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.\textsuperscript{1}
• US jewelry sales in 2012 totaled $71.3 billion.\textsuperscript{2}
• Globally, jewelry demand accounts for the equivalent of about 43 percent of mine production.\textsuperscript{3}
• 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.\textsuperscript{4}

### Top 10 Jewelry Retailers in North America

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

Quick facts about gold mining:

• A single gold ring leaves in its wake, on average, 20 tons of mine waste.\textsuperscript{5}
• The average large gold mine uses over 1,900 tons of cyanide per year. A rice grain-
sized dose of cyanide can be fatal to humans and even smaller amounts can be fatal to fish.\textsuperscript{i}

- Metal mining was the number one toxic polluter in the United States in 2012, responsible for 40 percent of all reported toxic releases.\textsuperscript{vii}
- 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.\textsuperscript{vii}
- 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.\textsuperscript{ix}
- Mining represents a tiny fraction of the global workforce, but is responsible for approximately 8 percent of work deaths globally.\textsuperscript{x}
- 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. \textsuperscript{xi}
- 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. \textsuperscript{xii}
- 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. \textsuperscript{xiii}

**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](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](http://goldenrules.nodirtygold.org)
- Educate yourself about the dirty gold at [http://nodirtygold.org](http://nodirtygold.org)

Visit [www.nodirtygold.org](http://www.nodirtygold.org) for more information


"Valentine’s Day, by the numbers." CNN. http://www.cnn.com/2013/02/13/living/valentines-day-statistics-btm/


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

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