

Green Your Life. Green the World.

NATIONAL GREEN PAGES

2018

HUNDREDS OF TIPS
TO GREEN YOUR
HOME AND LIFE

FIND SAFE
CLEANING
PRODUCTS

HOW TO GO
GREEN ON
A BUDGET

FIND A RESPONSIBLE
FINANCIAL ADVISOR

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DISCOUNTS**
FROM GREEN
BUSINESSES
YOU CAN TRUST



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Since 1976 Frontier Co-op has been committed to offering top quality herbs and spices that are grown and processed in an ethical and sustainable manner. We partner directly with small farmers and farming co-ops around the world so we can source the best quality products and support our farming communities. Best of all, we're still a co-op committed to serving the needs of our customers with passion and integrity.

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OF ALL

INGREDIENTS
we buy are organic



16%

MORE
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from our use of
organic instead
of conventional
ingredients*

THE IMPACT

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THAN **6.5** MILLION
LBS

of synthetic fertilizers
were not applied because
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ACRES OF LAND

farmed organically and without
the use of synthetic fertilizers
and chemical pesticides by our
purchase of organic oats and soy*



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Oregon, New York, and California.

**seed
matters**

*Data calculated for Clif Bar & Company by Allen Rosenfeld, Ph.D., Agricultural Economist

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SUPPORT ORGANIC continues...

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6th: Absolute cleanliness is Godliness! Balanced food for body-mind-soul-spirit is our medicine! Full truth our God, half-truth our enemy, hard work our salvation, unity our goal, Free Speech our weapon, All-One our soul, self-discipline the key to freedom, unity, love unites All-One above! For we're All-One! As teach for 6,000 years astronomers Abraham & Israel! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE! Exception Eternally? Absolute None!! So, when your fellow man you measure, take him at his best, with that level!

done! Then teach friend & enemy how to work-love-unite all mankind free! Uniting One! All-One! Face the world with a smile, life is always worthwhile! To the fearless are given jewels, keep out of the past, disappointments won't last! Help unite mankind or we're wandering fools! Repetition is the key to knowledge! So, help unite All-One!!

Each swallow works hard to be a perfect pilot-provider-builder-trainer-teacher-lover-mate, no half-truths! Have courage & smile, my friend, my friend, Think & act 10 years ahead! Find the man without fault! He's dead! Do one thing at a time, work hard! Get



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DR. BRONNER'S
ALL-ONE!

In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're ALL-ONE OR NONE! ALL-ONE!



Dear Green American,

I know a place where you can find good news every day—the green economy!

And I know how you can be part of that good news every day—turn to the *National Green Pages®*. This is your sourcebook for greening your life, your purchasing, and your investments—voting with your dollars for a better world all year round.

Your green living choices are adding up to big change. Let me tell you two great, world-changing green-economy stories.

Last year, solar was the world's number one source of new energy! Over 75 gigawatts of solar were installed—the equivalent of 30 coal-fired plants. Wind was next with 54 gigawatts. All together, renewables totaled 67 percent of the world's new energy installations. At this rate, solar alone could be generating 50 percent of the world's electricity by 2025 – 2030.

Coal is done for, no matter what Washington says. Luminant, the largest energy generator in Texas, just announced that it's closing three more coal plants, citing that coal plants are cost-prohibitive compared to natural gas, wind and solar. Half of the remaining coal plants in the US are now slated to close ... at a rate faster during Trump's administration than Obama's.

That's thanks to all you do to reduce energy at home; your choices to walk, bike, bus, and choose electric and hybrid cars when it comes to transportation; and your investment decisions—supporting divestment from fossil fuels and investment in renewables.

This success with energy means we also need to be working on the next big climate challenge—to not only stop putting carbon into the atmosphere but also to remove it and actually reverse the climate crisis.

That's the second great story: You can reverse the climate crisis with your fork! Food grown in ways that restore soil health takes carbon out of the atmosphere and puts it safely underground, all the while allowing farmers to grow more healthy food for the world.

Here at Green America, we're working on our biggest program ever—to catalyze the agriculture system changes necessary to remove enough carbon from the atmosphere to return us to pre-industrial levels (from 400+ ppm CO₂ to 280).

You can be part of it—by choosing organic food, clothing, and body care.

And you can get the ideas and connections you need right here. Turn the pages of this information-packed 2018 edition of the *National Green Pages*, today and every day, to deepen your journey to green your life and the world. It's your sourcebook for all things green.

Here's to all you do for people and the planet,



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The 2018 National Green Pages® connects you to resources for green living, purchasing, and investing. In it, you'll discover thousands socially and environmentally responsible businesses—all certified by Green America.

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The Green America Seal

For every category of green living, you'll find up-to-date advice in the *Green Pages*®, side by side with great green businesses that have earned Green America's trusted certification seal. All companies bearing the seal are members of our Green Business Network® and have been screened by Green America for social and environmental responsibility. For more information and to view our screening criteria, visit greenamerica.org/certified/.



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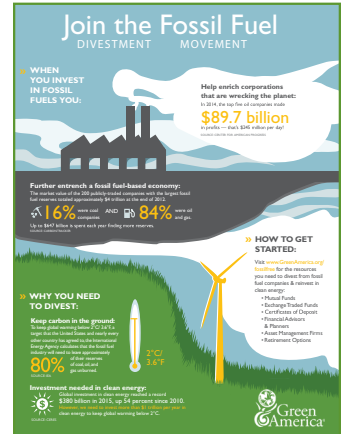
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A Note on Advertising and Listings

All advertisements and business listings in the National Green Pages® are for companies that have earned Green America's Green

Business certification (see our seal, above) for social and environmental sustainability. Each one has met or exceeded the standards posted on greenbusinessnetwork.org and has been recognized for its commitment to caring for workers, customers, communities, and the Earth.

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Invest in a mutual fund aligned with your values

Over 200 major companies have made public commitments to seek greenhouse gas reductions in line with what scientists tell us our planet needs. These commitments will have a strong, meaningful impact.

Many of these commitments began with a responsible investor explaining how business can be strengthened by taking sustainability seriously. Investors both large and small contributed to this effort.

At Domini, we help investors seek financial returns while also reflecting their concerns for human dignity and environmental sustainability. These investors are the change-makers that move the dialogue from “Make me money” to “Make me money, but not at the cost of the planet and its people.”

Your investment account may seem small within the context of Wall Street, but it has the power to help build a more just and peaceful world.

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Before investing, consider the Fund's investment objectives, risks, charges and expenses. Contact us for a prospectus containing this information. Read it carefully. An investment in the Domini Impact Equity Fund is subject to market, sector concentration, foreign investing and style risks. You may lose money. DSIL Investment Services LLC, Distributor. 3/17

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VOTE WITH YOUR DOLLARS

Mila Supinskaya Glashchenko / Shutterstock

Your purchases have power. Use that power to do good in the world.

VOTING WITH YOUR DOLLARS—or making purchases based on the social and environmental impact they have on people and the planet—can change the world. In fact, it already has.

LIVING GREEN EQUALS elegant simplicity: reduce first; buy what you need in moderation; and buy used, swap, or find innovative ways to reuse whenever you can.

That said, you *will* shop. Even the most eco-minded among us will shop. But how will you shop? What will your dollars “vote” for?

They can support a big-box store like Walmart, which has a long history of low-balling workers on salaries and benefits, pressuring vendors to accept rock-bottom prices that squeeze worker salaries, and having ties to sweatshop labor.

Or you can vote with your dollars for the greenest companies—those that are pioneering a new way of doing business. Without sweatshops. Without toxins. Without child labor. Without environmental damage.

More than 30 years ago, when Green America was just starting out, it was difficult to find green products and services.

But people voted with their dollars to demand greener products. Simply put, organic and non-GMO food, fair trade, solar power, electric vehicles, nontoxic body care,

and more wouldn’t be so readily available without consumers pushing companies to move in the right direction.

In addition, forward-thinking people pioneered deep-green businesses that managed to make money and grow while using fewer pesticides, paying workers a living wage, avoiding toxic chemicals, and more. Many of them are members of Green America’s Green Business Network® and are featured in this guide.

Thanks to consumers who voted with their dollars and the pioneering businesses who rose to meet their demand, the US has reached a tipping point where finding sustainable products and services is easier than ever.

With Washington in gridlock and many politicians working against the green economy, it is more important than ever for consumers, investors, and businesses to build on the progress we’ve made. While we push back against Washington’s ill-conceived policies, we can move the green economy forward through the economic choices we make every day. Every choice makes a difference!

When you support the green economy



The choices you make every day support community and environmental health.

The goods and services you buy lift up people and restore the planet.

The companies you support with your purchasing and investing dollars are leaders in social justice and environmental sustainability.

The places where you save your money invest in a better future.



You don't support business as usual



Too many conventional companies help prop up the kind of corporate business-as-usual that results in:

- Sweatshop labor
- Child enslavement
- Environmental damage
- Climate change
- Exposure to toxins
- Predatory financial practices

From reducing, reusing, and recycling to choosing what to buy and how to invest, your choices matter. Green America works for a world where everyone has enough, where all communities are healthy and safe, and where the Earth is restored for all the generations to come.

**To achieve that vision,
greening the economy is key!**

Photos: Right: ScriptX / Shutterstock
Left: kirillov alexsey / Shutterstock

On the Road to a

When you get what you need from green businesses ...



Organic Food was a niche industry, with \$3.5 billion in sales in 1997. Today, it's surpassed \$43 billion in sales. Organic food = healthier food, fewer toxins. See pp. 110-126.



Renewable Energy systems once were prohibitively expensive. Today, the world is on track to see renewables become cheaper than natural gas or coal by 2020. Renewables = cooler climate, less pollution. See pp. 68-74.



Green Construction: Two decades ago, green buildings were a rare sight. But from 2006-2011, the green building industry grew 1700%, while construction overall only grew 17%. Green building = less waste, fewer toxins, and fewer emissions. See pp. 141-150.

renewable energy

organic clothing

organic food



Socially Responsible Investing was little known 20 years ago. Today, \$8.72 trillion under professional management is invested responsibly—pressing for corporate responsibility and supporting forward-thinking companies. Shareholders are using their economic clout to push corporate management for change, especially on climate. See pp. 80-106.



Recycling was once something only a handful of private companies specialized in. Now, the US recycles more than 87 million tons of solid waste a year. Recycling = fewer emissions, less waste, less energy use. See p. 161.

recycling

Going green is about elegant simplicity.

Green Economy

... these are the kinds of changes you'll help foster!

A Green
Economy
Welcomes You



Fair Trade: The term used to leave people scratching their heads. Today, 59 percent of Americans know what fair trade is, and there are 1.2 million fair trade producers in 63 countries. Fair trade = empowered workers, fewer sweatshops, less child labor. See pp. 74-79.



Nontoxic Body Care: For decades, US body care products have included hidden toxins. But as concerns over problematic ingredients mount, the organic body care industry is poised to reach \$25.1 billion in sales by 2025. Organic body care = fewer toxins, fewer pesticides. See pp. 37-44.



Organic Clothing: Cotton is one of the most water- and pesticide-intensive crops worldwide. But more people are turning to organic cotton and other natural fibers, which require no synthetic pesticides. And some studies show that organic cotton saves water over conventional, as well. A record 17,000 bales of US organic cotton were harvested last year. Organic clothing = fewer pesticides, water savings, healthier farmworkers. See pp. 57-68.

Art by Rob Hanson,
Green America

fair trade
nontoxic
body care
socially
responsible
investing
green
construction

Buy less, reuse more, and, when you do need to buy, buy green!



Economic Action Against Hate

dpa picture alliance / Alamy Stock Photo

As hate rhetoric rises in the US, Green Americans are using their economic power to fight for equality and against racism and exploitation.

AFTER THE LAST US presidential election, hate crimes spiked to more than 1,300 occurring between November 2016 and February 2017, and there are currently 917 hate groups operating in the US, according to the Southern Poverty Law Center. Meanwhile, certain Trump-era maneuvers appear motivated by racism and empower these groups, like banning travelers from predominantly Muslim countries, and ending the Deferred Action for Childhood Arrivals (DACA) policy—which grants residential status to children of undocumented immigrants brought to the US through no fault of their own.

In addition, the LGBTQ community has been living under the threat of the administration rolling back important protections since Trump took office. Trump has already attempted to ban transgender people from serving in the military, which would affect thousands of soldiers already in place across the US and around the world. In October 2017, the Justice Department said it would stop protecting transgender rights in the workplace, and it's increasing its defense of "religious expression," which will likely result in more religious entities legally discriminating against the LGBTQ community and women.

Fortunately, outside pressure has worked to sway Trump in the past. So Green Americans across the country are joining together to use their economic power to act against hate.

Here are some ideas for joining them:

Regularly call your congressional representatives.

When Trump takes action that vilifies the LGBTQ community or an entire culture, religion, or race, like the Muslim travel ban, ask your Congressperson to step in and do the right thing. Find contact information at House.gov and Senate.gov.

Push large corporations to do more against hate, and thank those that have taken action.

In 2017, Uber capitalized on the initial Muslim travel ban. After New York City taxi drivers went on a one-hour strike to protest the ban, Uber raised its rates across the city. Enraged consumers quickly made #DeleteUber a viral sensation, as thousands deleted the company's app from their cell phones and downloaded a replacement app from Uber's chief competitor, Lyft, instead. The fallout from this move was one of a handful of events that caused Uber founder and CEO Travis Kalanick to resign from the company in June 2017.

Public pressure did that.

After Trump repealed DACA, he received swift condemnation from CEOs of major companies. Many released their own statements supporting the young immigrants at risk from the DACA repeal who were part of their own workforces. And dozens

signed a letter to Congress and to President Trump, including top executives from Amazon, Airbnb, Facebook, General Motors, and others, demanding they reinstate DACA.

Overwhelming public sentiment in favor of DACA-affected young immigrants undoubtedly was a big part of why CEOs spoke out as strenuously as they did.

Trump soon buckled under the intense public pressure and indicated he was open to a compromise with Democrats in Congress, who are for continuing DACA.

Support small, local, and green businesses that have been doing the right thing for years.

As we reported in the Spring 2017 issue of the *Green American*, green businesses across the country have been standing up for communities targeted by hate crimes. For example, Self-Help Credit Unionsm started offering zero-interest DACA loans to help young immigrants pay for naturalization and legal fees. Others have put signs up welcoming all customers, regardless of race, religion, sexual orientation, etc. They've launched progressive hiring and operating policies to lift up marginalized communities. (See Greyston Bakery'ssm story on p. 121.) They've sent letters of their own to the Trump administration, standing against hate. (See one asking Congress to preserve DACA at greenam.org/GreenBizDACA.)

Sign on to Color of Change's credit card campaign.

The group's "Color of Money" campaign is demanding that major credit card companies—Visa, MasterCard, American Express, and Discover—stop processing funds for white-supremacist groups. All four major companies, as well as Apple-Pay and PayPal, agreed to do so, thanks to (once again) overwhelming public pressure. Color of Change is keeping up the campaign until all make "verifiable progress" on the issue.

Sign Color of Change's letter to credit-card companies at BloodMoney.org.

Call out media outlets that broadcast hate.

Former White House chief strategist Steve Bannon used a radio show on Sirius XM radio's Patriot Channel to spew his white-supremacist views to millions. The channel has also supplied a platform to Glenn Beck and the *Breitbart News* editors, both of which espouse extremist platforms.

Sign a petition demanding that Sirius XM shut down the Patriot Channel and cut ties with Steve Bannon at bit.ly/2kpETbI.

Use your investor power.

Screen companies that support hate out of your investments. Take part in shareholder actions that promote diversity and act against discrimination. And divest your portfolio completely from fossil fuels, the Dakota Access Pipeline, private prisons, and Trump's US-Mexico border wall. See p. 107 for more on these investor actions, and also see our *Guide to Social Investment & Better Banking* at greenamerica.org/GuideToSRI.

Put up an anti-hate sign.

While a deceptively simple step, the act of putting up signs has power. When a lot of signs pop up in a community declaring that "hate has no home here," it provides a comforting message of support to those who may be targeted in hate crimes. And it creates a sense of solidarity among all those who won't stand for hate.



Jerry Holtsapple

The Immanuel Mennonite Church in Harrisonburg, VA, put up a sign to combat hate in their neighborhood. They've also designed signs available in various combinations of several languages, stating, "No matter where you are from, we're glad you're our neighbor." Download the signs free at WelcomeYourNeighbors.org.

Read associate editor Eleanor Greene's story of how one sign created in Virginia became a viral sensation at greenamerica.org/SignOfInclusion/.

You can cut out the poster insert between these pages and hang it up in your home, workplace, or anywhere else! Download a high-resolution version for copying at greenamerica.org/PosterInsert/.

Get out the vote.

As the Supreme Court hears a case against gerrymandering in late 2017, remember that low-income voters and people of color are most often the ones disenfranchised by legal obstacles to voting. No matter what happens with *Gill v. Whitford*, do whatever you can to get out the vote and help level the playing field in your community.

Celebrate diversity.

Find ways to celebrate diversity in your community and support communities of color and the LGBTQ community.

Take more steps to counter hate.

The Southern Poverty Law Center has updated its "Ten Steps to Fight Hate" in the wake of white-supremacist violence in August 2017: bit.ly/2vW6Tu9.

In addition, our Spring 2017 issue of the *Green American* gives plenty of inspiration and action steps you can take to use your economic power to push back hate. View it online at greenamerica.org/ActionAgainstHate/.

—Tracy Fernandez Rysavy,
editor-in-chief



View the "Economic Action Against Hate" issue of the *Green American* online at greenamerica.org/ActionAgainstHate/.



OUR PROGRAMS

SSPIXART / Shutterstock

At Green America, our programs build a green economy—one that lifts up communities, workers, and the environment—and a just and sustainable world.

We Green Your Life

In a green economy, the practices, products, and services we choose advance our health and well-being and don't harm people or the planet.

Green America resources help people green their lives and investments, giving them the most high-impact ways to keep their families healthy and help preserve the Earth for future generations.

The Green American magazine gives you the powerful tools and practical action steps you need to green your lives, your communities, and the world. greenamerica.org/magazine/

The National Green Pages® helps you green your life, with hundreds of green-living and -investing tips and resources, and listings of green products and services. greenpages.org

Our **NEW! GreenAmerica.org** is the place to go if you have questions about how to live better, save more, invest wisely, and make a difference. Find green-living articles on everything from detoxing your closet to avoiding sweatshops. greenamerica.org

We Green Your Work

Every business in a green economy treats its workers well, improves its community, and protects the health of its customers and the Earth.

Green America is greening the economy one business at a time. For a green economy, we need a strong small-business sector; they're the job creators and innovators. And we need corporations to adopt responsible practices.

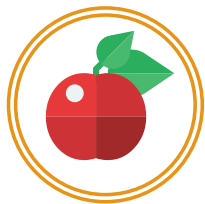
Our **Green Business Network®** (GBN) helps green companies thrive. Each GBN business we feature in our publications is certified by Green America to ensure a deep commitment to social justice and environmental sustainability. greenbusinessnetwork.org

Our **Center for Sustainability Solutions** creates supply-chain working groups to help companies—from local businesses to international corporations—find green suppliers and implement solutions for sustainability. centerforsustainabilitysolutions.org

We Green Your World

Green America's powerful and focused high-impact programs leave the world better for future generations.

Good Food



Our **GMO Inside** program puts public pressure on large food companies to support removing genetically modified organisms (GMOs) from our food. More non-GMO crops planted means less pesticide use, greater democratization of and transparency in our food supply, and safer working conditions for farmers. GMOinside.org

Our **Center for Sustainability Solutions** works to scale the supply of non-GMO and organic foods. centerforsustainabilitysolutions.org

Our **Re(store) It!** program aims to educate and mobilize people to support regenerative agriculture practices, in addition to organic, which result in healthier soils that sequester carbon, helping to reverse the climate crisis. greenamerica.org/restore-it/

Clean Energy



Our **Climate Action** program works for a clean, carbon-free energy system. We fight fracking and pipelines. We get companies to commit to renewables. And we're asking Amazon to power its cloud servers with renewables instead of coal. climateaction.org

Our **Better Paper Project** assists publishers in switching to recycled paper—a move that would save thousands of climate-cooling forest acres. betterpaper.org

Fossil-Fuel Divestment: With our allies, we are mobilizing investors to pull millions of dollars in investments from polluting fossil-fuel companies and reinvest in sustainability. greenamerica.org/fossilfree/

Our **Hang Up on Fossil Fuels** campaign asks AT&T and Verizon to power their massive servers with renewable energy. greenamerica.org/hang-up-on-fossil-fuels/

Our **Skip the Slip** campaign combats deforestation by asking retailers to offer digital receipts and urging customers to pass on paper receipts. greenamerica.org/skiptheslip/



Social Justice

At Green America, “green” means social justice and environmental sustainability. That’s why **Social Justice** is woven through everything we do. We work for environmental and climate justice, worker rights, racial and women’s equity, LGBTQ rights, and more. greenamerica.org/social-justice

Fair Labor



Our **Fair Labor** program works for a green economy that lifts up its workers and pays them fairly, rather than relying on sweatshop-, child-, or forced labor. greenamerica.org/labor/

Our **End Smartphone Sweatshops** campaign keeps the pressure on cell phone manufacturers to replace all toxins in their supplier factories with safer alternatives. greenamerica.org/end-smartphone-sweatshops/

Most cocoa comes from West Africa, where child labor is rampant. Our **End Child Labor in Cocoa** campaign pressures chocolate companies to get child labor out of their supply chains and embrace fair trade. greenamerica.org/end-child-labor-cocoa/

Responsible Finance



Our **Socially Responsible Investing** program has helped move \$8.7 trillion into socially responsible investing in the US, which directs your money into forward-thinking companies, puts powerful shareholder pressure on companies with egregious practices, and supports community development. greenamerica.org/socialinvesting/

Our **Break Up with Your Mega-Bank** campaign is pressuring mega-banks to stop predatory practices. It’s also inspiring tens of thousands of people to break up with large banks and move their accounts to green and community development banks and credit unions. breakupwithyourmegabank.org

Our **Take Charge of Your Card** campaign has galvanized a movement of people who are swapping their mega-bank credit cards for cards from responsible banks and credit unions. takechargeofyourcard.org

Through our **1% in Community** campaign, we’ve helped move more than \$122 billion into investments that lift up communities in the US and around the world. greenamerica.org/socialinvesting/communityinvesting/

A Year of Green America Victories!

FAIR LABOR

Unionized Garment Workers in Bangladesh Released from Jail

greenamerica.org/labor



lionel derimais / Alamy

The Problem: Much of the clothing sold by major US retailers is made under sweatshop conditions in developing countries. In Bangladesh, 35 garment workers making clothes for US companies were arrested and 1,500 were fired in late 2016 for staging nonviolent protests over their poverty-level wages.

Victory: In 2017, the Bangladeshi government ordered the release of all 35 workers. In April 2017, the factory owners agreed to local unions' demands to reinstate all dismissed workers and end harassment of unions.

Our Fair Labor Campaign Mobilized:

- 1 coalition of allies*
- + More than 10,000 petition signatures
- + Numerous social media posts and views

What's Next?: In 2018, our Fair Labor campaign will:

- Push states to enact laws giving basic protections to domestic workers, including laws guaranteeing a minimum wage and time off.
- Pressure Samsung to remove all toxic chemicals from its supply chain.
- Push Godiva to end child labor in its cocoa supply chain.

GOOD FOOD

Three More Companies Start Offering Non-GMO Options

GMOinside.org



The Problem: Many processed foods include genetically modified organisms (GMOs), which result in increased use of toxic pesticides on farms.

Victories: In 2017, three companies began offering non-GMO products:

- DanoneWave introduced the first Non-GMO Project Verified (see p. 113) yogurts, in whole-milk quarts, plain quarts, and Danimals smoothies.
- Mars launched non-GMO Nutro-brand pet food.
- Smuckers debuted non-GMO Un crustables sandwiches.

Our GMO Inside Campaign Mobilized:

- 1 coalition of allies*
- + Thousands of Facebook messages
- + Over 30,000 petition signatures
- + Hundreds of mentions in major media outlets

What's Next?: In 2018, our GMO Inside campaign will:

- Push Starbucks to offer organic milk.
- Tell Dean Foods to shift to non-GMO cattle feed.
- Fight to stop the spread of GE apples and GE wheat in US markets.

Walmart and True Value Phase Out Bee-Killing Pesticides

greenamerica.org/food



cam3957 / Shutterstock

The Problem: Many agricultural and gardening pesticides belong to a class called neonicotinoids. These pesticides have been implicated by several studies in mass honeybee die-offs. Without bees and other pollinators, world agriculture could face a massive crisis.

Victories: In 2017, two major retailers agreed to stop selling "neonics":

- Walmart eliminated neonics from about 80 percent of its garden plants and nearly all gardening products.
- True Value agreed to phase out neonic products by spring 2018.

Our Take Back Our Food Campaign Mobilized:

- 1 coalition of allies*
- + Over 400,000 petition signatures
- + Thousands of social media mentions

What's Next?: In 2018, our Take Back Our Food campaign will:

- Pressure Ace Hardware to eliminate neonicotinoid pesticides.
- Continue to promote the benefits of regenerative organic agriculture through the Re[store] It! campaign.
- Launch corporate campaign to push major food companies for transition to regenerative organic agriculture.

Mobilizing pressure from multiple angles—individuals, green business members, shareholders, allied organizations, and the media—Green America has been moving multiple industries closer to embodying a truly green economy that works for all.

Join us as we celebrate several of our big 2017 victories.

CLIMATE ACTION

Amazon Builds New Jersey's Largest Solar Array

climateaction.org



Gorodenkoff / Shutterstock

The Problem: The majority of Amazon's operations are powered with a mixture of dirty coal, nuclear, and natural gas. In particular, Amazon Web Services (AWS) dominates the cloud-services marketplace, with clients including Adobe, Netflix, and Spotify.

Victory: Three years ago, Amazon committed to 100 percent clean energy. In 2017, as part of that effort, Amazon flipped the switch on what it claims to be the largest solar array in New Jersey.

Our Climate Action Campaign Mobilized:

More than 50,000 petition signatures
+ Numerous social media posts and views
+ Major media coverage

What's Next?: In 2018, our Climate Action campaign will:

- Push Verizon and AT&T to "Hang Up on Fossil Fuels" and use clean energy for their servers.
- Work for climate justice in communities of color.
- Mobilize individuals and businesses against fracking and pipelines.

US Preserves Methane Regulations on Public Lands

climateaction.org



Mike Eisenfeld / WildEarth Guardians

The Problem: Republican members of Congress attempted to undo Obama-era legislation that prohibited methane emissions from oil and gas operations on public lands. Methane is roughly 30 times more potent of a greenhouse gas than carbon dioxide.

Victory: In 2017, the Senate voted on and defeated a measure aimed at striking down the methane rule. Therefore, oil and gas facilities on public lands are still legally required to use the latest technologies to prevent methane leaks.

Our Climate Action Campaign Mobilized:

1 coalition of allies
+ Over 10,000 petition signatures
+ Thousands of phone calls to Congress

What's Next?: In 2018, our Climate Action Campaign will also:

- Help universities switch their alumni magazines to recycled paper through our One Million Trees campaign.
- Pressure retailers to switch to digital receipts or "Skip the Slip" to save forests and minimize toxins.
- Continue to pressure *Smithsonian Magazine* to switch to recycled paper.

RESPONSIBLE FINANCE

Shareholders Vote for Corporate Change

greenamerica.org/shareholder-activism



wk1003mike / Shutterstock

The Problem: Many companies have a long way to go to improve their social and environmental records and practices.


Our Victory: Shareholders are filling record numbers of social and environmental resolutions—and are getting record high votes. In 2017, 62 percent of ExxonMobil shareholders and 67 percent of Occidental Petroleum shareholders voted in support of resolutions asking companies to report on how climate change will affect their bottom lines.

Our Responsible Finance Campaign:

+ Mobilized thousands to oppose the Financial CHOICE Act, which attacks the shareholder-resolution process.
+ Educated thousands on socially responsible investing and proxy voting.

What's Next?: In 2018, our Responsible Finance campaign will:

- Create new resources on responsible investing and banking.
- Identify shareholder resolutions to support in 2018.



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Artwork created by Ximena Coronado for Green America.

Meet a Green American: Ximena Coronado

Fifteen-year-old Green American Ximena Coronado says she's cared about the environment from a very young age. For that, she credits her aunt, a committed feminist and sexual-assault and relationship-violence prevention advocate.

Her aunt's energy and activism "inspired me to begin my search for my own passion, too," she says. "That passion ended up being the environment."

Ximena's a-ha moment occurred when she and a few friends took part in a stream clean-up: "Most of the things we were picking up were Styrofoam, so I got inspired!" she says. "I decided to create a petition about Styrofoam."

Her online petition asked Starbucks to replace Styrofoam cups with paper. But that was before she knew that single-use paper items weren't exactly good for the environment, either.

"I saw on their website that their paper cups were covered in plastic to prevent you from burning your hands. I always thought those were recyclable," she says. "But no, they're not. It's hard for recycling centers to separate the paper from the plastic."

Through research, she realized that the cups just end up incinerated or in a landfill, so to really benefit the planet, people and restaurants should switch to reusable cups, dishes, and cutlery.

So she switched her petition to demand that Starbucks raise its ten-cent discount for people who bring their own reusable coffee cups. A bigger discount, she reasoned, means more people might take the initiative to bring their own mugs.

She started by having family members sign, and then friends. Then

teachers and classmates at her school, and then it went out to a wider audience on Facebook. By the time Ximena sent it to the company, nearly 700 people had signed her petitions.

One of her favorite issues is recycling. "It's a thing that everybody can do anywhere. It's just one small act that can make a huge difference, conserve natural resources, and create jobs," she says. Harkening back to her experience with the stream clean-up, she adds, "It's also a way to prevent litter from contaminating streets and water."

She learns a lot from surfing the web, and when she finds a nonprofit site she likes, she tends to want to give back to the people who created it. An award-winning artist—she won a state environmental art competition for students when she was in pre-K, and placed fourth last year in a University of Texas art contest on fracking that took place on social media—Ximena loves to create art. So, she will often pack up and send her original

artwork to the staff of her favorite nonprofits as a thank you.

In fact, that's how Green America staff met her: she sent us the beautiful painting, above.

"I just wanted a way to show that young people like myself do pay attention to today's issues. So I wanted to give a gift for all your hard work," she says.

Ximena even created her own business where she sells her artwork on school campuses and online (ximenacoronado.com). "[With the profits], I try to contribute to environmental organizations like Green America and start my own community projects," she says.

—Tracy Fernandez Rysavy



Ximena Coronado holding art she created for the Texas Conservation Alliance, with Alliance CEO Janice Bezanson.

courtesy of Ximena Coronado

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Contact Kathy Harget in our Development Team
(202)872-5330

kharget@greenamerica.org
greenamerica.org/supportus

MEET RACHEL & ADAM

Why Rachel Strasz and Adam Schofield have been Green America Leadership Supporters since 2000.



Rachel Strasz and Adam Schofield have composted their household organic waste for more years than they can count. When they moved to Vashon Island, WA, from Scotland in 2015, they were surprised that even though the island belonged to the same county as Seattle, the city had a municipal composting program for food, yard, and other organic waste, and Vashon did not.

The two did a little digging and soon connected with Zero Waste

Vashon (Z WV), a nonprofit group working to minimize the island's trash output. Z WV had been encouraging Vashon residents to take advantage of a program—launched by the county in 2013—to collect the island's organic waste and transport it to a waste transfer center south of Seattle, which would process it for municipal composting.

Rachel, Adam, and a few of their friends noticed that while the program was succeeding when it came to yard waste, not as many people wanted to make regular trips to the drop-off point on the island with their food waste. So they formed a small volunteer group to collect food waste from their neighbors and take it to the drop-off for them. Today, several households share food-waste collection and drop-off duties, helping move Vashon Island ever closer to zero waste.

It's the kind of values-driven, community-based thinking that Adam says they share with Green America: "Green America sets a good balance between [offering] practical tips and legislative and consumer campaigns," he says. "I like how you span both these areas, giving people things they can do at home on a day-to-day basis, and then running campaigns that have impact at the higher level."

The couple first joined Green America in early 2000. Though they can't remember where they first heard of Green America ("It's been so long!" says Adam.), they do recall that they were drawn to the diversity of issues the organization embraces.

"I appreciate the balance between social-justice work and environmental work," says Rachel. "A lot of organizations have a hard time doing both. Green America does a good job of bringing them together and showing how they are linked through climate change, social and community investing, etc."

"Maybe the most important thing," she adds, "is that Green America gets results through its campaigns, especially getting corporations to make changes."

