

Pinecrest

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Earth Day thoughts from the Field: respect our planet

BY JAMES FIELD



Earth Day is April 22. What are you going to do for the planet? What do you do every day for the planet?

Small gestures go a long way. Ok, so you got caught up in a moment and bought six PERFECT bananas, yet you know you're probably only going to get a chance to eat two before they turn. It's a perfect opportunity to meet your neighbor. Especially if you have aging neighbors who can't get out as frequently as needed to keep a healthy stock a fresh fruit and vegetables in the house.

So go knock on your neighbor's door, introduce yourself, and offer them a banana or two. Hopefully, they won't think you're completely nuts and they'll accept the fruit – and love you for it (well, maybe not “love” you, but at least think you're pretty cool and considerate).

A crucial part of Earth Day is respecting the planet. In fact, it was in 1970 during the Nixon Administration that the idea for a national Earth Day came to founder Gaylord Nelson, then a U.S. Senator from Wisconsin. He joined with Pete McCloskey, a conservation-minded Republican Congressman to serve as his co-chair, they signed on national coordinator out of Harvard named Denis Hayes, and launched a day of appreciation for Mother Earth that has been celebrated ever since.



James Field is director of business development for one of the nation's largest agriculture companies.

And today, we still acknowledge this day and respect the planet's resources by engaging in such simple acts as turning off the faucet while brushing your teeth; raising the temp on your a/c a degree or two; and by letting your grass go a little brown or watering it only after sundown to conserve on

water use.

One big way to show your respect is in the area of food consumption. We are extremely wasteful country. By some estimates, nearly half of the food grown, processed, and transported goes to waste. We must do our part to reduce waste in our homes. Stop buying more food than you need. A staggering 21 percent of landfill volume is food waste – just jammed with it.

As a kid, my parents would often say, “don't leave the table until you clean your plate.” Well, how about, “don't go to the table with more than you can eat.”

This is my challenge to you, Pinecrest, let's be known throughout the U.S. as a Village that is not only kind to its neighbors, but also kind to Mother Nature. Let's talk about it – come find me at the Earth Day Festival, April 23 at Pinecrest Gardens.

ABOUT JAMES FIELD JR.

James Field Jr. grew up in Pinecrest and is committed to keeping in touch with community friends and neighbors who welcome his insights on issues that affect their lives in the Village. He is director of business development for one of the largest agriculture companies in the country and founded Dogmadik, a supply chain management company providing services to emerging restaurant brands. To subscribe to Field's regular e-news updates, visit online at <https://goo.gl/Jp3mLQ> or find him on Facebook at www.facebook.com/james.field.96.