

What is a Shelburne Blue Barrel???

We at Reduce the Juice have developed the symbol of the blue barrel to give a visual representation to the amount of CO₂ our actions expel into our atmosphere.

 = **0.4 kg Carbon Dioxide**

A blue barrel is simply a 50 gallon rain barrel similar to the ones found on many of the farms surrounding our town



Blue Barrel Equivalences:



1 kWh produced by a coal power plant (2.5 barrels)



1 kWh produced by natural gas (1.25 barrels)



1 liter of gasoline burned by a car (6 barrels!)

Reduce the Juice is asking you to reduce your electricity use by 5% that's equivalent to stopping 2500 barrels of CO₂ from going up into our atmosphere if the power was generated by coal power plants.

2500 barrels is also equivalent to one tonne of CO₂ which is the goal of the government's One Tonne Challenge. Check out your audit results or the calculations on your pledge sheet to see how you can meet both the Reduce the Juice and One Tonne Challenges at the same time in your home!



The average Canadian Household produces approximately 50.000 barrels of CO₂ from their electricity use annually!

Why should we reduce our barrels?

The Carbon Cycle is a natural cycle of carbon on earth stored in many different forms and Carbon Dioxide (CO₂) in the atmosphere. What is unnatural however is the massive release of CO₂ that has occurred since the industrial revolution due to the burning of the stored carbon in fossil fuels. This massive excess of CO₂ in the atmosphere is accumulating and acting as a greenhouse gas which is warming global temperatures and changing weather patterns around the world. It is up to us to reduce greenhouse gas emissions to try to slow this gradual heating process to keep life as we know it for future generations.