

Patrick Moore: The Case of the "Greenpeace Co-Founder" and His Corporate Clients

Prepared by Environmental Health Fund
Research by Public Information Network
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Patrick Moore is a Vancouver-based industry consultant who frequently publishes opinion pieces attacking the environmental movement and promoting nuclear power, toxic chemicals, logging and aquaculture. Articles by him or about him have been published in the Seattle Post-Intelligencer, Miami Herald, LA Times, Washington Times, National Post (Canada), Toronto Star, Vancouver Sun, Mid-Hudson News (New York) and Ottawa Citizen, among others.

Moore invariably identifies himself a Co-founder of Greenpeace and Chairman and Chief Scientist of Greenspirit Strategies Ltd. It is true that he was one of the early leaders of Greenpeace in Canada, though he exaggerates when he claims to be a co-founder (see Annex C). He left the group in 1986, and is scorned by his ex-colleagues. (see Annex A). What Moore does not reveal in his writings, but is evident on his website, is that he is a paid industry consultant, and has been for at least 15 years.

Recently, Moore has made many false and unfortunate statements, including emphasizing the allegedly positive aspects of global warming,¹ incorrectly linking exploding laptops to Dell Computer's phase out of brominated flame retardants,² and saying nuclear plant workers in New York State have safer workplaces than bankers in New York City.³ Moore is entitled to work and speak on behalf of companies and causes he believes in. The public, however, is likewise entitled to know who is paying him to express those opinions. For some 15 years, numerous editors have fallen for the man-bites-dog storyline that Moore's anti-environmental opinions bring to their papers. Moore's unique value to the industries he represents is his history with Greenpeace. That is why he consistently identifies his employer of over 20 years ago, rather than his current clients.

Moore has no connection to Greenpeace, yet he trades on his history there. He is not a scientific expert on the issues on which he frequently comments, yet he calls himself Chief Scientist of his small PR consultancy. He is not forthcoming about his role as an apologist for industry, emphasizing instead his supposed neutral interest in ecology and sustainability.

Patrick Moore has had his day – actually over 20 years - as a "former Greenpeace leader." It is time treat his opinions for what they are today: those of a paid industry spokesman.

This report was researched by George Draffan of Endgame and edited by Kenny Bruno of Environmental Health Fund. The Public Information Network is a nonprofit research service that supports citizens and groups working for environmental and social justice (visit Endgame.org). Environmental Health Fund advises funders and helps build networks and organizations that are dedicated to a toxics free future.

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Patrick Moore's Clients Part I: Environmentally Controversial Businesses

Atomic Energy Ltd

Moore co-chairs the Clean and Safe Energy Coalition in the US, which is funded by the Nuclear Energy Institute – and is involved with the Canadian Nuclear Association and Atomic Energy Ltd. (Sunday Times [Australia], June 11, 2006)⁴

BC Gas

1993 - 1994 Retained jointly by Westcoast Energy and BC Gas to design a public consultation process to address greenhouse gas emissions for the natural gas sector in B.C. (Greenspirit website)⁵

BC Hazardous Waste Management Corporation

1991 - 1992 Consultant to the B.C. Hazardous Waste Management Corporation. Retained to develop strategic planning process involving public participation to develop a comprehensive hazardous waste management system for B.C. (Greenspirit website)⁶

BC Science Council

1990-1994 Founder and Chairman of the B.C. Carbon Project, an industry - government - environmental group working to achieve a common understanding of the carbon budget and the implications of global climate change for B.C. The B.C. Science Council provided a grant of \$145,000 for the project in May, 1991. (Greenspirit website)⁷

BHP Minerals

1993 - 1994 Retained by BHP Minerals (Canada) to initiate and facilitate the North Island Round Table - Landfill Proposal. This was a multi-stakeholder, consensus process involving citizens from all interest groups on northern Vancouver Island. (Greenspirit website)⁸

