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2019



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1st: A human being works hard to teach love his enemy, to help unite all mankind free, or that being is not yet human; so, go the second mile, turn the other cheek, brave, not meek! For we're All-One or None! All-One! Exceptions eternally? None! Absolute None! **2nd:** Teach friend & enemy the Moral ABC that unites all mankind free, in All-One-God-Faith, or half-truth does destroy the human race! Yet today, we're All-One or All-None!! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" Exceptions eternally? Absolute None!! 22 Small minds decay! Average minds delay! Great minds teach All-One today! **3rd:** Win victory, & all stand by you: give up?, all deny you! Remember, the only difference between the brave and the coward, the brave has an ideal to fight for, such as teaching the Moral ABC, that unites the human race, in All-One-God-Faith! As teach astronomers Abraham & Israel, inspired by the Messenger of God's law, Halley's Comet, the Blazing Star of Moses-Jesus-Buddha-Bethlehem-Mohammed! "LISTEN CHILDREN ETERNAL FATHER ETERNALLY ONE!" **84:** We can no longer live half-slave, half-free! We unite the Human race in All-One God faith or perish by half-true hate! For we're All-One or None!



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Welcome

Alisa Gravitz, President/CEO



Dear Green American,

The green economy is blossoming all around us!

Last Saturday, as I walked to our local farmer's market, a solar installation truck passed me. When I turned the corner, three people on red bicycles from our local bike share waved as they rode by. I saw them stop at our community garden, where a group of kids were helping their parents pick veggies. Smiles everywhere!

Wherever I travel, people want to hear the amazing stories coming out of the green economy—how solar and wind now account for over 80 percent of new energy installations worldwide and could be 50 percent of all energy production as soon as 2030.

And how, with the food you choose, you can save the climate, restore the soil, and honor farmers who steward the land.

As one Midwestern farmer said to me, "I sure appreciate being recognized as a soil hero by Green America." Then he added, "I bet you and I voted for different people for president, but we can all come together on how we treat our land."

He's so right—there are so many ways that we can come together, healing the divides in our country as we heal the planet.

And you, too, can become a soil hero by planting a Climate Victory Garden (p. 85), our newest program that shows the power of plants to draw carbon out of the atmosphere and reverse the climate crisis.

Indeed, the practices and products of the green economy are growing like wildflowers!

The best way to tap into the green economy is to turn to the *National Green Pages®*. This is your sourcebook for greening your life, your purchasing, your investments—voting with your dollars for a better world all year long!

Here's what I especially love about this 2109 edition:

- Our special feature, "10 Habits of Very Sustainable People," which threads throughout these pages. Start the journey on page 12.
- Staff picks on green products—especially "11 Great Green Gifts Under $100" (p. 88).
- "Tales from the Green Economy"—stories about the green business leaders who advance social justice and the environment in every part of their business.
- People power! Check out "A Year of Green America Victories!" (p. 10)—you and I are making the extraordinary happen.

The actions you take every day for social justice and the environment add up to big change for the planet and all of her people.

We are powerful together,

Alisa

Alisa Gravitz, President/CEO

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The 2019 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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GREEN AMERICA CERTIFICATION

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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VOTE WITH YOUR DOLLARS

Everyone shops.
When you make purchases based on the social and environmental impact they have on people and the planet, it changes the world.

When you get what you need from conventional corporations, YOU LIKELY SUPPORT ...



Designates a certified member of Green America's Green Business Network®

When you get what you need from certified green businesses, YOU WILL SUPPORT ...



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!

About Green America

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

We Green Your Life

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

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

The *National Green Pages*® includes hundreds of green-living and -investing tips and resources, and listings of green products and services. *greenpages.org*

Our website, **GreenAmerica.org**, is the place to go for hundreds of articles on how to live better, save more, invest wisely, and make a difference. *greenamerica.org*

We Green Your Work

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

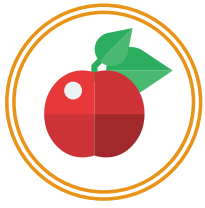
Our **Green Business Network®** (GBN) helps green companies thrive. GBN business members are certified by Green America to ensure a deep commitment to social justice and environmental sustainability. *greenbusinessnetwork.org*

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 **Food Programs** put public pressure on large food companies to get toxic chemicals out of our food and switch to organic and regenerative farming methods. More organic and regenerative crops planted means less pesticide use, greater democratization of and transparency in our food supply, and safer working conditions for farmers and farmworkers. *greenamerica.org/food*

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

Our **Re(store) It!** program mobilizes public support for regenerative agriculture, 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 & Recycling** program works for a clean, carbon-free energy system. We fight fracking and pipelines. We get companies to commit to renewables. We ask companies to use recycled materials wherever possible. And we're asking big energy-using companies like Amazon and Verizon to power their cloud servers with renewables instead of coal. *greenamerica.org/climate*

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Fossil-Fuel Divestment: With our allies, we are mobilizing investors to pull millions of dollars in investments from the top 200 publicly traded fossil-fuel companies and reinvest in renewable energy. *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 fights toxic chemical exposure and deforestation by asking retailers to offer digital receipts and urging customers to skip paper receipts, which are often coated with chemicals such as bisphenol-A (BPA). *greenamerica.org/skiptheslip*

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 pressures cell phone manufacturers to replace all toxic chemicals 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*

Next up:We're adding a campaign to **protect apparel workers** from unsafe conditions.



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 pressures 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*

Through our **Get A Better Bank** database, we're helping people around the country move their bank accounts and investments into banks and credit unions that do good in their communities, instead of big banks that put profit over people's needs. Greenamerica.org/getabetterbank. *greenamerica.org/getabetterbank*

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*

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*

JOIN GREEN AMERICA TODAY!

YOU GET:

The *Green American*:
Our magazine helps you take action for a better world.

The *Guide to Social Investing & Better Banking*:
Our annual financial wellness guide

The *National Green Pages*:
Our annual guide to green living

Early notice of our **powerful action campaigns**
(See victories, next page.)







All Green America publications are free with membership.
Individual membership starts at $20. Visit greenamerica.org/join.

A Year of Green America Victories!

FAIR LABOR

Samsung Takes First Steps for Workers in Electronics Factories

greenamerica.org/labor



Art Directors & TRIP / Alamy

The Problem: Supplier factories making electronics for major retailers offer their workers little protection from the often-toxic chemicals they handle on a daily basis. While other electronics companies have taken steps to address worker safety, Samsung has been dragging its feet. Since 2007, more than 100 workers in Samsung supplier factories have died from work-related diseases, and hundreds more have fallen ill.

Victory: In July 2018, Samsung signed a binding arbitration framework that will ensure victims of chemical exposure in its Korean factories are properly taken care of. It will compensate injured workers and implement third-party-recommended safety measures. Samsung also published a list of 11 chemicals it is restricting in its supply chain, including bans on n-hexane and benzene.

Our Fair Labor Program Mobilized:
A global day of action that amplified activist voices in multiple countries.
+ *More than 33,000 petition signatures*
+ *Major social media push*

What's Next?: In 2019, our Fair Labor campaign will:

- Pressure Samsung to remove all toxic chemicals throughout its supply chain.

Mango and Topshop Sign Bangladesh Accord on Fire and Building Safety

greenamerica.org/labor



Tero Vesalainen / iStockPhoto

The Problem: In 2013, 1,135 workers making clothing for major US brands died when the Rana Plaza factory building in Bangladesh collapsed. In response, organizations, governments, and retailers created the Bangladesh Accord on Fire and Building Safety, a legally binding agreement to improve workplace safety in the country. The original Accord expired in 2018, and some major retailers have yet to sign the updated agreement.

Victory: In 2018, holdouts Mango and Topshop signed the new Bangladesh Accord. To date, 180 companies and 1,600 supplier factories have signed, helping to ensure the safety of more than 2 million garment workers.

Our Fair Labor Program Mobilized:
+ *More than 10,000 petition signatures to five major apparel companies.*
+ *Numerous social media posts and views*

What's Next?: In 2019, our Fair Labor campaign will:

- Continue to pressure major apparel companies to adopt policies that protect people and the planet.
- Push Godiva to eliminate child labor in its cocoa supply chain and improve farmer livelihoods.

GOOD FOOD

Regenerative Organic Certification Enters Pilot Stage

greenamerica.org/food



ligora / iStockPhoto

The Problem: Over-reliance on chemicals in the agricultural industry is resulting in dead soil that no longer sequesters carbon. A worldwide switch to regenerative agriculture could heal the soil so it better acts as a carbon sink, which could eventually *reverse* the climate crisis.

