

A NEGATIVE GOOD

If you look at the history of all past Green campaigns, you will see that they have a bad habit of selling our community 'negative' products. Of all the products sold in today's commercial world, few are negative products but more can be seen in the criminal world. Let me explain. You are a shop owner and a local thug comes in one day and demands protection money from you. What is he really selling? He tells you once you have paid him, the following events **will not** happen to your store. He **will not** smash your windows each week, he **will not** scare your customers away, or he **will not** burn down your business.

Although you do not want any of these things to happen, after paying the thug, you do not receive a "positive product", your store and life remains the same as it was before he walked into your shop. However, if you are certain that the thug will carry out his threats, then you will pay for, and receive, a negative product.

Similarly, in the global warming world, we are being asked by the Greens to pay money so we **will not** experience 'dangerous' weather events, rising sea levels etc. This is a negative product, and we should remember that, if all goes very well, the best we will receive is the same planet that we have today. However, unlike the experience with the thug, we cannot be anywhere near as certain that the Greens will deliver their negative good. Dealing with the Greens is more like dealing with a snake oil salesman.

A snake oil salesman comes to town and addresses the community in the local church. With a slick tongue, glossy brochures, shaky science and dare I say it, lies and deceit, all stirred in with emotion and fear, he convinces all present that their teeth will fall out. After an hour of bad news, he finally announces that there is some good news. If they are willing to spend some money and change their way of life, all this gloom and doom can be avoided. He tells them if they turn off their lights at night, circle their beds counter clockwise four times, and take a dose of his snake oil, which only costs a trillion dollars, then their teeth will not fall out.

He is selling a negative product – pay and your teeth **will not** fall out. After the sale, your life remains the same. You are facing a conundrum, how do you know you are not being conned? You are paying for the product before it is delivered. By the time you know you were conned, the money and the salesman are gone. Do you wait until your teeth fall out, when all will be lost, or do you trust the salesman, buy the product, and then never know if you have been conned?

In the global warming world, we are also being asked to buy a product that has not been built yet (i.e. Global warming will not start for decades, if not one hundred years). The Greens are at their most eloquent when they are describing what you are going to buy. What do we get for our trillions of dollars? Obviously, a "saved planet". In other words, we get what we already have now. However, we are being asked to spend an absurd amount of money well before the product is delivered.

Sometime in the future, will you be consoled when you find the Green conman and he says “Sorry I was wrong”? In a perverse way, dealing with the thug is a better result than being conned by a Green snake oil salesman. You are generally certain that the thug will deliver the entire negative product in a very short timeframe!

Looking at the Green’s history will further undermine our confidence that the Greens will deliver the product as reliably as our thug will. As an example, in the past fifty years, the Greens have sold us the following negative goods: all the birds would die¹ (Carson’s ‘Silent Spring’), mass starvation in the world² (Ehrlich’s ‘The Population Bomb’), all our resources would be exhausted³ (The Club of Rome), and all the forests would die⁴ (Acid Rain). On each occasion, this did not occur and, in hindsight, we now know we were conned. Fortunately, we only lost a **few billions** on all of these con tricks.

We are now right back in the middle of “sucker” territory. To save the planet we are being asked to spend trillions of dollars. We are buying a negative product to be “delivered” in one hundred years’ time. Consequently, as there is a high risk that we could be conned yet again, we have to satisfy ourselves, that when we end up with the same planet that we have now, our money has been well spent.

Notes:

1. Handout 7-2
2. Handout 7-3
3. Handout 7-4
4. Handout 7-5