

US Firm Sells Amazon Trees by the Unit, But You Cannot Touch

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RainforestForever.org, a U.S. based company, has launched a program, that according to the firm, allows consumers to buy and give living and thriving rainforest trees directly from Brazil's Amazon rainforest landowners.

The "Save the Planet, One Tree at a Time" program offers rainforest trees as part of gift packages available at the organization's website.

Each rainforest gift package includes ownership of a living Amazon rainforest tree from Brazil, a framed certificate of ownership, a high-resolution GPS tree locator map, and a personalized congratulatory letter to the gift recipient.

"Tree owners receive the actual timber-cutting rights to the trees," tells RainforestForever.org founder, Justin Lubin.

The gift packages is presented in two varieties: the standard tree kit (US\$ 45) and the deluxe tree kit (US\$ 56). The difference between the two packages is that the deluxe variety comes with a framed GPS tree locator map.

"Each tree area is GPS located. Owners can type their tree coordinates into GoogleMaps and zoom right into their tree. Of course, all tree owners agree not to exercise their rights and cut down the trees."

Environmental watchdog groups report that over 5.1 million hectares of Amazonian rainforests are being destroyed each year (more than a football field every second of the day).

These rainforests are usually burned to make way for agriculture. The result is that billions of tons of harmful greenhouse gasses are released into the air, increasing the global warming problem.

The motive for rainforest destruction is simple - money. RainforestForever.org's program now gives rainforest landowners a real alternative to destroying their trees.

Justin Lubin explains, "Landowners receive the strongest incentive of all, money, for not cutting down their trees. And people who buy the trees get to help save the planet in a novel, direct, and personal way."

RainforestForever.org, according to their creators, is an organization dedicated to saving the Amazon rainforest and preventing global warming. The organization is the brainchild of Justin Lubin and Todd Hoffman, who profess to develop market-based solutions to environmental problems.

Consumers Can Now Save Planet, One Tree at a Time - Environmental Group Empowers People With Rainforest Tree Gift Program
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RainforestForever.org - www.rainforestforever.org