

# It's Easy to Buy Green

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# Agenda

1. Top 5 Reasons to Buy Green
2. What Makes a Product Green
3. Greenwashing and Product Certifications
4. Labels and Ingredients
5. Green Product Myths
6. Contact Us

# The Greenest Product Is...

## No Product!

- Does what I own or buy promote activity, self-reliance, and involvement, or does it induce passivity and dependence?
- Are my consumption patterns basically satisfying, or do I buy much that serves no real need?
- How tied are my present job and lifestyle to installment payments, maintenance and repair costs, and the expectations of others?
- Do I consider the impact of my consumption patterns on other people and on the earth?
- Google "The Simple Living Network" website

# Top 5 Reasons to Buy Green

1. It's The Right Thing To Do!
2. Reduces Environmental Impact
3. Healthier for You, your Family, and your Home
4. Better Freshness and Quality
5. Can Save you Money

# What Makes a Product Green (Short List)

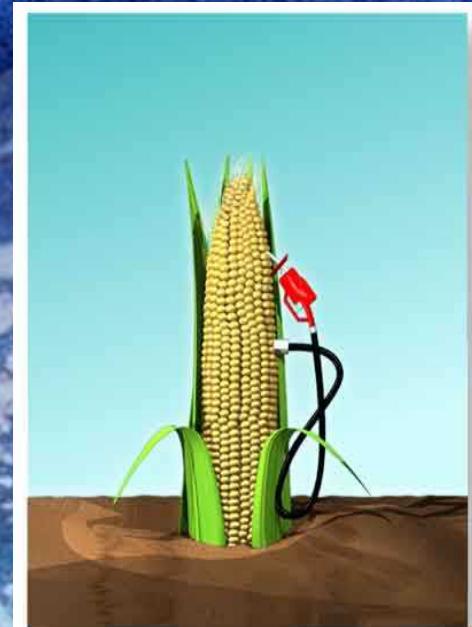
- Biobased
- Biodegradable
- Durable/Reusable
- Locally manufactured
- Non-Toxic
- Not Tested on Animals
- Rapidly Renewable
- Recycled Content
- Recyclable
- Reduced Packaging
- Resource efficient
- Small Carbon Footprint
- Sustainably Produced
- Used/Remanufactured

# Biobased

- Biobased products are composed in whole or in significant part of biological products or renewable domestic agricultural materials
- Uses Food for fuel
- Zero net gain in energy savings

- **Bad:** Biobased from food products grown conventionally
- **Better:** Biobased from non-food products, grown conventionally
- **Best:** Biobased from non-food products, grown organically



# Biodegradable

- A “biodegradable” product has the ability to break down, safely and relatively quickly, by biological means, into the raw materials of nature and disappear harmlessly into the environment
- Bad: Buying single-use styrofoam
- Better: Buy biodegradable and make sure waste is composted
- Best: Use reusable materials where possible



# Durable/Reusable

- AusPen Markers are 100% recyclable, easily refillable and non-toxic. They don't end up in local landfills and reduce toxicity in the classroom and work space



## Be a Bag Lady!

- Bad: Plastic Grocery Bags
- Better: Re-using them
- Best: Reusable bags

# Rapidly Renewable

- Bamboo and Cork flooring
- Sorghum plywood
- Wheat and sunflower hull particle board
- Kenaf paper
- Sisal wall covering (agave: not just for tequila anymore)



# Locally Produced and Manufactured

- Fresher
- Less processing
- Supports local business and farmers keeping money and land in the community
- Transportation often biggest portion of purchase cost
- You know where it comes from



# Locally Produced and Manufactured

- Takes 10 calories of energy to produce one calorie consumed.
- Average grocery store's produce travels nearly 1,500 miles (Try to buy within 50 miles of where you live)
- About 40% of our fruit is produced overseas
- Even though broccoli is likely grown within 20 miles of the average American's house, the broccoli we buy at the supermarket travels an average 1,800 miles to get there
- Notably, 9% of our red meat comes from foreign countries, including locations as far away as AU & NZ



# Recycled Content and Recyclable



# Non-Toxic

- **Adjective:** **nontoxic** nón'tóksik
  - 1) Not producing or resulting from poison
  - 2) Safe to eat
- No lead, carcinogens, mercury or VOCs

# Volatile Organic Compounds (VOCs)

- Chemicals that easily vaporize into the atmosphere
- Makes them easily inspired through breathing
- Greenhouse gas
- Indoor air quality-paint, adhesives, copy machines, cleaners

# Organic

- Better tasting foods
- Results in healthier soils
  - No worries about dangerous run-offs into rivers and oceans
  - Artificial fertilizers degrade and kill soil organisms
- Avoid ingesting preservatives, additives, chemicals, hormones, and cloned foods
- Promotes biodiversity
- All around better choice for the environment and your bodies