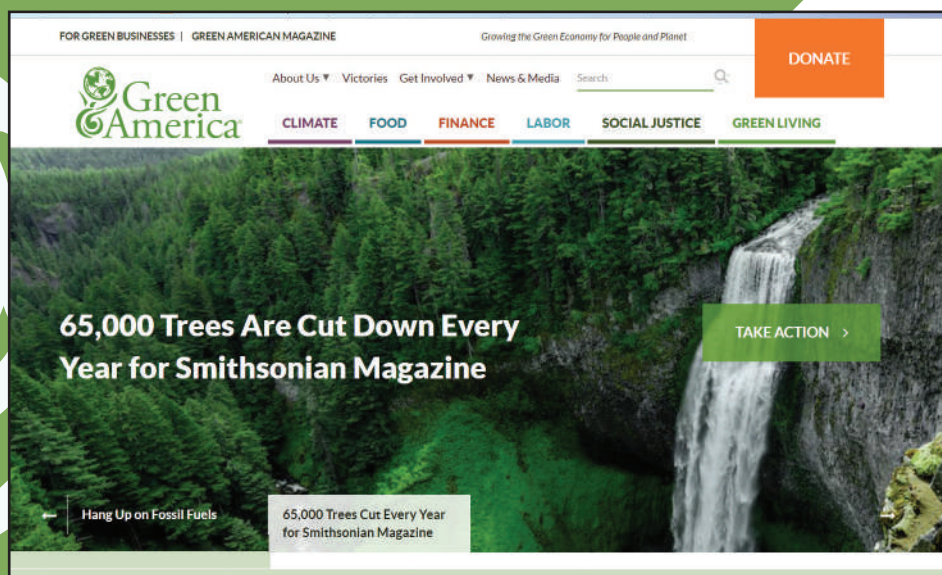
Rachel and Adam made their first gift of \$30 to Green America in February of 2000. It wasn't long before they became members of Green America's Leadership Forum. (Leaders donate \$1,000 or more.) This year, they decided to give their Leadership gift throughout the whole year by also joining the monthly Sustainer Circle and making regular, ongoing monthly gifts.

"I've always tithed—since I was a teenager—and I wanted to divert some of the money that might go to corporations to Green America," says Adam. The automatic monthly Sustainer charge on the couple's credit card is easy to keep track of and prevents renewal mailings, he notes.

Best of all, he says, "I know that it's more beneficial to Green America because you have the guaranteed income. I encourage other people who are giving annually to Green America to consider joining the Sustainer Circle. It offers Green America more [funding predictability] as an organization."

New from Green America!

Get the best advice on green living from Green America's 30+ years of experience.



Check out our new **GreenAmerica.org!**

Taking action for a socially just and environmentally sustainable world just got easier. In 2017, Green America launched our new, improved website. This attractive, simple-to-navigate site contains all of our powerful action campaigns, as well as up-to-date articles to help you live greener, save more, invest wisely, and make a difference.

GreenPages.org, our online database of green products and services from responsible businesses, has gotten a makeover as well.

And enjoy Green America's other publications:



The Guide to Social Investing & Better Banking: Published annually, this guide helps you save and invest with your values. Put your portfolio to work making a difference in the world.



This year's **National Green Pages®** is your green-living sourcebook. Throughout the year, when you are looking to try new products, make home repairs, buy presents, or make investments, the *Green Pages* is here to help you make the greenest, healthiest choices for you, your family, and the planet.

The Green American: Our quarterly magazine is filled with powerful ideas and practical action steps to green your life and the world.



For every category of green living, you'll find up-to-date advice side by side with great green businesses that have earned Green America's trusted certification seal. View our certification standards at greenbusinessnetwork.org.



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 - empowering consumers to take action

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Verbio provided translation and interpretation services for an event the City of Portland held with delegates from Latin America on ways to improve urban transportation systems.

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In 2009, AT&T commissioned Virginia Joplin, an independent translator, to lead a large project for the company. The job lasted four months, had a budget of \$60,000, and required Joplin to manage over 100 people for a translation job with 16 different languages.

"I was handling it all by myself," says Joplin, who is an Official Translator between French, English, and Spanish, with "beginner-level skills" in six more languages.

The AT&T contract required Joplin to use all the miscellaneous skills she had acquired over the years outside of translating—including voice-over recording and localization engineering, or adapting software for a new language, country, and culture.

"It was basically everything Verbio does today," she says.

Though tough, the project was a success. And with that confidence boost, Joplin decided to hire more people and expand her independent contracting into a full-fledged business.

Today, Portland-based Verbio provides translation-related services for everything from well-known companies like Intel, to individuals looking for help translating documents like birth certificates. Verbio also

translates for websites, interprets in-person conversations, and has its own recording studio for companies to do voice-overs for advertisements, among other services.

The company offers its services in "every language," says Joplin, "from Afrikaans to Zulu and everything in between."

Joplin places a careful focus on operating in a fair and just manner for both workers and customers, and to providing individualized attention. Larger corporations care less about customers and employees, and more about the results, she says.

"Some competitors produce greater volumes [than Verbio], faster and cheaper. But they tend to underpay language professionals," she says, noting that both large corporations and the government often lowball interpreters and translators on their rates.

In addition, she says, "Large competitors often don't serve individuals because it's not worth their time, or they charge huge fees to deter that."

Verbio, on the other hand, is happy to provide individual consumers with written translation services for a fair, affordable price.

Determined to operate green, Joplin encourages

"Verbio naturally works within a setting that is attuned to Title VI of the Civil Rights Amendment—non-discrimination on the basis of national origin. We strive to educate all our business connections about the importance of coherent and meaningful language access." —Virginia Joplin, Verbio founder and CEO

continued on next page

employees to conserve energy by offering subsidies for those who bike to work, telecommute, and take public transportation. The office also boasts recycled paint and pre-owned furniture, and the Verbio website is hosted by Affordable Internet Services Online[™] (see p. 66), which is completely solar-powered.

Verbio places a high importance on diversity. "100 percent of Verbio's employees belong to an ethnic and/or gender minority," says Joplin. "Furthermore, 70 percent of our contractors are women and 70 percent are ethnic minorities."

All employees and contractors earn a fair wage.

"Our goal is to pay more than the state rate. It has to be a living wage because we want to have highly trained people," she says.

In addition, Verbio personnel go the extra mile to help their clients connect meaningfully with others across language and cultural barriers.

"We have been continuously educating our customers and business contacts about the importance of connecting with their communities in culturally and linguistically appropriate ways," Joplin says.

For example, in 2015, as the federal government was rolling out the Affordable Care Act (ACA), Joplin and her staff at Verbio met a state representative from the Oregon Health Insurance Marketplace. They took the opportunity to ask how Oregon was planning to meet ACA provisions for reaching out and providing services to citizens with limited English-speaking abilities.

The rep was unaware of the legal requirements, so Verbio held multiple free consultation meetings with state government personnel to educate them about those laws, as well as how Verbio could help through interpretation, translation, and other services.

As a result, in October 2016, Oregon and Verbio rolled out a pilot program in which they gave select insurance agents a 24/7 hotline number to access interpretation services for clients who spoke languages other than English, as well as an agreement to provide on-site interpreters and to translate forms when those agents needed those services.

"Verbio naturally works within a setting that is attuned to Title VI of the Civil Rights Amendment—non-discrimination on the basis of national origin," says Joplin. "We strive to educate all our business connections about the importance of coherent and meaningful language access."

To most people, interpreters and translators are a passing thought when they think about or attend meetings like the C40 Cities Summit, where Verbio was hired to help interpret conversations about sustainability and urban planning between politicians from 20 different member countries.

But although Verbio's work may often be overlooked, Joplin believes that is a good thing when it comes to customer satisfaction: "An interpreter is doing her job right when she's invisible."



Verbio founder and CEO Virginia Joplin, who is fluent in five languages, with "beginner-level" skills in six more.

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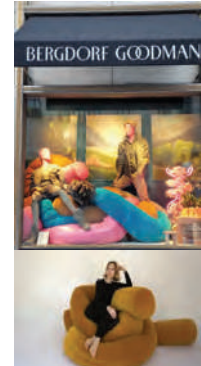
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GREEN LIVING TIPS

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As of July 2007, all mattresses are required by law to be highly flame retardant. Many conventional mattress manufacturers meet this requirement by dousing their mattresses with flame-retardant chemicals. Most companies won't disclose what those chemicals are, calling their fire-proofing formulas trade secrets, so you can't truly know what's in your mattress. Unless, that is, you buy from a green company.

Here's what to look for in your next mattress:

- **Truly natural, benign materials:** The safest mattresses are made from organic wool, organic cotton, and natural latex. Organic fibers prevent the use of synthetic pesticides and fertilizers on fields. Natural latex comes from the rubber tree, in contrast to synthetic latex, which is made from petroleum-based products, often including styrene, a known carcinogen.
- **Reputable certifications:** According to *Consumer Reports*, the best certifications for a safe mattress are GOTS, GOLS, and Oeko-Tex 100 (see p. 65). *GOTS*, the *Global Organic Textile Standard*, requires that at least 95 percent of the materials used to make a mattress are certified organic, and it prevents the use of toxic flame retardants. *The Global Organic Latex Standard (GOLS)* ensures that a latex mattress is made with organic latex, and it also restricts toxic flame retardants. *Oeko-Tex 100* doesn't mandate organic certification, but it does restrict 100 toxic chemicals from being applied to the mattress. *Green America's Green Business* certification also requires that mattresses be made with organic and truly natural materials, and have no toxic chemicals applied to them.

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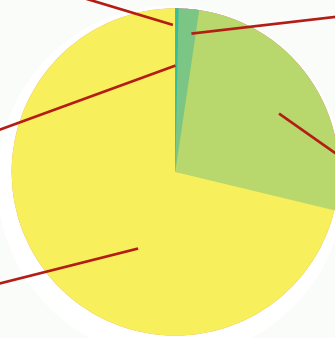
HOW SAFE ARE BODY CARE PRODUCTS?

In 1976, Congress enacted the Toxic Substances Control Act (TSCA), which gave the US Environmental Protection Agency (EPA) the right to track industrial chemicals used in the US. Unfortunately, TSCA failed.

This sliver you can't see because it's so tiny represents the **5 chemicals** the EPA has banned from use in the US since TSCA originally became law. Only one of those—PCBs—is a full ban. The rest are partial bans.

The EPA has restricted **275 chemicals** from use since TSCA reform* in 2016. Some of these restrictions are simply pending more information from the company.

62,000 chemicals were presumed safe and “grandfathered into use” when TSCA was enacted—and never tested for safety. Most of them are currently still in use without restrictions.



EPA has ordered testing of only **1,754 chemicals**, most of them since TSCA reform* was enacted in June 2016.

About **23,000 new chemicals** have been introduced into US products/processes since TSCA. Manufacturers are not required by law to conduct safety tests. Up until June 2016, the EPA could not order testing on a new chemical unless it had been proven to pose an unreasonable risk to health.

***About chemical-safety (TSCA) reform:** In June 2016, President Obama signed a bipartisan TSCA reform bill into law. The new law gives the EPA authority to evaluate existing chemicals based on safety concerns. Unfortunately, current funding only allows the EPA to examine 20 chemicals at a time, which can take up to seven years each. In addition, the Trump administration has taken action to water down the chemical evaluation process. **Bottom line: Be cautious and buy green!**

BODY CARE LABELS TO LOOK FOR—& AVOID

MEANINGFUL

“No parabens”: This voluntary label means that a company has not included a class of chemical preservatives called parabens in its products. This label is meaningful since it is specific and can be verified.

“No sodium laurel or laureth sulfate”: Another voluntary industry label that indicates a company has not included these ingredients in its products.



Certified Organic: Products bearing the USDA Organic seal are made of at least 95 percent certified organic ingredients. (They may still contain toxins, although it's not as likely.) Products with 70 percent certified organic ingredients or more can use a label that says “made with organic ingredients,” but cannot use the seal.



Fair Trade Certified™: An independently verified label from Fair Trade USA that indicates that at least 50 percent of the total dry weight of the product, excluding water, is made of Fair Trade Certified™ ingredients. Ensures fair labor but does not cover toxic ingredients.

Fairtrade Certification: An independently verified label from Fairtrade America. Since some body care items include only small amounts of ingredients that can be certified fair trade, Fairtrade America allows the mark on shampoo,



soap, and toothpaste that contain two percent and lotions, creams, and lip balms that contain five percent fair trade ingredients.



IMO Fair for Life: An independently verified label that indicates the majority of the total dry weight of the product is made of certified fair trade ingredients. This ensures fair labor but does not cover toxins.



Natural Products Association (NPA) Certified: This label indicates a product contains at least 95 percent ingredients “made from a renewable resource that is found in nature,” with no petroleum by-products. Products must be manufactured according to NPA’s criteria and must exclude NPA’s prohibited substances.



Non-GMO Project Verified: Certified as tested to ensure products are not made with genetically modified organisms (GMOs). Body care products may contain up to 0.9 percent GMOs to allow for accidental contamination.



Green America Certified Business: The body care companies in this directory bear our certification seal. These companies have been screened to meet strict environmental and social criteria, which is available to view at greenam.org/GBNStandards.

SOMEWHAT MEANINGFUL

“Fragrance-Free”: This unregulated term simply indicates that a product doesn’t contain obvious fragrances. The product may still contain toxins.

“Non-comedogenic”: Another unverified, generic claim that means a product doesn’t contain common pore-clogging ingredients.

MEANINGLESS

“All-Natural”: There is no regulation or uniformity around the claim to be “all-natural.”

“Organic”: Personal care products not made of agricultural ingredients can legally bear the word “organic” on their labels without actually being organic. The term is meaningless unless the product has a USDA Certified Organic label or specifies which ingredients are certified organic.

“Allergy-tested” or “Dermatologist-tested”: These unregulated, generic claims simply indicate a product has been tested for allergic reactions.

“Hypoallergenic”: An unregulated, generic claim that indicates a product is less likely to cause allergic reactions.

Body / Personal Care

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poway, CA • (858)705-1827

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Hemp Organics by Coloranics, Inc.

coloranics.net

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CHOOSE GREEN

Know what to look for

In a world of seemingly infinite body care products, having ideas in mind about what properties you want in yours can help narrow your search. Aim for products that have pure, truly natural ingredients and are scented with pure essential oils.

Consider organic

There's a wide range of organic personal care products to meet your needs. When you go organic, you ensure that the natural ingredients in your products were grown without synthetic pesticides or fertilizers—better for the Earth and your skin. A certified organic label on a body care product means 95 percent of the ingredients in it are organic. (See p. 38 for more on labels.)

Keep it simple

You do not want to cause unnecessary irritation or damage to your body by exposing it to too many ingredients and substances. Stick to products and brands that you already know are healthy and work. Also, a good rule of thumb is the shorter and simpler a product ingredient list is, the less toxic it may be. You may also consider getting creative in the kitchen and making your own, using substances already in your household. For instance, avocado, honey, and apple cider vinegar all make great natural facial cleansers.

Do your research

The cosmetics industry is largely self-regulated, and manufacturers do not always report customer complaints about adverse effects of their products to the FDA. To stay safe, it pays to look into what you put on your skin. One great resource is the Environmental Working Group's Skin Deep Cosmetics Database, which informs readers of the potential health concerns related to over 70,000 cosmetics products and thousands of ingredients (EWG.org/skindeep/).

NOT THAT

Avoid parabens

They're in shampoo and many other products, and they are estrogen mimickers that can lead to cancer.

Stay away from vague “fragrances”

A company may legally hide hundreds of substances behind the vague term “fragrance” on product ingredient lists. A product's fragrance may contain potentially hundreds of toxic chemicals and volatile organic compounds.

Say no to nanoparticles

Nanoparticles are so small, many scientists are concerned about their potential health effects, as they can penetrate cell walls and are highly reactive. Products with nanoparticles aren't often labeled as such, so check your conventional body care products at EWG.org/skindeep/ or nanotechproject.org/cpi/.

Ditch products with phthalates

These hormone disruptors have been linked to male genital abnormalities, liver and kidney lesions, and higher rates of childhood asthma and allergies.

Don't buy petroleum by-products

Listed as mineral oil, petrolatum, liquid paraffin, toluene, or xylene, these chemicals are found in products, including many shampoos and soaps. They are often contaminated by toxic impurities like 1,4 dioxane, which is a probable carcinogen.

Ban all triclosan

The FDA banned triclosan in 2016 from antibacterial soaps and washes, due to its links to antibiotic resistance and hormone disruption, but it still appears in antibacterial hand sanitizer and other products.

You still have to look out for lead

It's a potent neurotoxicant, and it's been found in lipstick and men's hair coloring kits.

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Soaps are made from organic and natural ingredients.

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MuLondon brings joy and balance with its award-winning skin care range from London, inspired by traditional herbalism. Organic | 1% For The Planet | B Corp | Vegan | Cruelty-Free.

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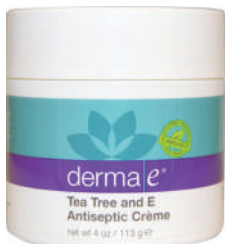
The following products from the *National Green Pages*® received top marks for safety from the Environmental Working Group's Skin Deep Database.*

EWG.org/skindeep



Sunscreen can have all sorts of nastiness in it, like potentially carcinogenic retinyl palmitate. But All Good by Elemental Herbs ☐ sunscreens for kids and adults get their sunblocking power (up to SPF 30) from zinc oxide, and include natural ingredients like calendula and lavender. All Good sunscreens are also “reef-friendly,” so they’re free from ingredients that can harm coral reefs.

See p. 39 and allgoodproducts.com
EWG Rating*: I (low-hazard)



The Tea Tree and E Oil from Derma-E ☐ is an antiseptic cream for a variety of skin conditions, including bug bites, rashes, blemishes, dryness, and dermatitis. All Derma-E products are non-GMO, vegan, and cruelty-free.

See p. 39 and dermae.com
EWG Rating*: I (low-hazard)



Dr. Desai ☐ Tulsi Neem Goat's Milk Soap is made to reduce acne and eczema and calm poison ivy rashes. Tulsi, also known as holy basil, is known as a divine herb in India and is an antioxidant. All Dr. Desai products are made according to the principles of ayurvedic medicine and with a handful of organic ingredients you'll recognize.

See p. 39 and drdesaisoap.com
EWG Rating*: I (low-hazard)



One World Renew Lip Balm in Moroccan Orange Spice from Eco Lips ☐ is Fair Trade Certified™, Non-GMO Project Verified, and contains certified organic ingredients. Eco Lips manufactures its products in a facility powered by 100 percent renewable energy, and the packaging is 40 percent post-consumer recycled.

See p. 39 and ecolips.com
EWG Rating*: I (low-hazard)



Founded by Aveda founder Horst Rechelbacher, Intelligent Nutrients ☐ offers plant-based products with a commitment to full ingredient disclosure. The Renewal Eye Gel is designed to depuff, cool, and reduce the appearance of fine lines around your eye. The company chooses natural ingredients based on their low impact on the planet. All products are certified organic and cruelty-free, and made with 100 percent renewable energy.

See p. 39 and intelligentnutrients.com
EWG Rating*: I (low-hazard)



Dry Shampoo from Be Green Bath and Body ☐ contains natural ingredients like nettle and rice flour to soothe your scalp and absorb oil, so you can wash your hair less often. Organic and non-GMO ingredients.

See p. 39 and begreenbathandbody.com
EWG Rating*: I (low-hazard)

...and many more!

* EWG Skin Deep Database Ratings

The Environmental Working Group rates body care products on a scale of 1-10. 1-2 is low hazard, the EWG's best rating. 3-6 is a moderate hazard. And 7-10 is a high hazard, meaning the product contains many chemicals that could potentially harm your health and the environment. The database also rates individual ingredients. Learn more at EWG.org/skindeep/.



Some of the ingredients in MuLondon products.

MuLondon

mulondon.com

member 7 years

Herbal, organic, fair trade, and vegan skin care

While he was growing up, Boris Zatezic's mother would often talk to him about medicinal plants, their properties, and their Latin names, which fascinated him. His mom also used natural remedies to soothe and heal cuts, bumps, and bruises. So from a young age, he learned to rely on herbs and not on pills for first aid. Once he left his mother's garden, he carried her plant-based remedies with him.

For a number of years, Zatezic lived, worked, and studied at a biodynamic farm in Sweden, on the coast of the Baltic Sea. This experience made him realize how well connected we are—to each other, to Mother Nature, and to the world around us, he says.

Then, a combination of genes, stress, and the lack of sun in Sweden caused Zatezic to develop eczema and psoriasis. These conditions affected his appearance and his self-confidence. He decided he did not want to rely on the steroid creams recommended by doctors; he wanted to get back to his roots—to rely on herbs. He began to read everything that he could on herbs, essential oils, and natural skin care, which led him to start making his own lotions and balms, based on old recipes and

using things that he had learned from his childhood, his life at the biodynamic farm, and his intuition, says Zatezic.

After successfully testing the formulas on himself and his friends, he decided to create his own range of organic skin care products called MuLondon. Today, MuLondon is an independent business based in London.

"I have always believed in the power of nature," says Zatezic. "MuLondon was created to make a change—a change that is more than skin deep."

MuLondon offers a selection of highly specialized organic and vegan skin care products: three light and fluffy cleansing foams and six different types of moisturizers:

Rose, Rosehip, & Rosemary; Lavender; Hemp; White Chocolate Truffle; Marigold, Frankincense & Myrrh; and Fragrance-Free.

Zatezic's personal favorites are the organic Hemp and the organic Rose, Rosehip, & Rosemary moisturizers: "They have calmed down my eczema, and the scents are great," he says.

MuLondon products are 100-percent cruelty-free and are made from pure, natural, and certified organic ingredients. They contain no artificial additives, preservatives, or fragrances. The company only uses pure,



continued on next page



natural essential oils and herbal extracts for scent, says Zatezic.

The MuLondon range is ideal for sensitive skin; however, it will benefit all skin types—from dry to oily, he says.

All MuLondon ingredients are certified organic whenever possible, and the company uses no palm oil or palm-oil derivatives.

Zatezic also buys ingredients that are fairly traded or from community projects whenever possible. While the availability of these ingredients is limited, he's in regular contact with his suppliers to inform them of MuLondon's willingness to purchase fair trade and to ask them if there are any new fairly traded ingredients that he can use.

"Our suppliers need to share our values and comply with our [organic, vegan, and cruelty-free] certifications," he adds.

To minimize waste, MuLondon outer packaging contains recycled content, and the bubble wrap that keeps the bottles and jars from breaking is biodegradable.

Zatezic says that since its inception in 2008, MuLondon has grown continuously, now selling to customers around the world—from the EU, USA, and Canada to South Korea, Japan, Hong Kong, and Australia.

"We believe that businesses can be run honestly, with respect for our fellow humans, all animals, and the environment," says Zatezic.

—Alexis Wilson

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Our intent is to help lift up deep-green businesses that are paving the way to a sustainable future.

Themis and Thread, which offers US-made, organic

and upcycled clothing in a wind-powered facility, won our Summer 2016 "ethical apparel" prize. The owners recently updated us on how they spent their prize: on new-to-them equipment, sustainable fabrics, advertising, charitable donations, and on initiatives that helped them deepen their commitment to wind power, carbon neutrality, and eco-printing.

"[The People & Planet Award] impacted Themis and Thread immensely. 2016-2017 was an amazing year thanks to you!" they told us.

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to a Green Economy

CHILDREN'S PRODUCTS

courtesy of Nui Organics

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Organic French Terry Hoodies from Garden KidsTM.
(See p. 62.)

As you know if you've ever spent time with a little one, kids have a way of exploring with their whole bodies, not just seeing and touching but smelling, too.

Since children are still growing, they're more vulnerable to the effects of toxic chemicals. To give the kids in your life the safest start, make sure the products you clothe them in and surround them with are safe and green.

Kids easily absorb new ideas (as well as chemicals), so they're wide open to ideas of sustainability that can be instilled for life.



Choose Green Children's Products —Not *That*

*There's a huge variety of green and safe products for children.
Here are the top eight things to look for in products geared toward the little ones in your life:*

CHOOSE GREEN

Buy green

Choose toys and children's products manufactured in the US, Canada, or the EU. Lead and other materials are more well-regulated in these places than in developing countries—or China, where many US products are made. Even better, buy from certified green businesses that use organic materials and nontoxic ingredients, paints, dyes, and finishes. (Also see the “Toys” category on p. 162).

Go organic

When you choose organic food, body care, clothing, and more for your children, you'll ensure fewer pesticides are poisoning the planet, resulting in less pesticide residue on items to potentially harm your little ones.

Invest in rechargeable batteries

Many children's products, like monitors and toys, require batteries to operate. Though more and more items have USB-charging capabilities, consider rechargeable batteries for those that don't to reduce toxic waste.

Choose secondhand

You'll save money and the Earth's resources. Besides your go-to neighborhood secondhand shops and sites like eBay and Craigslist, Kidizen is a new app that's basically eBay for all baby and kid stuff—clothes, toys, bedding, etc. (Free for iOS and Android. Kidizen.com.)

The Breeze Breathable 2-Stage Crib Mattress from Lullaby Earth (see p. 50) offers organic comfort. One side is flat and firm for infant cribs. Flip it over to the more plush side for a toddler bed.

NOT THAT

Avoid big-box retailers

If you get the children's products you need from box stores, you may not like the results. Your kids might be exposed to toxic chemicals. And the workers who made the product may have been exploited—or might be children themselves.

Use caution with conventional painted toys

Avoid imported toys with flaking paint. Toys made in China have been the subject of numerous recalls for containing lead paint, since lead is less well-regulated in Asia than it is in North America and the EU. Avoid painted toys made before 1978, as they're more likely to have lead paint.

Steer clear of plastics

Plastic toys and other items can contain toxins like the endocrine disruptor bisphenol-A (BPA, common in #7 plastic) and carcinogenic dioxin in vinyl. Be especially cautious with plastic items that children may put into

their mouths. And don't put too much trust in BPA-free plastics—BPA substitutes can be just as toxic. To be safe, choose toys made of natural materials, including wood and organic cloth.

Watch for recalled items

It's up to parents to scan toy and product recall lists to find out if a recall applies to something you own. To review recalls or sign up for e-mail notifications of recalls, visit recalls.gov.



courtesy of Lullaby Earth

Green Children's Products

Studio 101 / Shutterstock

Looking for green products for the little ones in your life?

Green America staff members share some of their favorite finds from green businesses.




child's imagination, and they make great gifts."

—Ed Barker, DIRECTOR, SUSTAINABLE FOOD SUPPLY CHAINS,
GREEN AMERICA'S CENTER FOR SUSTAINABILITY SOLUTIONS



problem. (Maybe we should send copies to our members of Congress!)"

—Rob Hanson, MEMBERSHIP MARKETING MANAGER

"I think Earth Mama Angel Baby's  Morning Wellness aromatherapy spray is designed primarily to help pregnant women with morning sickness, but it does much more. It smells awesome and can be a great way to replace perfumes or air fresheners. I especially liked that its uplifting scent gave me a boost when I was sleep-deprived." [See p. 39 and earthmamaangelbaby.com.]

—Christy Schwengel, MAJOR GIFTS OFFICER



"Pura Stainless bottles are great because they are completely plastic-free, easy to clean, and you can use the same bottle from infancy to adult. [See purastainless.com.] The



bottle to a sports bottle in a few twists."


—Kristin Brower, DEVELOPMENT MANAGER



"Snuggly socks from RocknSocks  offer real warmth, bright colors, and a variety of lengths for kids and teens. [See p. 62 or rocknsocks.com.] All of their stylish socks are made in the USA from recycled cotton and certified Oeko-Tex 100 (see p. 65)."

—Fran Teplitz, EXECUTIVE
CO-DIRECTOR



"Eco-friendly paint kits from Earth Paints, LLC  are handcrafted, all-natural and vegan, and free of toxic chemicals. [See p. 162 and natural.earthpaint.com.] They come in individual powder packets, so half of the fun is mixing up the paint itself."

—Tracy Fernandez Rysavy, EDITOR-IN-CHIEF

GREEN LIVING TIPS


TEACH KIDS TO GO GREEN

Even the most mundane chores can take on a green twist.

Use these and other opportunities to teach the kids in your life about caring for the Earth.

- **Going shopping:** When you go to the grocery store or farmer's market, talk about buying local and organic foods, and how those help farmers and the planet.
- **Tooth-brushing time:** Talk about saving water while you brush. Make saving water a challenge by stopping the drain and seeing how much water you and your child use brushing and washing up. See if you can use less next time!
- **Going to the library:** Share more than a love of stories. Talk about how sharing books is part of reducing and reusing, and it means less waste in the world.
- **Watering plants:** Show your child that water is something that can be recycled, too. Next time it rains, put a bucket outside to collect water, with a rock inside to keep it from falling over. When the rain stops, use the bucket to water plants indoors or out. Even better—buy a rainbarrel!
- **Packing school lunch:** Food packaging creates a lot of waste. Challenge young students to pack a "litter-less lunch," using reusable containers and cloth napkins instead of plastic baggies and paper towels.



Pack a zero-waste lunch with a To-Go Ware  Stainless Steel Tiffin box—which comes with two or three compartments to separate your foods—and a To-Go Ware Kids Bamboo Utensil Set. (See p. 162 and to-goware.com.)

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Our children are an inspiration and a promise for a sustainable future.

Shop our fairtrade, organic clothing at dhana.com

Dhana is proud to be a 



Amish Soho 4-in-1 convertible crib with matching changing table and dresser in responsibly harvested red oak from Baby Eco Trends.

Baby Eco Trends, LLC

babyecotrends.com

member 7 years

Handmade, nontoxic baby furniture

In 2008, Nina Noori's sister was pregnant with twins. At the time, the US had just recalled about 1.6 million cribs made in China—one of the largest recalls in US history.

"It was a scary time to shop for nurseries," says Noori.

Her sister wanted all of her nursery products to be American-made. When the two of them went shopping for a crib, they found it surprisingly difficult to find stores selling baby and children products that were completely made in the US. Noori did some research, and when that effort still didn't turn up much, she eventually started her own online store.

Today, that store, Baby Eco Trends, LLC, offers organic children's and baby furniture: high-quality and nontoxic cribs, changing tables, rocking chairs, baby gear, and children's mattresses and furniture, handmade in the US from wood from sustainably managed forests, certified by the Forest Stewardship Council (see p. 125). The company also offers fair trade and organic toys, as well as art and lamps geared to children's rooms.

Noori says she grew up in a house full of antiques and vintage furnishings. In that environment, she learned to appreciate well-made product designs that combine beauty and simplicity—and that's the aesthetic she brings to Baby Eco Trends.

The company's suppliers are a select group of expert Amish woodworkers from across the US who handcraft most of the items. Amish furniture, Noori says, "has always meant superior quality and designs that hold up over time."

She says that she has formed solid relationships with all of the Amish woodworkers: "We personally visit them periodically and have become familiar with their production teams. We can ensure that there are no sweatshops."

She proudly notes that all Baby Eco Trends products are made in the USA, which helps bolster American workers and economies.

"To me, American-made products symbolize the health and well-being of our communities," she says.

"Our products are made to last and are produced by neighbors. ... We work tirelessly to find manufacturers and suppliers that have a proven track record of providing green products." —Nina Noori

continued on next page



Amish Child's Airplane
Rocker, handcrafted by Amish woodworkers.

"Our products are made to last and are produced by neighbors. The dollars stay in our communities, and are not split up between multi-national corporations."

Baby Eco Trends also has "a [strong] commitment to the environment," says Noori. "We work tirelessly to find manufacturers and suppliers that have a proven track record of providing green products."

For example, the store's Amish baby cribs are made of wood from sustainably managed forests in the Midwest and in the northeast—100 percent US-made with no imported parts. Even the solid steel hardware and mattress springs come from a US manufacturer.

While Noori and her sister had a hard time finding a US-made crib years ago, demand for Baby Eco Trends's US-made sustainable cribs has been rising exponentially. The company's sales have had double and triple increases from year to year, as more and more parents look for safe, healthy options for their children's bedrooms and toy rooms.

"If we keep being honest with our community and shed light on the steps we take to create an environmentally responsible business, we [feel we] will always prosper," says Noori.

—Alexis Wilson

Children / Babies Products & Services

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A Stop
on the Road
to a Green Economy

CLEANING PRODUCTS AND SERVICES

Dean Drobot / Shutterstock

*Get a sparkling clean home without toxic chemicals.
Look for truly all-natural, nontoxic cleaning supplies.*



Frannyanne / Shutterstock

Make your own nontoxic cleaners! For recipes and advice, see our article, "Ten Simple Ways to Clean Green," at greenamerica.org/10WaystoCleanGreen/.

Many conventional cleaners contain toxic chemicals known to cause cancer, asthma, skin rashes, and other harmful effects.

For example, the Environmental Working Group's *Guide to Healthy Cleaning* found that Simple Green All-Purpose Cleaner is neither simple nor green. Of most concern among this greenwashed product's many ingredients is 2-butoxyethanol, which is a suspected hormone disruptor and neuro-, blood-, developmental, gastrointestinal, kidney, reproductive, and respiratory toxicant, according to several federal agencies. (Look up ingredients at scorecard.org and products at ewg.org/guides/cleaners/.)

You can easily avoid toxic cleaners by choosing products from green businesses that use nontoxic ingredients and fully disclose their ingredient lists, like those listed in this section of the *Green Pages*®.

Green Cleaning Products

courtesy of biokleen™ (See p. 52.)

Clean your home without poisoning your indoor air!

Green America staff members share some of their favorite green cleaning products.




“At our house, we use several Seventh Generation products [see seventhgeneration.com], particularly the Dishwasher Detergent Pods. These pods aren’t messy to put in the dishwasher, and they clean without chlorine, phosphates, or synthetic fragrances.

—Rob Hanson, MEMBERSHIP MARKETING MANAGER



“The Seventh Generation Free and Clear Natural Laundry Stain Remover is a friend to anyone who is clumsy. I’ve used it for lipstick stains and coffee spills. Once I use this, I never see the stains again.” [See seventhgeneration.com.]


—Caroline Chen, SOCIAL JUSTICE PROGRAMS MANAGER

“Dr. Bronner’s  Sal Suds Biodegradable Cleaner is my favorite product for everything from washing the floors to washing my dishes. It’s gentle on the skin, is biodegradable, and just gets things nice and clean.”