Victories: In 2018, Green America helped develop Regenerative Organic Certification, a holistic agriculture certification encompassing soil health, animal welfare, and fairness for farmers and farm-workers. 80 brands and farms are participating in the certification's pilot program. Full certification will launch in 2019.

Our Food Programs helped mobilize:
1 coalition of 7 allies, including Green America, DanoneWave, Ben & Jerry's MegaFood, Annie's Foods, and Rodale.
+ 80 farms and companies to pilot test the program, including Dr. Bronner's, Horizon Organic, and Patagonia.

What's Next?: In 2019, our food programs will:

- Continue to promote the benefits of regenerative organic agriculture.
- Get major companies to certify their products.

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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 2018 victories.

CLIMATE ACTION

AT&T Makes Clean-Energy Commitment

greenamerica.org/climate



sursad / iStockPhoto

The Problem: The majority of AT&T's operations are powered with a mixture of dirty coal, nuclear, and natural gas. In 2015, AT&T used 14.8 million megawatts-hours (MWh) of of energy to connect its 150 million wireless subscribers, with only 1.26 percent coming from renewables.

Victory: In February 2018, AT&T announced it would purchase 820 MW of power from wind farms in Oklahoma and Texas.

Our Climate Program Mobilized:

More than 32,000 petition signatures
+ Major social media campaign
+ Major media coverage
+ 1 video by T-Mobile's CEO challenging AT&T and Verizon to "Hang Up on Fossil Fuels"

What's Next?: In 2019, our Climate Action campaign will:

- Push Verizon and AT&T to power their operations with 100 percent green energy.
- Work for climate justice in communities of color.
- Mobilize individuals and businesses against fracking and pipelines.

RESPONSIBLE FINANCE

Companies Take Action on Gun Safety

greenamerica.org/shareholder-activism



Frances Roberts / Alamy

The Problem: The US gun homicide rate is 25 times higher than that of other developed countries. The powerful gun lobby has halted political progress on solutions like limiting gun sales to those under 21 and those who cannot pass a background check, as well as restricting sales of rapid-fire accessories.

Our Victory: Green America educated our members about weapons-related shareholder resolutions, and we sent letters to major financial institutions asking them to act for gun safety. Several companies took positive steps, including Dick's Sporting Goods, REI, Bank of America, and Citigroup.

Our Responsible Finance Program:

+ Supported 4 shareholder resolutions filed by allies.
+ Gathered 7,000+ petition signatures.
+ Educated thousands on shareholder resolutions related to gun safety.

What's Next?: In 2019, our Responsible Finance campaign will:

- Create new resources on responsible investing and banking.
- Advance 2019 shareholder resolutions on social and environmental issues.

SYSTEM TRANSFORMATION

Major Companies Sign Up for Change

centerforsustainabilitysolutions.org

The Problem: Small, green businesses bring social and environmental solutions to market. The next step: Scaling those solutions to shift supply chains and entire industries to sustainability.

Our Victory: Our Center for Sustainability Solutions program brings major corporations—along with scientists, workers, farmers, and others—to transform supply chains and industries to more just and sustainable practices.

The *Center's Clean Electronics Production Network (CEPN)* helped several major electronics corporations and supplier factories start devising ways to remove toxic chemicals from supply chains. CEPN has been included in HP, Apple, and Dell's annual sustainability reports.

The *Carbon Farming Network* is helping large companies and farmers start shifting toward climate-cooling regenerative agriculture, including by moving 5 million more acres of small grains grown in rotation in the Midwest, to help reduce soil-depleting mono-cropping. The network recently teamed up with The Carbon Underground to launch the first globally applicable standard, verification, and recognition program for soil carbon. The Soil Carbon Initiative (SCI) standard will be able to be applied to supply chains in 2019.

The Non-GMO Supply Working Group helps farmers and major food companies to go non-GMO and organic.

10 Habits of Very Sustainable People

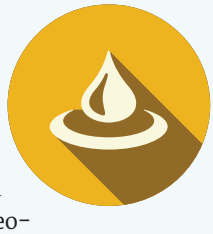
Want to amp up your green habits? Start by tackling these ten high-impact steps to take action for people and the planet.

GREEN AMERICANS are an active bunch. Over the years, you've told our staff all about the many actions you take in your daily lives, at work, and in your communities for a greener, fairer world. So whether you connect with Green America through a paid membership, find the *National Green Pages*® on your local newsstand, visit our website, or subscribe to our e-newsletter, know that we appreciate all you do.

To celebrate you, we've organized this edition of the *Green Pages* around ten of the most high-impact actions for social justice and environmental sustainability. While these categories don't encompass all of the things you can do to help create a better future, they are steps that will add up to a lot of change—especially when Green Americans across the country take action together.

Ten Habits of Very Sustainable People

1. Save Water



Americans use an average of 80-100 gallons of water per day at home. With climate change causing droughts across the nation and around the world, it's critical to save water whenever you can. And while US drinking water is safe for most people, toxic runoff from agriculture, industrial pollution, fossil fuels, and degraded lead-pipe infrastructure has put thousands of communities at risk.

Take care not to toss chemicals down your drain at home, to avoid polluting local water tables, and to conserve water whenever you can.

Find out more in the "Air/Water Purification" category on p. 18.

2. Go Nontoxic at Home



You've probably heard the statistic from the EPA about indoor air being up to ten times more polluted than outdoor air, due to the toxic chemicals often found in conventional cleaners and other products.

If you haven't yet done anything about it, make 2019 the year to start. When you choose eco-friendly, less-toxic cleaning products, detergents, fragrances, candles, body care, and more, you keep your indoor air cleaner and make your home healthier for yourself and your family.

Learn more in the "Cleaning Products & Services" category on p. 34.

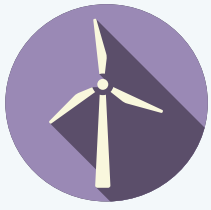
3. Green Your Closet



Americans buy too much clothing, and it's glutting landfills. In addition, donated clothing often winds up being sent to developing countries, where it's overwhelming local economies. The prescription for all this waste? Buy less, and when you do buy, buy organic and green clothing that lasts longer than flimsy "fast fashion" pieces.

Learn more in the "Clothing" categories starting on p. 37.

4. Green Your Energy Use



If you really take advantage of all of the opportunities to amp up the energy efficiency of your home and office, it's possible to shave your energy bill in half. And then, green the rest of your energy use to reduce your carbon footprint even more.

Find out more in the "Energy Products and Services" category on p. 44.

5. Bank and Invest Responsibly

Your money can do good in the world, if you put it in the right places. By choosing socially responsible bank accounts and investment products, your finances can work for you and for people and the planet.



Right now, more than $8.7 trillion under professional management is invested responsibly, adding up to a lot of economic power pressuring corporations to clean up their acts.

Learn more in the "Financial" categories, starting on p. 53.

6. Choose "Good Food"

At Green America, we often use the term "good food" to refer to food that's organic (grown without synthetic pesticides and fertilizers that pollute the planet), planted and harvested fairly in ways that don't exploit farmworkers, and isn't cruel and inhumane to animals.

Lately, we've also started including food grown using regenerative farming methods, as well. Regenerative agriculture heals the soil, so it can better act as a carbon sink. Studies like those conducted by Rodale have found that a global switch to regenerative farming could actually reverse the climate crisis.

Find out more about good food in the "Food" categories starting on p. 76.

7. Build Green

Buildings—new and existing—have a huge impact on the environment. By implementing green features and using renewable or recycled and salvaged materials, home and building owners can greatly reduce a building's impact on the environment and the climate.

Find out more in the "Home Construction/Renovation" categories starting on p. 94.

8. Reuse and Recycle

Reusing products instead of buying them new—whether you find innovative ways to use things you already own, or swap, buy, or barter for someone else's items—helps save energy, curb global warming emissions, and preserve the Earth's precious resources. Choosing reusable products instead of single-use throwaways (bottled water, anyone?) curbs waste and reduces the burden on landfills, as well.

And, whenever possible, recycle unwanted items that can't be reused to preserve resources.

Get tips to maximize your recycling and reuse in the "Recycling Services/Products/Materials" category on p. 103.

9. Green Your Transportation

Transportation is one of the world's largest sources of global-warming pollution. Walk, bike, or take public transit instead of driving. You'll cut down on air pollution and help reduce emissions that are contributing to the climate crisis. Find out more in the "Transportation" category on p. 112.

10. Travel Sustainably

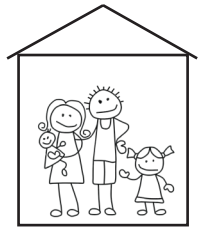
Air travel in particular contributes to climate change, and so do all of the vehicles on roads worldwide. Whenever you can, walk, bike, or take public transportation to curb air pollution and global warming emissions.

