



## **No Dirty Gold fact sheet February 2013**

### **Quick facts about the Golden Rules, and the U.S. jewelry market:**

- Ninety jewelers 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 \$14.4 billion in US jewelry sales (2011), or 21 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 2011 totaled \$68.3 billion.<sup>ii</sup>
- Globally, jewelry demand accounts for the equivalent of about 70 percent of mine production.<sup>iii</sup>
- Nearly half of all people surveyed by the Jewelry Consumer Opinion Council call jewelry their favorite Valentine's Day gift. 28 percent of shoppers gave a gift of jewelry the previous Valentine's Day.<sup>iv</sup>

### **Quick facts about gold mining:**

A single gold ring leaves in its wake, on average, [20 tons of mine waste](#).<sup>v</sup> Cyanide and other deadly toxic chemicals are used to separate gold from waste rock. The average large gold mine uses over 1,900 tons of cyanide per year.<sup>vi</sup> A rice grain-sized dose of cyanide can be fatal to humans and even smaller amounts can be fatal to fish.<sup>vii</sup>

- Metal mining was the number one toxic polluter in the United States in 2011, responsible for more than 46 percent of all reported toxic releases.<sup>viii</sup>
- In 2011, metal mining released approximately 97 percent of arsenic releases, 93 percent of mercury releases, and 93 percent of lead releases in the U.S.<sup>ix</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>x</sup>
- Gold mining can be dangerous for workers. Mining represents a tiny fraction of the global workforce, but is responsible for approximately 3 percent of work deaths globally, or about 30 deaths a day.<sup>xi</sup>
- Gold mining uses a lot 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>xii</sup>
- Gold mining uses lots of electricity produced by burning coal and other fossil fuels,

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which causes air pollution, including smog, and emits greenhouse gases. The average gold mine uses the same amount of electricity generated in the entire state of Rhode Island.<sup>xiii</sup> The expanded Olympic Dam copper-uranium-gold mine in Australia will need half of South Australia's current electricity supply to operate.<sup>xiv</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>xv</sup>

Company	Jewelry Sales in 2011
STERLING JEWELERS INC.	\$3,034,100,000
WALMART	\$2,800,000,000
TIFFANY & CO.	\$1,805,783,000
ZALE CORP.	\$1,742,563,000
MACY'S INC.	\$1,600,000,000
QVC	\$827,000,000
SEARS HOLDINGS CORP.	\$800,000,000
JCPENNEY CO.	\$690,000,000
COSTCO WHOLESALE CORP.	\$525,000,000
TARGET STORES	\$475,000,000
CARTIER	\$450,000,000
NEIMAN MARCUS GROUP	\$440,000,000
JEWELRY TELEVISION	\$425,000,000
HELZBERG DIAMONDS	\$410,000,000
ROSS-SIMONS	\$525,000,000
AMAZON.COM	\$350,000,000
BLUE NILE	\$348,013,000
FRED MEYER JEWELERS	\$325,000,000
HSN	\$302,000,000
TOURNEAU	\$300,000,000

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## REFERENCES

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- <sup>ii</sup> “IDEX Online Research: Jewelry sales hit \$68.3B” *National Jeweler* 2 February 2012.
- <sup>iii</sup> World Gold Council. 2012. “Gold Demand Trends 2011.”
- <sup>iv</sup> Voice of the Jewelry Consumer,” Jewelry Consumer Opinion Council 2006 e-newsletter, Volume 4, Edition 2
- <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](http://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> 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.
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- <sup>x</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>xi</sup> International Labour Organization – Sectoral Activities: Mining. <http://www.ilo.org/public/english/dialogue/sector/sectors/mining/safety.htm>
- <sup>xii</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>xiii</sup> Gold mine energy 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.
- State energy data from US Energy Information Administration. 2009. Independent Statistics and Analysis State Energy Data System, “State Ranking 5. Electricity Total Net Generation, October 2009” US Department of Energy. [http://tonto.eia.doe.gov/state/state\\_energy\\_rankings.cfm?keyid=33&orderid=1](http://tonto.eia.doe.gov/state/state_energy_rankings.cfm?keyid=33&orderid=1)
- <sup>xiv</sup> Roberts, Jeremy. “BHP’s Olympic Dam mine will need half SA’s electricity.” *The Australian* 27 March, 2008.
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