[See p. 30 and drbronnerson.com.]

—Dana Christianson, MEMBERSHIP MARKETING DIRECTOR




“I use BioKleen’s  Bac-Out for both stains on my clothes and when my cat gets sick on the carpet. It really works for smell and stain.”

[See p. 52 and biokleen.com.]

—Beth Porter, BETTER PAPER PROJECT DIRECTOR



“My stove has a ceramic top, and I’m constantly spilling or splattering things on it. EarthStone’s  KitchenStone helps me get it clean without chemicals and without spending days scrubbing!” [See p. 52 and earthstone.com.]


—Tracy Fernandez Rysavy, EDITOR-IN-CHIEF



“For my secondhand antique furniture, I am in love with Howard  products. The Feed-n-Wax Wood Polisher and Conditioner protects the wood but also ‘feeds’ it with essential oils to keep it strong. They also have a butcher block oil that is wonderful.”

[See p. 56 and howardproducts.com.]


—Christy Schwengel, MAJOR GIFTS OFFICER

“The truce  Pet Odor Remover Spray works like Febreze to get rid of the stink of dogs, but it doesn’t take a chemist to understand the ingredients. (Don’t use this if you have cats; they don’t like essential oils.)”

[See p. 57 and truceclean.com.]

—Rachel Feldman, BUSINESS PARTNERSHIPS MANAGER



“Molly’s Suds  Liquid Laundry Detergent doesn’t have any dyes or fragrances, which I prefer as someone sensitive to scents. It’s really concentrated, so you can use less to get your clothes clean. And because it’s in a bag with a spout instead of a heavy plastic jug, it has a smaller eco-footprint.” [See p. 56 and mollyssuds.com.]

—Kathy Harget, DEVELOPMENT DIRECTOR





HG Laboratories, LLC

hglabslc.com

member 8 years

Green cleaners made with heart—and without toxins.

Sharron and Jerry McAdams tried to buy green cleaners that were healthy for them and their children. But when Sharron did some research, she found that the products they were cleaning with were “greenwashed.” In other words, the companies behind them had made claims of environmental friendliness, but the products themselves still contained toxic chemicals.

Sharron discovered that certain chemicals like formaldehyde, a possible carcinogen, are known harmful toxins, yet continue to be found in cleaning supplies and cosmetics.

“We have ten grandkids, and at the time, they came over to our house a lot. And we just wanted to make sure our house is safe,” says Jerry McAdams.

So Jerry, a University of Louisville chemical engineering professor, started mixing up his own cleaning products that were both effective and eco-friendly, using natural, nontoxic ingredients.

When his wife Sharron, a fitness studio owner who had recently sold her business at the time, suggested he turn his handmade cleaners for their home into a business, the two joined forces to create HG Laboratories, LLC.

Jerry successfully developed a range of plant-based and sustainable cleaning products free of toxins and harsh chemicals, and Sharron put her business-owner skills to work developing a marketing plan and more. When she successfully sold HG Labs’ wholesale granite-countertop-and-tile cleaner to Whole Foods, the couple decided to expand their business.

In 2009, Sharron became CEO of the company, and began selling HG Labs’ commercial and household cleaners both retail and wholesale. Jerry turned to full-time work as the company’s technical director and chief formulator.

Sharron says that at the time HG Labs launched, many people were wary of green cleaners.

“When we’d talk to most people, even ‘green-minded people,’ they would say they thought that plant-based products did not work and were too expensive. We changed that,” she says. “Ours work as well as or better than toxic products. And especially using concentrates make the [cost of the] products very reasonable.”

In addition to providing private-label products for other companies, HG Labs now also offers its own three product

“We’re the real deal, and we stand behind our product. ... This is our thing that we do to help. I think to ... the green community, it’s really important to have someone caring for what they do.” —Sharron McAdams, CEO

continued on next page



Jerry and Sharron McAdams (fifth and sixth from top left) with family members.

lines: Brightly Green is its wholesale line, and its retail lines, Harmony and Baby Harmony, are available on its website and in Whole Foods or Bed, Bath, & Beyond stores.

Today, all HG Labs products are still plant-based, and the company provides complete transparency by listing the ingredients of each product on its website, along with information on each products' rating on the Whole Foods' Eco-Scale for green cleaners.

The Eco-Scale rates green cleaners for environmental impact, safety, efficacy, source, third-party verification, and animal testing. Of HG Labs' 13 products, ten of them are rated Green, the highest rating on the Eco-Scale. Three are Yellow, the second-best rating, which is still considered environmentally friendly and safe.

The McAdamses continue to make and sell HG Labs products with family in mind, not just for themselves, but for the consumer as well.

"I've lost almost everybody in my family to cancer," says Sharron. "So it's significant to me to have a product that I can make a difference with. That was a real motivator for me, to do what I can to prevent disease and more cancer."

Since 2009, HG Labs has had a full money-back guarantee on all of its products, regardless of whether customers are buying the products through the company website or through a store like Whole Foods. In all of HG Labs' history as a retailer, they've only had one person complain.

"She said the product was good; she just didn't like the lavender fragrance," says Sharron.

Jerry and Sharron want people to know that they see HG Labs as their contribution to a better planet.

"We're the real deal, and we stand behind our product. Not because these other companies wouldn't, but it's our baby. This is our thing that we do to help," says Sharron. "I think to our community, the green community, it's really important to have someone caring for what they do."

In fact, they try to show their appreciation to their customers with every order they ship.

"I see every order, and I send them a special gift and a little card," she adds. "And we have a lot of orders. It's just something I like to do."

—Milan Polk & Sytonia Reid

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Get 20% Off Your Order

Use Code: GB20

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A Stop
on the Road
to a Green Economy

ORGANIC CLOTHING

courtesy of INDIGENOUS[™] (See p. 65.)



Socially and environmentally conscious clothing never goes out of style.



Men's and women's clothing from INDIGENOUS[™] is made according to GOTS standards (see p. 65) from eco-fabrics by artisans in the fair trade system. The company mainly uses organic wool and organic cotton, with low-impact dyes and no toxic finishes. (See p. 65 and indigenousclothing.com.) Both photos this page courtesy of INDIGENOUS.

In 2016, Bangladeshi factory workers protested over poverty-level wages and mistreatment, and were consequently arrested by local police or dismissed from their jobs. Thanks to pressure from Green America and allies, those in jail were released, and all fired workers were reinstated (see p. 20). But there's been no word as to whether working conditions or wages have improved.

The arrests came just four years after the Rana Plaza garment factory collapse, a disaster where a factory building in Bangladesh collapsed during working hours, killing 1,134 people.

When buying clothes, you may unintentionally be purchasing products that are made by people working in unsafe conditions, are coated with toxins and pesticides, or are made with unsustainable materials. As a consumer, you have the power to change how popular clothing companies manufacture your clothes, one piece at a time.



Buy Green Clothing— Not That

We put together similar looks from conventional clothing brands and from environmentally and socially responsible companies found here in the Green Pages®, proving you don't have to compromise ethics for style when shopping.

Draped Black Cardigan

H&M Ribbed Cardigan, Black



Although the cardigan might be a great price, H&M has been caught in multiple scandals related to sweatshops and mistreatment of the employees who manufacture its clothing. Labor organizations accuse the company of paying workers low wages, pushing them to not join labor unions, and doing business with sweatshop

suppliers. The cardigan is also 50 percent rayon and 50 percent acrylic. Rayon manufacture requires wood pulp, which may come from virgin forests, and toxic chemicals. And acrylic is a petroleum-based fabric.

Remember: Conventional clothes may have toxic chemical finishes that provide stain-, water-, fire-, or wrinkle-proofing—and have been linked to health effects like hormone disruption and cancer. The effects of these toxins are the most serious for workers, but the finishes may also remain on clothes and affect wearers, according to GreenPeace.

Green Alternative: Bead & Reel Chameleon Cardigan



Bead and Reel[™] (see p. 62) offers a similar fair trade cardigan made of 66 percent TENCEL[®] (aka lyocell), a biodegradable, environmentally friendly fabric (see next page). The cardigan also contains 28 percent organic cotton and 6 percent spandex and uses no toxic dyes or finishes. Bead and Reel is a woman-owned fair trade and vegan company that makes all of its products in the US.

Green tip: Truly green clothing companies use eco-friendly dyes and inks and avoid chemical finishes. Ask the manufacturer, and look at the labels (on p. 65) to ensure your clothes are toxin-free: A GOTS, bluesign, or Oeko-Tex 100 label means your clothing wasn't exposed to chemical toxins across the supply chain. And beware of the "new clothing smell." It's often an indicator of toxic finishes.

Classic White Camisole

Gap Braided Halter Tank



Gap is another serious offender tied to sweatshop labor practices. In the past, the company has used manufacturers that hire children, pay workers less than a dollar an hour, and punish pregnant women by withholding maternity leave or simply firing them. This tank is made of 100 percent rayon, a water- and chemical-intensive fabric.

Remember: Conventional fabrics often come with a significant ecological footprint. Rayon and viscose are made from wood pulp that may come from virgin forests, and they require numerous potentially toxic chemicals to manufacture. Bamboo rayon is made from rapidly renewable bamboo but still requires a lot of chemicals. Nylon and polyester are petroleum-based and non-biodegradable. And cotton accounts for more than 14 percent of all agricultural insecticides, despite only using two percent of arable land. Conventional cotton also requires a tremendous amount of water.

Boho Chic Bag



Green Alternative: Synergy Organic Tissue Knit Audrey Camisole



Synergy Organic[™] (see p. 65) focuses on making organic clothing without harming the planet. This camisole is made of 100 percent organic cotton with low-impact dyes. It's also GOTS-certified organic (see p. 65). At \$38.25, this tank's cost is competitive with Gap's \$31.99 shirt. Paying only slightly more is worth it when you consider Synergy's clothing was manufactured ethically.

Green tip: Look for eco-fabrics when you shop. Certified organic cotton and other fibers are grown without synthetic chemicals or genetically modified seeds. Lyocell/TENCEL[®] is made from wood pulp from sustainably managed forests—or sometimes rapidly renewable brown algae, bamboo, or eucalyptus—using a nontoxic process. MODAL[®] (be sure to look for the registered symbol) is an eco-friendly fabric made from beech trees. And silk is a low-toxicity fabric. “Peace silk” is made without killing the silk worm.

Forever 21 America and Beyond Crossbody Bag

Forever 21 tells us only that this bag is 100 percent cotton and made in India. Unfortunately, that doesn't help you know much about the bag. What we do know from new reports is that the company is notorious for labor abuses. In August 2017, for example, the *Los Angeles Times* reported that workers have filed more than 300 claims with the state of California since 2007, alleging that Forever 21 supplier factories in Los Angeles owe them unpaid wages.

Remember: A “made in the USA” label—like those that appear on some Forever 21 products—does carry some assurance that your clothing may have been manufactured in accordance with US labor laws. However, underground sweatshops do operate in the US, paying workers below the minimum wage, committing wage theft, and putting workers in sub-standard conditions.

Men's Workout T-Shirt

UnderArmour Threadborne Streaker Men's Running Shirt



The UnderArmour shirt is made from polyester, a petroleum-based textile. It's also made with the company's "Threadborne Microtechnology" and "anti-odor" technology, though UnderArmour doesn't elaborate on what those are. Clothes labeled "anti-odor" usually contain nanosilver, making it not very green.

Remember: Nanosilver fabrics release miniscule silver particles when they are washed. Silver is a potent antibiotic, which can be used when a person has been resistant to other antibiotics. Releasing too much nanosilver into the environment could result in silver's anti-bacterial qualities becoming less effective when society needs them most. One 2013 study did note that people absorb nanosilver through their skin when they sweat, and a 2014 study found that nanosilver may lead to development of cell-damaging free radicals.

Green Alternative: Atayne Run Hard Tread Lightly Men's RECT Elite



Atayne[™] (see p. 62) makes athletic and casual clothes for men and women that don't sacrifice values for performance. The material for this classic quick-dry workout shirt is 100 percent

recycled polyester made from Oeko-Tex 100 certified yarn, and is treated with a bluesign-approved zinc-based anti-microbial, which will keep it from smelling bad. (Read more about both certifications on p. 65.)

Green Tip: Most shirts that have a moisture-wicking quality are made out of polyester. Unlike natural fibers, polyester is not biodegradable. Polyester clothes made from recycled materials keep the material out of landfills, and they prevent the need to extract more petroleum from the Earth. In addition, clothing from truly green companies will never contain nanoparticles.

Double Sided Grab n' Go Pom Pom Clutch, Lucia's World Emporium



This bag has the same fun style of embroidery as the Forever 21 bag but is from a fair trade business. It was made by Hmong artisans in Thailand and Nepal who are paid a living wage and work in healthy conditions. In addition, fair trade companies encourage workers to collectively bargain, and they pay artisans a premium to improve their communities. Lucia's World Emporium[™] (see p. 76) is a member of the Fair Trade Federation[™], a trade organization that rigorously screens member businesses for a "360-degree commitment to fair trade" (see p. 65).

Green Tip: If your clothing and accessories come from outside the US, look for a fair trade or GOTS label (see p. 65). Both of these third-party, independent certifications require that workers who grow raw materials or who make clothing earn a living wage and labor under healthy conditions. In the fair trade system, workers also earn a premium for community development. For American-made clothing, buy from companies that are deeply committed to social and environmentally responsibility, like those in this directory, starting on p. 62.

Clothing—Accessories

Asha Imports

ashaimports.com

Harrison, AR • (888)549-3416

Fair trade accessories from India and Bangladesh.

Ecologic Designs, Inc.

greenguru.com

Boulder, CO • (303)258-1611

Outdoor/lifestyle gear made from recycled materials.

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repurposed climbing ropes.

Give a Day Equation

gadequation.com

Chandler, AZ • (602)910-4527

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HandCandy Mittens

handcandymittens.com

Mannsville, NY • (315)465-5796

Hats, mittens, scarves, and more from recycled sweaters.

10% discount when you mention this listing.

The LeaKey Collection

leakeycollection.com

Carlsbad, CA • (877)532-5392

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RocknSocks

rocknsocks.com

(415)385-7884

Stylish socks made in USA with recycled cotton.

UKUSH Handmade

ukush.com

Seattle, WA • (206)763-0454

Fair trade bags, scarves, jewelry, keychains by Mayan co-ops.

WellaVerde

wellaverde.com

Apopka, FL • (800)734-1780

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Clothing— Children / Men / Women

Amren Tulano

amrentulano.com

San Gabriel, CA • (626)408-2736

Sustainable, fair trade, and handmade-in-the-USA products.

Ancient Circles/Open Circle

ancientcircles.com

Willits, CA • (800)726-8032

Ethically sourced Celtic design products.

Andes Gifts Fair Trade

andesgifts.com/about.php

Davis, CA • (530)902-9113

Fair trade alpaca-fiber garments and accessories.

Ash & Rose

AshAndRose.com

Framingham, MA • (508)656-0586

Women's clothing by local designers and fair-trade importers.

Atayne

atayne.com

Brunswick, ME • (888)456-0470

Progressive outdoor and active apparel.

Audrey Acosta Designs

audreyacostadesigns.com

Davis, CA • (530)302-5883

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promocode: ECOLOVE.

Bead & Reel

beadandree.com

Los Angeles, CA • (323)352-3846

A one-stop-shop for eco-friendly, cruelty-free, sweatshop-free fashion for conscientious women.

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Beckons Yoga Clothing

beckonsyogaclothing.com

Denver, CO • (303)881-0872

Sustainable-fiber yoga clothing for men and women.

20% off when you use the code GREEN20.

bgreen apparel by Nature USA

bgreen.com

Rancho Dominguez, CA • (310)667-9030

Organic, basic, essential styles for men and women.

Blue Canoe

bluecanoe.com

San Francisco, CA • (888)923-1373

Versatile, comfortable, organic cotton clothing.

Blue Fish Company, Inc.

bluefishclothing.com

Frenchtown, NJ • (800)395-4566

Designs and makes women's creative, comfortable organic clothing.

Celia Grace Wedding Dresses & Accessories

celia-grace.com

Chicago, IL • (413)570-3050

Fair trade, eco, and handmade wedding dresses.

CERTIFIED jean co.

certjeans.com

Seattle, WA • (206)286-9685

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Clothing Matters

clothingmatters.net

Grand Rapids, MI • (616)742-2818

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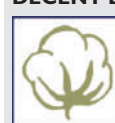
dashhemp.com

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DHANA INC.

Dhana.com

Sausalito, CA • (800) 840-5431



Dhana Inc. is an ethical fashion brand committed to using clothing as a tool to better connect people and planet. Dhana Inc.'s signature brand is the Dhana Wearin' the World Collection, an award-winning eco-fashion brand. Created by artists, inspired by nature, Dhana apparel reflects the lifestyle of the trendy, social conscious, and environmentally savvy. See ad on page 50.

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Eco-Fabrik

ecofabrik.com

Ornard, CA • (877)934-6326

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Econscious

econscious.net

Petaluma, CA • (877)326-6660

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EcoChoices.com Natural Living Store

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Elisabeth LLC

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Paonia, CO • (970)527-4073

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FaeriesDance.com

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Happy Valley, OR • (971)255-0752

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Fair Indigo

fairindigo.com

Madison, WI • (800)520-1806

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Fibre Poet

fibrepoet.com

Eureka, CA • (707)499-2630

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Gaiam, Inc.

Gaiam.com

Boulder, CO • (877)989-6321

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gardenkids.com

Anaheim, CA • (714)996-1100

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Green Label Organic

greenlabel.com

Floyd, VA • (540)745-6161

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Hempy's - American Made Fine Hemp Goods

hempys.com

Glenwood Springs, CO • (760)885-8364

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An artisan in India sewing fair trade clothing for Mehera Shaw.



Mehera Shaw "Kameez" dress.

Mehera Shaw

meherashaw.com

member 11 years

Fair trade clothing made using age-old Indian traditions

When she was young, Shari Keller and her family often visited some friends who lived in India. There, Keller encountered the bright vegetable dyes and hand-block printing on traditional clothing from Bagru, a city in the Jaipur district. These artisanal methods, she would learn, dated back to the 14th century.

Hand-block printing involves carving a pattern into a block of wood, which is dipped in a plant-based dye and then repeatedly placed on cloth to create patterned clothing.

"It's an age-old technique in India, and it gives people jobs," says Keller.

When she grew older, she decided to make fashion her career, but she wanted to create a different approach to the fashion business—one that didn't rely on the sweatshops and child labor common in the corporate fashion system.

So Keller, along with her husband, Mark Keller, started Mehera Shaw in 1999, a fair trade business that sells women's clothing made by Jaipur artisans in India, using the traditional Basru dyeing and block-printing methods she fell in love with as a child.

Mehera Shaw's target audience women averaging 30

years or older who have an "artistic" view, says Keller.

"It's more a mindset and lifestyle. It's really for a discerning, conscious customer who loves color and life and wants their clothing choices to reflect who they are," she says.

Mehera Shaw clothes, accessories, and homewares are all handmade from natural materials—including "peace" silk (where the silk worm isn't harmed), hand-loomed cotton, and GOTS-certified organic cotton—and dyed with low-impact, azo-free dyes.

Even though the company makes beautiful products, where Keller aims to make the biggest difference is through the workers. Unlike big retailers that care more about the product than the people, Keller decided to focus on the people first, knowing that with the right workers, a great product would inevitably result.

The company belongs to the Fair Trade Federation, a trade association whose members are committed to upholding fair trade criteria in all aspects of business (see p. 65). It also belongs to the World Fair Trade Organization, which verifies member compliance with fair trade principles. Mehera Shaw employees are paid living-wage salaries with benefits, as well as allotted

We're not trying to do fast fashion or focus on whatever's trendy. We want to make pieces that are lasting." —Shari Keller, founder and director

continued on next page



Top: An artisan in India hand-block printing fabrics for Mehera Shaw.



Right: Fair trade Mehera Shaw "Crinkle Dress," in a traditional indigo hand block print made in Bagru Village near Jaipur, India.

days off. In contrast to companies like Gap, H&M, and Walmart, which labor-rights organizations have regularly criticized for doing business with South Asian supplier factories that mistreat and abuse workers, Mehera Shaw provides its employees with a fair and healthy atmosphere.

"The people come first," Keller says. "They always have and always will."

To further that mission, in 2007, Keller founded the Meher Road Foundation, a nonprofit that helps people in India build artisan skills and create sustainable endeavors. The foundation strives to work in tandem with Mehera Shaw by sharing a focus on textiles and fair labor in the projects it pursues. The foundation's current project is teaching poor urban women how to make upcycled fashion accessories and homewares from the leftover scraps in the Mehera Shaw factory, giving themselves a source of income.

Overall, Mehera Shaw strives to create "slow fashion," which differs from the "fast fashion" people buy in department stores, or cheap clothing that generally lasts for a year before it tears or goes out of style.

"We're not trying to do fast fashion or whatever's trendy. We want to make pieces that are lasting," says Keller. "Our point is that quality, good design, comfort, and good ethics are all part of a great piece of clothing and what make our brand more sustainable."

—Milan Polk



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MarketPlace: Handwork of India

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meherashaw.com

Chapel Hill, NC • (919)969-2572

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NaturalClothingcompany.com

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ozarksandals.com

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CLOTHING LABELS TO LOOK FOR

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**CERTIFIED ORGANIC**

Ensures that the raw materials used to make the clothing were grown without chemical fertilizers and pesticides. However, it doesn't prevent clothing from being coated with toxic finishes.

**FAIR TRADE**

(Fair Trade Certified™, IMO Fair for Life, FLO International, Fair Trade Federation™)



These independent certification and membership systems ensure that workers who grow raw materials or who make clothing earn a living wage, labor under healthy conditions, and earn a premium for community development.

**GOTS ORGANIC**

The Global Organic Textile Standard (GOTS) sets

environmental and

social criteria for clothing throughout the supply chain. GOTS requires that clothing bearing its "organic" label be 95 percent organic and have no toxic dyes or finishes. Manufacturers along a company's supply chain must comply with GOTS standards to minimize waste and ensure that workers labor under fair conditions.

**OEKO-TEX 100**

This independent certification system limits

the use of toxins in everything from raw materials to finished clothes.

**SA8000**

A designation from the non-governmental organization SAI, which is applied to factories and farms to show they

meet standards for social responsibility and labor rights.

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Indicate that your clothes were made by workers who were allowed to organize and advocate for better wages and working conditions.

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Clothing—T-shirts

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Laurie Dunlap wasn't much of a sunbather, but 23 years ago, she wanted a swimsuit that would stay put when she played volleyball or body surfed at the beaches in her home state of California. This need led her to create her first clothing design—a two-piece swimsuit styled for comfort and movement.

Dunlap found she enjoyed designing clothes so much that she made more suits from organic cotton and started to sell them through local arts and crafts fairs and through small eco-retailers. The suits were instantly popular in her hometown, and when women began buying them as bras and panties, she realized she was onto something: There seemed to be a ready market niche for organic cotton, comfortable underwear, she says.

In 1994, Dunlap followed her dream and created a full, organic woman's clothing line. Inspired by a handmade wooden blue canoe she noticed floating in a nearby lake among the familiar green fiberglass models, she named her company Blue Canoe.

Dunlap's first purchase was a \$200 roll of undyed cotton spandex fabric. She did all of the designing and pattern-making herself, and some of the sewing, garment dyeing, and purchasing, while hiring others to assist.

Today, this woman-run company is headquartered in San Francisco, where a full staff designs and manufactures "always organic," made-in-the-USA women's clothing and lingerie, specializing in wearable clothes that women can wear daily.

"We focus on effortlessly stylish and versatile designs in high-quality fabrics that feel good next to the skin," says Dunlap. "We believe women should be able to dress

once and go through their day feeling comfortable and chic—'easy dressing' is our motto."

Blue Canoe clothes are primarily made from organic cotton and organic bamboo, grown without harmful synthetic pesticides or chemical fertilizers. Dunlap is also committed to using nontoxic dyes, making the fabric soft and fluid.

The vast majority of Blue Canoe products are classic pieces that will likely never go out of style, says Dunlap. "Our design aesthetic starts with simple lines and sophisticated styles that are never fussy or overdone."

Blue Canoe's first home was a small cottage under some redwood trees in Northern California, shared by four industrious women all starting their own clothing businesses—from hemp hats to hand-painted silk kimonos.

"The little space was bursting with machinery, supplies, and the energy of new beginnings," says Dunlap. "It was a noisy, friendly place where the four of us brainstormed ideas, traded resources and information, helped walk-in customers, and hammered out ways to build our businesses."

As her line and business grew, Dunlap moved into her own building in San Francisco, where the company has been for the last ten years.

Today, Blue Canoe clothing is still made in the US, supporting American workers, manufacturers, and distributors. The fabrics are all knit in Los Angeles, using certified organic fibers. Dunlap also works with the

continued on next page



Blue Canoe still offers the organic cotton bras and underwear that gave the company its start.

company's knitting mills to develop custom novelty knits using organic cotton yarn, including stripes, sweater knits, and sheers.

The company has a dedicated following that keeps getting bigger, says Dunlap: since 2008, Blue Canoe has been growing by 25 percent every year and has a retail business worth several million dollars, she says.

But Dunlap will never forget her first customers. Back in the mid-1990s, when she first started out, organic clothing was a small niche market. Those initial customers, however, showed her a passion for aligning their clothing purchases with their values.

"I had the pulse of early adopters across the nation—women looking for healthier choices for themselves and their children," says Dunlap. "We reached active, outdoor women who immediately embraced the concept of comfortable bras and casual wear that were made locally with eco-friendly fabrics."

—Alexis Wilson

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Green America harnesses economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society. Individual members receive the *National Green Pages*®, the *Guide to Social Investing & Better Banking*, and the *Green American*—with tips on how to save, spend, and invest your money in ways that create a more sustainable world.

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SOURCE: FORTUNE GLOBAL 500

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SOURCE: FOSSIL FREE INDEXES, PUBLISHER OF CARBON UNDERGROUND 200

» WHY YOU NEED TO DIVEST:

Keep carbon in the ground:

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80% of their reserves of coal, oil, and gas unburned.

SOURCE: IEA



1.5°C/
2.7°F

Investment needed in clean energy:



SOURCE: CERES

Global investment in clean energy reached a record \$380 billion in 2015, up 54 percent since 2010.

However, we need to invest more than \$1 trillion per year in clean energy to keep global warming below 2°C.

» HOW TO GET STARTED:

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A Stop
on the Road
to a Green Economy

GREEN ENERGY PRODUCTS / SERVICES



Cut down your home energy use with the help of energy-efficiency experts, green-energy gadgets, and renewable energy installations.

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Did you know you can cut your energy use by installing a residential wind turbine?

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Buildings consume 70 percent of all electricity used in the US. As the climate crisis intensifies, it's clear that individuals have to do their part to bring down their own global-warming emissions. When millions of us take such actions, it adds up to make a big difference.

The first thing to do to bring down emissions is to embrace energy efficiency. Technology exists to trim world energy use by 50 to 70 percent. The good news for you is that much of that technology is available now to homeowners and renters.

In a lot of cases, increasing your efficiency is free, and it'll even save you money by reducing your utility bill. Our article, "10 Easiest Ways to Cut Your Energy Bill in Half" can help you get started: greenam.org/10efficiencysteps.

After you've gotten your home as energy-efficient as possible, consider going renewable. Buy a solar battery charger. Purchase green tags, or renewable energy credits to offset your energy use. Or, you can even buy a solar, wind, or geothermal system for your home.

Go Renewable for Less

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Super-Cheap



A Clothesline:

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You may be able to sign up with an independent provider like CleanChoice Energy[™], which operates in eight states and the District of Columbia, with more to come, or Inspire[™] (helloinspire.com), which operates in six states. With both, you keep on paying your utility, and CleanChoice or Inspire works with that utility to ensure the energy you purchase comes from green sources. CleanChoice also donates to Green America with every signup: cleanchoiceenergy.com/partners/greenamerica.

A Little More Cash



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Solar Water Heater:

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GREEN LIVING TIPS

EFFICIENCY FIRST!



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To cut your household global-warming emissions, the first thing to do is to see where you can use less energy. Widespread adoption of energy-efficiency technologies that exist today could cut world energy use by 50 to 70 percent, according to the Rocky Mountain Institute. That means you have the means to cut your energy use—and your bill—in half.

For help pinpointing where to start, get an energy audit. Your utility may offer free audits, but if you really want to get serious, consider calling in a certified energy auditor.

A home energy audit helps you figure out where your home is losing energy, and how you can plug those leaks and save money.

If you get a Home Performance with ENERGY STAR auditor, they will also conduct a whole-house audit, assessing health and safety issues in your home in addition to finding energy leaks, and will offer advice on clearing your indoor air and making your home as safe as possible.

A home energy auditor could help you save an average of 5 to 30 percent off your electric bill, according to the Department of Energy.

Find a certified energy auditor through RESNET (Residential Energy Services Network) at resnet.us/directory/search/. Find a Home Performance with ENERGY STAR auditor at energystar.gov/campaign/improvements/.

You can also start embracing efficiency on your own, with Green America's article, "10 Easiest Ways to Cut Your Energy Use in Half," at greenamerica.org/CutEnergyUse/.

Once you've gotten your energy use as low as it can go, consider green energy. Our article, "Make Solar Affordable Now" can help you bring down costs: greenamerica.org/make-solar-affordable-now/.

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Sundance Solar Products, Inc.

store.sundancesolar.com

member 20 years

Small-scale solar for small electronic devices

In 1960, Ed Bender saw his first solar-powered radio in New York City at the RCA Corporation. This radio amazed Bender, who had never before thought about powering things with sunshine. In the '80s, he started playing around with small-scale solar panel systems to see what he could do with them. He ended up building his own small solar radio by modifying an AM/FM headset. The idea for a company sparked when he realized he could also use solar to power up other small devices such as cell phones and computers.

Bender, president of Sundance Solar Products Inc., launched his company in 1995 after developing a small solar-power supply for portable electronic devices. He then got a patent and started to manufacture this and other products and sell them online and on eBay. He eventually expanded to selling on Amazon.

Today, Sundance Solar sells a wide array of solar items: solar battery chargers; solar bags that allow you to carry and charge devices; DIY solar and wind kits to

power portable electronics, appliances, boats, cabins, and more; and other innovative devices. Customers can also buy small solar panels to create their own clean power source to meet their needs.

"Solar is clean, convenient, and very cost-effective for small devices, [especially] if you are replacing disposable batteries," says Bender.

Bender is most proud of Sundance Solar's educational kits for elementary schools, high schools, and colleges. The kits help teachers and students learn all about creating solar energy. He says he loves to work with teachers to see what they want to accomplish in their classroom and come up with something within their budget.

When Bender started his company, there were very few companies selling solar services and products to people who wanted to experiment with solar panels. Sundance Solar was one of the first, he says.

Bender knows that solar is the future, because it's

"Solar is clean, convenient, and very cost-effective, especially if you are replacing disposable batteries."

—Ed Bender, founder and CEO

continued on next page



Students in Mali, Africa, building Sundance Solar's educational solar kits.

clean, it's free, and it doesn't contribute to global warming. So he's constantly coming up with new ideas for solar devices and gadgetry.

"I've seen a lot of needs [solar can fill], and I have always strived to meet them," he says.

Sundance Solar also helps grow international programs. For example, in 2015, Bender took a trip with some US science teachers to South Africa to help bring solar educational programs to the townships around Cape Town. The program is now continuing as Kwelanga Solar and is training young people to teach solar educational classes at the schools. In addition, using grant money, University of Haiti students came to the US to receive solar and wind power equipment from Bender for an educational program they were starting.

"I hope Sundance Solar can continue to help encourage the use of solar energy, and other renewables by educating children who are the future leaders around the world," he says.

Free, abundant solar power is also ideal for providing power in crisis situations. When Hurricanes Irma and Maria hit Puerto Rico in September 2017, Sundance Solar supplied the Red Cross with solar lights and phone chargers for its relief efforts in the country.

—Alexis Wilson

Fair/Alternative Trade

Fair / Alternative Trade

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Ghanaian cocoa farmers Sarah Ayipah (left) & Esi Konadu are part-owners of Divine Chocolate.

Divine Chocolate

divinechocolate.com

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Fair trade chocolate from a farmer-owned company

Seventy percent of the world's cocoa comes from West Africa, where workers often earn as little as 25 cents a day in brutal conditions. To make matters worse, child labor is rampant in West African cocoa plantations. More than two million children take part in backbreaking work on cocoa fields in the Côte d'Ivoire and Ghana alone, according to a 2014 study by Tulane University.

Buying certified fair trade chocolate means supporting a company that pays its workers a guaranteed income, fosters sustainable production methods, and ensures no abuses of child labor on the cocoa farms.

In 1998, Divine Chocolate[™] was one of the earliest companies to bring a fair trade chocolate bar to the United Kingdom market. What only added to its unique business model is that the farmers in Ghana don't just grow the cocoa for Divine—they own shares in the company, too.

Divine Chocolate's roots are planted in Ghana, where in the early 1990s, the cocoa market was wildly unstable, and farmers found it hard to fend for themselves while middle merchants and Western chocolate companies were thriving. One farmer decided to do something about this inequitable system.

"There was one cocoa farmer specifically [who] was working with a fair trade NGO called Twin Trading, and he was just trying to figure out a way for cocoa farmers to have more opportunities and have a sustainable livelihood," says Liz Miller, marketing manager at Divine.

