

Ralph Nader drew large crowds to the store.

We're proud to feature the new, expanded Gaiam line of 100% certified organic cotton sheets and towels, made from hand-harvested bolls with low eco-impact dyes. (See "Organic Cotton Enriches More than Soil, page 29). Our amazing organic and natural fabric apparel lines have made the Real Goods store a must-stop on the itinerary of many Northern California visitors, who can't resist the temptation to see what's new in conscious clothing for men, women and children.

Our educational toy section has matured into a showcase for parents wishing to teach the next generation the necessity of using renewable energy. It includes kits, games and toys teaching about solar energy, wind energy, hydrogen fuel cells and the web of life. And if you're ready to convert to a solar-powered lifestyle yourself, our technicians are always on hand to design and install your solar system. We hope you'll stop in next time you're in Northern California and help us celebrate.

SOLAR COMES TO THE BIG APPLE

Real Goods is providing its solar products to ABC Carpet and Home in New York City to help them bring home solar systems, sustainable living products and renewable energy education to the estimated 80,000 customers who shop at the Manhattan ABC store every month. ABC targets opening its new "planet" section in early summer with an interactive global warming display showing the effects of climate change on Manhattan.

Rebate incentives are even more generous in many Northeastern states than in California. If you live in New York, New Jersey or Pennsylvania, call 800.919.2400 for details on how you can solarize your home and be money ahead on day one.



Real Goods is offering technical advice to the folks at ABC so they can solarize their own building.



Sudeep Chandra

SOLAR SALMON SAVING IN MONGOLIA

Some 6,000 miles from home, research scientist Sudeep Chandra and his team of University of Wisconsin students were working in northwestern Mongolia on the Eg-Ur Watershed to help protect the endangered, land-locked Siberian salmon Hucho-Taimen. Chandra and his team were assisting the Taimen Conservation Fund and other groups in protecting the salmon by bringing economic benefits to the region and sustaining the rich cultural and spiritual traditions of the people.

The Eg-Ur Watershed is at least 60 miles from any reliable electrical power source, making setting up a research facility nearly impossible. However, there is plenty of sunlight — so Chandra turned to Real Goods. The solar system Real Goods designed now runs two scientific field stations and the yurts where researchers and enforcement teams reside. Solar energy

“Real Goods techs were indispensable in providing a crystal clear explanation to us novices on the inner workings of solar, in accommodating our very tight time line to get our products shipped to Mongolia, and in working with us via satellite phone in the field to hook up every last wire until the system was fully powered up.” – Sudeep Chandra, Taimen project researcher

powers several computers that track salmon movements on a GIS map; runs the lights, power and microscopes; charges batteries for fish sampling equipment; and powers radio telemetry to track the fish. And the power enables the team to work well into the evening as they research the salmon's habitat.

Historically, the giant salmon's habitat has sprawled from Eastern Europe into far eastern Siberia, but its populations have been decimated over the last hundred years though pollution, poaching and over fishing. The Mongolians live a nomadic lifestyle, relying on cattle and sheep for food. They also practice a mixture of Buddhism and Shamanism — which views the salmon as the children of the river spirit — so the salmon were unexploited.

The salmon conservation project would bring economic benefits to the area — through a tourism program aimed at fly fishermen who will to spend up to \$6,000 per week for the privilege of catching and releasing this rare, beautiful species of salmon.

So far the money generated is being used to rebuild a monastery destroyed in the 1930s by the communist leader who outlawed the practice of Buddhism. Sitting on the bank of the Eg-Ur Watershed, the monastery will again watch over the Taimen.



Sudeep Chandra