And when it's time to go on vacation, choosing locally owned hotels, organic restaurants, and green businesses can help minimize your travel footprint.

Get more tips for green travel in the "Travel" categories starting on p. 115.



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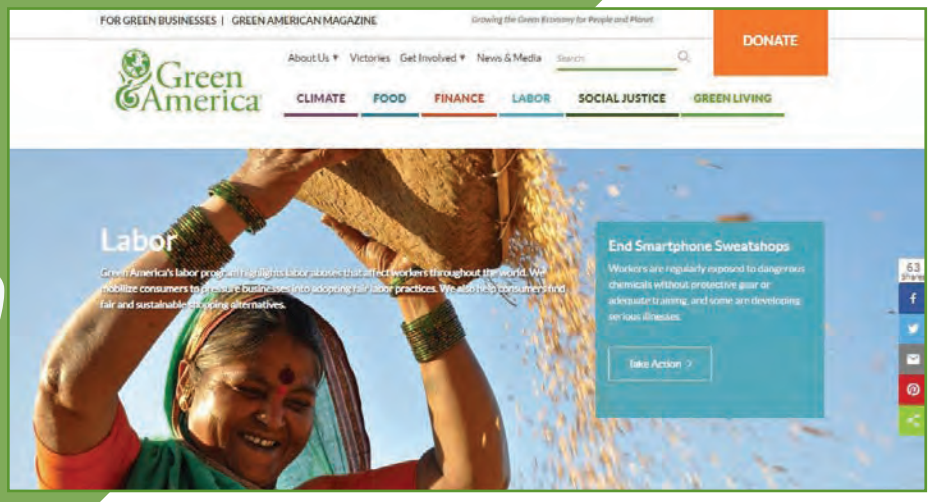
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Ten Habits of Very Sustainable People

1. Save Water

The average American uses 80-100 gallons of water a day. With just a bit of effort, you can cut that in half and then some.



schulzie / iStockPhoto

Water flows through every part of our lives. We use it to drink, cook, wash, heal, and play. Without it, we simply could not survive. But global access to usable water is currently on the decline. 2.1 billion people around the world do not have reliable access to safe drinking water at home, according to the World Health Organization. The UN estimates that by 2030, half of the world's population will be living in areas of high water stress, and water scarcity could displace as many as 700 million people.

Our ability to access clean water may differ, whether we live in Singapore, the Western Sahara, or California. But we are all united by the need to find long-term strategies to ensure there's enough water to go around for future generations.

CHOOSE GREEN HABITS

DO Use Water Filters

Using water filters and low-flow fixture heads can save money and water. Carbon, deionization, distillation, reverse osmosis, Kinetic Degradation Fluxion (KDF), and UV light are all commonly used in water filter technologies, and the key is to use the right filter or filter combination for your home.

To protect yourself, research the specific contaminants threatening your local water supply, and only buy filters that will remove those contaminants effectively.

You can start by finding your municipal water authority's Consumer Confidence Report, which should be posted online or mailed to you annually; this report lists contaminants found in your local water system. If you're on a well system, you'll need to have your water tested annually to get this information.

Once you get a report on your water, you'll be ready to purchase a water filter, which come in a vast variety from complex whole-house systems to simple filtered sports bottles.

Learn more about getting the right water filtration system by reading our article on "Bottled Water Vs. Tap Water" at www.greenamerica.org/bottledortap.

Continued on page 20



The Water Source II Whole Home Filtration System, sold by New Market Naturals[m], uses combined carbon and KDF filtration to remove chlorine, volatile organic compounds, trihalomethanes, and sediment to provide safer bathing, washing, and drinking water.

DO Get a Rain Barrel

At its simplest, a rain barrel is a sturdy plastic barrel that captures rainwater by being strategically placed under a home's rain gutter. Screens laid on top filter out debris, and some rain barrels have faucets at the bottom that can be attached to a hose, so you can easily use captured rainwater to irrigate your lawn and garden. (Be sure not to drink the water, as it may carry pollution, bugs, and bird droppings from your roof. It's fine for plants, if you haven't recently applied chemicals like moss-killer to your roof.)

In climates prone to dry spells, storing water in rain barrels can be especially handy during times when residents are asked to conserve water.

Part of rain barrels' popularity is due to how easy they are to assemble. Find companies selling rain barrels and rain-barrel assembly kits on p. 87. And find steps for building your own rain barrel at greenamerica.org/BuildARainBarrel.

DO Protect Water Sources

Some communities don't trust their municipal water due to recent crises. The Flint,MI; Standing Rock, ND; and Menominee River communities are just a few whose local water supplies have either been threatened or are currently at risk from contaminated pipes, oil pipelines, or sulfide mines, respectively. Though correcting cases of environmental injustice requires government and corporate action, our everyday habits can initiate a movement to help make local water supplies safe for everyone.

Properly disposing of hazardous substances found in everyday household items like cleaning products and medicines can prevent them from entering ground and surface waters. (Check with your local waste, environmental, or health agency for assistance.) CleanWaterAction.org also recommends avoiding pesticides, using nontoxic household products, and picking up after pets as other ways to protect local water.

NOT THESE HABITS

DON'T Buy Bottled Water

Manufacturing a plastic water bottle requires up to seven times more water than what's actually sold inside that bottle, according to NPR.

The average American household spends $100 each year per person on bottled water, according to the WaterProject.org, but contrary to popular marketing pitches, bottled water hasn't proven to be any cleaner than municipal tap, since its rarely from a pristine source and is regulated under looser federal standards than tap water. Investing in a reusable water bottle can save both fresh water and money, and your bottle will last far beyond what the average plastic bottle would.



New Wave Enviro's[m] tinted one-liter reusable water bottle is BPA-free, dishwasher-safe, and perfect for on-the-go activities.

DON'T Use Excessive Water

Many people accidentally waste water out of sheer habit. Running water while brushing our teeth, showering too long, and washing half-full loads of laundry or dishes are water-wasting habits that have become common in our everyday lives, but those bad habits can be broken. For tips to save water, check out our article on "13 Ways to Save More Than 65 Gallons of Water A Day" at greenamerica.org/Save65Gallons.



The Evolve ShowerStart cuts behavioral water waste by saving water and energy. While you'll still have to blast your shower to heat up the water, the Evolve will switch the shower to a trickle once it reaches a comfortable 95 degrees, signaling that it's time for you to climb inside. Sold by Florida Eco Products[m].

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eco-brazilcorp.com
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tilonia.com
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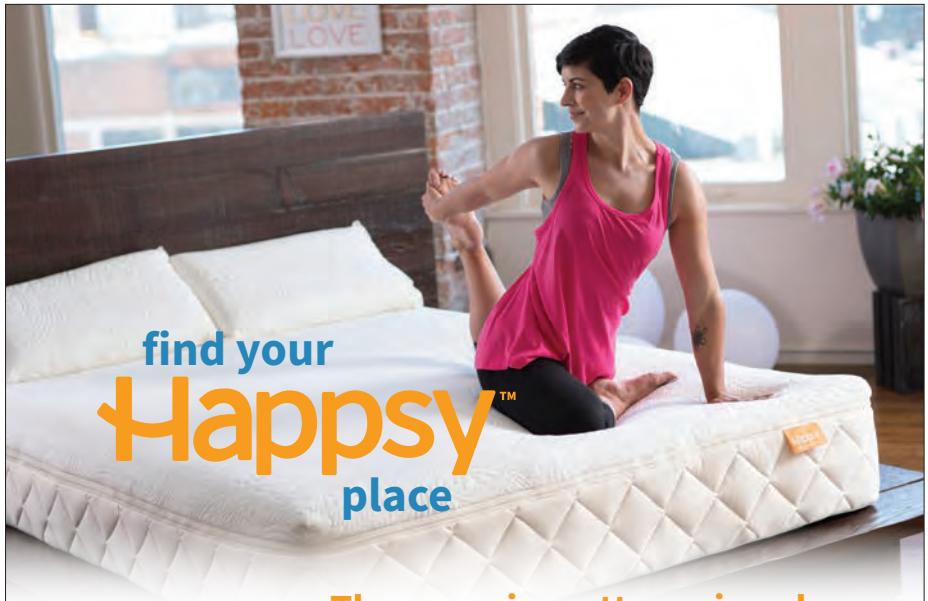
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During the weekends in 1998, Suzanne LeRoux frequented a yoga studio near her law school5!M. One Saturday, the studio was holding an essential oils class, and so on a whim, she went. What she thought was just going to be a class she'd enjoy and soon forget turned out to be a pivotal lesson for her mental and physical well-being.