That farmer, Nana Frimpong Abebrese, gathered others and decided to create Kuapa Kokoo—meaning "good cocoa farmer"—a farmer-owned co-op of cocoa

farmers. Through the co-op, the farmers would band together to sell their cocoa to the Cocoa Marketing Company, the state-owned exporter in Ghana—no middle merchants required. They also made a point to increase participation of women farmers in their network in a country where cocoa farming was largely considered "men's work." Today, around 85,000 cocoa farmers belong to the co-op.

Soon after it began, Kuapa Kokoo worked with Twin Trading to create its own company, the Day Chocolate Company, which is now known as Divine Chocolate. The co-op democratically distributes Divine Chocolate profits to its farmers.

Divine now has offices in the United States and the United Kingdom and over 70 different chocolate products, including chocolate bars and minis, baking chocolate, and cocoa. The bars come in a wide variety of flavors, such as dark chocolate with mango and coconut, milk chocolate with hazelnuts, and white chocolate with strawberries.

As part of the fair trade system, Divine Chocolate and Kuapa Kokoo ensure that all of the farmers have a democratic say in how the co-op is run. Together, they make all their own decisions about how benefits are distributed and to meet the fair trade standards, which are independently audited every year. They also work to ensure that all farmers labor under healthy conditions, earn a guaranteed income from the sale of their cocoa beans, and use sustainable production processes whenever possible.

continued on next page



Left: Mercy Zaah, a farmer-owner of Divine Chocolate who came to the US in 2017 to give presentations on fair trade.

Bottom: Divine Chocolate's top six chocolate bars. Photos courtesy of Divine Chocolate.



"Divine Chocolate," continued from p. 75

"Our staff in both the US and UK offices visit Ghana every year, and our CEO presents at the [co-op] general meeting every September," says Miller.

The company also goes beyond chocolate when sourcing ingredients for its bars, purchasing fair trade sugar, vanilla, and more to help lift up other workers worldwide.

In addition, two percent of Divine Chocolate's income is directly invested in the co-op's projects, particularly focused on empowering women, nurturing good governance, and improving farming methods.

"It's to support the infrastructure of Kuapa Kokoo and to really elevate the opportunities of the farmers themselves. For example, one of the programs supported by that fund offers women's literacy and [math] classes," says Miller.

Recently, the US office hosted one of the farmers, Mercy Zaah, who was also a student of the women's literacy and numeracy program. Zaah started cocoa farming in 1986, and she joined Kuapa Kokoo in 1999. The fair trade difference was formidable for her.

"When we sold to the PBC [the state cocoa-buying company], we didn't get paid on time, and were sometimes cheated at the scales," she told those who attended the presentations she gave around the US with American-based Divine staff. "Selling to the PBC, there is no relationship beyond the point of purchase. [In the fair trade system], we farmers receive a bonus every year, and with it, I have paid for my five children to be educated. My eldest is now qualifying to be a nurse."

—Milan Polk

GREEN AMERICA'S ENDING SWEATSHOPS CAMPAIGN

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Green America's online site covering the problems and solutions for child labor and sweatshops. Action campaigns, information, and resources to help create a sweatshop-free economy that works for all.

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GREEN LIVING TIPS

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When you buy certified fair trade products, you support businesses that adhere to the following fair-trade principles, across their supply chains:

- **A fair price:** Fair trade certifications help guarantee that workers earned a fair price for their labor.
- **Fair labor:** Fair trade prohibits child and slave labor. It also paves the way for workers to organize to advocate for themselves, and to form democratic cooperatives. While certification isn't always enough to solve all labor issues within a supply chain, it does take a broad step in the right direction.
- **Investment in communities:** Fair trade producers often earn extra premiums on their products to reinvest in their communities. Past premiums have helped workers build schools, start adult-education programs, build clinics and homes, start scholarship funds, and provide leadership training and women's empowerment programs.
- **Environmental sustainability:** Fair trade farmers and artisans respect natural habitats and receive encouragement and assistance through the fair-trade system to engage in sustainable production methods.
- **Empowered workers:** Fair trade connects producers directly to their buyers. These direct, often long-term, relationships help empower workers, so they can advocate for their own rights and set their own prices cooperatively.

Green America's Fair Labor campaign endorses the following fair trade certifications and trade organizations: Fair Trade Federation membership, IMO Fair for Life, Fair Trade USA, Fairtrade America, and Fairtrade International.



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A Stop
on the Road
to a Green Economy

Luz Sisa from Ecuador
harvests fair trade roses.
Photo courtesy of Fair
Trade USA[™] (See p. 140.)

FAIR TRADE GOODS

James A. Rodriguez / Fair Trade USA[™]



Looking for fair trade imported products keeps your items from being made or grown by exploited workers in sweatshop conditions.

The fair trade system ensures that workers labor in healthy, safe conditions for a livable wage—rather than working in sweatshop-like conditions.

These products are available fair trade. (See the “Fair/Alternative Trade” businesses on pp. 74–77 to buy.)



Café Campesino[™],
p. 108

Coffee

Fair trade helps coffee farmers hold onto their land and avoid middle merchants who siphon away their earnings. Fair trade coffee is available in hundreds of flavors.

(Also see “Food—Coffee/Tea,” p. 108.)

Tea

Tea lovers can find fair trade tea in nearly every variety imaginable—from black and green, to rooibos and puerh. Available bagged, loose, bottled, and even as blooming tea “flowers” (Also see “Food—Coffee/Tea,” p. 108.)



Equal Exchange[™],
p. 108



Endangered Species
Chocolate[™], p. 116

Cocoa

Child slavery is rampant in West Africa, where much of the world’s cocoa comes from. Choosing fair trade cocoa and chocolate products makes it easier for you to avoid child and slave labor.

(Also see “Food—Products,” p.110.)

Sugar

While world sugar prices often fluctuate erratically, the fair trade system helps sugar farmers earn stable, livable wages. Find fair trade loose sugar, molasses, and sugar packets.

(Also see “Food—Products,” p. 110.)



AlterEco[™], p. 74



Honey

Make your life a little sweeter with fair trade honey from artisan beekeepers in Mexico and Brazil. (Also see "Food—Products," p. 110.)

Equal Exchange , p. 108

Produce


The fair trade system has helped funnel millions of dollars to produce farmers worldwide for community development. Look for fair trade bananas, mangoes, oranges, pineapples, avocados, peppers, peas, tomatoes, and sweet potatoes. (Also see "Food—Products," p. 110.)



Wine

Workers in vineyards around the world have been subjected to forced overtime, wage theft, and child labor. Fair trade grapes ensure that workers are adults who labor in healthy, safe conditions for fair wages. (Also see "Food—Wine/Beer/Spirits," p. 126.)



Frey Vineyards , p. 126



Frontier Natural Products , p. 116

Herbs and Spices

Instead of buying vanilla, cinnamon, and other spices and herbs from multinationals, buy fair trade to support local, family farmers who invest in their own communities. (Also see "Herbs," p. 142.)

Seafood

Much of the shrimp sold in US stores comes from Thailand, where workers are being forced into slavery on shrimp boats. Fair trade seafood is caught by empowered workers. (Also see "Food—Seafood," p. 120.)



Vital Choice Seafood , p. 120


Flowers

Conventional flower farms are often soaked in pesticides. Fair trade guarantees healthy labor conditions and protection from toxic chemicals for workers. (Also see "Flowers," p. 108.)



James A. Rodriguez / Fair Trade USA , p. 140



Eighth Wonder , p. 74


Beans and Grains

Farmers around the world who grow rice, beans, soy, and legumes are finding it increasingly difficult to make ends meet, due to fluctuating market prices. Fair trade ensures that farmers earn a stable wage and also earn an additional premium to invest in their land. (Also see "Food—Products," p. 110.)

Nuts and Oils

Fair trade producers use sustainable, high-quality methods to bring you premium cashews, almonds, walnuts and peanuts, as well as sesame and olive oils. (Also see "Food—Products," p. 110.)



Equal Exchange , p. 108



Canaan Fair Trade , p. 116



Sports Balls

Fair trade guarantees no child or sweatshop labor was used to make soccer and rugby balls, footballs, and basketballs.

Apparel and Home Goods

Fair trade benefits workers who grow cotton for apparel and who make clothes and accessories, as well as home goods. Get unique, artisan-made items comparable to what you'd find in a Pier 1 store, but with the satisfaction of knowing the person who made it wasn't exploited. (Also see "Clothing," p. 62 and "Housewares," p. 152.)




Passion Lilies , p. 65

Body Care

More and more premium-quality body care products are being made with fair trade ingredients like shea butter, cocoa butter, vanilla, sugar, honey, olive oil, and more. (Also see "Body/Personal Care," p. 39.)



Eco Lips , p. 39

A Stop
on the Road
to a Green Economy

Institutional investors involved in SRI regularly dialogue behind the scenes with corporate management to spur change. Here, the Interfaith Center on Corporate Responsibility (ICCR) (See p. 106 and iccr.org.) holds a Roundtable on the Human Right to Water, engaging with corporate managers, non-governmental organizations, and community groups from around the world. Photo courtesy of ICCR.

SOCIAL INVESTING



Socially responsible investing (SRI) helps you save and grow your money while also putting it to work to create a better world.

The four-pronged approach to socially responsible investing:

1

If you want to:

- Get problematic industries like tobacco, fossil fuels, weapons, and others out of your portfolio.
- Invest in forward-thinking companies on the cutting edge of green technologies, like renewable energy, water purification, and responsible waste management.

TRY SCREENING

Screening is the act of including or excluding stocks from investment portfolios or mutual funds.

Avoidance screens purge or limit the level of investment in companies or industries you don't want to hold, such as fossil-fuel companies, tobacco, and more.

Affirmative screens search out investments in companies whose business practices you want to support—from renewable energy to green technology to companies with women and people of color in executive positions.

2

If you want to:

- Use your investor power to pressure irresponsible corporations to clean up their acts.

**TRY SHAREHOLDER ACTIVISM**

Shareholder activism or advocacy describes the actions many investors take to press corporations to improve their social and environmental practices—using their status as part-owners of companies as leverage.

The primary tool shareholders use is the shareholder proposal, a request to company management for information or a change in corporate policy or procedure. These formal requests appear on a company's proxy ballot, which is mailed to all shareholders, who vote by mail, electronically, or in person at the company's annual meeting.

Shareholders may also dialogue with corporate managers behind the scenes to ask for the changes they want to see.

3

If you want to:

- Put your money to work helping people around the world lift themselves up economically.
- Move your money away from mega-banks and toward institutions that are doing good.
- Support banks and credit unions that prioritize loans to green projects.

**TRY COMMUNITY INVESTING**

Community-investing vehicles—which can be as basic as a savings or checking account in a community-investing bank or credit union—maximize the social impact of your investments, providing capital to low- and middle-income people in the US and abroad who are underserved by conventional banks.

Access to fair loans and financial services make it possible to buy a home, send a child to college, or start a small business.

4

If you want to:

- Send a message to an entire industry that it's not sustainable.

**TRY DIVESTMENT**

Divestment means pulling all of your money out of a particular investment or industry. The goal is to do so in coordination with others, to send a market signal to a company or to an entire industry that its actions are not sustainable, and that its investors and customers want it to change course.

For more on divestment, see p. 102.

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Financial planners are professionals who help clients identify their financial goals and understand their levels of risk tolerance. They help formulate a long-term plan of action specific to the needs of each client. Planners often work to implement the plan, recommending investments consistent with the client's financial and social objectives, preferences, and tax situation. Planners may charge the client a flat fee or an hourly rate to design a comprehensive financial plan. There may be commissions or ongoing asset-based fees paid to the planner for implementing and overseeing investments within the plan. Comprehensive financial plans generally include budgeting and cash flow, net-worth analysis, risk-management assessments, tax planning, education-fund planning, and estate planning. Many financial planners advise businesses and institutions in addition to individual investors, and may have earned one or more of the following professional designations:

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Donna Clifford, co-founder of and financial advisor with Rainbow Investment Solutions.

Diane Rodriguez

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Her clients call her their “Minister of Money”

Donna Clifford has been a money person and a Unitarian Universalist for her whole life. At first, her faith and her finances weren't particularly connected. She prepared taxes and helped people plan their financial lives during work, and spent time with her church friends after work and occasionally went to church conferences, where she met other “UU's” as she calls them. She also married a UU minister.

But things didn't stay separate. Her church friends started becoming her clients, coming to her for financial advice and help with their taxes. In her office, they started talking about values and investing, and asking her how to make sure their portfolios supported companies and projects they really believed in. Some brought up the term socially responsible investing (SRI), which in the '90s, Clifford says, was not as common of a term as it has come to be today.

Clifford told them she didn't know much about SRI but would look into it. When she attended the Conference on Sustainable, Responsible, Impact Investing (then called “SRI in the Rockies”) in Colorado in 1998, she learned about socially responsible investing and how people had the option to align their investment portfolios and retirement funds with their values, and to create an impact in their communities.

“I met such a wonderful group of people there, and

I said, ‘Yes!’” she recalls. “I'd heard all the stories about what they were doing, how they were working with their investors, and I said ‘This is where I have to be.’”

The next year, she joined Progressive Asset Management and began to close her tax practice. She opened Rainbow Solutions in 2002 with her wife Dorothy Emerson, who held workshops on the intersection of finance and justice. Dorothy has since retired and is now working on a book, and the firm is now called Rainbow Investment Solutions, but its SRI focus has remained the same.

Rainbow Investment Solutions uses a hybrid model to combine financial advising with its work with clients on impact investing, which it does through its broker-dealer, the Vanderbilt Financial Group. Clifford and advisor Terry Timmerman work in North Reading, MA. The SRI movement has grown out of progressive centers and is now accessible to all investors, so Rainbow Investment Solutions works with clients around the country, through e-mail, Skype, and visits.

Since the beginning, Rainbow Investment Solutions has been an LGBTQ-friendly company. In fact, Clifford says that before the Supreme Court legalized LGBTQ marriage in 2015, there were a lot of special

continued on next page

considerations when it came to investing, especially when it came to ensuring that an investor couple protected their joint assets in the absence of legal marital rights. Now, LGBTQ clients are on a more equal footing, but she does note that there are still differences. For example, they may be particularly interested in screening for diverse hiring practices or non-discrimination policies at the companies they invest in.

"I think the most important thing in dealing with LGBTQ clients is developing trust, making sure they know we accept them for who they are, making sure they feel comfortable working with us for the long term," Clifford says. "And like with all clients, we want them to understand that we take our fiduciary duty to them very seriously."

With the impact being a Unitarian has had on Clifford's life, perhaps it's not surprising she sees her financial work as a type of ministry.

"I actually have clients who call me their minister of money," she says. What I do is a way of helping people work through their financial issues, in addition to investing people's money and helping align those investments with their values, and invest in the kinds of things they care about."

She notes that her job is also about helping them work through financial issues, like getting out of debt, deciding how to fund different goals, like a home purchase or college educations for their children.

"People tell me personal stories that years ago I never would have expected that they would. It's because the clients that I'm working with I've worked with for many years," she says. "Those with children, I've seen their children grow. I've seen people work towards retirement and then retire. In that sense, the work we do is a type of ministry."

—Eleanor Greene

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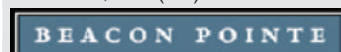
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Mr. Wolfe provides concierge financial services to a select group of private clients. For well over the last decade, he has helped his clients align their investment and social policies. Account minimum: Individuals \$250,000. Institutional \$1 million.

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Financial planning, advisory services, and wealth management for socially conscious investors throughout the US. Shane serves individuals and families nationwide who want to invest their money for both a financial return and a positive impact. Member of First Affirmative Financial Network.

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Financial— Banks & Credit Unions

This category includes federally insured credit unions and community development banks that focus their lending on underserved communities and populations. It also includes commercial banks that promote social and environmental responsibility through financing policies. Community development banks and credit unions are examples of community development financial institutions that serve to rebuild economically struggling communities.

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beneficialstatebank.com

Oakland, CA • (888)326-2265



Serving its customers since 1997, Beneficial State Bank is the first commercial bank in the US with a commitment to sustainable community development. Open an EcoDeposits checking, IRA, or CD account and promote conservation in the Pacific Northwest. See ad on page 1.

GREEN AMERICA'S**BREAK UP WITH YOUR MEGA-BANK**

breakupwithyourmegabank.org

Washington, DC • (800)58-GREEN

Ready to break-up with your Big Bank and start a new, healthy banking relationship with a community development bank or credit union? Then this site is for you! You'll find step-by-step information on how to close your mega-bank accounts and how to find and open the accounts you need at financial institutions that support people and the planet.

Hope Credit Union

hope-ec.org

Jackson, MS • (866)843-3358

A community development credit union that partners with Hope Enterprise Corporation and converts federally insured deposits into mortgage, consumer, and business loans and personal financial services for low-wealth communities.

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Before making any investment, please remember to ask for and study the prospectus, and consult your financial or investment advisor, if you have one. If you seek SRI practitioners, products, or services from organizations primarily devoted to SRI, be sure to ask about the ownership and SRI commitment of the parent company or affiliated organization as you gather information.

**Lower East Side People's
Federal Credit Union**

lespeoples.org

New York, NY • (212)529-8197

The Lower East Side People's Federal Credit Union is a member-owned, not-for-profit financial institution dedicated to meeting the financial services and credit needs of local residents, businesses, and community organizations. Our mission is to stimulate economic and community development by providing a safe, affordable, and democratic alternative to traditional banks, and by reinvesting our members' money in the communities we serve. Account minimum: There is a \$25 minimum deposit to open a savings account.

**National Federation of Community
Development Credit Unions**

cdeu.coop

New York, NY • (212)809-1850

CDFI providing capital and technical assistance to credit unions that serve predominantly low-income communities. The Federation accepts funds from social investors and channels these proceeds to community development credit unions through insured deposits, loans, and grants.

New Resource Bank

newresourcebank.com

San Francisco, CA • Boulder, CO • (415)995-8100

Banking for people, planet, and prosperity. Locations in San Francisco, CA, and in Boulder, CO. Account minimum: Varies. Member FDIC.

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A leading community development credit union with a national membership committed to socially responsible community investing primarily in the Southeast. Offers market-rate CDs (specialty Green, Go Local, Women & Children CDs), money market, IRA, savings, and health savings accounts. PRIs and community loans available. Has lent over \$6.4 million since 1980. Account minimum: \$500 CDs, money market, IRA certificates; \$100 IRA Savings. See ad on this page.

A LEADER OF THE GREEN BUSINESS NETWORK®**SELF-HELP FEDERAL CREDIT UNION**

self-helpfcu.org

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A community development, federally chartered credit union with a national membership committed to socially responsible community investing primarily for immigrant communities of southwest Chicago and across California. Offers market-rate CDs, money market, IRA, savings, and health savings accounts. PRI and community loans available. Account minimum: \$500 CDs, money market, IRA certificates; \$100 IRA Savings.

University National Bank

universitybank.com

Saint Paul, MN • (651)259-2221

University National Bank's mission is to be the leader in improving our urban community. As the first certified CDFI bank in Minnesota, University Bank has a track record of providing innovative and flexible financial products to the Twin Cities' urban core. University offers a Socially Responsible Deposit Fund that targets investments directly into affordable housing, small-business development, and community facilities in distressed communities. Account minimum: Varies by deposit account.

Financial—Checks and Credit Cards

Below are checks and credit cards that support the work of nonprofit organizations.

Contributecheck / Prospectus Enterprises, Inc.

contributecheck.com

Washington, DC • (800)782-0206

Recycled checks and deposit tickets printed with vegetable-based inks. Offers over 4,000 green products, such as paper products, facility, and industrial supplies.

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
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Instead of exploiting customers through predatory loans and exorbitant fees, responsible banks lift up their borrowers and account holders economically. They may even protect the planet.

courtesy of the National Federation of Community Development Credit Unions 



After Hurricane Katrina left Darrell homeless, he relocated to San Francisco, where he struggled to find housing without good credit, paycheck stubs, or bank statements. When Darrell enrolled at City College, they referred him to Self-Help Federal Credit Union , where he got help building financial stability. Within two years, his credit score jumped 300 points.

Mega-banks—like Citibank, Bank of America, Wells Fargo, and others—dominate the banking sector. Several have repeatedly been caught preying on consumers and exploiting the planet. As we note on p. 102, nearly 40 mega-banks are financing the Dakota Access oil pipeline, which is an environmental and climate disaster and would devastate traditional lands—likely including sacred burial sites—of the Standing Rock Sioux. And in April 2017, Wells Fargo was the subject of a lawsuit by one of its shareholders, alleging that the mega-bank targeted undocumented immigrants with predatory loans.

If you're tired of your savings and checking accounts propping up mega-banks and their shenanigans, consider a community development or green bank or credit union.

These financial institutions literally make it their mission to lift up low- and middle-income communities. If it doesn't lift people up, these banks and credit unions won't fund it. Instead, their loans help people, particularly in financially underserved areas, buy a home, start a small business (some even target green businesses), and send a child to college. Put your banking to work for a better world!

What Should Your Bank Do for You?

1. Be transparent:

Money's not just sitting in stacks of cash in the building—it's going to finance other people and businesses. Your bank should tell you exactly where your money goes.

Community development and green banks will do so. Mega-banks, on the other hand, often hide what their money funds, since it often funds things you may not like: oil pipelines, fossil-fuel extraction, weapons manufacturing, and lobbying against your rights as a consumer.

2. Support local communities and the environment:

"Community development" banks and credit unions are certified by the federal government as providing fair, affordable loans and financial services to aid in lifting up communities. Some community-investing banks are not certified, but they share a similar mission.

Community development and green banks and credit unions also often have a commitment to the environment, so they'll invest in nonprofits and businesses that help protect the planet. Think green day care centers, family restaurants, small-business incubators that lift people out of joblessness, and more.

They definitely won't invest in corporate polluters and sweatshops—see if your mega-bank can give you the same promise. (Hint: It can't.)

3. Look out for your needs:

The friendly people at your bank or credit union should be on your side. After all, your money keeps them in business.

BREAK UP WITH YOUR MEGA-BANK!

Move your money to a bank that meshes with your values! Green America has free resources online to help you switch your accounts to a responsible, greener bank. Our Break Up With Your Mega-Bank website makes the switch easy, and you'll know your money is helping to lift up low- and middle-income communities. Break up today!

breakupwithyourmegabank.org



Instead of hitting first-time or low-income borrowers with predatory loan fees and terms, community-investing banks and credit unions educate new borrowers to help their loans succeed. Pictured above: Graduates from the Lower East Side People's Federal Credit Union's free financial literacy class in New York City (see p. 93).

Unfortunately, that's not always the case. At community development and green banks and credit unions, you don't have to worry about predatory terms on your loans. And your financial institution will often provide free financial counseling or classes to help you and your loan succeed.

Mega-banks are a different story. On September 2016, Wells Fargo reached a settlement because it opened 2 million phony accounts in customers' names so it could charge those customers extra fees. Other mega-banks stay above the law, but they still issue predatory loans with hidden fees and ballooning interest rates. They've been known to target women, people of color, and low-income borrowers with those shady practices.

In addition, mega-banks unsuccessfully lobbied hard against the 2011 establishment of the US Consumer Financial Protection Bureau (CFPB), which works in part to protect consumers from banking and credit card fraud.

The Trump administration has been encouraging Congress to roll back important consumer financial protections granted under the Dodd-Frank law, which established the CFPB and aimed to prevent future financial crises and protect vulnerable Americans from Wall Street excess. And guess who's lobbying hard for that repeal? Mega-banks, of course.

Find a bank that advocates for you in your area and in the world. A community-investing bank or credit union always will.

Take Charge of Your Card

If you're using a credit card issued by a mega-bank, your charges could be supporting mountaintop-removal coal mining, predatory lending, and other problematic practices.

The following cards are issued by federally insured community-investing banks and credit unions that support local communities, a clean environment, green businesses, fair housing, and more.

The Green America Visa: Issued by Beneficial State Bank[™] (BSB). Every purchase on the card supports Green America's high-impact campaigns and BSB's commitment to sustainable community development. beneficialstatebank.com/greenamerica.aspx/

Albina Community Bank's[™] Loop Visa: Albina bolsters underserved communities in Portland. An additional one percent of every purchase helps fund projects in education, social services, environment, the arts, or economic development. albinabank.com/personal/pb_creditcard.cfm/

Beneficial State Bank's Visa Platinum: BSB's flagship card supports the bank's mission to lift up communities and preserve the environment.

BSB also offers **more affinity cards** that allow you to support the bank's mission and the good work of other nonprofits, including Amazon Watch, B-Corp, Big Cat Rescue, Capital Radio Endowment, Clean Water Action, the International Living Future Institute, the League of Conservation Voters, and the Sierra Club, as well as a Salmon Nation Visa, which directs a percentage of its income to stewardship of a bio-region stretching from Alaska to Oregon. Visit beneficialstatebank.com/creditcards to learn more about each.

Hope Credit Union's[™] Visa: Hope has worked for decades to lift up communities in the Mid-South, and it was instrumental in helping the region recover from Hurricane Katrina. To get the card, you must have Hope membership, which is open to all. hopecu.org/cards/

The ReDirect Visa: This card, issued by Beneficial State Bank (see above) helps support Sustainable Travel International—and earns cardholders discounts at participating green businesses from three regions: Denver/Boulder/Ft. Collins, Portland/Vancouver, and Salt Lake City. Many of the businesses offer the ReDirect discount to online shoppers, as well. beneficialstatebank.com/creditcards/

Sunrise Banks Visa cards: Sunrise Banks, a group of community development banks working to lift up Minneapolis/St. Paul, offers five VISA options. sunrisebanks.com/products-services/credit-cards/



For more information on switching your cards, visit Green America's takechargeofyourcard.org.

GREEN AMERICA VISA CREDIT CARD

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beneficialstatebank.com/greenamerica
Oakland, CA • (888)326-2265

Get the credit card that supports Green America and Beneficial State Bank (formerly One PacificCoast Bank). Put your mind at ease knowing that a percentage of every purchase made using your card furthers Beneficial State Bank's work to build sustainable communities and Green America's work to advance fair trade, climate solutions, healthy food systems, and green businesses. Put your money to work with a Green America Visa credit card! Member FDIC.

GREEN AMERICA'S**TAKE CHARGE OF YOUR CARD CAMPAIGN**
takechargeofyourcard.org

Washington, DC • (800)58-GREEN

Find a credit card that works for people and the planet instead of supporting the negative practices of the Big Banks. The Take Charge of Your Card campaign lists cards you can obtain from community development banks and credit unions. With every transaction, your card can support local communities and the environment. There's even a Green America credit card through Beneficial State Bank, member FDIC.

Financial—Community Development Nonprofits / Loan Funds

This category includes various kinds of organizations that provide access to capital and technical expertise for community-based development. Community development loan funds operate in specific geographic areas and act as intermediaries that pool investments and loans provided by individuals and institutions, often at below-market rates, to further community development. Community development nonprofits and loan funds welcome both individual and institutional investors and are examples of Community Development Financial Institutions that serve to rebuild economically struggling communities.

Boston Community Capital

bostoncommunitycapital.org
Boston, MA • (617)427-8600

Since 1985, has invested over \$900 million in underserved communities across the nation through a wide range of debt and equity products for low-income communities/individuals and for emerging businesses/entrepreneurs. Account minimum: \$1,000.

A LEADER OF THE GREEN BUSINESS NETWORK®**CALVERT SOCIAL INVESTMENT FOUNDATION**

calvertfoundation.org

Bethesda, MD • (800)248-0337

For as little as \$20, Calvert Foundation offers investment opportunities that empower women, protect the environment, support local organizations, and create other positive impacts. Account minimum: \$1,000.

Calvert Social Investment Foundation, a 501(c)(3) nonprofit, offers the Community Investment Note, which is subject to certain risks, is not a mutual fund, is not FDIC- or SIPC-insured, and should not be confused with any Calvert Investments-sponsored investment product.

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Chicago Community Loan Fund (CCLF)

cclfcchicago.org
Chicago, IL • (312)252-0440

Extends affordable, flexible capital and technical assistance to community borrowers building jobs, housing, and human capacity in low- and moderate-income neighborhoods of metropolitan Chicago for over 20 years. Account minimum: \$1,500.

COOPERATIVE FUND OF NEW ENGLAND

cooperativefund.org
Wilmington, NC • (800)818-7833



A community development financial institution (CDFI) that is a bridge between socially responsible investors

and cooperatives, community-oriented nonprofits, and worker-owned businesses in New England. Account minimum: \$1,000. See ad on this page.

Since 1975 the Cooperative Fund of New England has facilitated investment in New England's cooperatives and nonprofits. Contact to learn about borrowing or investing.

First Nations Oweesta Corp. (Oweesta)

oweesta.org
Longmont, CO • (303)774-8838

Oweesta's mission is to provide opportunities for Native people to develop assets and create wealth by assisting in the establishment of strong, permanent institutions and programs, contributing to economic independence and strengthening sovereignty for all Native communities.

Hope Enterprise Corporation

hope-ec.org
Jackson, MS • (866)843-3358

A nonprofit community development financial institution that provides services designed to strengthen communities, build assets, and improve lives in economically distressed areas across the Mid-South.

Local Enterprise Assistance Fund (LEAF)

leafund.org
Brookline, MA • (617)232-1551

LEAF is a certified-CDFI focused on cooperatives. We lend nationally to worker-owned businesses, food co-ops, and cooperative housing.

LEAF is an equal opportunity provider, employer, and lender. Please visit leafund.org for the latest rates, account minimum, and contact information.

New Hampshire Community Loan Fund

communityloanfund.org
Concord, NH • (800)432-4110

Turns investments into loans and education to create opportunity and transform lives. Financing for affordable housing, small businesses, and nonprofits, including child care centers. Account minimum: Minimum investment (loan) amount: \$1,000. Minimum investment (loan) term: one (1) year. Investments in the Community Loan Fund are not available to residents of some states outside New Hampshire. Please contact us for more information.

Opportunity Finance Network

opportunityfinance.net
Philadelphia, PA • (215)923-4754

"The leading national network of private-sector community development financial institutions." The network invests in small businesses, affordable housing, and community services. Opportunity Finance provides advocacy, financing, consulting, and information services. Mission is to lead the CDFI system to scale through capital formation, policy, and capital development.

Opportunity Resource Fund

oppfund.org
Lansing, MI • (517)489-2410

Nonprofit community development financial institution providing loans (affordable housing, mixed-use development, small business) with technical support to benefit Michigan's communities. Account minimum: \$1,000.

RSF Social Finance

rsfsocialfinance.org
San Francisco, CA • (888)RSF-3737

Offers individuals the opportunity to participate in investment and charitable funds that support nonprofits and businesses addressing key issues in food and agriculture, education and the arts, and ecological stewardship. Since 1984, RSF has made over \$275 million in loans and over \$100 million in grants to nonprofit and for-profit social enterprises.

Shared Interest, Inc.

sharedinterest.org
New York, NY • (646)442-0182

Social investment fund guaranteeing South African bank loans to community development financial institutions engaged in South Africa's reconstruction process. Established the Themban International Guarantee Fund in South Africa to strengthen grassroots financial institutions and enable them to provide increasing amounts of affordable credit for small and micro-enterprises, and low-cost housing in South Africa's most economically marginalized communities. Account minimum: \$3,000.

SosteNica,

Sustainable Development Fund of Nicaragua
sostenica.org

West Chester, PA • (610)399-5228

Promotes economic and community development in many regions of Nicaragua through credit, technical assistance, and outreach to low-income businesses and small farmers.

Financial—Conferences

SRI CONFERENCE ON SUSTAINABLE, RESPONSIBLE, IMPACT INVESTING

SRIconference.com

Colorado Springs, CO • (888)774-2663



The SRI Conference on Sustainable, Responsible, Impact Investing (formerly SRI in the Rockies) is the premier annual gathering of investors and investment professionals working to make money and enhance the common good. See ad on page 98 and the postcard next to page 81.

US SIF ANNUAL CONFERENCE

ussif.org/conference

Gathering of US SIF members and investment colleagues interested in learning about sustainable and responsible investing. The 2018 US SIF conference will take place May 30 – June 1, 2018 in Washington, DC. Contact: Adam Sickle: asickle@ussif.org.

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The staff at the National Federation of Community Development Credit Unions.

National Federation of Community Development Credit Unions

cdcu.coop

member 33 years

An association of credit unions that lift up underserved borrowers

In New York City in 1974, eight community development credit unions connected with each other because they shared a common mission. Unlike conventional banks or even regular credit unions, these community development credit unions (CDCUs) offered products and services tailored to low- and moderate-income people and communities, to help them achieve financial independence. Together, these eight CDCUs formed the National Federation of Community Development Credit Unions.

They didn't stop there. The Federation members realized that they could be stronger and more effective at their mission to advocate for CDCUs with more members. They realized asset size didn't matter when choosing which institutions could be included—what mattered was commitment to underserved communities.

So they opened membership up to all community development credit unions across the US. Community development banks and credit unions are certified by the US Treasury Department as having a mission to provide financially underserved low- and middle-income communities with fair and affordable financial services. That mission is first and foremost in their operations.

Over 40 years later, the Federation has grown a lot. It has 218 member CDCUs in all 50 states, with assets ranging from \$1 million to over \$8 billion. Today, the Federation offers a wide range of advocacy, educational, investment, marketing and outreach programs to support and assist CDCUs.

Pam Owens, senior vice president of organizational development and capacity building, says the credit union movement has “exploded” in the past ten years.

Much of this, she says, is due to an increased interest from the millennial generation.

“Millennials are taking a very active role in the in their finances and bucking mainstream financial institutions more so than people of previous generations,” Owens says. “They’re looking for ways to have impact with their dollars.”