1996 Retained by BHP Minerals (Canada) Ltd. to author a paper on the environmental impact of submarine tailings disposal over the 23-year life of the Island Copper Mine on Vancouver Island. (Greenspirit website)⁹

Canadian Mining Association

1996 Moore was advisor to the Canadian Mining Association and the Prospectors and Developers Association of Canada on the role of biodiversity in environmental policy in the mining industry. (Greenspirit website)¹⁰

Canadian Nuclear Association

Moore is co-chair of the Clean and Safe Energy Coalition in the US, which is funded by the Nuclear Energy Institute and involved with the Canadian Nuclear Association and Atomic Energy Ltd. (Sunday Times [Australia], June 11, 2006)¹¹

Canadian Pulp and Paper Association

1992-1996 Retained by the Canadian Pulp and Paper Association for annual two-week tours of countries in Western Europe to brief decision-makers and opinion leaders on forestry and the environment in Canada. (Greenspirit website)¹²

Canfor

Reported in Business in Vancouver, July 2006.¹³

Clean and Safe Energy Coalition

Promotes nuclear energy.

Member list is dominated by corporate and union organizations. (CSEC website)¹⁴

In 2006 Moore and former US Environmental Protection Agency administrator Christine Todd Whitman became co-chairs of the Coalition. Their bios are at the CSEC website.¹⁵

Crestbrook Forest Industries

1994 Retained by Crestbrook Forest Industries to facilitate the process of establishing an independent, third party environmental audit of forestry operations to verify the claim that they are conducting their forestry on a sustainable basis as defined by the state-of-the-art knowledge of the subject. (Greenspirit website)¹⁶

Doe Run Resources

Doe Run Resources is a Renco Group subsidiary¹⁷ focused on the mining, smelting, recycling and fabrication of metals in Missouri, Washington, Arizona and Peru. (Doe Run website)¹⁸

Moore promoted Doe Run's La Oroya smelter in Peru. (Moore editorial)¹⁹

From Interview with BNamericas:

“BNamericas: Was this a paid visit or did Doe Run just cover your expenses?

Dr Moore: I was retained actually during the trip. The fact-finding part was not paid for but I was paid to appear on a video discussing the findings that I had down there, so yes, there was payment involved.

BNamericas: You don't feel this impacted on your objectivity?

Dr Moore: No. I only work for companies that I am convinced are trying their very best to deal with the issues of environmental and social sustainability.” (Business News Americas, Feb 18, 2005)²⁰

Entergy / Giuliani Partners

“As part of its ongoing effort to constantly improve security, Entergy has worked closely with the team of security experts at Giuliani Partners, the consulting firm headed by former New York City Mayor Rudolph Giuliani who said Indian Point “has endeavored to continually keep its security at the highest level.”(Entergy company news release, Nov 22, 2006)²¹

“Former New York City Mayor Rudy Giuliani and Co-Founder of Greenpeace Patrick Moore came out in support of Indian Point Energy Center operator Entergy renewing a 20-year license to run the facility. Both said that the Rockland County-based powerplant is one of the most safest nuclear power facilities in the United States, and should be a model for future ones.

“Mayor Giuliani, who runs the security consulting firm hired by Entergy, Guiliani Partners, said that Indian Point is “perfectly safe” and that as a nuclear plant, it “gives no more of a risk to society than any other industry around”...

Greenpeace Co-Founder Patrick Moore was also on hand to support Entergy's licensing renewal, and told attendees, with a smirk on his face, that he feels that workers at Indian Point are “safer than those in banking and finance.””(Mid-Hudson News, Nov 22, 2006)²²

Forest Alliance of BC

Member of the Board of Directors of the Forest Alliance of BC (1991 to ?). (Greenspirit website)²³

Member of the Executive Committee and Chairman of the Forest Practices Committee. (Greenspirit website)²⁴

Consultant to the Forest Alliance on Environmental Policy and Public Process. (Greenspirit website)²⁵