Inspired by what she learned about the health benefits of aromatherapy, LeRoux started using essential oils to relieve stress while studying. When that helped, she began blending essential oils into her skin care routine and stopped using conventional beauty products. For years, LeRoux had struggled with acne, but her skin changed dramatically when she switched from a standard facial routine to a more natural regimen.

LeRoux finished law school and became a practicing lawyer, but she soon realized that she had found her passion in skin care. After work and on the weekends, she learned more about and practiced making holistic, plant-based cosmetics. Then, when LeRoux took a break from her law practice to spend time with her children in 2005, she further refined techniques and finalized formulas she had been developing. Two years later, when LeRoux and her family were ready for her to go back to full-time work, she found it was her hobby that was calling her, not her law office.

Through 2008 and 2009, LeRoux continued to experiment in her home kitchen in Georgia, giving her products away to friends and family, and using their feedback to make changes.

She also spoke with industry experts about whether pursuing holistic skin care full-time was a realistic idea, and was told that her vision for an independent, organic, plant-based cosmetics company was not feasible. At the time, small-scale skin care companies were uncommon, and plant-based skin care was a new concept.

"Everyone was saying natural organics was a trend; it was a fad; it would be in and out in two years. They told us not to invest anything," LeRoux recalls.

LeRoux did not shy away from her bold idea, though. She knew organic, plant-based skin care worked better than petroleum- and paraben-based products. She had seen the results herself, so she decided to pursue her business concept. By September of 2010, she'd found a licensed facility in Georgia and officially launched One Love Organics™ (p. 28).

As demand for her products rose, LeRoux's business took off. Since its beginnings, the company has moved four times to increasingly larger facilities, ultimately purchasing a manufacturing space of its own. It has won several green beauty awards, including two from *Glamour Magazine* in 2016—one for best cleanser for the company's Vitamin B Cleansing Oil, and one for best body product for its Vitamin C Body Polish.



One Love Organics president and founder Suzanne LeRoux with some of her company's award-winning organic skin care products.

"We just thought this was something that I would do: I'd hand-make cosmetics and send them out, and maybe one day I could replace my law income and do what I like to do," LeRoux says. "The growth of the company and where it is now was a huge surprise to both me and my husband."

Today, One Love Organics features dozens of original, plant-based, organic products at competitive prices. The company's team has grown from one to nine people, including her husband, who joined as the chief financial officer in 2014. Since the start, the products have been free of parabens, silicon, and synthetic perfumes and dyes. Most are vegan, all are plant-based, and all are GMO-free. The company and its facilities are certified cruelty-free and ECOCERT organic, a European organic certification.

LeRoux is still involved in every step of the process—from customer service to production to final products and packaging. She even still formulates every new product that One Love Organics releases. And she still enjoys what she does.

"I used to love shopping for beauty products, but as you get older, you hear about parabens and animal testing and unfair trade practices and all kinds of stuff that made shopping not as fun anymore," LeRoux explains. "I just wanted to take those worries away and make shopping for beauty products fun again."

—Jenna Nichols

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GREEN LIVING TIP

Safer Candles

Are your candles releasing toxic chemicals like carcinogenic benzene when you burn them? They might be. But the good news is that it's easier than ever to find cleaner, safer candles, starting with the candle companies here in the *National Green Pages®*. Here's what to look for:

Beeswax, vegetable wax, or non-GMO soy wax: Many conventional candles are made with paraffin wax, a petroleum by-product that releases carcinogenic soot when burned. Look for 100 percent beeswax, vegetable wax, or non-GMO soy wax for safer burning.

Scented with 100 percent pure essential oils: Candles scented with synthetic fragrances and synthetic oils can send unhealthy chemicals and soot into your indoor air when you burn them. If you choose fragranced candles, look for those scented with 100 percent pure (i.e. plant-based) essential oils. Organic oils are even better.

No "California Proposition 65" warning on the label: Look on the labels of any candles you want to purchase. If you see a warning note mentioning California Prop. 65, the state's groundbreaking Safe Drinking Water and Toxic Enforcement Act, it means the candle contains chemicals known to the state of California to cause cancer, birth defects, or other reproductive harm. Needless to say, it's a flagrant message to put the candle down and find a safer one.

Candles made after 2003: In 2003, the federal government banned candles made with lead-core wicks, lead being a potent neurotoxicant. If you have older candles lying around (It happens!), it's best to get rid of them rather than burn them, just in case there's lead in the wicks.

Trimmed wicks: Even the cleanest candles will produce soot, so reduce that problem by trimming wicks to 1/8 inch. Thinner candles also produce less soot than fatter ones.

Terralite's Woodlands candle is made with 100 percent coconut oil wax and a cotton and hemp wick, scented with pure essential oils.

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Fabric Softeners



Conventional dryer sheets and liquid fabric softeners coat your clothes in chemicals that are likely bad for your health. Consider replacing them with Wool Dryer Balls from Molly's Suds™. This woman-owned company specializes in a variety of eco-friendly laundry products. Its dryer balls use wool from humanely sheared sheep.

If you don't want to give up your scented dryer sheets completely, green companies like The Honest Co., The Good Home Co., and Seventh Generation offer eco-friendly versions.*mollyssuds.com*

Continued on page 36



Floor Cleaner

If you saw The Good Home Co.'sm Floor Soap in the store, you might first be attracted to its pretty packaging. But what's inside is even better. The Floor Soap is plant-based, free of problematic chemicals found in conventional floor cleaners like parabens and sulfates, and certified vegan. Available in Beach Days, Lavender, and Pure Grass scents. *goodhomestore.com*

Furniture Polish

Make your wood furniture look shiny and new with Daddy Van'sm All-Natural Beeswax Furniture Polish in lavender and sweet orange scents, or unscented. 100 percent of the ingredients in its furniture polishes are truly natural—mostly beeswax and pure essential oils. The products are also certified cruelty-free. *daddyvans.com*



Bathroom Cleaner

You may be tempted to reach for a conventional scouring powder to get out really tough stains in your bath. Don't. Earthstone Internationalm has you covered with its scouring stone products especially for the bathroom.



Its BathStone, a brick-shaped scouring stone made of recycled foamed glass, provides safe cleaning to remove soap scum, hard water stains, and more.



And the ToiletStone comes with a handle to remove toilet rings, rust, mineral buildup, and hard water stains from your loo—no toxic acid or dangerous fumes involved.

The company also offers a KitchenStone, GrillStone, and PoolStone for cleaning difficult stains from your—you guessed it—kitchen surfaces, grill, and pool. *earthstoneinternational.com*

RATE YOUR CLEANERS

Ever wondered how your cleaning products stack up in terms of health and safety? Find out at the Guide to Healthy Cleaning, an online database by the nonprofit Environmental Working Group (ewg.org/guides/cleaners). The site gives letter grades to more than 2,500 cleaning products, both conventional and green.

In addition, you can look up individual ingredients on the site, to see what they are and whether they adversely impact human health and the environment.

Each product featured at left earned an "A" rating from EWG (or is not in the database).

WORST OFFENDERS

The EWG gave "F" grades to the following popular cleaners (and many more):

F ***Formula 409 Antibacterial All Purpose Spray:*** This corrosive product contains alkyl dimethyl ethelbenzyl ammonium chlorides (organ and respiratory toxicity) and ethanolamine (organ, immune system, and respiratory toxicity; toxic to aquatic life).

F ***Clorox Disinfecting Bathroom Cleaner:*** Contains alkyl dimethyl ethelbenzyl ammonium chlorides (see above), as well as other chemicals linked to organ, respiratory, and skin toxicity.

F ***Cascade Complete ActionPacs Dishwasher Detergent with Dawn, Fresh:*** Contains water softeners (hormone disruption), hydrozincite (chronic, acute aquatic toxicity), and alcohol alkoxylates (nervous system toxicity, linked to cancer).

F ***Mop & Glo Triple Action Floor Shine:*** Contains ethoxyethanol (hormone disruption), ammonium hydroxide (acute aquatic toxicity) and oxydized polyethylene (linked to cancer).

F ***Ivory Ultra Snow Liquid Laundry Detergent:*** Contains sodium borate (developmental and reproductive toxicity) and ethanolamine (high acute aquatic toxicity, hormone disruption).

m Designates a certified member of Green America's Green Business Network®

LFT Group Brands Limited
live-for-tomorrow.com
Port Moody, BC Canada • (604)629-5869
Nontoxic cleaning products; concentrated formulas.

Molly's Suds
mollyssuds.com
St. Petersburg, FL • (678)361-5456
Earth- and plant-derived laundry, home, and pet products.

My Conscience, My Choice, LLC
myconsciencemychoice.com
Hoboken, NJ • (917)769-8749
Use the CHOICE app to switch to green and cruelty-free products. For food, personal care, household, cosmetic and now animal companion products.