By moving their money to CDCUs, millennials and others can make a difference, since these institutions provide financial services and products to all that are “safe, reliable, and affordable,” says Owens.

While some banks do provide such services, lower-income communities are often prey to institutions that care about profits over people. Mega-banks, in particular, may hit those communities hard with predatory loans and fees. And payday lenders, title lenders, and cash-advance outlets often pop up in these communities, taking advantage of people in need with exorbitant interest rates.

At CDCUs, members can see their money go back to families and businesses in their communities, instead of lining the pockets of bank executives and unscrupulous lenders. Owens gives the example of member Latino Credit Union, based in North Carolina, which created a loan program to help newly arrived immigrants pay for the costly process of obtaining citizenship.

“CDCUs are thinking way outside the box,” Owens says. “They’re part of helping to turn around economic injustice that is very prevalent in many communities across the country.”

continued on next page

Single mother and cancer survivor Michelle was looking forward to starting a new job, but she knew her very old car wouldn't be able to make the 45-minute commute and worried that she wouldn't qualify for an auto loan. When a St. Louis Community Credit Union staffer assured her that they could work with her, she immediately felt a huge weight lifted, and eventually got the car she needed to take her to the new job.



courtesy of the NFCDCU



courtesy of the NFCDCU

Eduardo is a Cuban immigrant who was struggling to manage the unexpected costs associated with purchasing a car when he turned to Syracuse-based Cooperative Federal to straighten out his finances. He and his wife Kenia began working with Cooperative Federal's loan processor, Carlos, who helped the family get on their feet and better understand the US financial system. "Carlos saved our life," says Eduardo.

She gives an example of Faith Community United Credit Union in Ohio, which 30 years ago, was seeing more and more community members preyed upon by payday lenders. These lenders typically charge 400 percent interest or more on their loans, trapping vulnerable customers in a never-ending cycle of debt.

The credit union developed "small dollar" loans to help people before payday, and let them pay back small debts at a low interest rate and without hidden fees. Owens cites this program as one of many examples of creative ways CDCUs help communities solve problems they're facing.

CDCUs are for everyone, she says—whether you're trying to make a difference or just trying to get a good rate on a loan or account. People also like being part of a community-based institution. Owens says.

Plus, there's the fact that opening an account with a credit union means you're part-owner and have a say in how the credit union operates. Instead of catering to shareholders, credit unions answer only to their members.

"The movement is definitely growing—there are over 100 million consumers using a credit union in the US today—and the fact that members have a voice is very important," Owens says. "By putting any amount of money, from \$1 to \$1 million dollars into a credit union, you're an equal owner."

—Eleanor Greene



Financial—Consultants to SRI Industry

This category includes professionals who provide consulting services to the social-investment industry in the areas of: marketing and sales, strategic planning, product development and positioning, investment policy development, and media relations strategy and tactics. This category also includes shareholder advocacy, proxy voting, and investment criteria research services.

As You Sow Foundation (Corp. Soc. Responsibility Prog.)

asyousow.org

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James Buro

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GAMCO Asset Management, Inc.

gabelli.com

Rye, NY • (914)921-5237

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Greg Garvan, Fossil-Free Advisor

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Oneida Tribe of Indians of Wisconsin Trust Department

oneida-nsn.gov

Oneida, WI • (920)490-3935



Elected by the General Tribal Council, the committee exercises due diligence for safeguarding and maintaining the trust funds of the Oneida Nation in Wisconsin in a manner that does not enable harm to the environment or the spiritual and cultural values of Native Americans.

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ussif.org

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US SIF is the leading voice advancing sustainable, responsible, and impact investing across all asset classes. Our mission is to rapidly shift investment practices towards sustainability, focusing on long-term investment and the generation of positive social and environmental impacts.

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The firm works with socially aware investors to create customized investment portfolios in harmony with their moral and ethical values. Account minimum: \$2 million.

All investments involve risk, including loss of principal. Before investing, carefully consider a Fund's investment objectives, risks, charges, and expenses. You can find this and other information in each prospectus and summary prospectus, if available, by calling (844)828-1919. Read it carefully before investing. The 1919 Funds are distributed by Quasar Distributors, LLC.

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Danielle Burns

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First Affirmative Financial Network, LLC is an independent Registered Investment Advisor (SEC File #801-56587) offering investors Sustainable Investment Solutions™. Network Advisors may offer securities through various broker-dealers. These relationships must be clearly disclosed to all clients.

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Since our founding in 1984, our goal has been to invest to promote a sustainable society while achieving competitive financial returns. Account minimum: \$1 million.

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A socially responsible boutique investment management company that uses a disciplined, quantitative value approach to create large-, mid-, and small-cap value ESG portfolios. Account minimum: Individuals: \$250,000. Institutions: \$2 million. See ad on page 103.

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SRI Investing LLC is an investment advisor registered in New York and New Jersey and offering advisory services nationwide.

Patrick McVeigh

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reynersmcveigh.com

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Reyners McVeigh is an investment management firm founded in 2005, though the principals have long histories in socially responsible investing. Works primarily with individuals and families, tailoring each portfolio to the unique needs of each individual client. Currently advises on about \$3 billion of assets.

All those listed in this special financial section are Socially Responsible Investing (SRI) practitioners, as well as members of Green America's Green Business Network®. While those listed have made SRI a priority in their work, please note that in some cases the parent company or affiliated organizations may not be devoted primarily to SRI.

Before making any investment, please remember to ask for and study the prospectus, and consult your financial or investment advisor, if you have one. If you seek SRI practitioners, products, or services from organizations primarily devoted to SRI, be sure to ask about the ownership and SRI commitment of the parent company or affiliated organization as you gather information.

Four Divestment Campaigns to Watch

Green America supports the following divestment campaigns, to help shift these industries and companies to a more sustainable direction.

1. Fossil Fuels:

The fossil-fuel industry has five times more carbon in its coal, oil, and gas reserves than is safe to burn, says author and 350.org founder Bill McKibben. In cooperation with 350.org, Green America's Fossil-Free campaign asks people to divest from the top 200 publicly traded fossil-fuel companies and reinvest in sustainable sectors like clean energy and more.

Visit greenamerica.org/fossilfree/ for resources to help you divest from fossil fuels and reinvest in sustainability.

2. Dakota Access Pipeline:

Nearly 40 banks are providing financing for the Dakota Access Pipeline (DAPL), a massive oil pipeline slated to run from North Dakota to Illinois. A DAPL spill would be catastrophic to millions of people who get their drinking water from the Missouri River, since a stretch of the pipeline will run underneath it. Also, the pipeline will be located half a mile from the Standing Rock Sioux reservation, and will cross traditional Sioux land and sacred burial sites.

Read Green America's article, "Investing to Support Standing Rock," at greenamerica.org/InvestStandingRock/.

3. Private Prisons:

The human-rights group Enlace is asking people to divest from the private-prison industry. Private prisons profit from inhumane conditions, separation of families, and human-rights violations, says the group. It also profits off of undocumented immigrants, says the group. In fact, in 2016, the Southern Poverty Law Center uncovered abuse and neglect at US immigrant detention centers.

Enlace is asking investors to divest from the two main private-prison companies, CoreCivic (formerly Corrections Corporations of America) and GEO Group, as well as the banks that fund them. Learn more at enlaceintl.org.



Sipa USA via AP

4. The Border Wall:

A cornerstone of Trump's presidential campaign was his plan to build a giant wall on the US-Mexico border, which activists say is too expensive to be practical, in addition to promoting hate.

While the federal government is still choosing among the 600 companies that applied for the contract to build the wall, investors are already making plans to divest from those companies. Keep posted on these efforts by visiting Green America's website, greenamerica.org, and signing up for our e-mail newsletter at greenamerica.org/signup/.

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Linda Mundy, PRES.

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Sustainability Group

sustainabilitygroup.com

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The Sustainability Group of Loring, Wolcott & Coolidge Trust, LLC recognizes that our investments today shape the world we live in tomorrow. To help achieve a more sustainable world, we incorporate social and environmental standards, shareholder advocacy, and community investing into our investment decisions, helping clients align their investments with their values. Account minimum: \$1 million.

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ROBERT ZEVIN

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Member mutual fund companies manage one or more mutual funds incorporating social and/or environmental investment criteria or practices. Investing in a mutual fund is buying a share of the fund's portfolio and offers investors built-in diversification. Investors can find a variety of mutual funds in asset classes including domestic equity, balanced, index, bond, money market, and international funds.

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Community Capital Management, Inc. (CCM) was established in 1998 and is an SEC Registered Investment Advisor. CCM manages the CRA Qualified Investment Fund, which invests in high credit quality, market-rate fixed-income securities that finance community and economic development. The core economic activities supported by these investments include affordable homeownership and rental housing, environmentally sustainable initiatives, job creation and training programs, and neighborhood revitalization. Account minimum: \$2,500. Call (866)202-3573 to request a prospectus, which includes investment objectives, risks, fees, expenses, and other information that you should read and consider carefully before investing. Investing involves risk, including possible loss of principal. Funds distributed by SEI Investments Distribution Co.

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The Gabelli SRI Fund (SRIGX) is an All Cap Value, open-end mutual fund that adheres to stated social guidelines around areas such as fossil fuels, alcohol, gambling, tobacco, defense, and abortion. Investors should carefully consider the investment objectives, risks, charges, and expenses of the Fund before investing. The prospectus contains more information about this and other matters and should be read carefully before investing. Please contact Gabelli & Company, the Distributor of the Fund, at 1-800-GABELLI (800-422-3554) for The Gabelli SRI Green Fund Inc. prospectus. The Fund's share price will fluctuate with the changes in the market value of the Fund's portfolio securities. Stocks are subject to market, economic, and business risks that cause their prices to fluctuate. When you sell shares, they may be worth less than what you paid for them; consequently, you can lose money by investing in the Fund.

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Environmentally responsible mutual funds founded by nonprofit advocacy organizations. The Balanced Fund invests in the stocks and bonds of companies with clean environmental records. The Equity Fund invests in the stocks of the environmentally and socially responsible MSCI KLD 400 Social Index. The Funds are committed to shareholder activism as a critical component of responsible investing. Account minimum: \$2,500 regular; \$1,000 with automatic investment plan; \$1,000 IRA. See ad on this page.

You should carefully consider the Green Century Funds' investment objectives, risks, charges, and expenses before investing. To obtain a prospectus that contains this and other information about the Funds, call 1-800-93-GREEN, visit www.greencentury.com, or e-mail info@greencentury.com. Please read the prospectus carefully before you invest or send money. Distributor: UMB Distribution Services, LLC 6/08

Neuberger Berman

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Portfolio co-managers look for stocks of mid- to large-cap companies that first meet their stringent financial criteria. Their social screens are applied to these stocks. Ideal investment candidates are companies that show leadership in the areas of the environment, workplace diversity, and employment. Other considerations are based on companies' record in other areas of concern, including public health, type of product, and corporate citizenship. Account minimum: \$1,000 for mutual fund; \$500,000 for separate accounts.

For full information about the fund, charges, and expenses, read the prospectus carefully before investing.

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W R

newalternativesfund.com

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Socially responsible mutual fund emphasizing alternative energy and the environment (established 1982). Investments include: wind, solar and geothermal energy, biofuels, run-of-river hydro, fuel cells, energy conservation, clean water, natural foods, and pollution control. Excludes: weapons, animal testing, and nuclear power. See our track record and list of investments. Account minimum: \$2,500. See ad on page 105.

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parnassus.com

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paxworld.com

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Sentinel Investments is a Vermont-based active asset manager, and in our business, we understand what responsible corporate citizenship means—dedication to our environment, our communities, and our shareholders. Our time-tested approach to sustainable investing blends sound investment principles and environmental, social, and governance analysis, linking sustainable and responsible business practices with financial performance.

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Financial— Organizational Finance & Venture Capital

This category includes sources of debt and equity financing for socially responsible businesses and organizations, as well as several services that link investors and socially responsible companies looking for capital. Many other financial firms, including advisors, money managers, and mutual fund firms, also provide equity financing services.

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Promotes use of the tools of venture capital to create jobs, entrepreneurial capacity, and wealth to advance the livelihoods of low-income people and the economies of distressed communities.

National Community Investment Fund

ncif.org
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A nonprofit that invests private capital in, and facilitates knowledge transfer to, depository institutions that increase access to financial services in underserved communities.

Watershed Capital Group

watershedcapital.com
Asheville, NC • (828)251-4645

Assists sustainable companies and funds in raising equity and debt; executing corporate sales, divestitures, and acquisitions; and in evaluating strategic financial options.

Financial—Social Investment Research & Shareholder Activism

These companies and organizations research the social and environmental records of corporations, and provide or sell this information to assist advisors, planners, money managers, institutional investors, and, in some cases, individuals, to make better investment decisions. The research helps them decide which companies fit in their screened portfolios and mutual funds. This category also includes companies and organizations providing information about or helping with organizing shareholder advocacy efforts. Shareholder resolutions focus corporate management's attention on particular issues of social and environmental concern.

Coalition for Environmentally Responsible Economies (CERES)

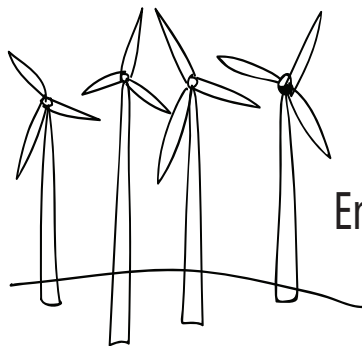
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Formed in 1989 out of an unprecedented partnership among some of America's largest socially responsible institutional investors and environmental groups, CERES (Coalition for Environmentally Responsible Economies) has pioneered an innovative, practical approach to advancing corporate accountability through public reporting and stakeholder engagement. CERES works with organizations (a) to endorse the CERES Principles, a ten-point code of environmental conduct, including continuous environmental improvement and public accountability for environmental impact; (b) to engage in global, social, and environmental reporting; and (c) to assess and disclose their financial exposure to the costs of climate change.

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- See our track record • Examine our list of investments
- Minimum investment: A Shares \$2500, Investor Shares \$3500

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Investors should consider the investment objectives, risks, charges and expenses of the Fund carefully before investing. Go to our website at www.newalternativesfund.com, call 800 423-8383 or write to the Fund to obtain a prospectus that contains this and other information about the Fund, and read it carefully before investing. Funds that concentrate in one market sector are generally riskier than more diversified strategies. Investments made in alternative energy and environmental products are subject to political priorities and changing government regulations.

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call (202)872-5314 or e-mail
cschwengel@greenamerica.org

GREEN LIVING TIPS

SHAREHOLDER ACTIVISM

What is it?

- Shareholder activism/advocacy describes the actions many investors take to press corporations to improve their social and environmental practices—using their status as part-owners of companies as leverage.
- Shareholders, generally in coalition, may start out by dialoguing behind the scenes with corporate management to ask for change.
- If dialogues don't work, they may introduce a *shareholder resolution*, which is a formal request to corporate management to change company policies or procedures. All shareholders vote on shareholder resolutions via a proxy ballot mailed to them each spring, or in person at a company's annual meeting.

Scale

Investors have \$2.56 trillion invested in support of shareholder resolutions, according to the US SIF[™] 2016 trends report. For the 2017 shareholder season, activists have introduced over 430 environmental, social, and governance resolutions, according to As You Sow[™].

Impact

"Publicly traded companies can benefit from the unique insights offered by their shareholders. Shareholders' specific view on the marketplace, society, resource constraints, and policy provide us with a clear, powerful, and persuasive voice that can be compelling for corporate directors and management. Through dialogue, shareholder proposals, and other channels of communication, investors serve as an important catalyst for improved ESG policies, practices, and performance."

—Jonas Kron, Trillium Asset Management[™]

Get Started

If you own stock, look for a shareholder ballot to arrive in the mail in the spring, and vote in favor of social and environmental proposals. Visit Green America's annual shareholder roundup on our key issues at greenamerica.org/socialinvesting/shareholderaction/.

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foe.org

Berkeley, CA • (415)544-0790

Green Investments Program is involved with education, shareholder activism, corporate campaigns, and company disclosure. Also works on tax shifting, slashing corporate subsidies, and reforming financial institutions and trade agreements.

All those listed in this special financial section are Socially Responsible Investing (SRI) practitioners, as well as members of Green America's Green Business Network[®]. While those listed have made SRI a priority in their work, please note that in some cases the parent company or affiliated organizations may not be devoted primarily to SRI.

Before making any investment, please remember to ask for and study the prospectus, and consult your financial or investment advisor, if you have one. If you seek SRI practitioners, products, or services from organizations primarily devoted to SRI, be sure to ask about the ownership and SRI commitment of the parent company or affiliated organization as you gather information.

GREEN AMERICA

greenamerica.org

Washington, DC • (202)872-5307

Green America harnesses economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society. Individual members receive the *National Green Pages[®]*, the *Guide to Social Investing & Better Banking*, and the *Green American*—with tips on how to save, spend, and invest your money in ways that create a more sustainable world.

GREEN CENTURY FUNDS

greencentury.com

Boston, MA • (800)934-7336



Environmentally responsible mutual funds founded by nonprofit advocacy organizations. The Balanced Fund invests in the stocks and bonds of companies with clean environmental records. The Equity Fund invests in the stocks of the environmentally and socially responsible MSCI KLD 400 Social Index. The Funds are committed to shareholder activism as a critical component of responsible investing. Account minimum: \$2,500 regular; \$1,000 with automatic investment plan; \$1,000 IRA. See ad on page 104.

You should carefully consider the Green Century Funds' investment objectives, risks, charges, and expenses before investing. To obtain a prospectus that contains this and other information about the Funds, call 1-800-93-GREEN, visit www.greencentury.com, or e-mail info@greencentury.com. Please read the prospectus carefully before you invest or send money. Distributor: UMB Distribution Services, LLC 6/08

Interfaith Center on Corporate Responsibility (ICCR)

iccr.org

New York, NY • (212)870-2984

Through the lens of faith, ICCR builds a more just and sustainable world by integrating social values into corporate and investor actions.

Investor Environmental Health Network

iehn.org

Falls Church, VA • (703)532-2929

A collaborative partnership of investment managers advised by nongovernmental organizations, encouraging companies to reduce and eliminate toxic chemicals in their products and activities.

Investor Voice, SPC

InvestorVoice.net

Seattle, WA • (206) 522-3055

As InvestorVoice, we offer stand-alone shareholder engagement services—IV writes resolutions, negotiates with management, creates strategies for media and proxy advisory services, and presents at annual meetings. Led by experts nationally known for dynamic shareholder actions spanning 23 years, Investor Voice serves individuals, advisors, money managers, and institutions nationwide. Member, First Affirmative Financial Network. Please also see: Newground Social Investment, SPC.

PROGRESSIVE ASSET MANAGEMENT

progressiveassetmanagement.com



Oakland, CA • (800)786-2998

Screens portfolios, provides social research, and refers those interested in financial services to consultants, advisors, and planners.

Responsible Endowments Coalition

endowmentethics.org

Brooklyn, NY • (718)989-3949

Helps colleges integrate social, environmental, and community considerations into their investments. Empowers students, staff, and alumni to change their schools.

A LEADER OF THE GREEN BUSINESS NETWORK[®]

SHAREPOWER

RESPONSIBLE INVESTING, INC.

SharePowerResponsibleInvesting.com

Westminster, MD • (866)610-8752

Providing customized responsible investment strategies to individuals, businesses, and organizations including multi-vector screening, shareowner advocacy, and education services designed to promote a better society and a healthy planet. See ad on page 91 and the postcard next to page 80.

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC. Advisory services offered through Cambridge Research Advisors, Inc., a Registered Investment Advisor. SharePower Responsible Investing, Inc. and Cambridge are not affiliated.

Sustainable Investments Institute

siinstitute.org

Boonsboro, MD • (301)432-4721

The Sustainable Investment Institute (Si2) conducts impartial, in-depth research on organized efforts to influence companies, in reports on social and environmental shareholder resolutions and related contentious corporate responsibility topics.

Richard Torgerson, AIF[®], REGISTERED PRINCIPAL

SHAREPOWER RESPONSIBLE INVESTING, INC.

SharePowerResponsibleInvesting.com

Westminster, MD • (866)610-8752

Providing customized responsible-investment strategies since 1985 to individuals, businesses, and organizations including multi-vector screening, shareowner advocacy, and education services designed to promote a better society and a healthy planet.

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC. Advisory services offered through Cambridge Research Advisors, Inc., a Registered Investment Advisor. SharePower Responsible Investing, Inc. and Cambridge are not affiliated.

A Stop
on the Road
to a Green Economy

ECO-FRIENDLY FLOORING

Reclaimed ash flooring with a custom gray finish from Pioneer Millworkssm (see p. 108).

© Caleb Vandermeer Photography

*In need of soft carpeting or durable hard flooring?
There's an eco-friendly option for every type of flooring.*

Your flooring may be making you—and the Earth—sick. Conventional carpets are often treated with toxic chemicals for stain-, fire-, and moth-resistance, and they may be made with petroleum-based fibers like polyester. Conventional hard floors could come from endangered rainforest trees or wood harvested through environmentally damaging clearcutting. And they're often coated with stains and other coatings like polyurethane that contain toxins. Vinyl, another popular flooring material, is known as the “poison plastic” because its manufacture and disposal generates carcinogenic dioxin.

The most eco-friendly option when it comes to flooring is to treat whatever floor you have well to extend its lifespan.

If you're building new or need to replace the flooring you have, consider these eco-friendly options:

Carpets made from **wool** are naturally flame-retardant. Some eco-friendly carpeting is made from **recycled plastic bottles**. **Carpet tiles** allow you to replace just the worn parts as your carpet ages, which extends the lifespan.

To avoid toxins, have carpet nailed down instead of tacked with glue, which can offgas chemicals into the air in your home. Avoid carpets with stain- or water-resistant coatings.

Hard flooring: Try the flooring alternatives below.

- Make sure your wood floor comes from **FSCsm-certified wood** (see sidebar on p. 125).
- **Reclaimed wood** is a greener option than new hardwood. Reclaimed means the wood was rescued from an old building and repurposed for another.
- **Bamboo** has the durability of wood, but it's more rapidly renewable and often grown with few or no chemical inputs.
- **Cork** is also rapidly renewable. With cork and bamboo, use eco-friendly stains to get the look you want.
- **Linoleum** is a sustainable alternative to vinyl floors, as it's made from wood flour, linseed oil, ground limestone, powdered cork, and other natural materials. Look for a linoleum that is 100 percent bio-based, meaning it has no synthetic additives.
- **Natural fiber rugs** from green businesses are your best bet for floor coverings. If you're looking for a handwoven rug, check for the GoodWeavesm label. (See p. 140 and the certifications box on p. 125.)



The team at Pioneer Millworks reclaims wood from old buildings and other sources and turns it into flooring, paneling, cabinetry, millwork, and more.

Pioneer Millworks

pioneermillworks.com

member 17 years

Reclaimed wood for beautiful flooring.

When part of Jonathan Orpin's timber-framing wood shop in Shortsville, NY, collapsed from age in 1986, a client suggested he use the salvageable timbers from the wreckage in the construction of the client's home. That customer was from the UK, where wood reuse was much more common than in the US. Orpin liked the idea of reusing wood from old buildings so much, he started a second company in 1988 focused on doing just that. Today, that business, Pioneer Millworks, specializes in reclaimed and sustainable wood.

"To date, we've rescued nearly 27.5 million board-feet of old wood from rot and landfills, giving it new life as solid and engineered flooring, paneling, millwork, cabinetry, and more from our mills in New York and Oregon," says Megan Larmouth, Pioneer Millworks' communications director.

She says the company was one of the first in the US dedicated to the reclaimed and sustainable wood industry.

"Fast forward to today, nearly 30 years after opening our doors: we've grown from a handful of folks in ramshackle building to a large group of craftsmen, artisans, and wood enthusiasts with mills on both coasts," in Portland and Farmington, NY, says Larmouth.

The wood comes from all over the US, often found in sites rich with stories from the past. One Pioneer Millworks project saved the maple wood lanes from Olympic Lanes, once the largest bowling alley in New

York state and the scene of many festive events and pro legends. Rather than letting the wood go to waste when the facility closed, Pioneer Millworks salvaged wood from all 80 bowling lanes. Its reclamation team kept the original Olympic Lanes finishes and foul-line markers and arrows intact, turning the wood into restaurant tables and kitchen counters with loads of character.

The company has salvaged wine vats, wood from factory buildings slated for demolition, and many other sources. After rescuing the wood, Pioneer Millworks staff will remove nails and other metal for recycling, then saw, plane, sand, and refinish the wood into like-new materials. The company offers a huge range of wood types—from chestnut to elm to hickory to tropical hardwoods. It sells the salvaged timbers both with a minimal finish, to let the beauty of the wood shine through, or painted or stained with zero-VOC finishes for a custom look. The company will even char your wood using the ancient Japanese tradition of *shou sugi ban*, which gives it a dark and slightly iridescent look.

The majority of the company's sales are for flooring and paneling, though it'll turn wood into just about anything you need to build a home or office.

Pioneer Millworks' finished products are Leadership in Energy and Environmental Design (LEED) point-eligible. Buildings can get LEED-certified by the US Green Building

continued on next page



The company's "Settlers' Plank" flooring (shown here in chestnut) showcases the character of old, reclaimed wood.

Council when they incorporate several green-building techniques, each of which are worth several LEED "points" toward certification.

Its products are also certified by the Forest Stewardship Council[®] (FSC, see p. 125) in three categories: Pure, Mixed, and Recycled. Wood with FSC certification usually means it came from a sustainably managed forest, but in Pioneer's case, it means the wood is sustainably reclaimed.

Aside from its deep-green products, the company is rooted in green practices. Larmouth says the company's roofs house a 400-panel solar array, and it uses its wood scraps for heating. One percent of its reclaimed teak sales are donated to conservation causes, and sales from its American Prairie line support domestic barn and historic preservation. In addition, the company offer its employees electronic recycling programs and electric car-charging stations in the facility parking areas.

Pioneer Millworks will ship its products anywhere in the world, says Jennifer Young, the company's general manager, because the staff wants to share the beauty of reclaimed wood with everyone and bring attention to a renewable resource.

"Each knot, nail hole, and line is a mark of character in this wood, a piece of history to share," she says.

—Milan Polk & Sytonia Reid

Food—Coffee / Tea • Food—Food Co-ops/Stores • Food—Products

Inca Tea

incatea.com
Westlake, Oh • (844)Inca-Tea
Exclusive teas derived from an ancient Incan recipe.

Peace Coffee

peacecoffee.com
Minneapolis, MN • (612)870-3440
100% fair trade, organic, shade-grown micro-roasted coffees.

Philly Fair Trade Roasters, LLC

phillyfairtrade.com
Philadelphia, PA • (267)270-2563
100% organic, fair trade coffee beans.

Runa

runa.org
Brooklyn, NY • (800)485-3803
Organic traditional Amazonian guayusa leaf tea-like beverage.
15% off with the discount code: RUNAGREENPAGES.

The Sentient Bean

sentientbean.com
Savannah, GA • (912)232-4447
Vegan-friendly, fair trade coffee house using organic ingredients.

Signature Coffee

SigNATUREcoffeeCompany.com
Redway, CA • (707)923-2661
Certified organic, shade-grown, and fair trade coffees and teas.
20% off introductory offer. Mention NGP01.

Teccino Caffe

teccino.com
Santa Barbara, CA • (800)498-3434
America's favorite coffee alternative, naturally caffeine-free.
Free sample with newsletter.

Thanksgiving Coffee Co.

thanksgivingcoffee.com
Fort Bragg, CA • (800)462-1999
Shade-grown, certified organic, and fair trade coffee.

Tulsi Teas/Organic India USA

organicindiausa.com
Boulder, CO • (888)550-8332
Certified organic Tulsi teas in 18 delicious flavors.

THE VASHON ISLAND COFFEE ROASTERIE

tvicr.com
Vashon Island, WA • (206)463-9800



This small, natural, organic food store has provided organic and/or natural products to this island community for over 40 years. Sells organic, non-GMO food, locally grown and island produce, as well as over 300 bulk herbs, spices, tea, and coffee that is roasted onsite. The store is located inside a famous, historic coffee roasterie where they roast directly traded Heirloom[®] Coffee beans.

Velasquez Family Coffee

vfamilycoffee.com
Saint Paul, MN • (651)587-5356
Shade-grown, fairly traded coffee from Honduras.
First bag free for new monthly subscriptions.

Zumi's Espresso

zumis.com
Ipswich, MA • (978)356-1988
Welcoming coffee shop serving fair trade and organic coffees.

Food— Food Co-ops / Stores

4th Street Food Co-op

4thstreetfoodcoop.org
New York, NY • (212)674-3623
Local, organic, fair trade fresh produce; large bulk selection.

Aha-Yes! LLC

aha-yes.com
Mountain View, CA • (650)641-0003
Helps families take toxins out of food, cleaners, body care.

Alternative Food Co-op

alternativefoodcoop.com
Wakefield, RI • (401)789-2240
Organic bulk products, herbs, local produce, baked goods.
10% discount for senior members on Mondays.

Common Market Co-op

commonmarket.coop
Frederick, MD • (301)663-3416
Natural and organic food co-op and a café.

Cooperative Grocer Magazine

cooperativegrocer.coop
Minneapolis, MN • (612)436-9182
Trade magazine for food co-op board, staff, and managers.
Free sample issue.

Flatbush Food Co-op

flatbushfood.coop
Brooklyn, NY • (718)284-9717
Community-owned; serving Brooklyn since 1976.

French Broad Food Co-op

frenchbroadfood.coop
Asheville, NC • (828)255-7650
Member-owned grocery store offering healthful groceries.

Gaia's Basket

GaiaBasket.com
Auburn, CA • (530)820-3711
Non-GMO, fair-trade, allergen-free grocery and deli.
Mention Green America and receive a free add-on in your blended drink.

The George Street Co-op

georgestreetcoop.com
New Brunswick, NJ • (732)247-8280
A storefront cooperative selling vegetarian foods.

Glut Food Inc

glut.org
Mount Rainer, MD • (301)779-1978
Natural foods at the best prices in town.

Martindale's Natural Market

MartindalesNutrition.com
Springfield, PA • (610)543-6811
Visit our full-service natural market!

Neighborhood Co-op Grocery

neighborhood.coop
Carbondale, IL • (618)529-3533
Natural foods grocery featuring fresh baked goods and deli.

Park Slope Food Coop

foodcoop.com
Brooklyn, NY • (718)622-0560
Good food at low prices. Membership open to all.

People's Food Co-op—La Crosse

pfc.coop
La Crosse, WI • (608)784-5798
Featuring the best in organic, local, and natural foods.

Purple Dragon Co-op, Inc.

purpledragon.com
Glen Ridge, NJ • (973)429-0391
Organic produce shares in NY/NJ from local farms weekly.

Rainbow Grocery Cooperative

rainbow.coop
San Francisco, CA • (415)863-0620 ext. 417
Certified-organic produce, bulk and packaged food, more.

Takoma Park-Silver Spring Co-op, Inc.

tpss.coop
Takoma Park, MD • (301)891-2667
A natural food grocery store with a wide selection.

Food—Products

AcroAma Blends

acroamablends.com
Galena, IL • (563)552-7415
Gourmet organic seasoning blends made with Celtic Sea Salt[®].

Annie's, Inc.

annies.com
Berkeley, CA • (510)558-7551
Annie's Homegrown, Fantastic Foods, and Consorzio products.

A Stop
on the Road
to a Green Economy

GREEN RESTAURANTS & GROCERY STORES

Gaumenkitzel Restaurant  offers organic German “slow food” in Berkeley, CA (see p. 120).



The greenest grocery stores, online food outlets, and restaurants offer good food grown and made without chemical pesticides, genetically modified organisms, and unhealthy artificial ingredients.

EAT ORGANIC—AFFORDABLY!

Eat well and save money with these tips:

VOLUNTEER AT YOUR LOCAL FOOD CO-OP

Some food co-ops will give you a discount in exchange for volunteering on the co-op floor. Also, since they're owned by their members, they generally keep prices lower than an organic grocery store.

SEE IF YOUR LOCAL COMMUNITY SUPPORTED AGRICULTURE (CSA) PROJECT OFFERS DISCOUNTS


Prices at a CSA are likely to be better than stores, since you're cutting out the middle merchants. Some offer discounts in exchange for an hour or more of work on the farm. Check out localharvest.org to find an organic (or close-to-organic) CSA.

START A FOOD-BUYING CLUB

Buying bulk quantities very often saves money. So consider joining or forming a buying club with a few friends and neighbors. Your group can shop in bulk at a warehouse store that offers organic items or place bulk group orders with an online natural food/products cooperative. You won't waste food, and you'll get great

discounts together. (See p. 139 for info on starting a buying club with Frontier Natural Products Co-op 

SHOP SALES

Look for sales at your local or online organic food market. Sign up for sales alerts if the store offers them. And when you find something you love on sale that you can freeze or can, consider doing so to take full advantage of price drops. (See p. 135 for a way to get a discount from Thrive Market 

GROW YOUR OWN

Planting a little garden is fun, and you can save money over shopping for produce at the store. Plus, you have total control to farm your little patch of land (or containers) organically.

EAT LESS MEAT

A plant-based diet typically costs 25 percent less than a meat-eater's diet, according to bestselling author John Robbins.