# Greenwashing

- **Green·wash** (grēn'wōsh') - verb: the act of misleading consumers regarding the environmental practices of company or the environmental benefits of a product or service.
- 6 Sins:
  - 1. The Hidden Trade-Off: Organic foods from Brazil
  - 2. No Proof: Claims without certification
  - 3. Vagueness: Chemical Free, All Natural
  - 4. Irrelevance: CFC Free
  - 5. Fibbing: Registered 'Energy Star' yet not on site
  - 6. Lesser of Two Evils: Organic Cigarettes

# Product Certifications



# Labels and Ingredients

- Label reading Rules:
  - The first ingredients are the most abundant
  - The fewer, the better
  - Anything ending in -ose is sugar
  - If you can't pronounce it, it's probably not good for you

# Tartrazine: Yellow #5

- Derived from **COAL TAR**
  - Coal Tar: A brown or black liquid that smells of naphthalene- a **VOLATILE** carcinogenic organic compound
- Commonly used color mainly because it is one of the cheapest synthetic colors
- Found in:
  - Soft drinks, puddings, chips, cereals, cake, soups, rice, pickles, ice cream, Gatorade, jelly, gum, mustard, soaps, shampoos, vitamins, capsules

# Sodium Lauryl Sulfate

- The Cheap 'Feel Good' Emulsifier
- Engine degreasers, car wash soaps, toothpaste, aspirins, shampoo, bubble bath, insecticides, food additives
  - Denatures proteins
  - In its pure form there are no harmful effects to humans:
    - If you wear safety goggles, rubber gloves, proper ventilation, local exhaust, or have use of breathing protection.
- It's all about the concentration
  - Not Naturally derived
  - EPA found 3 potential air pollutant concerns from emulsifier manufacturing: odor, fine detergent particles, and volatile organic compounds.

# Sodium Nitrite: $\text{NaNO}_2$

- Color fixative & preservative in meats & fish
- Serves 2 “purposes” as a food additive:
  - Alters color of preserved fish and meats
  - Prevents growth of *Clostridium botulinum*: causes botulism
- HOWEVER:
  - Can be toxic to mammals
  - Linked to triggering migraines
  - Link between processed meat consumption and colon cancer
  - Link between frequent ingestion of meats cured with nitrites and the COPD form of lung cancer

ing Size 1/2 cup (81g)  
ings Per Container 12

nt Per Serving  
ries 160 Fat Cal 80

% Daily Value\*

**Fat** 8g **12%**

**Trans Fat** 5g **25%**

ns Fat 0g

**Cholesterol** 25mg **8%**

**Sodium** 45mg **2%**

**Carb** 18g **6%**

of flavor depending on your calorie needs:

	Calories: 2,000	Calories: 2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carb	300g	375g
Fiber	25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

**INGREDIENTS:** MILK, CREAM,  
SUGAR, NATURAL FLAVOR,  
NATURAL TARA GUM.

See bottom of container for  
"Tastes Best Before" date.

in Fat 60

Daily Value\*

**10%**

**21%**

**9%**

**2%**

Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Protein	50g	65g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

**INGREDIENTS:** MILKFAT AND NONFAT MILK, SUGAR,  
CORN SYRUP, HIGH FRUCTOSE CORN SYRUP, WHEY,  
GUAR GUM, MONO AND DIGLYCERIDES, CELLULOSE  
GUM, POLYSORBATE 80, CARRAGEENAN, LOCUST  
BEAN GUM, NATURAL FLAVOR, ANNATTO EXTRACT  
(COLOR).

**CONTAINS:** MILK

# Myths of Being Green: Expensive

- 2 water bottles (16.9oz) daily/month: \$37
- Brita 1.13gal Pitcher with 3 filters: \$48.98
- Money spent after 20.2 months
  - Bottled Water: \$747.40
  - Brita Water: \$48.98
  - Tap Water: Priceless
  - Reductions in waste of plastic bottles and recycling energy

# Myths of Being Green: Expensive

- New Toner Cartridge: \$34.95
- Remanufactured Toner Cartridge: \$8.95
- Bad: New
- Better: Remanufactured
- Best: Refill yourself

# Myths of Being Green: Hard to Do

- Behavior Change
- Habit: Any action done 7 consecutive times
- Education- "Generally Recognized as Safe"
- Research for Yourself!
- Baby Steps- no one is perfect
- Devotion

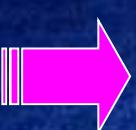
# Green Cleaning



2 cups



2 cups



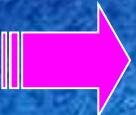
All Purpose Cleaner for Hard Surfaces,  
Countertops and Kitchen Floors,  
Windows and Mirrors



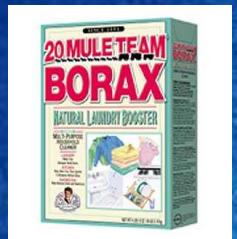
1/2 cup



1 tsp



Furniture Polish



Tub & Tile Cleaner

# Green Cosmetics

- Lemon Honey Sugar Hand Scrub
  - 1 small egg
  - 1 tsp honey
  - 2 TBSP olive oil
  - 1 TBSP sugar
  - 2 drops lemon essential oil
    - Recipe for single application

# Contact Us

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