Naturally Clean LLC
naturallyclean.info
Downington, PA • (484)364-1357
"Helping You Create a Healthy Environment" since 2000! Support sustainable & agricultural products!

Neat Lemon, LLC
neatlemon.com
Boston, MA • (508)925-0596
Neat Lemon - Cleaning With A Conscience.

Planet Inc.
planetinc.com
Victoria, BC Canada • (888)478-8131
Environmentally friendly household products that work.

Prestige Green Touch Cleaners
prcleaners.com
Los Angeles, CA • (310)652-1200
We Clean Green: Non-Toxic. Odorless. Non-Hazardous material No petroleum-based

Probiocare Corp
probioclean.com
Brooklyn, NY • (844)313-9898
Cleaning and personal care products with stabilized probiotics.

Safeguard Security Solutions
safeguardsecurityllc.com
McDonough, GA • (678)369-7920
Janitorial services for governmental and commercial offices.

Seattle Green Cleaner, LLC
seattlegreencleaner.com
Seattle, WA • (206)499-3046
An award-winning, professional house-cleaning company, providing top-notch, environmentally friendly house-cleaning services in Seattle since 2007.

Seventh Generation
seventhgeneration.com
Burlington, VT • (800)456-1991
Household, baby, and personal care products for your home.

Stratus Building Solutions
stratusbuildingsolutions.com
North Hollywood, CA • (888)981-1555
Nationwide green commercial cleaning company offering the most comprehensive green janitorial services in the industry.

Tangie
ilovetangie.com
Mount Dora, FL • (352)641-0046
High-efficiency laundry soap developed for sensitive skin.

truce
truceclean.com
Tempe, AZ • (480)229-0483
Natural cleaners, dog products, room sprays, and hand sanitizer.

You've Got MAIDS
youvegotmaids.com
(843)388-7888
Promoting well-being for your family and the environment.

Cloth / Fibers / Textiles / Yarn

Barkha's Custom Sourcing, LLC
barkhascustomsourcing.com
Atlanta, GA • (404)626-9292
Highly specialized GOTS-certified sourcing consultancy for businesses in the organic and sustainable textile industries.

Ecobutterfly Organics
ecobutterfly.com
Ojai, CA • (888)564-8674
Sustainably dyed organic cotton yarns and fiber, and more.

Fiberactive Organics, L3C
fiberactiveorganics.com
Apex, NC • (919)612-3765
GOTS certified, organic cotton sewing thread; light, multi-purpose and heavy-duty, for everything you sew.

Green Mountain Spinnery
spinnery.com
Putney, VT • (800)321-9665
Produces natural-fiber and organic yarns without toxins.

GRUND AMERICA
grundamerica.com
(704)287-1805
At Grund, we believe what you put on your body is just as important as what you put in it. That's why we offer high-quality, all-natural products that are better for you and better for the planet. As parents, we have many things to worry about, but with Grund's organic cotton rugs and towels, you can have one less worry on your list. All of our products are made from non-GMO organic cotton and possess *zero* toxic chemicals. We validate every step in our entire supply chain to ensure no harmful chemicals are used from field to finished products. See ad on this page.

Harmony Art
harmonyart.com
Gualala, CA • (707)884-3347
Colorful, timeless designs printed on sustainable GOTS certified organic cotton. Home sewing, B2B and wholesale.

JUSTA / Global Just Designs
justafairtrade.org
Lake Atitlan, Guatemala
(202)455-8782
Fair trade design project supporting Guatemalan artisans.

Organic Cotton Plus
organiccottonplus.com
Winsted, CT • (855)SEW-PURE
Large selection of organic and eco-friendly fabric, yarn, fiber, notions, and craft supplies.

Organic Threads
organicthreads.com
Gold Beach, OR • (541)247-0514
US-made athletic socks from US-grown and organic cotton.

Pickering International Inc.
picknatural.com
San Francisco, CA • (415)474-2288
Organic and sustainable fabrics.

Source My Garment
sourcemygarment.com
Toronto, ON Canada
Responsible apparel manufacturing agency serving as a bridge between North American designers and offshore factories.

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.

Give a Day Equation
gadequation.com
Chandler, AZ • (602)910-4527
A fair trade shopping experience with everyday-wear items.

HandCandy Mittens
handcandymittens.com
Mannsville, NY • (313)465-5796
Hats, mittens, scarves, and more from recycled sweaters.

The Leakey Collection
leakeycollection.com
Carlsbad, CA • (877)532-5392
Jewelry and tabletop items handmade by Maasai women.

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, Mayan-made bags, scarves, ponchos, aprons, ornaments & home décor for wholesale and retail. Gorgeous, new bags in leather and repurposed traditional blouses.

WellaVerde
wellaverde.com
Apopka, FL • (800)734-1780
Sustainable home accents, fashion accessories, and more!

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.





Ten Habits of Very Sustainable People

3. Green Your Closet

Americans throw away 14 million tons of clothing each year, much of it grown with toxic pesticides or coated with harmful finishes.

Though we may not realize it, Americans generate tons of clothing waste every year, which harms both the planet and the people who make the clothes we wear. Over the last 20 years, the amount of clothing Americans throw away has doubled from 7 million to 14 million tons, equaling 80 pounds per person, according to the Environmental Protection Agency (EPA).

New York City alone spends $20 million annually to transfer unwanted clothing to landfills and incinerators—sites where clothing waste releases climate-warming carbon dioxide through combustion or methane through anaerobic biodegradation.

The "fast fashion" industry generates cheap clothing and greenhouse gases, natural resource consumption, and labor abuses. But green shoppers are poised to make all of the above go out of style. Here's how you can go green with your clothing choices.

Get Eco-Friendly Fabrics

Synthetic fibers like acrylic, nylon, and polyester are made from petrochemicals and are nonbiodegradable. Manufacturing nylon releases nitrous oxide, a more potent greenhouse gas than carbon dioxide.

But natural fibers don't necessarily mean eco-friendly. Rayon, viscose, and non-trademarked modal, all made from wood fiber, generate chemical pollution during manufacture, as does bamboo rayon. Conventional cotton—the staple fabric for so many Americans—is extremely water-intensive, as it can take 2,700 liters of water to produce a single cotton T-shirt, according to the World Wildlife Fund. What's more, it accounts for 24 percent of world insecticide use and 11 percent of pesticides, despite being farmed on only three percent of the world's arable land, according to the World Resources Institute.



The Bardot Pullover Sweater from INDIGENOUS[m] is fair trade and made with 100 percent organic cotton with low-impact dyes.

Shoppers can find fine alternatives in eco-friendly fabrics like TENCEL® (a.k.a. lyocell), made from wood pulp sourced from sustainably managed forests; bamboo, algae, or eucalyptus lyocell; or Modal® (look for capital-m Modal, trademarked by Lenzing), made from sustainably harvested beech trees. All three fabric types are made using nontoxic processes.

Also look for organic fibers. Organic cotton, hemp, flax, and soy fibers are all great choices. Creating a demand for organic textiles helps prevent toxic pesticides and fertilizers from entering the environment.

Say No to Toxic Finishes

Dyeing and finishing processes often involve substances like heavy metals, formaldehyde, azo dyes, and ammonia, which are known to be toxic, carcinogenic, or hormone disruptors. Stain-, water-, fire-, and wrinkle-proof finishes also contain chemicals linked to hormone disruption and cancer. When clothes are washed, these chemicals enter water supplies, where they can harm ecosystems, and as our skin absorbs the residues from these substances, we risk unknown impacts on our health. They're especially toxic to workers who have to handle coated fabrics.

Choosing green clothing companies that use organic

[m] Designates a certified member of Green America's Green Business Network®

dyes and nontoxic or no finishes reduces risks.

Shop Local and Fair Trade

The 2013 Rana Plaza building collapse killed 1,135 after factory owners sent workers into a building that local officials had deemed unsafe.

Since then, Green America has put pressure on major clothing companies to sign on to the Bangladesh Accord on Fire and Building Safety, a legally binding agreement between clothing brands and trade unions that promotes garment worker health and safety. The 2018 renewal of the Bangladesh Accord garnered signatures from big brands like H&M and Puma. Green America continues to pressure The Gap, Abercrombie & Fitch, and the North Face (VF) to do the same. (See p. 10 for more information.)

Shopping local and fair trade empowers workers with living wages, opportunities to collectively bargain for better wages and working conditions, and paid premiums for community development programs.

Reduce, Reuse, Recycle

Giving old clothes a new life is the most stylish thing you can do. Buy less to avoid overburdening the Earth, and when you do buy, buy used first, and then buy green.