Moore's testimony on behalf of the Forest Alliance of BC before the Canadian government's parliamentary committee on Natural Resources (Vancouver, May 13-14, 1999) is posted at Greenspirit website.²⁶

From Daily Kos website:

“British Columbia Forest Alliance... has a budget of around C\$2m derived mostly from the forest industry and its 170 or so corporate members. This industry-funded pressure group was the brain child of the anti-environmental PR multinational, Burson-Marsteller. B-M even put in one of its own employees as Executive Director, as well as handpicking many of the Alliance's board. B-M was forced to withdraw from the Alliance in a welter of bad publicity, but the Alliance has continued to be used, as intended, as the British Columbian forest industry's PR weapon against Greenpeace and other environmental groups, using TV ads and other campaigns to undermine and discredit them.” (Daily Kos, April 16, 2006)²⁷

For Forest Alliance link to Burson-Marsteller, see O'Dwyers PR Services Report, Vol 9 No 6, June 1995, pages 1, 14-17.

From Sourcewatch website:

“In 1991, the year Moore created Greenspirit, he became a member of the Board of Directors of the timber industry created Forest Alliance of B.C.

In 1991 Moore was appointed as Director of the British Columbia Forest Alliance which was described by O'Dwyer's PR Services Report, as “a Burson-Marsteller created group, bankrolled by large timber companies”, which “is waging a PR war with environmentalists upset with the logging of rainforests in western Canada.”

Burson Marstellar employee, Gary Ley, was the Executive Director of the BC Forest Alliance in 1991. Ley subsequently headed up the Vancouver office of National PR, which B-M had a stake in. National PR had the BC Forest Alliance account.

Tom Tevlin, who was part of the initial Forest Alliance team and later succeeded Ley as Executive Director and then President at the Alliance, is now President and CEO of Greenspirit Strategies Ltd.”²⁸

International Service for Assistance with Agri-Biotech Applications

In 2000, Moore “conducted a two-week tour of Southeast Asia, hosted by the International Service for Assistance with Agri-Biotech Applications. Led seminars in Bangkok and Jakarta on the benefits of biotechnology for farmers in developing countries. (Greenspirit website)²⁹

IPEX

IPEX manufactures “integrated thermoplastic piping systems—pipe, valves, fittings, auxiliary components and tools—all engineered from the ground up to handle the full range of today’s municipal, industrial, commercial and residential applications.” (IPEX website)³⁰ The materials used include including PVC, CPVC, ABS, PP, FR-PVDF, PEX and PE, and plastic/metal composites. (IPEX website)³¹

In 2001 Moore “was retained by IPEX, Canada’s largest manufacturer of PVC, to intervene in the environmental policy of the Toronto 2008 Olympic Bid.” (Greenspirit website)³²

National Association of Forest Industries (Australia)

In 1996 Moore was “sponsored for 30-day lecture and fact-finding tour of Australia by the National Association of Forest Industries. Lectured throughout the country including Australian National University in Canberra and Sydney University. Numerous national TV, radio and print appearances and meetings with State and Commonwealth Ministers. Toured all major forestry regions including Western Australia and Tasmania.” (Greenspirit website)³³

According to PR Watch, the Forest Protection Society is a “front group” for the National Association of Forest Industries. (PR Watch, 1997)³⁴

National Speakers Bureau

“Owned and operated by Perry Goldsmith, the parent company Contemporary Group of Communications Companies is now the largest communications company of its type in Canada, combining a speakers bureau, public relations firm and literary agency. The three divisions or affiliated companies include

- National Speakers Bureau Canada's largest speakers bureau
- Our international speakers agency, Global Speakers Agency
- Contemporary Communications an award-winning full-service public relations agency.” NSB website)³⁵

Since 1992 Moore has been “contracted to the National Speakers Bureau as a presenter on the subjects of environment, consensus process, sustainable development, and forest management.” (Greenspirit website)³⁶

Moore’s profile at the National Speakers Bureau website is at <http://www.nsb.com/espeakers/NSB/espeakers/6055/DrPatrickMoore.html>

