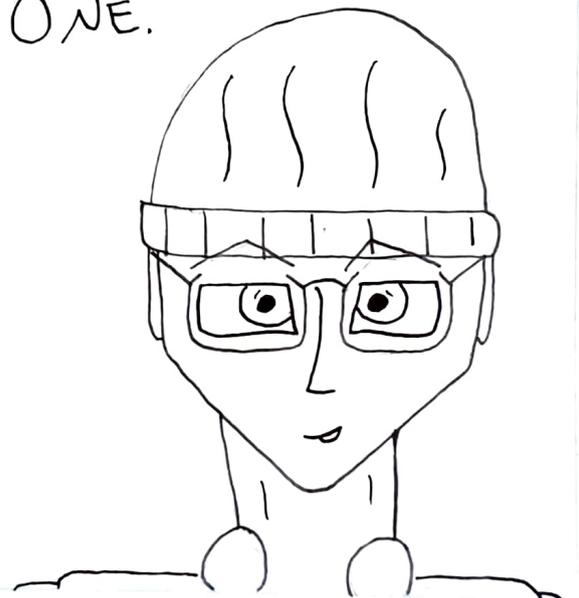
4-5 PLANET EARTHS...

(EARTH OVERSHOT DAY)



...AND LAST I CHECKED, WE ONLY HAVE

ONE.



THIS IS WHAT SCIENTISTS CALL "OVERSHOOT..."  
(EARTH OVERSHOOT DAY)

WHEN HUMAN CONSUMPTION OF RESOURCES IS MORE THAN WHAT OUR SINGLE PLANET CAN REPRODUCE.

SO WHAT CAN YOU DO TO DECREASE YOUR IMPACT ON THE PLANET?

WELL, YOU COULD TRY BIKING OR TAKING THE BUS...

YOU COULD TRY EATING A LITTLE LESS BEEF...

YOU COULD TRY SHARING OR BORROWING FROM A NEIGHBOR...

..INSTEAD OF ALWAYS BUYING NEW THINGS...

AND OF COURSE WE ALL COULD BE A LITTLE MORE INTENTIONAL WITH OUR RECYCLING!

IT MAY NOT SEEM LIKE MUCH OF A BIG DEAL, BUT WHEN IT COMES TO TAKING CARE OF OUR PLANET AND ALL 8 BILLION OF US WHO LIVE ON IT, EVERY LITTLE EFFORT COUNTS.