The Belle Sweater from Blue Canoe™ is made in the USA from 100 percent organic cotton.

You probably already donate used clothing to thrift shops or donation centers. But what about torn or unwearable clothes?

Surprisingly, 95 percent of clothing that's thrown away can be reused or recycled, according to SMART, the industry association for textile recycling. In a 2011 study on municipal solid waste, the EPA also found that recycling 2 million tons of textile waste has an equal environmental impact of eliminating 1 million cars.

Shoppers can buy "new to you" items from resale shops and garage sales, and turn old clothes into crafty upcycled creations. You can find local recycling centers for just about any product, including clothing and textiles, at Earth911.com. And several blogs include DIY clothing upcycling ideas, including thesewingloftblog.com/100-ways-to-upcycle-your-clothing/. In addition, some companies sell new clothing made from materials like recycled polyester.

So, the next time you're thinking of throwing out an old pair of jeans, ask yourself: how can I give these a second chance?

CLOTHING LABELS TO LOOK FOR

BLUESIGN
Ensures that a piece of clothing is not exposed to harmful chemicals throughout the supply chain.

CERTIFIED ORGANIC
Ensures that the raw materials 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 safe conditions, and earn a premium for community development.

GOTS ORGANIC
The Global Organic Textile Standard (GOTS) requires that clothing bearing its "organic" label be 95 percent organic and have no toxic dyes or finishes. Supply chain manufacturers must comply with GOTS standards to minimize waste and ensure fair conditions for workers.

OEKO-TEX 100
This certification limits the use of toxic chemicals in everything from raw materials to finished clothes.

SA8000
A designation applied to factories and farms to show they meet standards for social responsibility and labor rights.

UNION-MADE PRIVATE LABELS
Appears on clothes made by union workers who were able to organize for better wages and working conditions.





Audrey Acosta Designs
audreyacostadesigns.com
Davis, CA • (530)302-5883
Island-inspired clothing made from 100% recycled textiles.

Bead & Reel
beadandreel.com
Los Angeles, CA • (323)389-7091
A one-stop-shop for eco-friendly, cruelty-free, sweatshop-free fashion for conscientious women.

Beckons Yoga Clothing
beckonsyogaclothing.com
Denver, CO • (303)881-0872
Sustainable-fiber yoga clothing for men and women.

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.

C for You Jeans
C for You Jeans
certejeans.com
Seattle, WA • (206)286-9685
US-made jeans from organic cotton denim for adults.

Celia Grace Wedding Dresses & Accesories
celia-grace.com
Chicago, IL • (413)570-3050
Fair trade, eco, and handmade wedding dresses.

Clothing Matters
clothingmatters.net
Grand Rapids, MI • (616)742-2818
Sustainably manufactured apparel since 1996: award-winning, world-class boutique and B2B branding. Hosting groups by appointment.

DASH HEMP SANTA CRUZ
dashhemp.com
Santa Cruz, CA • (877)561-1824
Since 1997, Dash Hemp has designed and consciously manufactured upscale, sustainable Hemp clothing for men & women in 100% hemp and blends of hemp, tencel and organic cottons in exotic fabrications and finishes. Hemp clothing that appeals to a wide range of demographics while focusing on basics with very cool detailing.

DECENT EXPOSURES, INC.
decentexposures.com
Seattle, WA • (800)524-4949
100% cotton bras, underwear, and clothing for the comfort you deserve! Over 200 sizes and 20 colors, including organic cotton and latex-free elastic. See ad on this page.

DHANA INC.
Dhana.com
Sausalito, CA • (800)840-5451
Dhana Inc. is an ethical fashion brand connecting our youth to people and planet through the medium of fashion. Dhana Inc.'s signature brand is the Dhana Wearin' the World Collection for babies, kids and teens. Created by artists, inspired by nature, Dhana apparel reflects the lifestyle of the trendy, social conscious, and environmentally savvy. Dhana celebrates ten years of commitment to social and environmental impact and is a Best For The World Honoree 2018. See ad on page 33.

Earth Creations, Inc.
earthcreations.net
Bessemer, AL • (800)792-9868
Eco-friendly T-shirts and clothing; organic cotton, hemp, tencel, and bamboo blends.

Econscious
econscious.net
Petaluma, CA • (877)326-6660
T-shirts, hoodies, hats, and bags, ready for your design or logo.

EcoPlanet–
EcoChoices.com Natural Living Store
ecochoices.com
Glendora, CA • (626)969-3707
Organic clothing and accessories for men, women, children.

Elisabethan LLC
elisabethan.com
Paonia, CO • (970)527-4073
Garments and goodies made from recycled fabric.

FaeriesDance.com
FaeriesDance.com
Happy Valley, OR • (971)255-0752
Eco-fashion and organic lingerie boutique.

Fair Indigo
fairindigo.com
Madison, WI • (800)520-1806
Apparel, accessories, and gifts for women, men, and babies.

Fibre Poet
fibrepoet.com
Eureka, CA • (707)572-5102
Artisan-dyed natural-fiber clothing and accessories. US-made.

Gaiam, Inc.
Gaiam.com
Boulder, CO • (877)989-6321
Organic cotton clothing for yoga, Pilates, and fitness.

Garden Kids, Inc
gardenkids.com
Anaheim, CA • (714)996-1100
Made-to-last clothing of high-quality organic cotton.

Green Label Organic
greenlabel.com
Floyd, VA • (540)745-6161
100% certified organic cotton T-shirts for men, women, and children. Respect labor—respect the planet—respect yourself.

Hempy's - American Made Fine Hemp Goods
hempys.com
Glenwood Springs, CO • (760)885-8364
High-quality hemp clothing and accessories, made in the US.

INDIGENOUS
indigenous.com
Sebastopol, CA • (800)664-9410
"INDIGENOUS is the premier brand in affordable eco-luxury fashion. Our fair trade and organic apparel is designed using only the most supple organic cotton, silk, wool, alpaca, and Tencel™. INDIGENOUS makes stylish, comfortable clothing that is healthy for you and good for the environment."

It's Our Nature®
itsournature.com
St. Petersburg, FL • (727)898-5335
Healthy Wear for People Who Care® Organic Cotton Clothing and Sun Protective Palm Leaf Hats.

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 this page.

Green America® Intern Picks!

Green Your Undies!

Cast away conventional fabrics and normalize natural with underwear made from eco-friendly fabrics, sans toxic chemical finishes.



Green America editorial intern Rina Torchinsky found several organic options here in the Green Pages®.

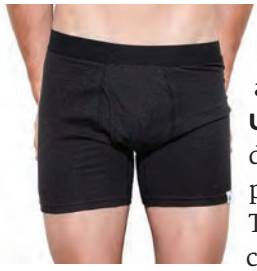


Amren Tulano, a woman-owned, Los Angeles-based company, offers a medley of organic cotton-based black or white underwear. A sexy staple to its six-style selection is the lace that adorns the waistband of the women's styles, including the **Black Organic Cotton Hipster With White Lace**. For men, the company offers a **Black Organic Cotton Boxer**. Its underwear is all fair trade and made in the USA. *amrentulano.com*



Choose cotton over conventional with **Blue Canoe**. The San Francisco company offers women's underwear in six different styles, ranging from bamboo-based thongs to aubergine hip huggers. One of the simplest styles, however, is the **Cotton Bikini**. Available in three colors, this pure panty is made in the USA of 100 percent organic cotton. *bluecanoe.com*





Given hemp's natural antimicrobial, anti-odor, and anti-bacterial properties, **WAMA Underwear** opted to use textiles derived from the plant as its primary underwear ingredient. The company developed a hemp-cotton-spandex blend for all its undies that softens with every wash. WAMA only uses Global Organic Textiles Standard (GOTS) certified suppliers. In terms of style, the company offers two types: **men's boxer briefs** and **women's hipsters**. *wamaunderwear.com*



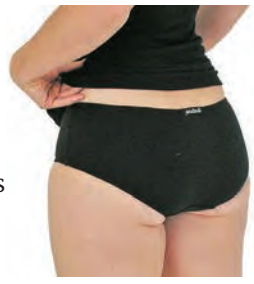


From patterned boy shorts to lacy low-rises, **Natural Clothing Company** offers a sizable selection of undergarments. In a sea of underwear options, its **Eve Panties**, made from bamboo, are among the softest. The bamboo used to make the textile bears rapidly renewable qualities and delivers a smooth and silky texture. Processed in a Worldwide Responsible Accredited Production (WRAP) factory in China, the underwear is available in four colors. *naturalclothingcompany.com*



In the market for an eco-friendly bra that's super comfy? Try the **Original Un-Bra in Organic Cotton** from **Decent Exposures**. This oh-so-soft model pulls on like a sports bra, though you can customize it by adding a front closure, if you prefer. Its wide straps help ease shoulder pressure for curvier women. The Un-Bra comes in your choice of 22 colors with a racer back or scoop back, and breastfeeding moms can add nursing flaps as well. *decentexposures.com*

Texture Clothing created its quintessential panty, **Ophelia Undies**, from upcycled fabric scraps. For its underwear undertaking, the company settled on a 52 percent hemp, 45 percent organic cotton, and 3 percent Lycra blend, producing the panties in ten different colors in Bellingham, WA. *textureclothing.com*



MAGGIE'S ORGANICS
maggiesorganics.com
Dexter, MI • (734)482-4000

Since 1992, providing durable, comfortable and affordable, socks, apparel and accessories. All made with certified organic fibers and fair labor practices using environmentally-sustaining production methods. See ad on this page.