Newmont Mining

Moore has promoted Newmont operations in the U.S., Peru and Ghana. (Rocky Mountain News, Feb 4, 2006)³⁷

Moore’s op-ed submitted to the New York Times is posted at the Newmont company website.³⁸

Reported in Business in Vancouver, July 2006.³⁹

New York Affordable Reliable Electricity Alliance (New York AREA)

Moore is identified an advisor in a November 24, 2006 news release from New York AREA:

“Dr. Patrick Moore, co-founder of the worldwide environmental organization Greenpeace, and the New York Affordable Reliable Electricity Alliance (New York AREA) announce their support for the license renewal of the Indian Point nuclear power plants in Westchester County.

Indian Point on a typical day provides 30 percent of the electricity used in New York City and the surrounding region. Its reliable and emission-free power is critically important for meeting New York's growing energy needs and for addressing its serious air quality challenges.

"Downstate New York arguably has the worst air quality of any region of the country due to high levels of ozone and particulate pollution. Emission-free nuclear power is absolutely critical to securing cleaner air effectively and to support continued growth and economic vitality in New York," said Dr. Moore.

About Dr. Moore and New York AREA:

An advisor to government and industry, Dr. Patrick Moore co-founded Greenpeace and is Chair and Chief Scientist of Greenspirit Strategies Ltd. in Vancouver and an advisor to New York AREA.

Founded in November 2003, the New York Affordable Reliable Electricity Alliance (New York AREA) is a diverse group of more than 100 business, labor, and community

groups whose mission and purpose is to ensure that the New York metropolitan area has an ample and reliable electricity supply and economic prosperity for years to come. New York AREA helps to educate policy makers, businesses, and the general public regarding the necessity and importance of safe, low-cost, reliable clean electricity.”⁴⁰

Nuclear Energy Institute

Greenspirit is listed on an NEI website as one of the Friends of NEI Notes.⁴¹

Moore co-chairs the Clean and Safe Energy Coalition in the US, which is funded by the Nuclear Energy Institute – and is involved with the Canadian Nuclear Association and Atomic Energy Ltd. (Sunday Times [Australia], June 11, 2006)⁴²

New York Times:

“The nuclear industry has hired Christie Whitman, the former administrator of the Environmental Protection Agency, and Patrick Moore, a co-founder of Greenpeace, the environmental organization, to lead a public relations campaign for new reactors...” (New York Times, April 25, 2006)⁴³

“The co-founder of Greenpeace came Friday to throw fuel on the fire when his Clean and Safe Energy Coalition made its first appearance in the Great Lakes state. Patrick Moore, who left Greenpeace 20 years ago, said he wants to build grassroots support among mayors and state lawmakers, union members and chamber of commerce leaders.

"We want those people to talk to friends and colleagues, and we want names on our mailing list so people can be kept informed," he said.

"Not many people realize there are 15, 20 nuclear plants on the drawing board right now in the United States. We want people to be ready for it, and realize it's a good thing for the environment and economy," he said.

His message is this: "Nuclear energy is safe, reliable, cost-effective, and reduces air pollution and greenhouse gas emission."

The coalition is financed by a trade association, the Nuclear Energy Institute. Also leading the group is former New Jersey Gov. Christine Todd Whitman, who was George W. Bush's first director of the Environmental Protection Agency.” (Grand Rapids Press, Nov 12, 2006)⁴⁴

Pan Fish Canada Ltd

Reported in Business in Vancouver, July 2006.⁴⁵

PPL Corporation

Pennsylvania-based utility with “more than 11,000 megawatts of generating capacity in the United States, sells energy in key U.S. markets, and delivers electricity to more than 5 million customers in Pennsylvania, the United Kingdom and Latin America.” (PPL website)⁴⁶

PPL’s plants include the Susquehanna nuclear plant in Berwick Pennsylvania. Moore spoke in support of the plant in 2006. According to PPL:

“PPL Susquehanna is sponsoring the visit as part of its commitment to give area residents a full range of educational programs on energy and the environment.” (PPL company news release, Nov 1, 2006)⁴⁷

A local newspaper reported on the event:

“Now a proponent of nuclear plants, Moore says, "I changed my mind because I believe I have more and better information."

