



WWF Forest Conservation • Protect, Manage, and Restore

As a consumer of forest-based products you have the power to help conserve the world's forests.

- Look for wood and paper products displaying the FSC label. The Forest Stewardship Council label assures that your products are made from wood harvested to rigorous environmental standards. Look for paper products labeled as having high post-consumer recycled content.
- Reduce your consumption. Use ceramic or recycled plastic instead of paper cups and plates, and washable fabric instead of paper tissues, towels, or napkins.
- Recycle. Paper alone accounts for roughly 40% of all municipal solid waste in the United States. Recycling saves trees, water, and electricity.



Help protect our forests and Visit:  
[www.worldwildlife.org/forests](http://www.worldwildlife.org/forests)



WWF Fish "Yes" List

WWF's Fish "Yes" List helps you make smarter decisions when ordering seafood. Many fish species are threatened by over-fishing. Our list outlines which fish currently have healthy populations and are acceptable to consume:

1. Halibut - Alaska/Canada
2. Striped Bass - Atlantic
3. Squid - Pacific "market"
4. Albacore - Pacific
5. Mahi-mahi
6. Rock Lobster - West Australian
7. Spot Prawn- West Coast U.S.
8. Dungeness crab
9. Caviar - farmed U.S.
10. Salmon - wild Alaskan

Learn more about WWF's Ocean Rescue by visiting:  
[www.worldwildlife.org/oceans](http://www.worldwildlife.org/oceans)



WWF Buyer Beware Card

Whether you travel around the corner or around the globe, your purchases could further threaten endangered wildlife and may even be illegal. Think twice before you purchase any wildlife products, including

- Jewelry & figurines made from sea turtle shells, elephant ivory, or coral
- Traditional Asian medicines containing rhino, tiger, leopard, bear, or musk
- Skins or furs from spotted cats, marine mammals such as seals or polar bears, certain crocodilians, snakes, etc.
- Wild-collected orchids, cacti, cycads, and other plants

Find out more about what wildlife products to avoid at home and abroad by visiting:  
[www.worldwildlife.org/buyerbeware](http://www.worldwildlife.org/buyerbeware)

### Step 1

Cut along the red dotted lines to separate the four wallet cards from the sheet of paper.

### Step 2

Fold the card in half along the yellow line to create your own two sided wallet cards.

### Step 3

Keep these cards in your wallet for when you're out shopping or dining.

