

Reduce (cont.)

The irony of reducing is people have done it out of necessity for years. The economic conditions during the depression of the 1930's caused people to reduce consumption, due to the high unemployment rate and crop failures. One of the side effects of warfare is the civilian population usually must conserve. These measures may be voluntary, in an attempt to help the war effort, or forced, by enemy strength and activity, but none the less they are essential to long term survival. An entire generation managed to live through World War II on rationed food, fuel and supplies.

Today the option to reduce is largely a luxury of developed countries. It is true that less advanced nations do over consume, but not to the same extent. *Natural resources*, like timber from rain forests, are ravished in order for poorer nations to have some sort of economy. However, the average person living in these locations would not produce 1 kilogram of garbage per day or use approximately 250 litres of water every 24 hours. These are examples of the wasteful, greedy and lazy habits that have evolved from Canada's high standard of living.

Reduction is the only method of decreasing waste before it enters the waste stream. This lessens the amount of material that may cause problems in the future and simultaneously prevents the need to over harvest natural resources. To reduce is really to follow the old adage that "an ounce of prevention is worth a pound of cure".

Each Canadian produces
600 times their weight
in waste in a lifetime!
Reduce before its too late!

