



**Valentine’s Day Fact Sheet  
February 2014**

- As of Feb 6, 2014, 104 retailers have taken the important step of signing on to the No Dirty Gold campaign’s “Golden Rules” for more responsible sourcing of precious metals.
- The Golden Rules jewelers represent \$9.2 billion in US jewelry sales or 13 percent of the US jewelry market, and include 8 of the top 10 retail jewelers in the US.<sup>i</sup>
- US jewelry sales in 2012 totaled \$71.3 billion.<sup>ii</sup>
- Globally, jewelry demand accounts for the equivalent of about 43percent of mine production.<sup>iii</sup>
- Consumers were expected to spend \$4.4 billion on jewelry for Valentine’s Day last year, 20% of all Valentine’s Day gifts were jewelry.<sup>iv</sup>

**Top 10 Jewelry Retailers in North America**  
National Jeweler, by 2011 sales data (most recent available)

Rank	Jeweler	Sales
1	STERLING JEWELERS INC.	\$3,034,100,000
2	WALMART	\$2,800,000,000
3	TIFFANY & CO.	\$1,805,783,000
4	ZALE CORP.	\$1,742,563,000
5	MACY’S INC.	\$1,600,000,000
6	QVC	\$827,000,000
7	SEARS HOLDINGS CORP.	\$800,000,000
8	JCPENNEY CO.	\$690,000,000
9	COSTCO WHOLESALE	\$525,000,000
10	TARGET STORES	\$475,000,000

**Quick facts about gold mining:**

- A single gold ring leaves in its wake, on average, 20 tons of mine waste.<sup>v</sup>
- The average large gold mine uses over 1,900 tons of cyanide per year. A rice grain-

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sized dose of cyanide can be fatal to humans and even smaller amounts can be fatal to fish.<sup>vi</sup>

- Metal mining was the number one toxic polluter in the United States in 2012, responsible for 40 percent of all reported toxic releases.<sup>vii</sup>
- In 2012, the mining sector accounted for approximately two-thirds of all toxic waste deposited on land in the US. The mining industry is one of the few industry sectors to report an increase in toxic waste production since 2003, an increase of 16 percent.<sup>viii</sup>
- Open-pit gold mines obliterate the landscape, opening up vast craters and flattening mountaintops. Open-pits gold mines are enormous. The world's largest open pit, the Bingham Canyon mine in Utah, is visible to astronauts from outer space.<sup>ix</sup>
- Mining represents a tiny fraction of the global workforce, but is responsible for approximately 8 percent of work deaths globally.<sup>x</sup>
- Gold mining companies consume an excessive amount of water. The average gold mine uses enough water to provide the basic water needs for a population equivalent to that of a large U.S. city for a year.<sup>xi</sup>
- Gold mining uses lots of electricity produced by burning coal and other fossil fuels, which causes air pollution, including smog, and emits greenhouse gases. The recently proposed Ortiz mine in New Mexico would consume the same amount of electricity as over 5,000 households.<sup>xii</sup>
- Gold mining destroys wildlife habitat and important ecosystems and biodiversity. Over a quarter of active mines and exploration sites globally are in or near parks, refuges, and other protected natural areas.<sup>xiii</sup>

### **How to say no to dirty gold**

When shopping, consider:

- Vintage jewelry or recycled gold – avoid saying “I love you” with [dirty gold](#)
- Flowers – [organic cut stems](#) to avoid pesticides, or consider a potted plant (or bulbs for delayed gratification!)
- [Fair trade chocolate](#) – you’ve probably heard of the concerns around child and slave labor in countries where cocoa beans are being grown
- Experiences, not products – your love is sure to remember that romantic trip to the theatre more than a box of chocolates...
- A romantic dinner with locally grown foods – show your love for your local farmer at the same time!

