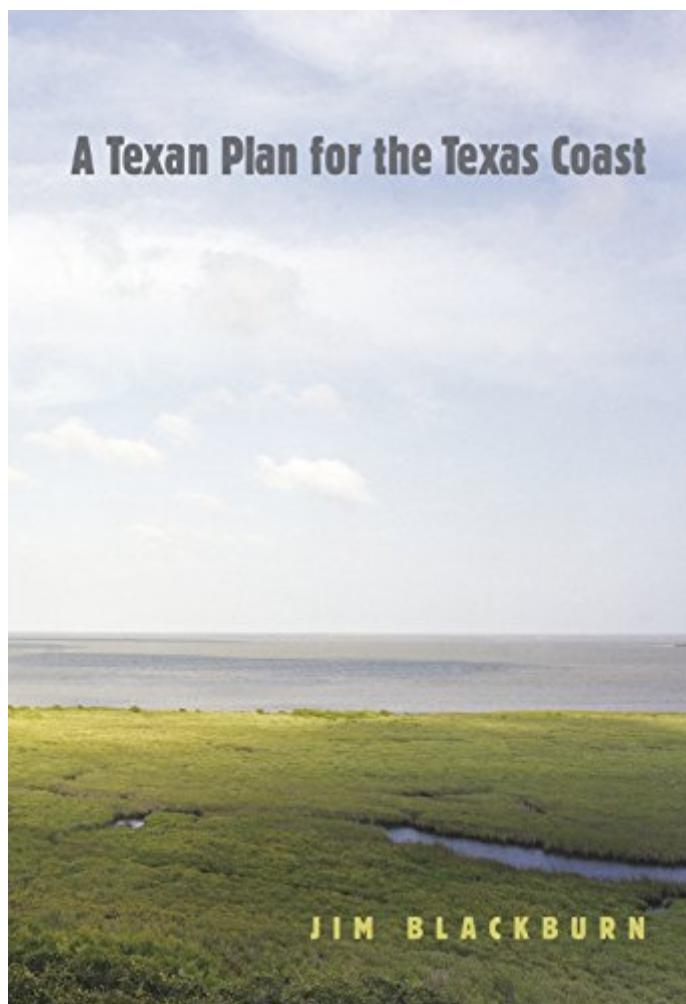


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A Texan Plan For The Texas Coast (Gulf Coast Books, Sponsored By Texas A&M University-Corpus Christi)



Synopsis

In this powerful call to action, conservationist and environmental lawyer Jim Blackburn offers an unconventional yet feasible plan to protect the Texas coast. The coast is in danger of being damaged beyond repair due to the gradual starvation of freshwater inflows to its bays, the fragmentation of large tracts of land, and general public neglect. Most importantly, it is threatened by our denial that the coast faces major threats and that its long-term health provides significant economic benefits. To save coastal resources, a successful plan needs to address the realities of our current world. The challenge is to sustain an economy that creates optimism and entrepreneurship while considering finite natural resources. In other words, a successful plan to save the Texas coast needs to be about making money. Whether visiting with farmers and ranchers or oil and chemical producers, Blackburn recognizes that when talking about the natural environment in monetary terms, people listen. Many of the services we get from the coast are beginning to be studied for their dollar values, a trend that might offer Texas farms and ranches the potential for cash flow, which may in turn alter conservation practices throughout Texas and the United States. Money alone cannot be the only motivation for caring about the Texas coast, though. Blackburn encourages Texans to get to know this landscape better. Beautifully illustrated and accessibly written, *A Texan Plan for the Texas Coast* weaves together a challenging but promising plan to protect the coast through economic motivation, thoughtful litigation, informed appreciation, and simple affection for the beauty and life found on the Texas coast.

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