Thursday night, Moore spoke at Berwick High School's auditorium, presenting "The Case for Nuclear Power"...

But Moore now believes nuclear energy could be the answer for global warming. His presentation last night was sponsored by PPL, which operates a nuclear plant in Salem Township...

In April, Moore became co-chairman for the Clean and Safe Energy Coalition, a grassroots campaign to educate the public and policymakers on the positive aspects of nuclear power.” (Press Enterprise, Nov 10, 2006)⁴⁸

Vinyl Council of Australia

In April 2006 Moore spoke at **Vinyl Council of Australia** 2006 Form & Function expo in at the Sydney Convention and Exhibition Centre, conducting seminars and highlighting PVC in green building. (Vinyl Council of Australia website)⁴⁹

Vinyl Institute

Spoke in October 2003 at a public hearing about banning the use of Boston City funds to purchase polyvinyl chloride products. (Wired Magazine, March 1, 2004)⁵⁰

Wrote article for Plastics News (November 2005) titled “Activists Would Take Kids’ Toys.” (Greenspirit website)⁵¹

In October 2006 the Vinyl Institute launched its Vinyl News Service website which includes news releases⁵² and a video with Moore. The website also has a profile of Moore.⁵³

Other Vinyl Institute websites include Aboutbluevinyl.org and Vinylbydesign.com.

Westcoast Energy

1993 - 1994 Retained jointly by Westcoast Energy and BC Gas to design a public consultation process to address greenhouse gas emissions for the natural gas sector in B.C. (Greenspirit website)⁵⁴

Weyerhaeuser

Reported in Business in Vancouver, July 2006.⁵⁵

Wood Molding & Millwork Producers Association

Moore's profile at the National Speakers Bureau includes a client testimonial by the Wood Molding & Millwork Producers Association:

"Not only was Dr. Moore's presentation perfect and very timely, but it also showed our members that there are environmentalists in the world that have common sense... I'm recommending him as a speaker to all of my colleagues in the industry. We need for him to get his message to the public." (NSB website)⁵⁶

**Patrick Moore's Clients Part II:
Environmental Groups and Green Companies**

Annex A



LETTERS TO THE EDITOR

January 26, 2007

KICKER

We were deeply offended by Patrick Moore's opinion piece in Tuesday's P-I advocating that the Washington Legislature not ban toxic flame retardants that are building up in the environment and the breast milk of Washington women. As 20 former staff with a combined 220 years working for Greenpeace, we are appalled that Moore failed to reveal that he is a paid industry consultant. Instead he trades on his affiliation with the founders of Greenpeace over 30 years ago to claim the moral authority to pronounce current efforts to protect Washington citizens from toxic pollution misguided.

One quick look at his company's Web site, www.greenspiritstrategies.com reveals that, for enough money, he will parrot the talking points of the most polluting industries on the planet. From nuclear power to clearcut logging, from plastics to pesticides, he'll try to sell your polluting product by exploiting his past affiliation with Greenpeace. Patrick ends his missive by saying he wishes environmentalists would "speak scientific truth to power." Why didn't Moore start by just speaking the plain truth? He's nothing but a paid industry mouthpiece.

Fred Munson, Joel Clement, Denise Joines, John Willis, Peter Willcox, Nadine Bloch, Jack Weinberg, Joe DiGangi, John Frizell, Krikor Didonian, John Sellers, Claire Greensfelder, Alan Zucker, Kelly Quirke, David DeRosa, Stephen Kretzmann, Bill Walker, Daphne Wysham, Marianne Manilov, Mark W. Roberts

Annex B

Columbia Journalism Review

July 2006 // August 2006

EDITORIAL; Pg. 5

FALSE FRONTS;

Why to look behind the label

This year, with the little matter of global warming finally getting its moment in the sun, the nuclear energy industry saw an opening. No U.S. nuclear power plant has been built for three decades now, and the industry would like to pick up a shovel. Nuke plants may be costly to construct, melt down on rare occasions, and present us with a spent-fuel problem, but they don't pollute the air. So how to green up the image?