To help stop dirty gold:

- Sign the No Dirty Gold pledge at <http://pledge.nodirtygold.org>
- Ask your favorite jeweler to sign the Golden Rules for More Responsible Metals Sourcing - and thank them if they have done so!  
<http://goldenrules.nodirtygold.org>
- Educate yourself about the dirty gold at <http://nodirtygold.org>

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<sup>i</sup> Total fine jewelry and watch sales in the United States grew to an estimated \$71.3 billion in 2012. - See more at: <http://www.polygon.net/jwl/public/trade-resources/jewelry-insights/us-retail-wholesale-jewelry-industry-update-2013-en.jsp#sthash.Sf7GQo5f.dpuf>

<sup>ii</sup> "U.S. Retail Jewelry Industry Update 2013," Polygon. <http://www.polygon.net/jwl/public/trade-resources/jewelry-insights/us-retail-wholesale-jewelry-industry-update-2013-en.jsp>

<sup>iii</sup> Global Demand Trends, Full year 2012. World Gold Council.

<sup>iv</sup> "Valentine's Day, by the numbers." CNN. <http://www.cnn.com/2013/02/13/living/valentines-day-statistics-btn/>

<sup>v</sup> No Dirty Gold calculation using publicly available data that is reported by mining companies to their shareholders, data published by <www.infomine.com>, US Geological Survey, and US Environmental Protection Agency. 2003. Methodology at:

[http://www.nodirtygold.org/pubs/20TonsMemo\\_FINAL.pdf](http://www.nodirtygold.org/pubs/20TonsMemo_FINAL.pdf)

<sup>vi</sup> Da Rosa, C.D, Lyon, J.S., and Hocker, P. 1997. Golden Streams, Poisoned Streams: How Reckless Mining Pollutes America's Waters, and How We Can Stop It. Mineral Policy Center, Washington D.C.; Moran, Robert. Cyanide in Mining (Golden, Colorado: MPC); US EPA. 2009. Aquatic Life Criteria. <http://www.epa.gov/waterscience/criteria/wqctable/index.html>; Eisler, Ronald. 1991. Cyanide Hazards to Fish, Wildlife, and Invertebrates: a Synoptic Review. US Fish and Wildlife Service Biological Report.

<sup>vii</sup> Toxic Release Inventory 2012. EPA. <http://www2.epa.gov/toxics-release-inventory-tri-program/2012-tri-national-analysis-overview>

<sup>viii</sup> Toxic Release Inventory 2012. EPA. <http://www2.epa.gov/toxics-release-inventory-tri-program/2012-tri-national-analysis-overview>

<sup>ix</sup> Kennecott Utah Copper Web site, About Kennecott Utah Copper, [http://www.kennecott.com/about\\_facts.html](http://www.kennecott.com/about_facts.html)

<sup>x</sup> "Mining: A Hazardous Work." ILO. [http://www.ilo.org/safework/areasofwork/hazardous-work/WCMS\\_124598/lang--en/index.htm](http://www.ilo.org/safework/areasofwork/hazardous-work/WCMS_124598/lang--en/index.htm), or about 30 deaths a day.[ International Labour Organization – Sectoral Activities: Mining.

<http://www.ilo.org/public/english/dialogue/sector/sectors/mining/safety.htm>

<sup>xi</sup> Data from Gavin Mudd used in Mudd, G. 2007. Global trends in gold mining: Towards quantifying environmental and resource sustainability? Resources Policy 32:42-56. Assuming a daily need of 50 L for drinking, sanitation, bathing, and food preparation in accordance with World Commission on Dams. 2000. Dams and Development: A New Framework for Decision-Making. Earthscan Publications, London. City example of Tampa, Florida; see US Census 2007 estimates at <http://www.census.gov/popest/cities/tables/SUB-EST2007-01.csv>

<sup>xii</sup> "Public Risk, Private Reward. An Analysis of the Ortiz Gold Mine." Earthworks 2013.

<sup>xiii</sup> [Miranda, M., Burris, P., Bingcang, J.F., Shearman, P., Briones, J.O., La Viña, A., & Menard, S. 2003. Mining and Critical Ecosystems: Mapping the Risks. World Resources Institute, Washington, D.C. 60 pp.

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