MarketPlace: Handwork of India
marketplaceindia.com
Evanston, IL • (800)726-8905
Handcrafted clothing made by women-run cooperatives in India.

Mehera Shaw
meherashaw.com
Chapel Hill, NC • (919)969-2572
Fair trade, up-market women's clothing made in India.

Modern Vintage Attic
shop.modernvintageattic.com
Sherwood Park, AB Canada • (780)887-7174
Organic clothing, recycled accessories, and jewelry.

Natural Clothing Company
NaturalClothingcompany.com
Snohomish, WA • (877)800-8878
Natural and organic clothing for the whole family—hemp, organic cotton, and more. Kind to you *and* the planet. See ad on this page.

ONNO t-shirt company
https://onnotshirts.com
Boulder, CO • (303)928-7170
Bamboo, hemp, and organic cotton T-shirts.

GREEN AMERICA STAFF HABITS



"My sisters and I trade clothes back and forth—often purchased from a thrift store and then given away to each other if they don't work out. I also use used coffee grounds as an exfoliator for legs and arms."
—Shireen Karimi, digital communications director

ORGANIC ATTIRE
organicattire.com
Willits, CA • (707)459-1207
Unique, eco-friendly, comfortable organic cotton clothing that will become your favorite. Made in the USA, hand-dyed and block-printed on a solar and hydro powered homestead. See ad on this page.

OZARK ROPE SANDALS
ozarksandals.com
West Plains, MO • (417)256-2307
Handmade rope sandals and flip flops for any occasion. Ozark Sandals is a woman-owned company making sandals in the Missouri Ozarks for more than 20 years. Try our durable, handmade, 100% rope sandals. Custom sizes, widths and colors are available and fit is guaranteed. See ad on this page.

Passion Lilie
Passionlilie.com
New Orleans, LA • (504)408-1279
Fair trade, handmade, and eco-friendly apparel.

Rustic Wall Co.
https://rusticwallco.com/
Bethany Beach, DE • (301)708-8245
Eco-friendly casual wear, home furnishings, and accessories.

Silk Oak
silkoak.com
Ithaca, NY • (607)592-4424
Original design clothing and accessories for the whole family. Making hand-silkscreened, cotton clothing since 1977.

Smart Bird Clothing Co.
smartbirdclothing.com
Columbia, MO • (573)819-6968
Sustainable, travel-friendly clothing made in America.

Snoa Sleepwear
snoasleepwear.com
San Francisco, CA • (415)317-0609
"The Patagonia of sleepwear."

Soul Flower
soul-flower.com
Minneapolis, MN • (651)251-1028
Soul Flower creates funky organic and eco-friendly clothing that fits your lifestyle and is kind to the Earth.

Sportsbum, Inc.
sportsbum.com
Oakland, CA • (510)999-5037
Eco- and socially conscious athletic apparel and accessories.

SYMPATICO CLOTHING
sympaticoclothing.com
Jacksonville, OR • (541)899-3988
Women's tops, skirts, and pants crafted in America in a supple, sustainable blend of hemp/tencel. Classic, comfortable, easy-fitting designs for career and casual wear. See ad on page 43

Synergy Organic Clothing
synergyclothing.com
Santa Cruz, CA • (888)466-0411
Fashion-forward clothing and yoga apparel for women.

Taylar Leigh Apparel
taylarleighapparel.com
Decatur, GA • (404)720-5019
Women's Comfortable, Earth-kind Apparel.

texture clothing
textureclothing.com
Bellingham, WA • (360)733-3351
American made hemp & organic cotton clothing for curvy ladies.

Themis and Thread
Themisandthread.ecrater.com
Hector, NY • (607)546-8040
Carbon Neutral fashion from People and Planet Award winner. Specializing in organic cottons. Custom bridal.









Turning Life, LLC
TurningLife.com
Maynard, MA • (800)758-5809
Your green lifestyle resource for Earth-friendly products.

Tunique
tuniquedesign.com
San Ramon, CA • (925)263-2422
Handmade womenswear, jewelry, and home accessories.

Under the Nile
underthenile.com
San Jose, CA • (800)710-1264
Organic Egyptian cotton clothing, blankets, more.

Upland Road | Eco-Boutique
UplandRoad.com
Waban, MA • (617)202-9709
Sustainable, ethically-made clothing, kitchen goods, reusable bags, accessories, jewelry, fun t-shirts, Bee's Wrap, Vejibags, and gifts.

Wild Dill
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visionlabart.com
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Offers men's and women's conscious lifestyle apparel.

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Comfortable, stylish, 100% hemp clothing and soft hemp knits and accessories, made in the USA.

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Oak Forest, IL • (708)369-7402
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100% solar-powered green hosting company.

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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.

GREEN AMERICA STAFF HABITS



"As it starts to get cold in Colorado, I play a game where I see how long I can go before turning on my heat! Sweaters, cute slippers, hand-knit hats, warm tea, hot water bottles in bed … whatever it takes! Also, I've never owned a car! It forces me to get creative about finding rideshares and bus routes, which can be a challenge in rural Colorado. I ride my bike everywhere, even when it's a little uncomfortable (I have really good rain gear!). I take the train. I'm sure that not having the option to drive makes me be even more sustainable."

—Jes Walton, food campaigns manager

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greenmtn.edu
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Environmental four-year liberal arts college in Vermont linking education, business, and community.

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Energy Products / Services

This category contains businesses that provide renewable energy resources. Renewable Energy Certificates (RECs, or "green tags") can be a way for people who do not have access to renewable energy through their utility to support renewable-energy generation.

Carbon offsets offer consumers a way to take as much carbon out of the air as they are putting in. Carbon offsets fund clean-energy production and other reductions in greenhouse gases, equivalent to the emissions produced by driving one's car for a year or taking a flight.

Arcadia Power
arcadiapower.com
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Blue Pacific Solar
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Washington, DC • (800)460-4900
CleanChoice Energy is an energy company that does good. We power as many homes and businesses as possible with 100% renewable energy (wind and solar).

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Philadelphia, PA • (866)403-2620
Inspire provides you with access to 100% clean power that is good for your home and the environment. With our simple membership plans, pollution-free wind power is produced and placed on the grid for every kilowatt hour you use. Inspire also provides smart tech guidance, transparent pricing, and personalized expert support. We currently deliver exceptional, seamless service to our clean power members across six states. We're Inspire. The smartest way to power your life.

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Home Performance contractor. Home energy audits.

Mendocino Solar Service
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Installs solar electric systems for residential properties throughout Mendocino County, CA. We help customers achieve energy independence by installing systems designed for their region and needs.

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Ten Habits of Very Sustainable People

4. Green Your Energy Use

Americans could chop their energy use (and climate emissions) in half using energy-efficiency technologies available now. Get started today—and watch your energy bills shrink, too.



druvo / iStockPhoto

First Steps

Never thought about energy efficiency before? Start here to make some easy changes.

- **Wash your clothes in cold water:** Wash cold whenever you can, and always use cold for the rinse cycle. The EPA's ENERGY STAR program says water heating is the cause of about 90 percent of the energy it takes to operate a clothes washer, which is one of the most energy-intensive appliances in your home.
- **Avoid peak hours:** Use energy-intensive appliances including your washer, dryer, and dishwasher in the evenings or early mornings. It's our country's peak demand—generally from 12 a.m.-6 p.m.—that determines expansion of dirty coal-fired power plants.
- **Keep your fridge full:** If you have empty space in your fridge, fill it with jugs containing tap water. This tip makes your fridge run more efficiently. Water holds the cold better than air, so when you open and shut the fridge door, letting warm air in, your fridge will do less work to cool down again, which saves energy.
- **Ditch your dryer:** Get a clothesline or drying rack to hang your laundry. While wind and sun will dry your clothes faster than indoor air, keep your rack indoors if you're allergic to pollen.
- **Eliminate energy vampires:** Some devices use energy even when they're not operating, especially if they have a small light on nearly all the time (think a TV that has a standby light, or a microwave with a clock). You can use an inexpensive Kill-A-Watt meter to measure the "phantom" power your electronics leak while plugged in and switched off. Plug your devices into a power strip to easily switch them all the way off when you're not using them.
- **Replace your light bulbs:** Next time a light goes out in your house, replace the bulb with a more efficient one. LED is the most efficient, followed by CFL, then incandescent. There are plenty of LED lights these days with different brightnesses and colors, if you're sensitive to fluorescents' harsh lighting.