What to Avoid on the Menu

*Conventional restaurants often serve these unpalatable items.
For a better dining experience, try a green restaurant instead.*



Minerva Studio / Shutterstock

Worker Exploitation

According to a two-year survey of 15,000 restaurant workers, tips average 0–10 percent of US kitchen workers' hourly incomes, but for bartenders and servers, incomes could be as much as 70 percent tips. Without tips, many restaurant workers would make poverty-level wages.

A Lack of Transparency

The main problem with conventional restaurants is that you don't know where the food comes from. Produce may be grown with pesticides or genetically modified organisms, for example. Meat may have added hormones or fillers, or come from environmentally destructive confined animal feedlots. Then there are workers to consider. The meatpacking and fishing industries can be dangerous and intense for workers. Migrant workers who pick produce may also be exposed to harsh conditions for very little pay.

Thai Shrimp

Much of the shrimp we eat and buy from US restaurants and grocery stores comes from Thailand, a country that has for too long allowed human rights abuses to happen in the shrimp-fishing and -processing industries, as workers are kidnapped or tricked into slave labor on shrimp boats.

Palm Oil

Palm oil is an ingredient in many foods and other types of consumer products. But the production of the oil promotes rainforest destruction and often destroys habitats, especially for already endangered orangutans. The Union of Concerned Scientists has compiled a scorecard of brands that have made commitments to use only sustainably sourced palm oil at bit.ly/2drkPzY. Major packaged food companies like Unilever, ConAgra, and Nestlé have made strong commitments for sustainable palm oil; most fast food chains and big grocers are sadly far behind.

Water Contamination

Many hormones, drugs, and fertilizers are used to fuel the fast food industry. Leakage of pathogens from concentrated animal feed operations (CAFOs) have led to serious water contamination issues including total coliform and *e-coli* outbreaks in areas like California's San Joaquin Valley and Florida's Indian River County.

Excess Paper and Plastic Waste

Have you ever noticed how much packaging fast-food restaurants use? The straws, wrappers, containers, and to-go bags add up to an excessive amount of Styrofoam, paper, and plastic waste. According to One Green Planet, fast-food packaging is responsible for more than 40 percent of all litter—a huge and unnecessary mess.

Greenwashing

There's a huge demand right now for sustainably and locally sourced protein, veggies, and other parts of restaurant meals, and some restaurants are lying to meet it. In the past year, investigative reports by the likes of *The Tampa Bay Times*, *Washington City Paper*, and *Inside Edition* have revealed that restaurants claiming to serve fresh meats from the US are really serving frozen, imported meals that don't measure up to their green claims.

Find a green restaurant on p. 120 and at dinegreen.com!

FOOD LABELS TO LOOK FOR

BEST

The following independent labels are rigorously researched and monitored.



Animal Welfare Approved: Animals are raised on pasture or range on true family farms with stringent welfare standards, from breeding to slaughter.



Certified Organic: Monitored by the US Department of Agriculture (USDA). Organic production prohibits the use of synthetic pesticides, hormones, antibiotics, and other inputs. It also bans the use of genetically modified organisms (GMOs). It also mandates that animals must be fed organic feed and raised in living conditions that “accommodate their natural behaviors.” The USDA organic seal means that 95–99 percent of the ingredients of the product by weight is organic. Products made with 100 percent organic ingredients may have the seal and another label that says “100 percent organic.”



Demeter Biodynamic: Biodynamic farms use methods that are holistic, ecologically sustainable, and

minimize reliance on external inputs. The Demeter Biodynamic standards also require that at least 10 percent of the farm is set aside as a biodiversity reserve.



Fair Trade: Fair trade labels (from Fair Trade USA, Fairtrade America, IMO Fair for Life) mean the food meets the supply chain standards of local sustainability, decent working conditions, and fair prices for farmers and workers.



Grass Fed (American Grass-Fed Association): This label appears on beef. It indicates that the American Grass-Fed Association (AGFA) verifies a 100 percent forage diet, no confinement of the cattle, and no antibiotics or added hormones.



Non-GMO Project Verified: Assures that a product contains less than

0.9 percent GMOs, which allows for accidental contamination. It does not preclude the use of toxic pesticides and fertilizers.

CAUTION

There is no independent verification system for the following labels. While the government has minimum standards for some (though not all) of these labels, compliance might be verified through self-reporting.

Natural: The FDA mandates that products with this label must explain the use of the term, such as no added colors or flavorings, minimally processed, etc. The legal definition refers to “natural” processing, not farming practices.

No antibiotics: Antibiotics are often given to livestock animals to prevent and manage diseases. This label may be used on labels for meat or poultry.

No hormones added or administered: Hormones are often used in the production of livestock to speed the growth rate or increase milk production in an animal. You may see this label on beef products, but hormones are not allowed in the use of raising pigs or poultry, so it is unnecessary to label them as hormone-free.

Cage-Free: This term is mostly for egg-laying hens and means they were raised without cages, but the hens usually live indoors in barns or warehouses. It does not restrict other problematic practices of raising hens, such as overcrowded conditions or beak cutting.

Vegetarian-Fed: Means that the livestock in the product were raised on a diet without animal products. It does not define welfare practices.

Free Range/Roaming: For poultry only. To receive the label, the producer must demonstrate there is outdoor access, but does not need to specify the quality or size of the space, or whether or not the birds actually go there.

GOOD



Made with Organic Ingredients: These food products must contain 70–94 percent organic ingredients by weight but will not have the USDA Organic symbol on them. Instead, up to three organic ingredients may be listed on the front of the package. Companies may use the words “made with organic ingredients” on product labels.

The USDA monitors this label, which isn’t as strong as the “best” labels, above, but is still a good choice.

Sources: Animal Welfare Approved (AWA) and Grace Communications Foundation Sustainable Table Food Program, Organic.org

Tips to Eat



USE REUSABLE SHOPPING BAGS

The average American family accumulates 60 plastic bags in just four trips to the grocery store. Reusable shopping bags are a great way to reduce plastic waste.

SHOP AT A FARMERS' MARKET OR LOCALLY OWNED GROCERY STORE

As mega stores like Walmart and Sam's Club move in, local family grocers struggle to compete for neighborhood business. Big-box grocers siphon money out of your local economy, and they gouge suppliers, driving a race to the bottom that often results in workers laboring under sweatshop-type conditions. Your local, independent store, on the other hand, supports your local economy and may be more responsive to requests to stock the organic and fair trade products you want.

Green



EAT LESS MEAT

The average meat-eater in the US is responsible for 1.5 tons more greenhouse gases than a vegan. In addition, livestock farming contributes to water pollution, algae blooms, ocean dead zones, and more.

EAT MORE IN-SEASON FOODS

Eating foods in season saves money because it costs companies less to distribute and sell foods that are growing in abundance. Buying foods in season also prompts greater support for local farmers who can supply fresh, sustainable, and organic food options.

SUPPORT YOUR LOCAL FOOD CO-OP

This directory lists many of the food co-ops around the country that offer a range of natural and organic foods. Food co-ops are owned and operated by their members, for the benefit of those members. So prices on organic and fair trade goods are often the lowest around! See the “Food Co-ops/Stores” category on p. 110.

JOIN A COMMUNITY-SUPPORTED AGRICULTURE (CSA) PROJECT

A CSA is a farm that sells a share of its harvest to its members or subscribers. Members pay at the start of the growing season, giving farmers the money they need to stay afloat. In turn, customers get weekly or biweekly baskets of fresh, seasonal, and often organic or close-to-organic produce. Check out localharvest.org to find a CSA near you.

ENCOURAGE LOCAL STORES TO GO FAIR TRADE

Encourage managers of the grocery stores at which you shop to increase the amount of fair trade food they carry. See p. 113 for a list of fair trade food options.

GO INDIE WHEN YOU GO OUT

When eating out, look for independent restaurants that offer organic items. Your purchases will support organic farming and the local economy, not a large chain with unsustainable practices.

FIND A CERTIFIED GREEN RESTAURANT

The Green Restaurant Association certifies restaurants based on environmental standards, including water efficiency, waste reduction and recycling, sustainable building materials and goods, sustainable food, energy-efficiency, reusables, and chemical and pollution reduction. Find a certified restaurant at dinegreen.org. Green America has a similar standard for the green restaurants that appear on p. 120.

PRESERVE FOOD

Preserving food via freezing, drying, canning, pickling, and fermentation can reduce waste and allow consumers to enjoy their favorite foods for longer amounts of time.

WASTE LESS

Americans waste 40 percent of their food somewhere on the path from farm to table. Curb that needless waste with our tips in the “Tackling Food Waste” issue of the *Green American*, online at greenamerica.org/FoodWaste/.



Barbara's Bakery, Inc.

barbarasbakery.com

Marlborough, MA • (800)343-0590

Founded in 1971, Barbara's Bakery is a leading manufacturer of all-natural and organic breakfast cereals, cookies, crackers, and snacks.

Braga Organic Farms

buyorganicnuts.com

Madera, CA • (559)975-9236

A small family farm that grows organic pistachios.

Canaan Fair Trade

canaanusa.com

Madison, WI • (608)310-9976

Canaan Palestine offers olive oil and other delicacies produced by over 2,000 small farmers, organized in village cooperatives and represented by the Palestine Fair Trade Association (PFTA). Canaan supplies bulk as well as finished and packaged olive oil and other goods to Europe, North America, Australia, Asia, and the Middle East. Our olive oil and all of our products come with a Palestinian Certificate of Origin. Certified organic. Certified fair trade.

CCOF, California Certified Organic Farmers

ccof.org

Santa Cruz, CA • (831)423-2263

Promotes organic agriculture and certifies organic growers.

A LEADER OF THE GREEN BUSINESS NETWORK®**CLIF BAR & COMPANY**

clifbar.com

Emeryville, CA • (800)884-5254

A leading maker of nutritious, organic foods and drinks, including CLIF® Bar energy bar, LUNA®, The Whole Nutrition Bar for Women®, and CLIF Kid®, Nourishing Kids in Motion®. Focused on sports nutrition and snacks, the employee- and family-owned company is committed to sustaining its people, brands, business, community, and the planet. See ad on pages 2 and 3.

Earthbound Farm

ebfarm.com

San Juan Bautista, CA • (888)328-6742

Grower and shipper of organic salads, fruits, and vegetables.

Eden Foods

edenfoods.com

Clinton, MI • (888)424-3336

A principled, 47-year independent natural food company offering 400+ authentic, organic, traditional, kosher, pure foods. Eden brand is never adulterated with irradiation, preservatives, toxic additives, food colorings, refined sugars, or genetically engineered ingredients. Information and 1,130+ free recipes are at www.edenfoods.com. Retailers, institutions, and co-ops please visit access.edenfoods.com.

Call or visit us online for a free catalog and recipe booklet.

Earl's Organic Produce

earlsorganic.com

San Francisco, CA • (415)824-7419

Effective, efficient wholesaler with retail sensibility.

EFFI Foods

effifoods.com

Los Angeles, CA • (310)994-3747

Organic, holistic food, and nutraceuticals.

FAIR INDIGO
Ethical Apparel
Summer 2016

**Green America's
PEOPLE & PLANET
AWARD**

greenam.org/
1EVk4tQ

Endangered Species Chocolate

chocolatebar.com

Indianapolis, IN • (800)293-0160

All-natural and organic chocolate from ethically traded cocoa.

Foods Alive

foodsalive.com

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HEMP BASIL PESTO

1/2 cup Nutiva Organic Hempseed
2 cloves garlic
1 bunch fresh basil leaves
1/2 cup parmesan cheese
4-5 tbsp olive oil
salt & pepper, to taste

Place all ingredients in a food processor. Blend until smooth.



Revolutionizing the way the world eats

Expired...or Not?

*Those dates stamped on your food don't mean what you think...
Scientist and author Dana Gunders explains how to extend the life of your food.*

Those “expiration dates” printed on your food? In most cases, they’re not really expiration dates.

The stamped “use by,” “sell by,” and “best by” dates on food most often do not indicate safety.

Manufacturers establish and print the dates, in general, to indicate when an item is at peak freshness and optimal taste. In other words, they have nothing to do with your health.

But the fact that most people and businesses interpret the stamped dates as when the foods start to spoil means a lot of food is prematurely thrown out. In his book *American Wasteland*, Jonathan Bloom reports that grocers toss an estimated \$2,300 per day of food that is “out of dates.”

Most stamped dates on food are not federally regulated but are regulated “inconsistently and intermittently”

at the state level, says Dana Gunders, senior scientist at the Natural Resources Defense Council and author of *Waste-Free Kitchen Handbook* (see the note at the bottom of this page). “Many foods will stay good for days or even weeks after the date on the package.”

The only federally regulated exception is baby formula, and the dates on it indicate when nutrients start to decline, not that it’ll make your child sick.

Bottom line: A food past its stamped date may not necessarily be bad, so don’t automatically toss it out.

Gunders says that a lot of waste could be spared if people better understood food date labels: “Taste the product, smell the product. If it seems fine to you, it’s probably fine to eat,” she says.

Try the tips below to tell when your staple foods are safe to eat and can

be revived—and find more foods in Gunders’ book.

A NOTE OF CAUTION: Gunders advises being careful with products that experts tell pregnant women to avoid for safety, such as deli meats and unpasteurized dairy products.

“The reason they tell pregnant women to avoid those is because of a pathogen called *listeria*. *Listeria* is exceptional in the world of bacteria because it can survive, and actually multiply, under refrigerated conditions, where others can’t.”

While *listeria* is most likely to be found on those two foods, the Dept. of Health and Human services also calls out hot dogs, soft cheeses, refrigerated smoked seafood, and raw sprouts as having potential for contamination. Cooking the item kills the bacteria.

—Eleanor Greene

VEGETABLES: DON'T FEAR THE WILT



Asparagus: Freshest at 3 to 5 days. *Use it up:* If spears start to wilt, soak in cold water with 2-3 Tbsp. sugar.



Broccoli: Freshest at 5-7 days. *Use it up:* Eat the stalks! It helps to peel off the tough outer skin. To revive limp broccoli, apply ice directly to bunches, or plunge into ice-water bath, drain, and place in refrigerator.



Carrots: Freshest at 2 weeks; a few months in a root-cellar environment. *Use it up:* Peel away external layers of bruised or browned carrots. Revive limp carrots by placing in ice bath for 1 hour, or use in soups, stews, and stocks.



Celery: Freshest at 2 weeks. *Use it up:* Revive wilted celery with a 10-15 minute soak in ice water.



Garlic/Shallots: Unpeeled, freshest at a few weeks to several months. Peeled, up to several weeks. *Use it up:* If garlic grows a shoot while in storage, that can be eaten.



Greens, Salad: Freshest at 7 days. *Use it up:*

- Heads of lettuce: Remove several outer leaves and cut away bruised parts.
- Packaged lettuce: Remove bad pieces and soak the rest in ice water for 5-10 minutes.
- Wilted greens: Soak in ice water for 5-10 minutes.



Onions: Freshest: Whole, several months. Cut, 7 days. *Use it up:* Sprouting onions are safe to eat—simply remove sprouts. Remove bruised/brown layers.









Tomatoes: Freshest: Whole/ripe, up to 3 days at room temperature. Cut or nearing overripe, 2-3 days in refrigerator. *Use it up:* Cracked tomatoes can still be eaten. Just cut out and discard the cracked parts.













Adapted with permission from *Waste-Free Kitchen Handbook* by Dana Gunders (Chronicle Books, 2016). Read the book for more tips on extending the life of your food and cutting down on food waste, including ideas for optimal storage, use-it-up recipes, planning waste-free meals, and more.

FRUIT: A LITTLE BROWN WON'T HURT

-  **Apples:** Freshest: up to 6 weeks in refrigerator, longer in a root cellar environment. *Use it up:* A few bruises are fine and can be cut out. Cook mealy or wrinkled apples into applesauce, apple pies, apple crisps, etc. Discard mushy fruit.
-  **Avocados:** Freshest, whole, 2-5 days in refrigerator. *Use it up:* If you find an avocado isn't ripe enough after you cut into it, sprinkle the surface with lemon juice, close it back up around the pit, wrap tightly, and place it back in the fridge until ripe. If your avocado or guacamole has turned brown, skim off the brown parts. Parts that are green are still edible. (So are the brown parts, though they may not taste as good.)
-  **Bananas:** Freshest: Less ripe, 5-7 days. Ripe, 1-2 days. *Use it up:* Browning or spotted bananas are perfectly fine to eat. Bruised parts of the banana can be cut away or used. Very brown or black bananas are great for baking.
-  **Berries:** Freshest: Raspberries, blackberries, strawberries, 2-3 days. Blueberries, 10 days. *Use it up:* If a small amount of berries show mold, throw out only those that are obviously bad.
-  **Citrus:** Freshest: 4-5 days on the counter. 3-8 weeks in the refrigerator. *Use it up:* The inside of citrus may be good even when the peel shows damage. Open and investigate.
-  **Grapes:** Freshest at 2 weeks. *Use it up:* Only throw away the obviously bad grapes and eat the rest. Freeze grapes that you might not get around to eating in time.

PANTRY STAPLES: HOLD A REVIVAL

-  **Bread:** Freshest: Counter, a few days. Freezer, 6 months. *Use it up:* As long as it's not too old, stale bread can be reversed by toasting or reheating at about 140°F. There are myriad recipes for stale bread—bread pudding, bread crumbs, and more.
-  **Coffee:** Freshest: Room temp., up to 2 weeks. Freezer, 1 month. *Use it up:* Place an open bowl of coffee beans in your refrigerator to reduce unwanted odors. (Do not use to make coffee after this.) Rub your hands with coffee grounds to reduce lingering odors such as garlic.
-  **Honey:** Freshest: a few years. *Use it up:* Crystallized honey is still good! To re-liquefy, take off lid and place container (glass is best) upright in a pan of warm water for 10-20 minutes, stirring occasionally.
-  **Mayonnaise:** Freshest: Commercial, unopened, 2 years. Opened, 2-3 months. *Use it up:* If the oil has crystallized, stir gently and add a few drops of water to re-emulsify it.
-  **Nut Butters:** Freshest: Commercial, unopened, 6 months. Natural, opened, 3 months. Natural, unopened, 2 years. *Use it up:* If the oils separate, simply stir it back into the butter. Do not drain it off.
-  **Oils (olive, sesame, vegetable, coconut):** Freshest:
- Coconut oil: 2 years in a cool, dark, dry place.
 - Vegetable oil: Unopened, 1 year. Opened, 2 months.
 - Olive oil: Unopened, 2 years from harvest date. Opened, 3 months.
 - Sesame/flavored nut oils: Unopened, 1 year. Opened, 2 months.
- Use it up:* If oil begins to go rancid, use it to polish and condition both wood furniture and leather shoes, fix squeaky doors, or free stuck zippers.
-  **Quinoa:** Freshest at 1 year. *Use it up:* Bake uncooked quinoa into cookies for an added crunch.
-  **Rice:** Freshest: Dry (brown and wild), 6-12 months. Dry (white): indefinitely. Cooked (all), 1 week. *Use it up:* To soften leftover rice that has hardened, add a small amount of water and heat gently.
-  **Soy Milk/Milk Substitutes:** Freshest: Shelf-stable carton, unopened, up to 12 months. Refrigerated packaging, unopened, 7-10 days. All packaging, opened, 5-7 days.
-  **Sugar, Brown:** Fresh indefinitely. *Use it up:* To soften hardened brown sugar, place in a bowl with a slice of bread, an apple slice, or a couple of damp paper towels. Cover tightly and let sit for 2 days. Remove the bread, apple, or towels after the sugar softens. Stir with a fork.
- To soften more quickly, remove from the package and pour into an oven-safe container. Place in an 250°F oven. As soon as it's soft, measure out the amount you need, as it will quickly harden. Use caution, as it will be very hot.

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Greyston Bakery pioneered an innovative “open hiring” practice, in which all who want a job with the company can have one, no questions asked.

Greyston Bakery

greyston.com

member 23 years

A brownie bakery with a “great, big, disruptive idea”

If you’ve had a Ben and Jerry’s ice cream with brownies in it, like the Chocolate Fudge Brownie ice cream, you’ve had Greyston Bakery’s products. Greyston has been baking brownies and cookies for wholesale and retail since 1982, when Bernie Glassman, a Brooklyn native and Zen Buddhist, first opened the bakery in Yonkers, NY. And from the beginning, what made the company stand out was its practice of “open hiring.”

“Open hiring means that anyone who wants to have a job and experience the dignity of work at the bakery puts their name on a list, gives us their cell phone number, and when their name gets to the top of the list, they get a job. Period. Full Stop. No questions asked,” says Jonathan Halperin, the head of external affairs at Greyston.

Even if a person has been previously incarcerated or is homeless, they can find a job at Greyston—no interviews, no resume perusals, no background checks. With numerous studies showing that it’s extremely difficult

for ex-offenders to find a job and rebuild their lives after prison, open hiring is a radical idea that could give a hand up to tens of thousands if widely embraced.

It’s worked out well for the company. Halperin says that the worker success stories far outnumber any challenges.

For example, Greyston worker Dion gave this testimonial to his bosses: “If not for Greyston, I would be on the streets. Nine years later, I’ve been promoted, and I spend every day mentoring new employees.”

Halperin says one person getting employed helps not only them, but also their community: “For the person’s partner, the person’s neighbors, the community, there’s a positive ripple effect that’s created.”

Since opening its doors, Greyston’s Bakery has hired over 3,000 employees through its open-hiring initiative and produces 35,000 brownies a day, which contain fair trade ingredients and are made with zero preservatives.

*“We don’t hire people to make brownies; we make brownies to hire people.”
—Jonathan Halperin, head of external affairs*

continued on next page

Participants from throughout the Yonkers, NY, community grow and enjoy fresh products from Greyston's ten community garden sites.



The Greyston Early Learning Center is an affordable day care center for Yonkers community members. The center has served more than 2,000 children since it opened in 2000.

The company has new Chocolate Chunk and Harvest cookies sold at Whole Foods, too.

Now, Halperin says, the company is looking at expanding its practices to the rest of the country.

"We are opening up the Center for Open Hiring at Greyston," he says. "We are hoping to teach the practice that we have been refining for 35 years to other companies."

The socially minded bakery is also taking steps toward a zero-waste future and has installed solar panels on its roof.

Greyston Bakery is a for-profit business, but even so, much of those profits go toward numerous programs aimed at lifting up both Greyston employees and all of Yonkers. One of the most prominent is a community housing program that provides a combination of free and paid housing for individuals struggling with mental and emotional health and for people affected by HIV. The bakery also

heads community gardens located in ten sites across the city, an Early Learning Center to provide affordable day care and early childhood education to children in the area, and a Workforce Development programs that allow young adults in the community to take classes and work with other companies to gain valuable career experience.

Greyston wants other communities to benefit from its practices. As a green business working for both people and the planet, Halperin says the idea is that as the business grows, the employees grow with it.

"We don't hire people to make brownies. We make brownies to hire people," says Halperin. "And by that we mean that the purpose of Greyston is to provide employment opportunities to people who generally are not offered them. It's a pathway to a better life."

—Milan Polk & Sytonia Reid

4 Easy Steps to Get GMOs Off Your Plate

1

AVOID HIGH-RISK INGREDIENTS



US crop
GM in 2013:

90%

CORN

Corn makes its way into numerous processed foods, in the form of corn oil, corn starch, and high-fructose corn syrup.



90%

COTTONSEED

Cottonseed oil is available as a standalone product and as an ingredient in margarine and salad dressings, as a frying oil for potato chips, and more.



95%

ALFALFA

Any non-organic dairy product could come from cows fed GM alfalfa. Much of the US alfalfa crop is likely GM from cross-contamination from adjacent GMO crops.



93%

SOY

Soy shows up in many non-organic soy products like tofu, soy milk, and tempeh, as well as in processed foods containing soy-based ingredients like lecithin, soybean oil, vitamin E, and more.



90%

CANOLA OIL

Canola is a popular cooking oil.



US crop
GM in 2010:

80%

PAPAYA

All papaya grown in the US could be GM or contaminated with GMOs.

SUGAR BEETS

Any bags of non-organic sugar or products containing sugar that do not specify "pure cane sugar" are likely to contain sugar made from GM (genetically modified) sugar beets.



NEW: APPLES

New GM apples hit US markets in 2017. In the next two years, the company behind them plans to launch several varieties as well as packaged apple slices—and they are not and will not be labeled.

2



BUY ORGANIC

USDA-certified organic foods prohibit the use of GMOs, as well as toxic synthetic pesticides and fertilizers. The USDA mandates that producers take steps to avoid GMO contamination and conduct random testing for GMOs.

Source: USDA
Photo by Vitaly Korovin/Shutterstock
Infographic by Green America



3

LOOK FOR NON-GMO VERIFIED, TOO

This label provides independent, third-party assurance that a product contains less than 0.9 percent GMOs. It does not preclude the use of toxic synthetic pesticides and fertilizers.

4

AVOID PROCESSED FOODS

The list of hidden GM ingredients in non-organic processed foods is long, ranging from ascorbic acid to xanthan gum. Get a full list via the Institute for Responsible Technology at responsibletechnology.org/buy-non-gmo/.

A Stop
on the Road
to a Green Economy

Custom restored Los Angeles Conversation Chairs from A Circle HomeTM
reupholstered with natural materials and no toxins (see p. 126)..

ECO-FRIENDLY FURNITURE

The furniture you choose can make your home or office a healthy space for both you and the environment.

90 percent. According to the EPA, that's the amount of time the average American spends indoors. Here are some tips to seeking out furniture that is eco-friendly and can help ensure time spent in your home is toxin- and waste-free.

8 Eco-Friendly Furniture Tips

1. JUST SAY "NO" TO ...

Flame Retardants: Though chemical flame retardants are no longer required on upholstered furniture by law, some manufacturers still use them on the fabric and inner foam padding. Flame-retardants have been associated with cancer as well as reproductive, developmental, and neurological disorders. Buy from green businesses, or a retailer that has pledged not to use these chemicals.

Unfair Trade: Discount furniture can be produced at low costs because workers who create it are often paid remarkably low wages. Alternatively, buying fair trade ensures that workers labor under healthy, cooperative conditions and earn a living wage plus a premium to improve their communities. Or, buy from indie artisans.

"Built to Break": Trendy designs from "fast furniture" companies aren't built to last and promote rampant furniture buying, contributing to deforestation and burgeoning landfills.

2. BUY LOCAL

Furniture parts and pieces often come from a variety of locations before they arrive at your favorite retail furniture store. Shipping between these locations requires more gas and therefore, more greenhouse-gas emissions. Purchasing furniture from local stores that are made by local artisans helps reduce excess shipping and keep money circulating in your local economy.

3. CHOOSE NATURAL FABRICS

For upholstered furniture, consider linen or organic cotton. Linen needs few chemical inputs to grow, and organic linen is an even greener choice. Organic cotton is grown without the use of synthetic pesticides and wool is naturally flame-resistant.

4. GET ECO-FRIENDLY WOOD

Look for wood furniture made from reclaimed wood and from wood certified by the Forest Stewardship CouncilTM (see #8).

5. KEEP SPACE IN MIND

Buying furniture that serves multiple purposes and can be disassembled can help save space in your home. Get a small table that can act as both a night stand and a meal tray, or a bed frame with attachable dresser drawers. These neat qualities can ensure you get the most out of your investments and make for easy recycling in the future.

6. USE RECYCLED PIECES

Buying recycled means using fewer resources and materials overall for manufacturing. “Recycled” is different from “recyclable”—the latter has been made with new resources, but it still has an eco-benefit. Recyclable pieces can be broken down into parts that are a single material, which can then be more easily recycled. “Recycled” could mean your furniture is made from recycled plastic or metals, or reclaimed wood.

7. LOOK FOR HEIRLOOM QUALITY

Heirloom-quality furniture made with durable materials can save resources and money. Invest in high-quality furniture pieces that will not only not have to be replaced, but can be passed on to younger generations and preserve family history.

8. KNOW YOUR LABELS

Look for these labels to be sure your furniture products are environmentally sustainable.



The Forest Stewardship Council[™] (FSC): ensures lumber comes from sustainably managed forests or reclaimed sources. Dozens of types of wood are produced in FSC-certified forests, in which the trees are regenerated, biodiversity is conserved, and air and water quality are preserved.



The Rainforest Alliance helped establish the FSC in 1993 and uses similar criteria for certifying good forestry practices, with an emphasis on conservation and local livelihoods. The Rainforest Alliance Rediscovered Wood

Certification certifies reclaimed wood as having been recovered sustainably.

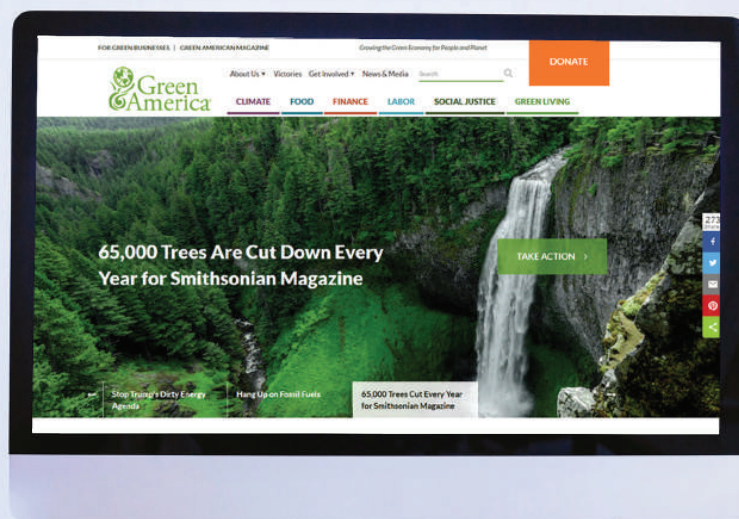


Cradle to Cradle Certification is given to products and systems that mimic nature and are efficient, fair, and waste-free. The certification evaluates products on the criteria of safety of the materials, use of renewable energy, and water stewardship, as well as how well the manufacturer closes the waste loop. Its final category, “social fairness,” checks in on the fair pay and treatment of workers as well as conditions within the supply chain.

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Tarik Yousef, founder, furniture designer, and master woodworker at TY Fine Furniture.

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Handcrafted furniture from naturally fallen trees

Tarik Yousef has been a hobby woodworker since he was 12 years old. He began by building furniture out of his basement in Ohio. Then, he decided to pursue engineering in college, which got him interested in the technical aspects of making furniture. So he continued to craft pieces on the side. His hobby got the attention of several local businesses and friends, who began requesting custom furniture from him, and that is what sparked the beginning of his eventual career.

After five years of designing stamping tools for Honda, Yousef decided to take a risk and launched TY Fine Furniture[™] as an online furniture store in 2008, offering his own handmade pieces. He eventually hired some staff—though he was and still remains the company's only furniture designer and master woodworker—and opened the first showroom in July 2013 in Columbus, OH. As his success grew, he opened up a bigger showroom in mid-2017. He continues to sell his products online across the US, as well.

His engineering skills gave him his technical precision, which he combines with artistry to handcraft platform beds, dining and side tables, chairs, cabinets, and more, all made with solid wood and organic finishes.

"We focus on domestic hardwoods," Yousef says. "Cherry, walnut, and maple are our most popular species."

Yousef never imports wood. In fact, in an effort to be as sustainable as possible, he selects all the wood he uses for the furniture from naturally fallen trees from Ohio forests. In other words, no trees are ever cut to make TY Fine Furniture.

"The importing process is so wasteful and destructive, all for very little benefit," he says.

Yousef uses organic, nontoxic, and zero-VOC finishes on his furniture that he researches and concocts himself, with some scientific assistance from his microbiologist dad. Yousef processes, mixes, and bottles the finishes in house, including his signature oil-and-wax blend finish, which helps minimize or erase scratches and creates a smooth, matte look. Certain oil bases in the finishes are food grade, because that guarantees the safest ingredients, says Yousef. He did not want to breathe in nasty chemical fumes while working on his furniture—nor did he want his customers to be exposed to toxins.

"You're getting your money's worth—you're not

continued on next page



All TY Fine Furniture pieces are handcrafted from naturally fallen trees and coated with nontoxic finishes. Pictured top: Modern ONE Platform Mid-Century Modern Bed. Middle: Walnut and cherry Custom Console Table. Bottom: Barcelona Coffee Table.

getting crap," he says of his products.

TY Fine Furnishings also sells medically approved massage chairs, which means that they were tested by various associations to make sure that they can help you and your body. And the brick-and-mortar store offers a selection of Naturepedic[®] organic mattresses for the bedroom.

Yousef also takes pride in taking care of his employees, he says: "My goal isn't to buy myself a mansion. Everyone gets elevated together—our salaries are the same. We pay well."

He says he often sees the same customers repeatedly and develops a relationship with them. He notes that their loyalty may be due to the fact that they care about the durability and sustainability of their furniture, and they know Yousef cares about these things as well.

"Almost every customer will call or e-mail a thank-you note once they receive an item," says Yousef. "Those customers are typically shocked by the level of quality and workmanship that their money bought."

—Alexis Wilson



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5 Steps to a Sustainable Yard and Garden

1. Lay off the fertilizer.

A 2015 study by the Appalachian State University in North Carolina found that highly manicured lawns actually give off nitrous oxide, a greenhouse gas that's 300 times more potent than carbon dioxide. Why? Owners are more likely to dump lots of nitrogen-based fertilizer in concentrated patches, and that fertilizer breaks down into nitrous oxide. While more studies are needed to confirm the findings, it's just common sense that dumping chemicals onto your yard is bad for the planet. So be a little lazy, and let your yard get a little wilder. And if your garden needs an extra boost, use compost or other organic fertilizer.

