

WHAT'S NEW ON EVERYTHING EARTH

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The Most Wasteful Generation

Photo Contest Winner

Video: Pelican Dinner Party

3 Minutes to Change the World

MILLENNIALS WASTE 10 POUNDS OF FOOD PER WEEK

The world generates 2 billion tons of solid waste per day. According to [The World Bank](#), that number is expected to grow to 3.4 billion tons by 2050, more than double population growth over the same period. The largest landfill by area globally, the 2,200-acre Apex in Las Vegas receives a mind-boggling 10,000 tons of waste every day. The Sudokwon in South Korea received double that number.

Landfill composition – and the most wasteful generations - might surprise you. Food and green waste makes up more than 50% of the volume in landfills. Plastics and other recyclables like paper and glass make up 30% of the volume.

Every generation has some complaint about the generation before. In the case of Boomers (ages 58-76) and the self-named “greatest generation” (age 76+), Generations X, Y and Z are voicing serious complaints. Leaving a world beset by climate change, burgeoning landfills and the extinction of quintessential species like gorillas, polar bears and rhinos is indeed a sad legacy.

But are Boomers still the problem? In some cases, yes. Older generations eat the most environment-destroying meat for instance. But in a study by [High Tide Technologies](#), Gen X (ages 42-57) proved to be the least Eco-conscious, using the most electricity and water and an astounding [4+ single use plastic items](#) per household per day.

An astounding 40% of the food produced in America ends up in landfills. Millennials, or Gen Y (ages 26-41) households are responsible for the most food waste, throwing away up to 10 pounds of food each week where it contributes scientifically to climate change in the form of methane.

While younger generations are most concerned about climate change, they appear to be the least eco-conscious in their daily lives. Where is the disconnect? For one, plastic and food waste are intricately tied together. [Plastic Technology](#) reports, “Going forward, the 87 million Millennials will be a key driver for plastic packaging. Millennials prefer healthy and convenient food and beverages that come in packaging which are easily opened; can be resealed for later use; and offer recyclability. But it’s not all sunshine and roses for the industry. Don’t forget that plastic bag bans are still being implemented. So as plastic packaging is becoming more widespread, it’s even more crucial to communicate the recyclability of packages...”

The plastics industry continues to promote the recycling myth. An enthusiastic report by the [plastics industry](#) projects “Good News: Plastics manufacturing is now projected to rise by 5% this year...” , but warns, “Concerns about the environmental impact of plastics linger in the background...”

It’s so easy to food-shop more consciously, thus avoiding both food and plastic waste. See “3 Minutes to Change the World” for some easy tips.

PAMPER YOUR VALENTINE WITH A HEART-LOVING TREAT



Think red! Some of the prettiest, most heart healthy foods are red – strawberries, red wine, red peppers.

How about a Valentines breakfast of homemade [whole grain pancakes](#) topped with strawberries, real whipped cream and a drizzle of chocolate. You can whip these up in less than 20 minutes and deliver them hot to your Valentine for breakfast in bed. Your little Valentines will love them too. (Save the red wine for happy hour!)

FEBRUARY PHOTO CONTEST WINNER: BOUNTIFUL BOUGAINVILLE!



Bougainville brightens the warm climates of the Americas, North, South and Central. Native to tropical South America, Bougainville vines are drought tolerant, love the sun and their papery heart-shaped flowers pack a huge punch of color in red, purple and pink

The Bougainville plant is named for Louis Antoine de Bougainville, commander of an expedition that circumnavigated the globe from 1766 to 1769. While anchored off Rio de Janeiro, Bougainville recorded the first scientific observations of the colorful vine.

Thank you, *Marcia Hanscome*, for the gorgeous photo and the history lesson.

VIDEO OF THE MONTH: *DINNER PARTY PELICAN STYLE*



This month's video is total eye candy. White pelicans are not rare. But [100 white pelicans](#) hunting as a group is a rare and beautiful sight. These magnificent birds, called a "squadron", are seen here corralling a school of fish toward the shallows and scooping them into substantial beak pouches.

White pelicans are not actually white. When they [take flight](#), black flight feathers and red feet light up the sky! Watch the lead bird closely and you'll see the knob on his beak that indicates a breeding adult.

TAKE 3 MINUTES TO CHANGE THE WORLD

The total annual bill of food waste for consumers is a whopping [\\$162 billion](#), which works out to about \$1,300 to \$2,300 [per family per year](#). Clearly, that much food [could feed a lot of people](#) who otherwise go hungry.

The price of fresh fruits and vegetables have risen the least in the current inflationary period that is squeezing families everywhere. Bulk shopping is a major culprit. So, dump the Costco membership, simply shop more often preferably at farmer's markets and choose fresh veggies.

Stay tuned for January 2022 "What's New on Everything Earth." Meanwhile check our website [EverythingEarth.net](#) for weekly blog posts and updates. Please feel free to [contact us](#) with any questions, requests or to sign us for this monthly newsletter.