

“I was watching that movie Mad Max, you know that movie where gas is so precious that people are killing each other for a few gallons. It was set in the future — I believe it was August.” —Jay Leno

I hear panic in their voices, blame of other nations, doom and gloom about the future. I hear about the price of gas, the cost to fill up the gas tank to get my neighbour from home to work and back again. But it is about more than just our gas tanks; it is far more involved than that.

It is about the cost of fuel to bring our cheap goods from overseas and our exotic fruits from southern gardens. The cost of a barrel of oil affects the cost of the fertilizer we spread in our gardens, the cosmetics we use, the plastic bags we get at the grocery store, the heat for many of our homes, and the list goes on.

So we can panic, blame, whine or we can figure out what power we have, what we can control and use that power. I am not going to suggest that farmers should take their goods to market in a wheelbarrow or that travelling health care workers should take the bus from client to client.

I am suggesting that each and every one of us can decide how we are going to react to the changing market conditions. No matter whether you believe that the market will adjust itself and all will be well by October or whether you believe we are heading for a huge depression that will start with another black October Monday, we can make a difference.

We as consumers make choices everyday. We can choose where to shop, how much to spend, which companies and products to support. We can

- Rethink our lifestyles,
- Refuse to be part of the problem,
- Reduce our consumption,
- Reuse what we already have, and

- Recycle where possible.

Call me an optimist, but even in the movie, Mad Max, the sun was still shining.

To read the details... [Oil hits record \\$142 US](#)

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