2. Say no to pesticides and herbicides, too.

Pesticides and herbicides can foster "superweeds" and hardier-than-thou bugs that have grown immune to them. Plus, they contaminate waterways and contribute to turning rich, carbon-sequestering soil into dead dirt. Keep your yard and garden organic. Rodale Books offers plenty of organic gardening books and magazines to help.

3. Grow your own organic veggies.

You'll not only keep the soil underneath your organic garden healthier, but you'll save money, too. See our box on p. 132 showcasing the top ten money-saving crops for your garden.

4. Compost your organic waste.

Mix food scraps and yard waste together to create magic—in the form of rich compost that is an ideal organic fertilizer for your garden and house plants. Wondering which type to buy? Check out our article, "Pick a Composter, Any Composter" at greenam.org/PickAComposter. If you don't have a large enough yard—or any yard at all—you can start a worm composting bin and shove it under your sink. The worms will do all the work for you—no smell, no muss, no fuss. We promise, they won't escape and take over your household. Find our article on how to start a worm bin at greenam.org/StartWormComposting.

5. Choose a low-emission lawnmower.

If your homeowners' association won't let you allow your yard to go wild, keep your grass trimmed in as eco-friendly of a manner as possible. All-electric mowers don't release extra pollution, and if you power them with renewable energy, they're zero-emission. If you have a small yard or are game for a creative way to exercise, consider an old-fashioned push mower.

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Living soil contains:

Living Organisms: A full quarter of the world's biodiversity makes its home in soil: nematodes, fungi, beneficial bacteria, mites and insects, and earthworms. These organisms perform vital functions in the soil, including maintaining soil structure, regulating soil's ability to filter and hold water, decomposing organic matter, suppressing parasites and diseases, breaking down pollutants, forming symbiotic relationships with plants, and sequestering carbon.



CO₂

Organic Matter: Waste, residue, and metabolites from plants, animals, and microbes feed nutrients into the soil—and those nutrients, in the form of humus, in turn feed the plants and organisms that live in it. Much of this organic matter contains carbon, so this carbon is sequestered in the soil and in the bodies of soil microbes, rather than released into the atmosphere, where it contributes to global warming.

K
NO₂
NO₃

Minerals: Living soil contains nitrogen, phosphate, and potassium, as well as trace minerals like zinc, iron, copper, manganese, magnesium, molybdenum, and boron.



Water: Soils absorb and help purify water, benefiting plants and the human water supply. Studies show that living soil may hold at least ten percent more water than dirt.

Air: Soil contains large air spaces, allowing for proper drainage.



vs. Dead Dirt

CO₂



Dead dirt contains:

More Chemicals: Soils sprayed with copious amounts of chemical pesticides and fungicides have less organic matter than living soil, because the chemicals kill beneficial microorganisms in addition to pests.



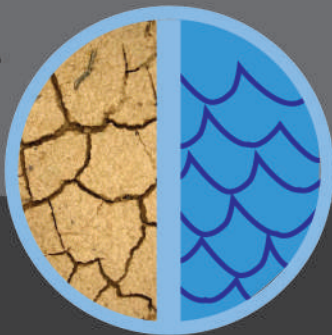
Few Organisms: Soil degraded through massive amounts of chemical inputs and excessive tillage contains far fewer living organisms than living soil. Without these living organisms, soil becomes less fertile, retains less water, is less stable (and more likely to succumb to erosion), and sequesters less carbon.

Chemical Fertilizer Overload: Degraded soils rely on chemical fertilizers to provide nutrients to crops, rather than fostering biodiverse microorganisms and the various nutrients they provide. As a result, soils are overloaded with nitrogen, phosphate, and potassium, and develop deficiencies in trace minerals.

Less Air: Excessive tillage can cause soil to become compacted, meaning it is less porous—so it will absorb and retain less water.



Less Water: Soils degraded through excessive chemical use and compacted due to excessive tillage absorb less water, making them more susceptible to drought and flooding.



Through regenerative farming methods—which restore and protect living soil—the world could produce up to 58% more food and help reverse global warming.

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Source: *TheCheapVegetableGardener.com*



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Brendan Ambrose demonstrates the Compost Crank® and the Compost Crank Twist (cane-shaped handle), which make turning and mixing your compost easier.



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A low-impact tool to make composting easy

Charlie Ambrose needed to solve a composting problem. He always seemed to end up with dry compost—with little to no moisture to support the bacterial life necessary to fuel the composting process. He knew due to the hot and dry climate in his home city of Tucson, AZ, he needed to be extra careful about mixing his “wet” compost (food scraps, etc.) and “dry” compost (yard waste, etc.). But his bad back made that difficult. He needed something to make turning his compost pile easier, but he couldn’t find anything in stores.

So he got to work and designed a unique tool he called the Compost Crank®, which makes it easy to mix the wet and dry compost materials together so that the whole pile becomes evenly moist. The Crank also aerates the pile to add oxygen—another key element of the composting process.

Soon thereafter, his sister-in-law Vicky saw this odd metal object leaning against a tree in his backyard, and after asking Ambrose what it was for, tried it out. She then informed him that it worked so well, she bet other composters would want to use it. So Ambrose’s wife, Sharon, who was a stay-at-home mom at the time, started a small company part-time to try selling the

Compost Crank to others.

She started out by asking the Tucson Organic Gardeners group to test the tool, and Vicky was right—the Crank was a hit. Lotech Products placed its first advertisement in the back of *Organic Gardening* magazine, and the rest is history.

Thanks to Ambrose’s self-described “dorky” sense of humor, they settled on the name Lotech Products, LLC—for “low-technology products”—which aims to “take the chore out of composting by making it as easy, effective, and fun as can be,” says Ambrose. Today, Lotech Products is still based in Tucson and is owned and operated by the Ambrose family—Charlie, Sharon, and their two sons Brendan and Brian.

“Our family bends and crafts each tool ourselves,” says Ambrose. “We are the makers, designers, printers, advertisers, students, and testers, so our customers support us directly.”

Currently, Lotech Products sells three handcrafted compost aerating tools, which they build with care on machines Charlie made himself from recycled parts: the original Compost Crank and two variations.

The original corkscrew compost aerator,

continued on next page

the Compost Crank, mixes your dry and wet organic matter, allowing you to hasten the composting process without bending or heavy shoveling. You crank the corkscrew-like tool into the compost clockwise and lift without turning. The compost at the bottom will then pull up to the top, mixing your pile.

The Special Long Compost Crank looks and operates similarly to the original, but is seven inches longer. At 52 inches long, it's designed to aerate composting toilets and taller bins.

And the Compost Crank Twist has the same working length as the original tool, 29 inches, but with a different handle, if you prefer a smaller, cane-shaped handle to the original's crank handle.

The Ambrose family uses stainless steel to make the tools, which is infinitely recyclable and corrosion-resistant without requiring additional protective coating. The handles are molded in Tucson, supporting the local economy, and are made from recycled glass-filled nylon, which is naturally UV stable.

"They are high-quality, built to last, and made-in-America compost tools that make composting easy—and easy on your back," says Ambrose.

The family strives to source materials locally and uses a minimal-packaging approach to shipping—compostable tape, recycled packaging material, and recycled paper shipping products.

They look forward to designing new products for gardening and composting. They have several ideas for bins, beds, and hand tools. Some will be multi-use, some just more efficient, and all of them will help reduce waste in the environment, says Ambrose.

"Clearly, composting is becoming a bigger part of our world, and [part of] a conscious effort towards sustainable living," says Ambrose. "We are very happy to be helping more and more people."

—Alexis Wilson

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Hopewell, NJ • (609)564-0441
Cloth gift wrapping bags, Maasai jewelry, and other handicrafts made in Kenya by women participating in our programs in rural Kenya.
Enter coupon code "GBN" for 10% off your online order.

Shasta Visions

marbles-globes-gifts.com
Mount Shasta, CA • (800)800-3693
Planet Earth jewelry, marbles, ornaments, etc.

Trees for a Change

treesforachange.com
Santa Rosa, CA • (707)508-9262
Plants trees in national forests as gifts.
15% off any order, any time. Use "GREENPAGES" as coupon code at checkout.

Truly-Life

truly-life.com
Alexandria, VA • (703)371-6802
Handmade skin care and small home furnishings.
Free soap sample for all orders from NGP readers.

Graphic Design

Beneficial Studio

beneficialstudio.com
Shoreline, WA • (425)373-5787
Web design, branding, marketing, and customer-service development.

Blue Heron Graphics

blueherongraphics.biz
Walnut Creek, CA • (925)942-0897
Full-service studio specializing in branding and marketing.
Free half-hour consultation.

ecoLingo

ecoLingo.com
Phoenix, AZ • (602)908-0824
Eco-conscious design, education, and consulting.

JVM Design

jvmmediadesign.com
Roseburg, OR • (541)677-7440
Full-service design and marketing.

Green Deals for Green Americans

When you make a purchase with the following members of Green America's Green Business Network®, your purchase will support our high-impact programs (see p. 18). In many cases, you get a discount. And for all of the offers below, you'll know that your dollars are supporting both a responsible business and Green America.

The Green America Visa



Green America has joined with Beneficial State Bank (BSB)—a leader in community-investment banking (see p. 93)—to offer a Visa credit card that makes it even easier to break up with your mega-bank.

Green America designed this Visa card to follow all the best practices in credit cards we've been recommending for years—fair fees and rates, no predatory practices, and your purchases help support both BSB's and Green America's missions. BSB directs a percentage of each purchase back to Green America. Visit beneficialstatebank.com/greenamerica.

Donate Your Car to Green America



Whether you decided you want to only use public transportation or it's time to upgrade your old clunker, why not donate your old vehicle to Green America? You'll get a tax deduction, and you'll help the environment and our mission for a green and just world. Through our partnership with CARS (Charitable Adult Rides & Services), we can accept cars, trucks, boats, motorcycles, or RVs in working or non-working order from all 50 states. Donate your vehicle today! Call 800-500-RIDE (7433) or visit greenamerica.careasy.org.

Healthy Home & Personal Care Products



PureLivingSpace.com™
simple solutions for a cleaner home and a healthier you

Discover Pure LivingSpace.com, a trusted guide for

healthy, nontoxic home and personal care products. The company sells only fully vetted and certified water filters, air purifiers, organic bedding, and safe personal care and cleaning products. PureLivingSpace.com gives an ongoing 10 percent discount to Green Americans who use the discount code PURE. Plus, it offers free shipping on orders over \$50.

Go Solar and Give Back



Green America has partnered with EnergySage to provide a simple way to go solar. The

EnergySage Marketplace gets you quotes online from multiple, pre-screened solar-panel installers and helps you compare offers so you get the best deal. Plus, EnergySage gives a royalty to Green America. Visit energysage.com/greenamerica/.

Discounts on a Variety of Green Products



Green America teamed up with Thrive Market to make it even easier to find deep-green products from Green America's certified Green Business Network members at a discount. Thrive Market is an online market that brings you organic, fair trade, vegan, and non-

GMO products at wholesale prices, saving you 25-50 percent on natural and healthy products delivered right to your door. Plus, when you join Thrive Market, part of your purchases supports Green America's work to create a green economy. Visit thriv.me/greenamerica.

Switch to Green Energy



Green America members can put their power bill to work for good with CleanChoice

Energy, which provides 100 percent clean energy from wind and solar farms. Switching is fast and easy, and your utility will still maintain the wires, prepare your bill, and provide reliable service. The big change is that you'll be supporting renewable energy instead of supplying your home with polluting fossil fuels like coal and fracked gas or nuclear power. With every signup, CleanChoice Energy donates to support groups like Green America. CleanChoice is available in select states, with more states added regularly. Visit cleanchoicenergy.com/partners/greenamerica, or call 800/249-5150 and mention Green America.

Save on Office Supplies



TheGreenOffice.com features the widest selection of

environmentally friendly office products on the market, all ranked by greenness. And where green solutions won't do or don't exist, we offer conventional alternatives for true one-stop shopping. Our 110 percent Price-Match Guarantee ensures the best pricing on the market, and through Green America, you'll save an additional 5 percent using the discount code "GreenAmericaMember". In addition, Green America earns 5 percent of your purchase as well. Visit thegreenoffice.com.

Green Gifts for the Holidays

Zarzamora / Shutterstock

Find beautiful, thoughtful gifts for family and friends of all ages that are easy on the Earth in the **Green Pages®**.

This gift guide includes our favorite green gift products, a few of which are recent People & Planet Award finalists (see box, p. 138). The companies behind these products are committed to environmental and humanitarian missions.

Skip the crowds at the store, and shop green for everyone on your list.

For the Fashionable:



Fair trade jewelry from **Coco Loco** is crafted with the purpose of sustaining both culture and environment.

The design of this handmade **Seeds of Life Lotus Brass Pendant** (\$22.00) is influenced by the Hindi culture of the artisans who made it. (cocolocojewelry.com)


Wearing these “**Feed the Food that Feeds You**”

T-shirts (\$22.07) from Savannah-based composting organization

Grow. Eat. Repeat is an easy way to challenge food waste and advocate for sustainable use of an overlooked resource—food! Profits help support the organization’s organic waste pick-up services. (grow-eat-repeat.com)



For the Well-Groomed:

Herban Lifestyle's  **Man Shaving Set** (\$60.00) includes a 5-oz. bar of pure organic Herban Lifestyle Man shaving soap, a handmade pottery mug, and your choice of a badger hair or vegan shaving brush. (See p. 39 and herbanlifestyle.com)

For the Outdoorsy Person:

This **Urban Bird House** (\$19.99) from **Gardener's Supply**™ is made of FSC-certified wood, stainless steel, and clay and recycled plastic, and is a great way to make your garden a friendly space for songbirds like wrens, chickadees, and finches. (gardeners.com)



Love carrying your own reusable water bottle but hate that your water eventually returns to room temperature? The **Plastic-Free Wool Insulated Jute Water Bottle Bag** (\$14.95) from **Life Without Plastic**™ uses a wool insulation system to keep beverages at the perfect temperature. It's made with jute, wool, and cotton and has a pocket for other goods. (lifewithoutplastic.com)

Gardener Supply's™ **Solar Bottle Lantern Kit** (\$12.95) provides an easy way to upcycle any glass bottle you wish into a beautiful night-time yard or garden accent that can be used year-round. The kit includes a steel hanger, a rubber stopper with a small solar panel, and a battery with a string of LED lights attached. (gardeners.com)



The **Jimi Wallet** (\$19.95) from **Jimi**™ is a neat invention made with recycled plastic. Jimi touts its flagship product as “the wallet for people who hate wallets.” It's thinner and lighter than your average wallet, and it's splashproof—making it ideal for hikers and bikers. Available in a range of colors as well as a clear Jimi that glows in the dark. (thejimi.com).

For the Homebody:



Each of **Sunbeam Candles'**™ eight **Manifestations Aromatherapy Pillars** (\$19.99) comes in a deep color and a unique scent, courtesy of eco-friendly dyes and natural essential oil blends. Made to “celebrate the people and occasions in our lives,” the candles come in Meditation, Goddess, Candle for Peace, Transformation, Gratitude, Blessing Candle, Birthday Candle, and Queen Bee. All Sunbeam candles are made in a 100-percent solar-powered studio, from pure beeswax and GMO-free soy wax with cotton wicks. (sunbeamcandles.com)

continued on next page

For the Homebody (continued):



EcoPlanet-EcoChoices'™ **Napa Valley Wine Scrub** (\$19.95) is rich with vitamins and anti-oxidants, which contain healing and anti-aging properties. Other natural ingredients include honey, crushed grape seeds, black currant oil, berry extracts, and Napa Valley red wine. (See p. 62 and ecochoices.com)

Need a personalized gift for a lot of people? **ECO Promotional Products'™** **Biodegradable Bamboo Cooking Set** (up to \$6.89; available in bulk quantities only) includes two spatulas and two salad serving pieces. Long-lasting bamboo is naturally anti-fungal and anti-bacterial—a great gift for your favorite chef. The price includes laser engraving of the design of your choice on the holder. (See p. 29 and ecopromotionsonline.com.)



For the Artsy Person:

Feeling crafty? **EcoPlanet-™** **EcoChoices'™** 100% (\$13.95) and 50% (\$7.95) **Organic Wool Yarn Skeins** come in a variety of colors. These plush skeins are great for sewing cozy clothes for the colder seasons. (See p. 62 and ecochoices.com.)



The fair trade **Grace Journal** (\$15.00) from **Woven Grace** is created by artists in Haiti and inspired by the island's native flowers. Currently, proceeds collected from Woven Grace will benefit recent graduates in Haiti's Terrier Rouge community who are seeking to attend medical school. The company also sells holiday and all-occasion cards. (wovengrace.org.)



Le Petit Matisse reinvents classic childhood art supplies—without the toxins. Its **Playdough Bundle** (\$22.00) includes FSC-certified wooden sculpting tools and the company's Modeling Dough, made with natural and nontoxic materials you'll recognize. (See lepetitmatisse.com.)

For the Pets:



This **Wool Pet Blanket** (\$45.00) from **Purrfect Play** (2016 People & Planet Finalist) is handmade in three different sizes from pieces of upcycled wool sweaters. Create a cozy space for your pet and add a splash of color to your home by choosing from a variety of palettes.

If it's a pet plaything you're after, try the company's

organic cotton or recycled wool **Jingle Snakes** for cat (cloth snakes with bells hidden inside, \$10.95–\$14.95) or organic cotton **Tug Toys** (\$15.95) for dogs. (purrfectplay.com)



About Our People & Planet Award

Green America's People & Planet Award recognizes businesses for their dedication to a green economy. Seasonally, we award three \$5,000 cash prizes in a range of green-business categories, such as zero-waste, worker empowerment, and sustainable food. The public nominates businesses for recognition.

For more information and to nominate your favorite green business for a People & Planet Award, visit greenamerica.org/peopleandplanet/.

Green on a Budget



People Image Studio / Shutterstock

Green America staff members share some of their favorite strategies for going green on the cheap.



"I'm a huge fan of **Dr. Bronner's** liquid **Pure Castile Soap**! (See p. 30 and drbronnerson.com.) It's a multi-purpose product. I use it in the shower, and, combined with water, in foaming hand soap dispensers around the house. Plus, there's a page on the company's website that lists dilutions for 18 different uses: bit.ly/2y8C5Yx. I learned you can add about 1/4 tsp. to a bowl of water and use it as a fruit and vegetable wash. Put 1 Tbsp. in a quart of water, and it's a plant spray that will repel bugs but not harm plants."

—Rob Hanson, MEMBERSHIP MARKETING MANAGER

"I recently learned that you can wash shower curtains and liners (even the plastic ones, though fabric curtains are better for you and the environment) in the washing machine (on cold with a natural soap, and air dry), which really extends their life of looking crystal clean and not soap scummy or other grossness. It saves money and keeps old curtains out of the landfill."

—Jes Walton, FOOD CAMPAIGNS FELLOW

"I shop secondhand for most of my clothes. By buying thrift, I save money and mitigate the demand for big brands, which often don't treat workers right on the manufacturing side. I also host and go to clothing swaps—they're super fun, and you get free clothes!"

—Eleanor Greene, ASSOCIATE EDITOR

"I make my own toothpaste! It's just mixing 3 Tbsp. of coconut oil, 1 Tbsp. of baking soda, and a few drops of cooking peppermint oil in a small mason jar. It works great!"

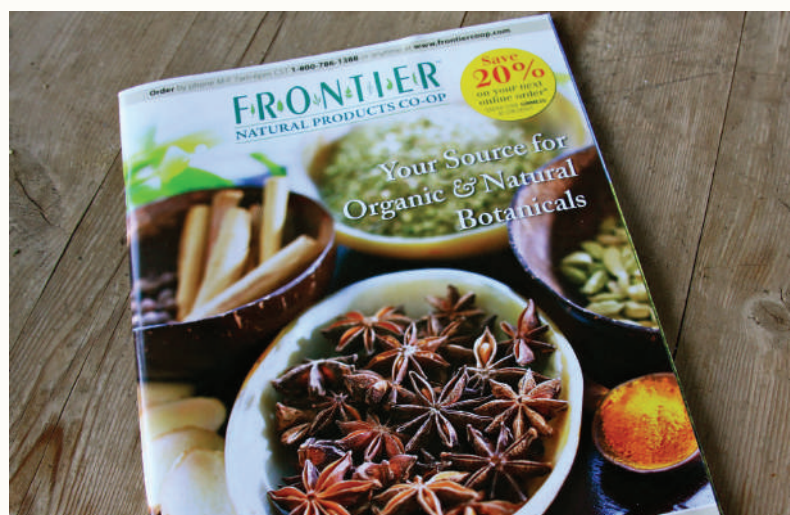
—Beth Porter, BETTER PAPER PROJECT DIRECTOR

"We have a buying club in the office with **Frontier Co-op** (see p. 116 and frontiercoop.com) where we can get organic or eco-friendly food/clothing/etc. at wholesale prices. People can set up their own buying club."

—Bernadette Morales Gaskin, SENIOR INFORMATION SYSTEMS ANALYST

"I love to receive handmade note cards and wall calendars from friends and family members, using photos they've personally taken and designed into the cards and calendars. The cards and calendars can use recycled paper, and the calendars can become keepsake albums—or the photos in them can be used to create new cards the following year."

—Fran Teplitz, EXECUTIVE CO-DIRECTOR FOR BUSINESS, INVESTING, & POLICY



Form a buying club with **Frontier Co-op**, and you'll get wholesale prices on a vast range of green products, many from members of Green America's Green Business Network®. Learn how at <https://wholesale.frontiercoop.com/start-buying-club/>.

GREEN LIVING TIPS

CLEAR YOUR INDOOR AIR

The air inside US homes is two to five times more polluted than outdoor air, according to the EPA. Take simple steps to clear the air.

- **Open the windows:** If you can, open your windows for 10-15 minutes per day, which can help flush pollutants out and bring fresh air in. Skip when the weather isn't cooperating and on high-pollen-count days, or during air-pollution or ozone alerts.
- **Vacuum right:** Use a vacuum with a HEPA (high-efficiency particulate arresting) filter, which will keep it from blowing fine-air particles back into the air after it sucks them out of your carpet. Also, vacuuming slowly captures more dust.
- **Consider hard flooring:** Carpets trap dust mites, pollen, and other particles that can exacerbate allergies and asthma, and they re-release them when vacuumed without a HEPA filter or even when someone is just walking around. Hard floors allow for deeper cleaning, which helps you keep your indoor air cleaner.
- **Take off your shoes:** Remove your shoes and ask your guests to do the same, to keep from tracking things in that could end up polluting your floors and indoor air.
- **Bring in plants:** Plants are great air filters, especially spider plants and ficus.
- **Avoid toxins:** Use nontoxic cleaning products and zero-VOC (volatile organic compounds) paints and stains when you clean or redecorate, to avoid sending toxic chemicals into your home.
- **Lay off fragrances:** Conventional scented candles and air fresheners, as well as perfumes and personal care products, can contain a whole host of chemicals in their fragrances that companies are not required to disclose. Look for nontoxic products from green companies, and use a diffuser with pure essential oils to scent your home.

Kalico Design

kalicodesign.com
Frederick, MD • (240)446-9765
Fresh and thoughtful graphic-design solutions.

NonprofitDesign.com

NonprofitDesign.com
Acton, MA • (978)635-9664
Promoting nonprofits by helping them look good.

Green Certifications

Fair Trade America

fairtradeamerica.org
Washington, DC • (202)391-0525
Independent certifier and marketer of fair trade products under international standards..


Fair Trade USA

fairtradeusa.org
Oakland, CA • (510)663-5260
Independent third-party certifier of fair trade products.

Forest Stewardship Council—U.S.

us.fsc.org
Minneapolis, MN • (612)353-4511
Supports environmentally appropriate management of world forests.

GOODWEAVE INTERNATIONAL

goodweave.org
Washington, DC • (202)234-9050
 Works to end child labor in the rug industry and to offer educational opportunities to children in the weaving communities of Nepal, India, and Afghanistan. "The GoodWeave label is the best assurance that no child was exploited to make a carpet or rug."

GREEN AMERICA'S GREEN BUSINESS CERTIFICATION

greenbusinessnetwork.org
Washington, DC • (800)58-GREEN
Awards businesses Green Business Certification based on company's practices. The certification is based on Green America's 30-plus years of growing the green economy. Standards found at www.greenam.org/certificationstandards.

Green Seal

greenseal.org
Washington, DC • (202)872-6400
Nonprofit certifying products and services based on performance and environmental impact.

Health— Products & Services

Green America provides information for consumers and businesses. We make no guarantees or representations as to the effectiveness of any of the products, treatments, or services offered by these organizations. It is always important to check with your health care provider before taking any course of treatment.

Acupuncture Medical & Research Centre, Inc.

AcupunctureAustin.com
Austin, TX • (512)336-7424
Health care in a green-built, eco-friendly environment.
Free evaluation (value \$100).

Becca & Mars

beccaandmars.com
Towson, MD • (972)824-8487
Natural bath products, skin care, and aromatherapy. Handmade.

Capsule Connection

CapsuleConnection.com
Prescott, AZ • (866)416-0291
Manufactures and distributes the Capsule Machine.

Brush with Bamboo

brushwithbamboo.com
Diamond Bar, CA • (909) 265-4ECO
Toothbrushes with plant-based bristles, bamboo handles.

DivaCup Menstrual Solution

divacup.com
Kitchener, ON Canada • (866)444-3482
The popular DivaCup: leading-edge period care.

Down to Earth

downtoearthhp.com
Beachwood, NJ • (732)930-0635
Certified cruelty-free and vegan products.

Future Tech Today Inc.

futuretechtoday.com
Eugene, OR • (541)434-0318
Discover secrets of energetic health technology.

Garden Gate Natural Foods, Inc.

Allentown, PA • (610)433-8891
Your source for all-natural diet and skin care products.
Free weekly gift basket drawing.

The Green Cross

thegreencross.org
San Francisco, CA • (415)648-4420
High-quality medical cannabis products.

Irwin Hoenig at Living Calmness

livingcalmness.com
Catonsville, MD • (410)963-6609
Gentle, respectful, effective therapy.
Information provided via email: irwinhoenigcst@gmail.com

Lake Merritt Dental

lakemerrittdental.com/
Oakland, CA • (510)834-4321
Lake Merritt Dental is a comprehensive, eco-friendly, top-rated whole oral health care clinic in Uptown Oakland, California.
Free custom teeth-whitening trays with new patient visit (\$299 value).

Lotus Massage & Wellness Center

lotustucson.com
Tucson, AZ • (520)326-7700
Excellence in massage is our specialty.

Love at First Sit

loveatfirstsit.com
Portland, OR • (503)721-1570
We provide portable ergonomic back-support systems that are fair-trade-made and available in organic hemp and cotton.

Mountain Mel's Essential Goods LLC

mountainmels.com
Welches, OR • (503)341-6048
High-quality herbal teas and natural first-aid goods!

Moving Body Resources

movingbodyresources.com
New York, NY • (212)206-7542
Classes, workshops, private sessions for all people.
Wellness shared office space.


My Healthy Home®

myhealthyhome.info
Whitehouse Station, NJ • (866)743-8563
Testing homes for mold, allergens, chemicals, safety.

Nature Sustained

naturesustained.com
Brooklyn, NY • (917)267-7615
Nature Sustained is a collective dedicated to supporting healthier, happier, and harmonious ways of being.

NEW CHAPTER, INC.

newchapter.com
Brattleboro, VT • (800)543-7279
 New Chapter® has been working toward an organic, sustainable world since our inception in 1982. Our guiding principles include advancing the organic mission and nourishing the body with the natural intelligence of whole food. We believe the natural purity of organic ingredients is better for people and better for the environment. That's why many New Chapter vitamin, mineral, and herbal supplements are made with organic vegetables and herbs. Discover the New Chapter difference—nourishment and health sourced from the Earth's most beneficial whole ingredients. Just as Nature intended.

Perfect Supplements

perfectsupplements.com/
Coventry, RI • (866)802-3860
100% natural superfoods. Organic and fairly traded.
10% off entire order with coupon code: ORGANIC10.

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Privai.com
Asheville, NC • (888)4PRIVAI
Naturally inspired skin and body care.

A Stop
on the Road
to a Green Economy

A green roof and solar panels
on top of the Breaking Ground
Contractingsm in Jacksonville, FL.
Breaking Ground planned and built
the roof and its green features.
(See p. 145 and p. 149.)

GREEN ARCHITECTS & BUILDERS



Whether you're building a new home or office, renovating an existing one, or putting on an addition, green design and construction can help you save energy, save money, and find less-toxic building materials.

***Want a house that saves energy and money, and is comfortable?
Green architects and builders offer these technologies and more.***

ACTIVE SOLAR POWER: Using rooftop panels, a solar photovoltaic system converts the sun's energy into electricity.

DAYLIGHTING: Designing a building to take advantage of the sun's natural light for indoor illumination.

ENERGY-EFFICIENT LIGHTING: Lower your carbon footprint and your energy bill by installing energy-saving compact fluorescent and LED light bulbs.

ENERGY STAR CERTIFICATION: The federal government's ENERGY STAR certification is given to products or buildings that meet certain energy-efficiency standards. Installing the highest rated ENERGY STAR appliances in your home or building will help you save energy and money.

ENERGY STAR HOME PERFORMANCE AUDIT: A program of the federal government offering home audits that evaluate the energy efficiency and indoor air quality of your home, resulting in comprehensive recommendations for improvement.

FOREST STEWARDSHIP COUNCILsm (FSC) CERTIFIED WOOD: The FSC certifies wood products to ensure they come from sustainably managed forests or are reclaimed. (See p. 125.)

GEOTHERMAL: A renewable energy system that heats and cools a structure by transferring the Earth's natural heat from the ground into a building in the winter, and sending heat from the building back to the Earth in the summer.

GREYWATER SYSTEM: A water-saving system that collects used water from sinks, tubs and showers, and appliances, and recycles it for irrigation, toilets, and other uses.

GREEN ROOF: A method of naturally cooling a building in the summer by growing plants on a flat portion of

the roof. Green roofs also filter stormwater and extend the life of a roof. For more information on whether a green roof is right for you, see Green America's article: greenamerica.org/green-roof/.

LEED (Leadership in Energy and Environmental Design): A comprehensive green-building certification system from the US Green Building Council that takes the whole building into account, from construction to indoor air quality to energy- and water efficiency.

LOW-FLOW TOILETS AND FIXTURES: Toilets and water fixtures designed to save water without a loss in pressure.

PROGRAMMABLE THERMOSTATS: These thermostats can be set to heat or cool the house less when you're asleep or away from home (i.e. at work or school), which saves you energy and money.

RAMMED EARTH CONSTRUCTION: A building technique using compressed clay to create walls and floors.

STRAW BALE CONSTRUCTION: A construction method using leftover straw from agricultural crops. Builders stucco or plaster over compressed straw walls, resulting in excellent insulation.

SUSTAINABLE FLOORING: Flooring made from rapidly renewable materials, like bamboo or cork; wood from sustainably managed forests; or recycled/reclaimed materials. (See p. 107.)

XERISCAPING: Landscaping with native plants to reduce the need for watering.

Probiocare Corp

probioclean.com
Brooklyn, NY • (844)313-9898
Innovative, sustainable hygiene solutions.

Rearz Inc./AC Medical

rearz.ca
Waterloo, ON Canada • (519)745-1000
Well-made, super-absorbent diapers for young and old.

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skinscholars.com
Woodbridge, VA • (703)634-9463
Organic. Handmade. Sustainable.
Use code "GREENEARTH" for 10% off your order.

SO Skincare System, LLC

skinoxygenproducts.com
Boca Raton, FL • (954)305-3583
For more info, visit www.skinoxygenproducts.com.
Visit website for ongoing promotions.

So Well

sowellmade.com
Skokie, IL • (847)676-5571
Our fair trade salt lights, organic beauty, healthful gourmet and green household are holistic lifestyle essentials that work synergistically to promote vibrant health. Visit us today!
Save 25% off first order. Code: COOP.
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touchasart.com
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Vega

myvega.com
Burnaby, BC Canada • (866)839-8863
Natural health products and nutritional supplements.

Village Green Apothecary

myvillagegreen.com
Bethesda, MD • (800)869-9159
Integrative pharmacy focused on healthy-living plans.
20% off nutritional supplements (except net priced items);
15% off natural body care.

Hemp Products

Dash Hemp Santa Cruz

dashhemp.com
Santa Cruz, CA • (877)561-1824
Upscale hemp clothing for men and women since 1997.
15% off using coupon code "#GP-1510" at checkout.

GoodHumans

goodhumans.com
Santa Cruz, CA • (831)420-0118
Low prices on a huge selection of natural products.
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Hemp Industries Association (HIA)

thehia.org
Summerland, CA • (707)874-3648
Trade group of 250+ hemp businesses.

KASPER ORGANICS

kasperorganics.com
Van Nuys, CA • (818)616-1717
Organic cotton GMO-free clothing and products for your home. Hemp belts, wallets, and hats made in USA! Organic scent-free wheat berry pillows. Socially responsible, small, woman-owned business. See ad on page 64.
10% off online orders with coupon code: GA10.



Lancaster Trading House, Inc.

lancastertradinghouse.com
Lancaster, PA • (800)873-4367
Hempzels & Natalies Choice hemp foods.
Free hemp friendship bracelet with internet order, just ask.

Vote Hemp

votehemp.com
Brattleboro, VT • (202)318-8999
Dedicated to acceptance of and free market for industrial hemp.

