

NEWS

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Rainforest Trust Provides Seven Ways to Help the Environment

Earth Day is April 22 and the earth needs help now more than ever

WARRENTON, Va., April 5, 2021—Since 1988, Rainforest Trust has been protecting imperiled tropical habitats and saving endangered species by establishing protected areas in partnership with local organizations and communities around the globe. With its partners, Rainforest Trust has safeguarded more than 34 million acres of vital habitat.

This April 22nd marks the 51st anniversary of Earth Day. The celebration of this day occurs in uncertain times, as the world continues to fight the emergence and spread of COVID-19, a zoonotic disease that is the direct result of our destruction of nature. As the urgency to improve the environmental health of the planet escalates, Rainforest Trust has committed to 30 by 30, a global initiative to conserve and protect 30 percent of the planet by 2030.

“Last year, nearly one acre of forest was lost every second, that equates to an area the size of Pennsylvania that is simply gone, up in smoke. The biodiversity is lost and the carbon once stored is now contributing to climate change,” said James Lewis, Rainforest Trust vice president of conservation. “Creating and maintaining protected areas is the simplest most cost-effective solution to reduce climate change, Rainforest Trust has been doing just that for nearly 34 years.”

While not everyone can actively conserve land in the tropics, there are simple things that everyone can do to make a difference for our planet, the climate and to conserve nature. Rainforest Trust suggests:

1. Recycle

Many purchased products have an impact on the environment in some way. Recycling plastics and other materials helps reduce waste and harmful emissions from landfills and decreases carbon footprint. It also reduces the need to use natural resources to create new products.

2. Cut down on food waste

According to the [U.S. Department of Agriculture](#), 30-40% of the food supply is wasted every year. Consumers should be aware of their purchases and reduce the amount of food that's wasted. Instead, find ways to cut down on purchasing and waste.

3. Compost

If you must throw food away, create a compost bin or pile for personal food scraps and other compostable materials. Talk to your landlord about providing a green bin for your apartment building. Start a community composting program. Composting is a process that decomposes organic matter like leaves, vegetable scraps or tea bags into soil conditioner that helps plants grow. It naturally enriches soil and prevents plant pests and disease.

4. Buy Sustainable Food Products

Food production is a major driver in deforestation and loss of wildlife. Agricultural production for meat and dairy not only causes deforestation, but also uses large amounts of energy. Try navigating away from a meat-dominated diet for a few days a month and buy locally or organically sourced foods. These options are often more sustainably produced and consume less fossil fuels required in transportation while supporting a local economy.

5. Support Eco-Friendly Companies

As a consumer, you have the purchasing power to support environmentally friendly companies that sustainably source their products. Many of these companies use a portion of their proceeds towards environmental action, including supporting Rainforest Trust, this ensures the money you spend has a positive impact.

6. Stay Informed

With consumers connected to their devices, there is so much information available at our fingertips. Take the time to read reputable sources and be cognizant of how the world is changing around us. Knowledge is power; one of the greatest ways to have an impact is to be aware.

7. Donate to the right organizations (if you can)

There are many organizations that are working tirelessly right now to protect our planet. Do your homework and select one that is making a difference. No matter how small the amount, every dollar you give makes a difference and can help to save our planet.

To learn more about the Rainforest Trust, visit www.rainforesttrust.org.

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About Rainforest Trust

Since 1988, Rainforest Trust has been safeguarding imperiled tropical habitats and saving endangered species by establishing protected areas in partnership with local organizations and communities. With its partners, Rainforest Trust has safeguarded more than 34 million acres of vital habitat across Latin America, Africa, Asia and the Pacific. Rainforest Trust is a nonprofit organization that relies upon the generous support of the public to successfully implement its important conservation action. The organization is proud of earning a 4-star rating from Charity Navigator. Learn more about the work of Rainforest Trust by visiting www.RainforestTrust.org, [Twitter](#), [Instagram](#), [TikTok](#) or [Facebook](#).