To that end the Nuclear Energy Institute, with the help of Hill & Knowlton, formed something called the Clean and Safe Energy Coalition. To co-chair it the institute hired a pair of environmental consultants, a duet to sing pro-nuclear songs. Christine Todd Whitman, of Whitman Strategy Group (which "can help businesses to successfully interact with government to further their goals," according to its Web site), and Patrick Moore, of Greenspirit Strategies, were hired for their resumes: Whitman, a former New Jersey governor, is known as the outdoorsy and moderate Republican who ran the Environmental Protection Agency for two years under George W. Bush; Moore was a cofounder of Greenpeace in the 1970s. Part of the thinking, surely, was that the press would peg them as dedicated environmentalists who have turned into pro-nuke cheerleaders, rather than as paid spokespeople.

And the press came through. The Washington Post quite properly noted in the bio box of an op-ed by Moore on April 16 -- GOING NUCLEAR; A GREEN MAKES THE CASE -- that he and Whitman co-chair a nuclear-industry-funded effort. But in a May 25 article the Post simply referred to Moore as an "environmentalist" and a cofounder of Greenpeace -- without mentioning any industry ties. The Boston Globe ran a Whitman/Moore op-ed on May 15, identifying them as "co-chairs of the Clean and Safe Industry Coalition" without giving readers a clue to what that coalition is. And in some stories, columns, and editorials, the San Francisco Chronicle, the Boston Herald, the Baltimore Sun, the Richmond Times-Dispatch, the Rocky Mountain News, The New York Times, and CBS News all referred to Moore as either a Greenpeace founder or an environmentalist, without mentioning that he is also a paid spokesman for the nuclear industry.

One can be both, certainly. But the records here are complicated. Moore's firm, Green-spirit Strategies, has labored for such causes as pesticides, flame retardants, and mining companies accused of fouling villages with cyanide. He notes in a 1994 essay posted on Green-spirit's Web site that Bob Hunter, a fellow Greenpeace founder, refers to him as an "eco-Judas," and that his name has appeared in The Greenpeace Guide to Anti-Environmental Organizations. (The essay is about the rise of "eco-extremism," which Moore sees as antihuman, antitechnology, anti-free enterprise, etc.)

Whitman's environmental record in New Jersey, according to the Bergen County Record, was decidedly mixed. While she put aside funding to acquire a million acres of land for open space and took a hard line against the coal-burning plants of the Midwest that pollute East Coast air, the paper said in an editorial, "Mrs. Whitman made heavy staff and budget cutbacks at the Department of Environmental Protection. She ended what had been a war on polluters in one of the most heavily polluted states in the nation. She bent over backward to accommodate industry." Her EPA record, too, was mixed.

Life is complicated. So are front people for industry causes -- or any cause, in a world of increasingly sophisticated p.r. We have no position on nuclear power. We just find it maddening that Hill & Knowlton, which has an \$ 8 million account with the nuclear industry, should have such an easy time working the press

Annex C

Ode to Dr. 'Sham' Moore
By HARVEY WASSERMAN
Brattleboro Reformer

Saturday, February 24

Vermont was recently disgraced by an industry-sponsored visit from Patrick Moore, who claims to be a "founder" of Greenpeace, and who is out selling nuclear power as a "green" technology.

The two claims are roughly equal in the baldness of their falsehood.

But the impacts of the lies about Vermont Yankee are far more serious. Vermont is now at a crossroads in its energy and environmental future. The reactor is old and infirm. Every day it operates heightens the odds on a major accident.