Herbs

Green America provides information for consumers and businesses. We make no guarantees or representations as to the effectiveness of any of the products, treatments, or services offered by these organizations. It is always important to check with your health care provider before taking any course of treatment.

Ayurveda Organics/Organic India USA

organicindiausa.com
Boulder, CO • (888)550-8332
100% certified organic herbal supplements.

Herbalist & Alchemist, Inc.

herbalist-alchemist.com
Washington, NJ • (800)611-8235
Practitioner-quality herbal extracts.

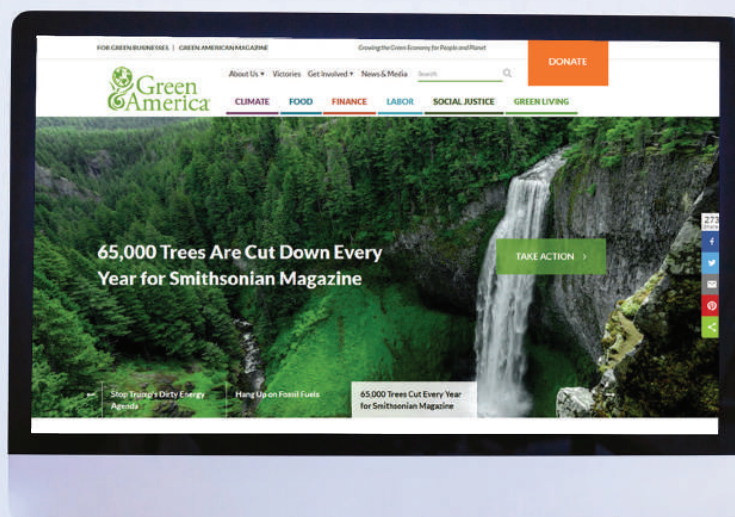
Inner Ecology Custom Herbal Formulas

innerecology.com
Chicago, IL • (773)747-1907
Formulary service for practitioners of East Asian medicine.

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with you in mind.

The green
living info you live
by has been refreshed
and is easier than ever
to find.



You can share your
favorite Green American
magazine articles with
friends and family.
The new site hosts our
comprehensive archive.



This Environment Associates home is disabled-accessible for a homeowner who is a polio survivor. It is certified LEED Platinum, the highest green-building category from the US Green Building Council's program. In addition, it earned EPA Indoor airPLUS certification for using construction materials and finishes that are as free as possible from harmful toxins.

Environment Associates, Architects & Consultants

environmentassoc.com

member 21 years

Healthy, green, money-saving homes

Over 40 years ago, LaVerne Williams began work as an architect and found that he couldn't continue in his field without considering the long-term health benefits of his clients in relation to their home.

Born in the small town of McPherson, KS, Williams grew up in what he calls a "toxin-free environment" amidst farmlands and fresh air. He didn't receive much exposure to environmental pollutants until he went to the University of Houston to study architecture and found that irritants like heavy perfumes and smog literally made him sick. When he started to explore whether building designers could do something about air pollutants, he was disappointed to find the field in general seemed to lack interest in how buildings affect human health.

"I was not a happy camper. I guess it was [through] my getting ill both emotionally and [physically] that I came to the realization that I wanted to have an office where I can control the indoor air quality. I wanted to make sure my environment was pretty clean," says Williams.

So even though it was 1975, and very few people were thinking about green building at the time,

Williams started Environment Associates Architects and Consultants, specializing in eco-friendly design.

"I've not only got architecture experience but also construction experience, which is unusual for most architects because they don't want to get their hands dirty. I did," says Williams.

Environment Associates (EA) primarily designs and builds or remodels green homes, using low-impact building materials and incorporating the home's natural surroundings into the design to help heat and cool it.

Williams also deploys solar panels, greenhouses, edible gardens, and more into his homes.

"Every house we design is designed so that it can operate off the grid," says Williams. "The houses are oriented in the right position [so you are] able to use your roofs to put solar [panels] on, and all of the homes are designed to catch rainwater."

In addition, all EA homes have more than enough sustainable features to be Leadership in Energy and

continued on next page



Interior view of the home on the previous page. This home also boasts a rainwater-harvesting system, passive solar cooling techniques, and edible and sustainable landscaping.

Environmental Design (LEED) certified. A program of the US Green Building Council, LEED certification is only available to buildings or homes that meet a high environmental performance standard.

Although, Williams adds, "We were designing green homes 20 years before LEED and other green-building programs appeared."

Green buildings aren't only healthier, says Williams, but they can save owners money in the long run. Energy-efficiency innovations like passive cooling and heating systems reduce a home's energy consumption, thereby cutting power bills significantly. Williams does not deny that green homes are financial investments, but he notes that the benefits "will pay for themselves."

"It's so hot and humid here, two-thirds of your energy bill is just cooling your home. What we've been able to do is reduce the energy consumption of our clients to only 20 percent of the Houston average" by focusing on building techniques that reduce the need for air conditioning, says Williams.

Although based in Texas, the company has designed homes people have built across the country, assessing the local climate to gauge how to use the

environment and terrain around where the clients live to the home's best advantage.

Environment Associates also uses zero-VOC paints and attempts to build with less commonly used materials that are natural yet long-lasting, like straw bale, compressed soil blocks, and more. In addition, the company builds so its clients will not need to use toxic pesticides to protect their homes—for example, by incorporating stainless steel mesh in the foundation to keep out termites.

In his work, Williams has found his clients express gratitude for the benefits of living in an EA's green home. Even prospective buyers on short visits have expressed the relief they feel from one walk through an EA house.

"One lady came up to me and said, 'I have never felt this good in a house in years'. If that's what our houses can do to someone who's chemically sensitive, look at what they can do for children growing up there. Just think what kind of good can be created from all of this," says Williams.

For those still considering why they should consider living in an EA green home, Williams believes the answer is simple. He says, "The two main reasons are better health, and you save money."

—Milan Polk and Sytonia Reid



LaVerne Williams

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GREEN HOME IMPROVEMENT



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Dresser decorated with all-natural, zero-VOC paint from the
Old-Fashioned Milk Paint Co., Inc.™ (see p. 157).

To keep your home in solid order, it's important to maintain it regularly. A new coat of paint, a seal on a deck, or a new wood railing can make all the difference in appearance and longevity. But, if you choose the wrong home improvement products, you might end up breathing in a hefty dose of toxic chemicals.

As the mother of two daughters with asthma, Green America editor-in-chief Tracy Fernandez Rysavy always uses nontoxic paint when she paints a room in her home. “The fact that there’s no ‘new paint smell’ never gets old,” she says. “I don’t feel like we’re breathing in nasty chemicals after painting, and giving a dingy-walled room a facelift never triggers my daughters’ asthma.”

There’s more to green home improvement than eco-friendly paint, too. Turn the pages for a wide array of products that’ll keep your home spiffy without poisoning your indoor air or the planet.

Did You Know...?

There's a wide array of green home-improvement products available.



Paints and stains:

When you're shopping for paint, opt for the kinds that are low- or zero- VOC, which means they have fewer volatile organic compounds. Many VOCs have adverse short- and long-term health effects. The best paints and stains are also free of hazardous air pollutants

(HAPs). You'll also want to look for paints and stains made with natural pigments and free from biocides, chemicals usually added to prevent mold. *Pictured: Low-VOC EcoLacq high-gloss lacquer from American Formulating & Manufacturing (AFM Safecoat)™ (see p. 146 and afmsafecoat.com).*



Drywall:

Drywall can contain all sorts of nasty chemicals. Look for drywall made from recycled materials, without added biocides. For example, the ReWall Company™ (pictured, see p. 146

and rewallsolutions.com) makes drywall out of used beverage cartons—no chemicals added to deter mold, because the plastic coating on the beverage containers already makes them mold-resistant.



Flooring:

Flooring made from rapidly renewable materials, like bamboo or cork, wood from sustainably managed forests, or recycled/reclaimed materials. *Pictured: Bamboo flooring from Plyboo™ (see p. 108 and plyboo.com).*

Tiles for walls or floors:



Recycled glass, ceramic, and clay floor and wall tiles are a sustainable and long-lasting option for kitchens or bathrooms. Recycled glass and ceramic tile usually comes from pre-consumer waste, while recycled clay

can be salvaged from mining operations. *Pictured: Fireclay Tile "Crush" 100 percent recycled glass tiles.*



Kohler "Composed" low-flow faucet

Toilets and fixtures:

Some toilets, showerheads, and sinks are designed to use less water without a loss in water pressure. Look for "low-flow" on the packaging or ask someone who works in the store where you're shopping to help you find them.

Countertops:

Bamboo, recycled paper composite, or recycled glass are all options for sustainable countertops. Bamboo makes a good countertop for the same reason it makes good flooring—it's rapidly renewable and requires few or no chemical inputs to grow. Paper-based countertops come from tree pulp or post-consumer recycled paper. Glass counters may have glass from old windows, dishes, or bottles, bound with concrete and ash instead of oil-based resins.

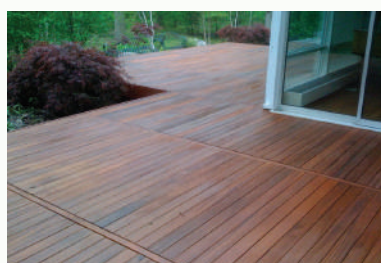
Pictured: Recycled PaperStone counters from DwellSmart™ (see p. 146 and dwellsmart.com).



Decking:

Choosing conventional wood decking means regularly applying chemical stains and seals to prevent mold, pests, and warping. Consider greener decking material like those made from composite of wood waste and recycled plastics. Composite decking is also not biodegradable, but it will last longer than wood deck without stains or sealants. The key to making it a better choice than wood is to keep it for a long time. You can also use FSC™-certified wood (see pp.

28, 125) and less-toxic sealants, like those from AFM Safecoat™ (see above). *Pictured: Altruwood FSC-certified deck wood.*





The Discovery Montessori School, constructed by Breaking Ground Contracting. The school boasts LEED certification, a rainwater catchment system, nontoxic paints and finishes, and other green features.

Breaking Ground Contracting

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A woman-owned green-construction company

When Mary Tappouni was looking for jobs after graduating in 1994 with a degree in construction from the University of North Florida in Jacksonville, she quickly learned that the industry wasn't entirely welcoming to women.

A few local contracting firms offered her positions, but they paid half as much as the firm she worked with while in college, and they never offered her the project-management positions she applied for. In fact, they told her they simply didn't have women in management positions. She knew she was ready for a leadership role, so Tappouni, who was then 26 years old, launched her own sustainable and environmentally sound construction company, Breaking Ground Contracting.

"Being successful was never about being the best woman-owned general contractor, but the best business owner and general contractor we could be," says Tappouni of her company, where women hold most of the upper-management positions. "However, we also know that in a male-dominated profession, we have to perform better and know more than our male counterparts. That is where the hard work, passion, and perseverance comes in."

Tappouni's knowledge of the construction industry and on-the-job research eventually led her to the emerging field of green building.

"In starting my business so early, I had to teach myself a lot of things I may have learned through traditional

employment," she says.

As a result, Breaking Ground, grew into a company that constructs, renovates, and consults on eco-friendly properties. The company's contracting arm focuses on green commercial buildings and outdoor spaces, and the Breaking Ground Homes division helps customers build or renovate green homes.

Tappouni's company uses green building materials and processes on every project and in her business operations. It promotes a variety of green rating systems including Florida Green Building Coalition, LEED, Green Globes, Passive House, Living Building Challenge, the Urban Land Institute's Building Healthy Places Initiative, and the Well Building Standard, just to name a few.

"We incorporate green-building practices on all of our projects, regardless of whether a client specifically asks for them or not, just because we felt it was more about walking the talk than just sort of advertising as a green builder," says Tappouni.

Breaking Ground does a large scope of work for clients, including the design and construction of a project, as well as education on operating in a sustainable building. Since its opening, Breaking Ground has led commercial, government, recreational, custom home, health care, and historic projects.

continued on next page



Above: Breaking Ground Contracting CEO Mary Tappouni helps plant a green roof on a building in Orlando, FL. Right: The front porch of an historic green home restored by Breaking Ground.



Breaking Ground's own office building has served as a means to teach others about green building techniques. Building features that represent the company's eco-friendly values include a green roof, natural swales and rain gardens that improve the quality and quantity of stormwater run-off, and reclaimed wood. In the future, Breaking Ground also plans to incorporate living walls—vertical gardens that improve air quality, increase insulation and cooling, and create habitats for small animals.

Tappouni feels that Breaking Ground's work not only helps each client live a healthier life, but it also benefits her staff.

"It's not just about our clients. It's also about making sure what we use on the job site is healthy, long-term, for our employees," she says.

Breaking Ground Contracting has helped remodel and construct two schools, using recycled materials and nontoxic paint. According to earthday.org, schools with green-building designs can improve air quality and reduce absenteeism due to asthma and other illnesses.

"There's no shortage of contractors, so for me, it's just kind of blending personal philosophy and my business philosophy," says Tappouni. "It's really important for me to be passionate about what I do, and I love what I do. I didn't just want to be another contractor building buildings."

In Jacksonville, Tappouni has received positive reactions to Breaking Ground Contracting's environmental and sustainable philosophy, and she believes her company's success reflects a change in attitude across northeast Florida.

"There are many organizations in Northeast Florida making a difference at both the corporate and grassroots level. Everyone is not on the same level of interest or understanding of these issues, but we love the opportunity to have the conversation," she says.

—Milan Polk and Sytonia Reid

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Organic eucalyptus TENCEL sheets from Living Fresh[™] (see p. 34).

Your home is an environment unto itself. Eco-friendly houseware items like reusable bags, organic sheets, and nontoxic cookware are essential in creating a healthy living space for you and your loved ones.

Organic Sheets and Towels

Organic sheets and towels are made from cotton and other fabrics grown without the use of synthetic pesticides and fertilizers. These serve as an alternative to conventional cotton products that are likely to have been made with genetically modified (GM) cotton, which is engineered to be bug- or weed-resistant. Ironically, many GM crops are fostering the growth of superbugs and superweeds, so farmers are turning to ever-more-toxic pesticides, and increased quantities as well, to combat them. Or, they may be made of polyester, a petroleum-based product that's non-renewable.

Avoid sheets labeled "wrinkle-free," "easy care" and "permanent press." Most of these are treated with formaldehyde resin, a chemical finish designed not to wash out. It is a suspected skin-, respiratory-, and immune-system toxin.

Lyocell and Recycled Textiles

Recycled polyester sheets are not yet common, but they do exist. One company that makes them, Ekocycle, claims its sheets can withstand almost twice as many washes as conventional sheets before falling apart. Lyocell sheets have a texture similar to rayon or viscose and are made from bamboo or eucalyptus, plants that regenerate quickly after being harvested, or FSC-certified wood pulp (see p. 125). Unlike rayon and viscose manufacture—including bamboo rayon and viscose—the lyocell process requires little water and no toxic chemicals.

Natural and Organic Mattresses

Most conventional mattresses and memory foam mattresses are made almost entirely out of polyurethane foam—a petroleum-based substance that emits volatile organic compounds (VOCs), which can cause respiratory problems and skin irritation. Formaldehyde is a common adhesive in conventional mattresses that has been linked to allergies and cancer.

Natural and organic mattresses are made out of organic cotton, wool, hemp, or natural latex, which are natural, renewable materials. They are also biodegradable, if not mixed with synthetic fibers. Wool is a naturally flame-resistant, but keep in mind that natural-fiber mattresses may still be treated with flame-retardant chemicals due to US mattress regulations. When in doubt, ask the manufacturer.

Stainless Steel and Cast Iron Cookware

These durable, healthy options make for great houseware materials. Because steel is made with mixed metals, use non-abrasive cleaning products and utensils to avoid damaging the surface and causing metals to leach into food.

An added benefit of cast iron: studies show that food cooked in it picks up traces of iron, providing an extra boost for your diet.

Reusable Grocery Bags

When it comes to toting groceries to your kitchen, go reusable. Reusable bags help curb the threats plastic bags pose to our environment. The Earth Policy Institute estimates that American consumers use and toss at least



Organic cotton reusable sandwich bag from eco ditty™ (see p. 32).

one plastic bag every day. Keeping a reusable bag (or a set!) ready, either on your person or tucked away in your car, can help reduce plastic waste, which is non-biodegradable and regularly finds its way into ecosystems, harming plants and animals.

In addition to standard shopping bags and totes, you can also find produce bags that weigh next to nothing on the scale—and that you can use again and again instead of throwing out.

Other Nontoxic Cookware

When stocking your kitchen, look for ceramic-coated pots and pans or heat-safe glass and Pyrex products, in addition to stainless steel and cast iron. These are all nontoxic options.

Ceramic-coated pans are safer to cook with at high heat than polymer-coated Teflon pans, but it is best to avoid doing so if there is a “not safe for cooking label.” Heat-safe glass and Pyrex are perfectly fine for cooking and microwaving, but they are not recommended for use directly on a flame or heat source. Good old cast iron and stainless steel pots are great for those uses.

As a rule, avoid nonstick pans. As convenient as these pans may be, the environmental and health problems associated with Teflon cookware make this coating not worth the time you might save scrubbing. Teflon is a member of the perfluorinated chemical family and has been known to kill birds and cause flu-like symptoms in humans. Long-term health effects haven’t been adequately studied, according to the Environmental Working Group.



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A pioneer in the reusable shopping bag market

Thirty years ago, in 1989, Sharon Rowe was walking through Washington Heights in Manhattan, where she saw plastic bags everywhere, stuck in nearby trees or tumbling on the ground. Rowe was struck by the waste, since the bags are not sustainable nor reusable. Plus, she knew her sightings weren't rare—a quick look around told her that across the city, plastic bags often wound up in gutters, trees, the Hudson River, or in the garbage. Her desire to curb the waste led her to create her own online store, featuring a line of reusable bags for nearly every purpose: Eco-Bags Products, Inc. ecobags.com

Plastic bags are made from petroleum, a non-renewable resource that contributes to global warming. These flimsy, single-use bags also take a lot of energy to manufacture and transport across the country. They do not break down in landfill sites and are difficult to recycle. In addition, their lightweight nature means they're prone to blowing around recycling facilities, where they can contaminate entire batches of recycling.

Back in the '80s, few people brought their own shopping bags to the store in the US. But Rowe had seen shoppers in Europe using stretchable string bags to transport their groceries, and she felt she could start a trend in the US.

Rowe started importing and selling those string bags

in a street booth at the 1990 Earth Day Celebration in New York, where she encouraged people to opt for reusable shopping bags over wasteful paper and plastic. The bags were an instant hit and sold out in four hours.

Knowing that there was demand for reusable bags, Rowe launched Eco-Bags Products online. At the time, Rowe says very few companies offered any type of reusable shopping bag, much less eco-friendly and socially responsible bags, but she was determined that her company would be deep green.

"We rode the wave," Rowe says. "We literally pioneered the market."

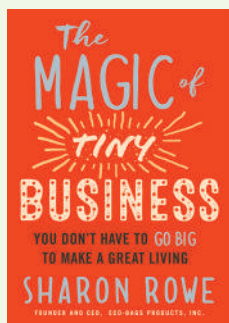
In addition to the ECOBAGS® Classic String Bags, she offered organic cotton tote bags before organic products had really taken off in the market.

"We realized the environmental significance of using certified organic cotton in 1996," Rowe says, citing organic cotton's environmental benefits, like fewer pesticides and healthier soil and workers.

Today, it's much more common to see shoppers toting their own reusable bags to the store than it was in 1989.

"The concept of bringing your own bag to the store

continued on next page



Above: Eco-Bags Products founder Sharon Rowe's new book, *The Magic of Tiny Business*, coming May 2018.

Right: The original ECOBAGS® classic string shopping bag.



has really grown," she says. "Now, the BYOB movement is strong and mainstream."

Thanks to this increased demand, the company now offers a variety of bags in a wide range of styles and sizes—from whisper-thin produce bags to full-size totes in recycled, organic, and conventional fibers to bags for lunch, travel, and wine. It continues to sell the original string bag in several colors. Customers can also purchase blank totes and take advantage of the company's custom printing services. The inks used on the printing bags and the dyes are nontoxic.

From Eco-Bags Products' beginnings, Rowe has ensured that all of her bags are responsibly sourced. The company's primary production partners are in India, so Rowe travels there regularly and has formed a relationship with her suppliers over the years to ensure that all workers earn a living wage and receive health coverage, retirement benefits, and a pension plan. In addition, her organic-fiber supply chain is certified for environmental and social responsibility through GOTS, and the supply chain for conventional and recycled fibers is certified through SA-8000 (see p. 65).

The company sells its bags all over the world, including Iceland, Norway, and Korea, in addition to US orders. It has worked with a wide range of buyers on high-volume, wholesale, and private-label orders, from natural brands to Fortune 500 companies. ECOBAGS totes have been featured on the first Oprah Winfrey Show Earth Day segment, on *MarthaStewart.com*, and in *Time Magazine*.

While Rowe acknowledges that her products are competitively priced, she says her company is not all about profit, but about getting people to change the way we shop and what we put into the bags. Rowe hopes to set an example for other businesses around the world that "you can start a business and do good," she says.

To further that mission, coming May 2018 is her new book *The Magic of Tiny Business* (Berrett-Koehler Publishers), in which she celebrates her success and offers guidance to others on building a "right-sized, profitable, and sustainable business."

As for her business, Rowe says it's special because the staff shares a set of core values and never departs from them. "We want to solve problems without adding any harm," she says. "We work really hard to stay true to our core values."

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A Stop
on the Road
to a Green Economy



ECO-TRAVEL

Eco-travelers on an AltruVistas[™] journey through Bhutan (see pp. 167-168).

Eco-minded travelers “take only pictures, and leave only footprints” at their destinations. They also ensure their money benefits local economies.

Travel with the Earth and local communities in mind.

Eco-minded travelers “take only pictures, and leave only footprints” at their destinations. In other words, they make sure their trips are as light as possible on the planet. And, they also keep their money circulating in the local communities to which they travel, instead of giving their travel dollars to big corporations centered outside the country or city.

An eco-travel agent can help you plan your trip. Or, you can join a socially and environmentally responsible tour. Another option is to just embrace eco-travel concepts while you plan your own journey. However you choose to travel, travel green.



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Eco-Travel Checklist


We don't know where you're headed, so we can't make you a packing list—but we can make you a checklist to make your trip as green as possible.

Before You Go


 **Pack light and minimize flights.** Jets use a lot of fuel, but flying is a necessity to get to faraway destinations. Planes use the most fuel especially while taking off and landing, which is a great reason to plan for fewer layovers. Pack light, because planes use more fuel the more they weigh.

 **Find a green travel agent or company.** If you'd rather leave the planning to someone else, no worries. Green travel agents can check in on green certifications of hotels or tour guides, book you an eco-minded cruise, or plan a group trip to a specific place. They can also help you break away from high-traffic tourist spots so you can talk to people in their communities, visit a farm, or see wildlife in a safe and humane way.


 **Sleep under a green roof.** Whether or not your hotel has an actual green roof (some do!), find a place to stay that has a commitment to sustainability. Green hotels use water- and energy-efficient appliances and may wash sheets every few days instead of every morning. Your green hotel may also be in a green building, with greywater systems, solar panels, and more. Find an eco-minded independent hotel or B&B on p. 166 and through the Green Hotels Association: GreenHotels.com.

 **Bring reusable containers.** You carry around a reusable shopping bag and water bottle in your day-to-day life. Why not when you go on vacation? Getting a squishable bag you can put into your purse or satchel will reduce plastic waste when you shop. Same for a reusable water bottle—just make sure to empty it before you go through airport security.


When You Get Home


 **Offset your impact.** To try to make up for the environmental impact of air or car travel, you can buy carbon offsets, which roughly take as much carbon out of the atmosphere as your trip put into it. Learn about how to buy offsets at carbonfund.org/individuals/.


During the Trip


 **Get where you need to without a car.** Once you arrive at your destination, walk, bike, or use public transportation as much as possible to avoid using up gas with a rental car. It saves energy and usually money, too.

- If you do need to use a car, try sharing a ride through a carpool site or app, like BlaBlaCar, erideshare.com, or Hitch-A-Ride, which connect users with drivers and riders nearby or in your social network.
- Excess cars belonging to ride-sharing companies like Uber and Lyft have contributed to traffic congestion in some cities, so do not rely solely on these apps for everyday use.

 **Shop and eat locally.** Buy from local artisans and eat at local restaurants to give back to communities.

 **Be a smart shopper.** Just because you find an item for sale does not mean it is legal to bring it home. The World Wildlife Fund has a "Buyer Beware" guide about how to tell if your souvenir is supporting illegal sales of at-risk species (worldwildlife.org/pages/buyer-beware). Ask vendors questions so you don't waste your money and instead can spend on ethical gifts.

 **Hire a local guide.** Hiring a guide who lives in the area gives back to the local economy. You also may get a chance to see a place a way you might not have before, by hiking or biking, going by water, and hearing about local history and culture.

 **Take action.** Going on vacation can be inspiring, whether it leaves you wanting to help preserve a beautiful part of wilderness or help people across the world. Before you get swept back up in the busyness of life, donate to an organization or make a plan to volunteer and harness your inspiration into action.

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GREEN HOME TIPS

STEER CLEAR OF PROBLEM TOYS

- Choose toys manufactured in the US, Canada, or the EU. Lead is less well-regulated in many developing countries.
- The Natural Resources Defense Council advises parents to avoid polycarbonate (#7) plastic. If you notice that a clear plastic bottle or cup has become worn, or that the clear plastic of a toy has become cloudy, that may be evidence of off-gassing BPA. Throw it out. (To find safe baby bottles and spill-proof cups, consult the Institute for Agriculture and Trade Policy's "Smart Plastics Guide": iatp.org/documents/smart-plastics-guide-0/.)
- Avoid painted toys made before 1978. They're likely to contain lead paint.
- Unfortunately, most plastic toys don't carry clear information about the type of plastic they're made of. To be safe, choose toys made of natural materials, including wood or organic fabric.
- Show caution around any imported toy with flaking paint. When in doubt, throw it out.
- Avoid fake painted pearls, including Mardi Gras beads, and cheap children's jewelry, which have been the subject of several recalls for containing lead paint.
- Call or e-mail companies to ask what their toys are made of.
- It's up to parents to scan toy and product recall lists to find out if a toy recall applies to something your children play with. To review CPSC toy recalls, visit www.recalls.gov. You also can sign up on the site for regular e-mail notifications about new recalls.



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etsy.com/shop/knitsewgreen
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Bunk House at Zion Bed and Breakfast

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greenhotels.com
Houston, TX • (713)789-8889
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Green River Preserve

greenriverpreserve.org
Cedar Mountain, NC • (828)698-8828
Coed summer camp connecting children with nature.

Habitat Suites

habitatsuites.com
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Eco-travel journeys that give back to communities

Malia Everette traveled a lot as a student. While working her way toward a master's degree in international relations, she visited multiple countries, such as Guatemala during its civil war, in which the US helped overthrow a dictator, and she saw the effects of US foreign policy for better and worse. From there, she grew interested in human rights and wondered how to mesh her two passions. How could tourism be used to make a difference in the world?

After graduation, she worked for Global Exchange[™], a human rights organization, for 16 years, helping to develop Reality Tours, the group's educational tours program. In 2013, she decided to start her own unique eco-travel company, AltruVistas[™].

"AltruVistas is inspired by altruism, for being in service to others," says Everette.

She started the company as a way of making tourism, which she says many see as a "fluff industry," into an experience that encourages travelers to get into advocacy and learn more about issues that affect the countries they visit.

Everette says one of the problems with conventional tourism is the concept of leakage.

"What we call leakage is that the majority of the money that individual traveler is paying does not stay in the national or local economy. It's flying back, or leaking back, to the owner of a [hotel or tourism] corporation. The profits are all going back to London, or New York, or Amsterdam," says Everette.

By staying in foreign-owned resorts and never truly taking in local culture, tourists are not actually helping

the local economy. AltruVistas staff in the US and on the ground in the countries themselves makes a point to ensure their tours benefit the local economies of the places the company does business in. The staff also encourage travelers to purchase from local sellers and do whatever they can individually to give back to the country they are visiting.

AltruVistas only offers tours, called "Journeys," rather than individual travel planning. However, a group of any size can either go on an existing Journey or have the company customize one for them. It arranges trips for groups as large as 100 and offers "VIP" tours for groups ranging from two to eight people—meaning, if your family of four wants to plan a trip with AltruVistas, you can. Depending on the occasion and number of people attending, your trip may be open to anyone, or just to your group alone.

When coming up with the Journey concept, Everette decided she wanted to create trips that helped people truly connect with the places they visit. Therefore, AltruVistas travelers get a chance meet everyday people who provide insight into the country they're visiting, and they receive educational opportunities during the trips.

Along with enjoying the culture and scenery, travelers are given options to attend lectures and visit institutions centered on a topic predetermined for the trip, such as human rights, gender and LGBTQ community engagement, local arts and culture, environment protection, or even a simple yoga retreat.

continued on next page



Grace Cathedral School enjoy a local beach and a community group photo after finishing a service and learning exchange in Piñones, Puerto Rico.

Every Journey is a collaborative effort made by AltruVistas staff in the US and local staff abroad, as well as representatives from different organizations.

For every Journey, AltruVistas brings along an organization to support. "We always have 1 or 2 or 4 partner organizations that we're going with," says Everette. Organizations AltruVistas has worked with in the past include ECPAT, a network of organizations in 88 countries working to end child sex trafficking, and Witness for Peace, which supports peace, sustainable economies, and justice in Latin America, as well as other groups.

When travelers pay for a trip, they automatically donate money to the organizations with which they are traveling, thereby becoming members of these organizations, which provides them with an opportunity to continue advocacy after the trip.

In addition, through its AltruFunds and AltruFellows programs, AltruVistas financially invests in local organizations and eco-tourism businesses and partners with local professionals to implement community development programs.

"Strategic grant-making is another way we can make a difference on the ground in destination communities that are uniquely positioned to enhance the ethical travel experience and to support their own communities and initiatives," says Everette.

—Milan Polk & Sytonia Reid

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Alternatives to Single-Use Menstrual Products

A woman can use up to 16,800 tampons in her entire lifetime. If you're tired of creating this much waste every time you need to control your flow, editorial intern Milan Polk suggests trying these eco-friendly alternatives.



The DivaCup™ is a cup that users place internally, similar to a tampon. However, instead of absorbing the blood, it collects it. This reusable product can stay in for 12 hours, compared to a tampon, which you

must change every four to eight hours. It's made of silicone and has no latex, plastic, PVC, or other harmful chemicals or dyes. Additionally, using a cup alternative removes the risk of Toxic Shock Syndrome (TSS), which can be caused by wearing a disposable tampon. See p. 168 and divacup.com.

GladRags are the reusable pads (with wings!) of your dreams. These 100 percent cotton or organic cotton pads come in fun colors and a variety of sizes and absorbencies, whether it be day or night, or heavy or light flow. They also help you save money instead of constantly buying disposable pads and tampons to throw away after one use. See gladrags.com.



Lunapanties reusable period panties from Lunapads™ can save your fancier underwear and ease your fears of bleeding through your pants. This type of underwear contains built-in padding to absorb period blood without the use of tampons or pads, unless you have a heavy flow. (You can wear a menstrual

cup along with them, in that case.) They come in cotton or a blend of organic, GOTS-certified cotton and spandex. The company also offers Lunapads cloth menstrual pads. See p. 41 and lunapads.com.



If you're not ready to go reusable just yet, NatraCare offers plastic-free, certified organic cotton pads, panty liners, and tampons that are unbleached, contain no rayon, and are Totally Chlorine-Free. Its products are also biodegradable and compostable. See natracare.com.

If your local stores don't carry sustainable feminine care products, it can be a real pain when you accidentally run out. Now, there's a solution: the Honest Company™ offers a subscription service for its cleaning and personal care products, which include organic cotton tampons, panty liners, and pads. Subscribers can sign up for shipments every three to six weeks and can change what comes in their boxes each time. See p. 50 and honest.com.



You can also go the DIY route and make your own reusable pads! For a free pattern, see fuzzbaby.com/a/make-cloth-menstrual-pads/.

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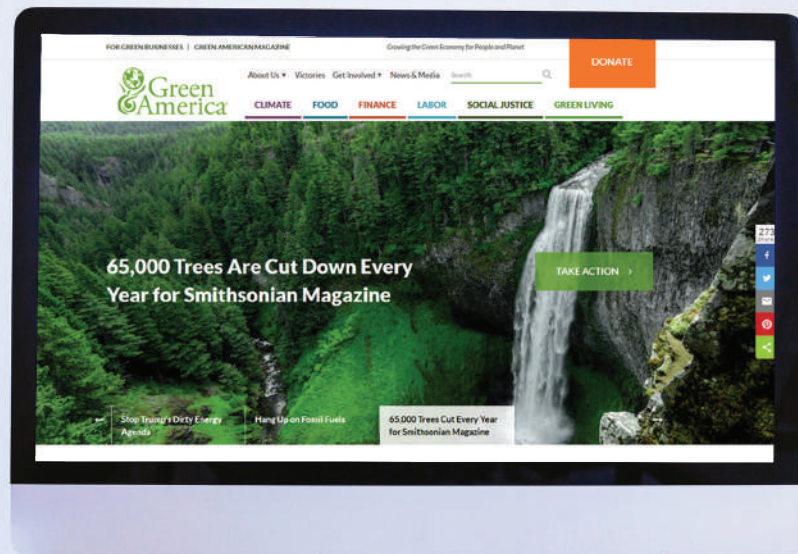


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