In a world beset by terror, there is no more vulnerable target than an aged reactor like Vermont Yankee. Its core is laden with buildup radiation accumulated over the decades. Its environs are stacked with supremely radioactive spent fuel. Its elderly core and containment are among the most fragile that exist.

Despite industry claims, VY's high-level nuke waste is going nowhere. Nuclear Regulatory Commissioner Edward McGaffigan has told the New York Times he believes the Yucca Mountain waste repository cannot open for at least another 17-20 years, if ever. At current production levels, it will by then require yet another repository at least that size to handle the spent fuel that will by then be stacked at reactors like VY. In short: the dry casks stacked at Vermont Yankee comprise what amounts to a permanent high level nuke dump, on the shores of the Connecticut River.

The Better Business Bureau recently recommended that the Nuclear Energy Institute pull its advertising that claims atomic reactors are clean and nonpolluting. The NEI is an industry front group. The BBB says that reactors cause thermal pollution in their outtake pipes and cooling towers, and also create substantial amounts of greenhouse gases in uranium production. In short, the Better Business Bureau has punctured the industry's claim the Vermont Yankee and other reactors are any kind of solution for climate chaos. The idea that VY is a "green" facility is utter nonsense.

Indeed, all nuclear power plants produce huge quantities of global warming gases as they are wrapped up in the mining of the uranium ore that goes into the fuel, and in the milling of that ore into fuel rods. The American West is littered with gargantuan piles of mill tailings that pour thousands of curies of radioactive radon into the atmosphere.

Fabricating fuel rods is one of the most electricity-intensive industries on earth, consuming millions of tons of coal in the process, emitting untold quantities of greenhouse gases. The radioactive emissions from the plants themselves also unbalance the atmosphere, and the heat they dump into the air and water directly heats the planet.

The alleged "renaissance" of nuclear power is nothing more than heavily funded industry hype. Wall Street financiers are not lining up to invest in these dinosaurs, and numerous utility executives have publicly doubted the wisdom of building them.

One reason is the explosive take-off of the renewable energy industry. Wind power is now very substantially cheaper than nukes. The production of photovoltaic cells, which convert sunlight directly to electricity, can barely meet demand. Investments in biofuels such as ethanol and biodiesel are soaring, as are those in the cheapest form of recovered energy, increased efficiency. Shutting VY would open Vermont to the revolution that is reshaping the future. Keeping it open locks Vermont into a sorry past.

Nuclear power is a 50-year experiment that has failed. Extending the operations of Vermont Yankee will only leave the state with more radioactive waste, a Connecticut River increasingly threatened by heat and radioactive emissions, and an increasingly radioactive relic despoiling the region. Nukes cannot compete in the market, and would all cease to operate overnight if the huge subsidy of federal liability insurance was removed.

It is fitting, therefore, that the industry has insulted Vermont by sending in a spokesman of the caliber of Patrick Moore. Moore has claimed for years to be a founder of Greenpeace, an exaggeration of his actual role. Moore sailed on the first Greenpeace campaign, but he did not actually found the organization. According to Dorothy Stowe, an American Quaker, who immigrated to Canada in 1966 and founded Greenpeace with her husband

Irving Stowe and other Canadian pacifists and ecologists, "Technically, Patrick Moore cannot be described as a founder of Greenpeace. He was there in early stages with a lot of others. But what he is doing now is unconscionable."

In "Greenpeace: How a Group of Ecologists, Journalists, and Visionaries Changed the World," author Rex Weyler writes "Greenpeace was founded by Quakers Dorothy and Irving Stowe, Marie and Jim Bohlen, and journalists Ben Metcalfe, Dorothy Metcalfe, and Bob Hunter. This group organized the first campaign to sail a boat into the U.S. nuclear test zone on Amchitka Island in the Bering Sea.

"Canadian ecologist and carpenter Bill Darnell coined the name "Greenpeace" in February 1970. A year later, Moore wrote to the organization, applying for a crew position on the boat and was accepted."

Moore wrote his letter on March 16, 1971, two years after the group was founded, describing himself as a graduate student "in the field of resource ecology." Clearly, then, Moore was not a founder of Greenpeace. Founders don't write letters applying to join. After the Stowes, Metcalfes and Bob Hunter left the organization, Moore briefly served as president, from 1977 to 1979. Former members recall that his bullyism nearly scuttled Greenpeace. He launched an internal lawsuit against his rivals in other Greenpeace offices, was replaced as president in 1979, and eventually drummed out of the organization as a troublemaker.

According to Steve Sawyer, who still works with Greenpeace in Amsterdam, "Moore harbored hopes of regaining his throne. Those hopes were dashed when he was chucked off the board in 1985." Moore started a fish farm, but did not succeed. He then did public relations for the Canadian forestry industry, absurdly defending massive clearcuts as an ecologically viable logging practice.

In a newspaper column in 1993, authentic Greenpeace founder Bob Hunter, called Moore "The Judas of the ecology movement." According to Hunter, Moore "burned off his old buddies because of his hubris. He was always a Green Tory at heart."

Moore says he is the "head scientist" of his public relations firm, but has never published a peer-reviewed scientific study. Moore exaggerates his role in Greenpeace and his credentials as a scientist to serve as a public relations hack for hire.

Moore now gets big money defending the indefensible, posing as a reformed environmentalist who has seen the light ... any light he is paid to see. He has hyped genetically modified crops, PVCs, and brominated flame retardants. He has soft-pedaled dioxins and toxic mine tailings dumped by Newmont mines into Indonesia bays.

Now he wants to sell Vermont on its nuke power plant. In exchange for a paycheck, he portrays Three Mile Island as a "success story." But if a melt-down turned Vermont Yankee into a TMI-type, billion-dollar liability, would he pitch in his pitch man's paychecks to help you underwrite this "success?"

Years ago, when he worked for Greenpeace, Moore wrote: "Nuclear power plants are, next to nuclear warheads themselves, the most dangerous devices that man has ever

created. Their construction and proliferation is the most irresponsible, in fact the most criminal, act ever to have taken place on this planet."

Greenpeace agrees. The "revival" of nuke power is a hype being perpetrated by phony experts. Wall Street is not exactly lining up to invest in a failed technology with fifty years of proven failure. Vermont Yankee must be shut, dismantled and buried. Closing it now will narrow the burden of its permanent waste dump and open the door on the booming revolution in the real energy of the future: renewables and efficiency.

Harvey Wasserman, senior advisor to Greenpeace USA since 1990, is author of "Solartopia: Our Green-Powered Earth, A.D. 2030," (available at www.solartopia.org/). This article was written with research help from past and current Greenpeace associates.

Endnotes

- ¹ "Going Nuclear," Icelandic Review, Edward Weinmar Interviews Dr. Patrick Moore Nov 13, 2006
- ² Patrick Moore, "Lesson learned from exploding laptops" National Post (Canada) Oct. 27 2006
- ³ "Greenpeace Co-Founder Joins Giuliani in Supporting Indian Point," Mid-Hudson News Nov. 22, 2006.
This astoundingly insensitive remark, which clearly refers to workers killed in the Twin Towers 30 miles south of Indian Point nuclear plant, was found on Moore's website <http://www.greenspirit.com/logbook.cfm?msid=139> on Feb 2, 2007.
- ⁴ Uranium's Champion. Sunday Times [Australia], June 11, 2006,
<http://www.greenspirit.com/logbook.cfm?msid=122>
- ⁵ Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ⁶ Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ⁷ Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ⁸ Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ⁹ Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ¹⁰ Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ¹¹ Uranium's Champion. Sunday Times [Australia], June 11, 2006,
<http://www.greenspirit.com/logbook.cfm?msid=122>
- ¹² Greenspirit website <http://www.greenspirit.com/about.cfm?resume=1>
- ¹³ Green in Spirit. By Glen Korstrom. Business in Vancouver, July 2006,
<http://www.greenspirit.com/logbook.cfm?msid=125>
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