Continued on page 46

Next Steps

Already spent some time working on your energy-efficient habits? It's time to try some new ones!

- **Teach your thermostat:** Set the timer on your thermostat to warm or cool the house as you're coming home from work or school, instead of heating or cooling at your preferred max setting when you're not home. If your thermostat doesn't include a timer, consider installing one that does.
- **Look at your windows:** Windows can be a big source of wasted heating or cooling energy. If they have cracks, are sticking, don't close fully, or have years of deferred maintenance, it's time to give them some love. In many cases, you can do targeted repairs, install weather-stripping, and add a storm window to avoid the cost of a full replacement.
- **Get an energy audit:** Get expert advice to help you identify ways you can use less electricity and plug energy leaks in your home. You'll get the most cost-effective and useful steps that will help you reduce your energy use, lower your home's global warming footprint, and lower your energy bills, too. Your local utility will likely provide an energy audit for free, but you may get a more comprehensive audit—allowing you to save even more money in the long run—by paying for a whole-house energy audit through Home Performance with ENERGY STAR (energystar.gov > Home Improvement > Home Energy Audits).
- **Switch to green utilities:** Unless you know that your home electricity use is powered with clean energy, you probably get your energy from dirty sources like coal. Make the switch to green energy. With companies like Clean Choice Energy (p. 44) or Arcadia Power (p. 44 and 47), —it doesn't require a home visit or any wiring changes to easily direct your energy bills to support green power generation.



Want to do a DIY energy audit? Try the Dragon Smoke Puffer Kit from Positive Energy. This inexpensive tool blows a steady stream of nontoxic smoke (made from water and food-grade glycerin) to help you pinpoint air leaks in your home. Draft coming in through a window or doorway? The smoke will drift, showing you exactly where you need to seal a gap to save energy and money.



AvailableLight / iStockPhoto

Giant Steps

Friends come to you for advice on green matters, and you're okay with spending a little extra to get the best in efficiency. So try out these big steps to save energy and money,

- **Install water-saving and efficient appliances:** Install low-flow faucets and showerheads. When your appliances fail, replace them with ENERGY STAR-rated models, and consider updating your fridge sooner if it was originally purchased before 1993 (when standards were considerably more lax for fridge efficiency).
- **Prioritize insulation:** Heating and cooling uses so much energy, and insulation helps conserve some of that energy. Insulate your pipes, water heater, and walls to get the most out of the money you spend heating/cooling your home.
- **Harness the sun:** Solar is getting cheaper every year. You can lease many rooftop solar systems, which means a company installs it, and you don't have to pay for it outright; you pay for it via your electricity bill—which should be even cheaper monthly than it was before the installation. You can also install a solar water heater, which can save you money even if you live in a cloudy place. Find out if your house is right for rooftop solar at Project Sunroof: google.com/sunroof. Many states now allow community solar projects, where panels in a concentrated location generate electricity for an entire neighborhood—no rooftop panels required!

Designates a certified member of Green America's Green Business Network®

Arcadia Power

arcadiapower.com

member 4 years

Connecting people in all 50 states to green energy at no additional cost.



Arcadia Power founder and CEO Kiran Bhatraju in the company's DC headquarters.

When Kiran Bhatraju was in third grade, he took a field trip to a coal mine in Eastern Kentucky. There, for the first time, he started to understand where energy came from and the dangers miners faced working underground. Growing up in the heart of coal country, Bhatraju viewed coal as more than just an industry; it was a way of life. It influenced politics and culture in the area, and it drove the economy. As he got older and continued to see the environmental harm and job hazards of the coal industry, he thought, "There's got to be better ways to produce energy."

After graduating college in 2009, Bhatraju worked on Capitol Hill for his congressman from Louisville, KY. There, he learned about the "complex, convoluted way" energy is generated and delivered in the US. The US has a 50-state fragmented energy market, so every state has a different system for distributing energy to consumers.

He also observed industry trends: solar and wind energy were getting cheaper, and they reduced pollution and global-warming emissions associated with fossil fuels. Yet at the federal level, Bhatraju felt that nothing was changing to bring about a green-energy future. These observations spurred his first big idea: he'd create a software platform to make clean-energy choices convenient. Arcadia Power (p. 44) would make it easy for the average person to access green energy, so they could save money and help the environment.

"It just felt like giving users a way to connect to clean energy was going to be a more effective use of my time [than working in Washington]. ... Starting a company felt like a way that I could drive change and make a difference faster," Bhatraju says.

While he had a strong idea, he had no background in entrepreneurship or software development. To bring his vision to life, he educated himself in accounting, financial models, and customer relations, and became an expert in energy markets and clean-energy purchasing. With a small team, he launched Arcadia Power in 2014.

Arcadia Power makes clean energy simple: customers across the US can use the company's website to connect their utility accounts with Arcadia and enroll in its clean-energy programs, which Bhatraju says takes about a minute and is free. From there, Arcadia Power ensures your electricity usage supports solar and wind energy, or even community solar projects, for no added cost.

In addition, if Arcadia Power's Price Alerts program is available in your area, you can have the company constantly search for the lowest green energy options, sending you price alerts when it finds a way for you to save money.

"The demand for clean energy is there. The customers may not fully understand the grid or how it operates, but they know that they would like to support pollution-free power," Bhatraju says. "It's our job to take out all the complexity and make it simple for the user."

Arcadia Power already has over 150,000 customers in all 50 states. It's the collective buying power of this large group that allows Arcadia Power to secure exclusively low prices from clean-energy suppliers, which pay the company a fee for connecting them with more customers.

The company has supported the generation of over 465 GWh of clean energy, preventing over 260,000 tons of CO_2 emissions. This year, the company closed a $25 million round of investments, and it has committed to bring 120 Megawatts of new solar projects to its members. Bhatraju says that amounts to more than 40 solar farms, or 600 acres, that will be exclusive to Arcadia Power members.

Bhatraju calls Arcadia Power a "platform for change." After all, it's working to make green energy usage more efficient, re-envisioning how customers use energy at home, and advocating for environmental action all at once.

"If we're going to be successful as a movement, we have to make energy access a priority. That means every one of the 130 million people that pay a power bill each month needs to have easy access to clean energy," he says. "It's good business for us, and it's the right thing to do to expand clean-energy options to anyone—rich or poor, homeowner or renter."

—Jenna Nichols

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Fair Trade Resource Network
ftrn.org
Batesville,VA • (917)464-5558
Most complete information hub about fair trade.

Fair Trade USA
fairtradeusa.org
Oakland, CA • (510)663-5260
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Fair Trade Winds
fairtradewinds.net
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Friends of the Third World, Inc.
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FAIR TRADE PROGRAM
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Finding US markets for fair trade goods made by women escaping the sex trade



Dylan Fila (center, brown shirt) and Molly Fila (center, purple sari) take a selfie with the young women (and some family members) who make fair trade goods with Daughters of Hope, wholesaled to US markets by Asha Imports.

While doing volunteer work in Kolkata, India, in 2003, Dylan Fila often frequented the city train station with no ticket, no suitcase, and no intention of traveling. The station was a hub for more than travelers and commuters; it was also frequented by the homeless.

Armed with food and a first aid kit, Fila nursed wounds and offered sustenance. Each day he visited the station, he took a few people back to Mother Teresa's Kalighat, the Home of the Pure Heart hospice for the sick.

"It was very impactful to be [made] aware that this kind of thing happens in the world and that there are people that are being neglected in this condition," says Fila.

It was his first experience in what would become his adopted country. Until a speaker's volunteer experiences inspired him while he was in college, the thought of traveling to India hadn't even been on his radar.

"I never before considered going [to India]," Fila says. "I hadn't ever eaten Indian food. I didn't know anything about it; it was totally a foreign idea, but just hearing some stories ... inspired me to go and check it out."

Little did he know, his initial volunteer trip would be the first of many. Just three years later, the country would become home, and within 12 years, he would lay the foundations of a wholesale company, fair-trade factory, and vocational school in India.

Upon a six-month-long return in 2005, Fila toured a fair trade company in Kolkata, becoming enamored with the company's work at the intersection of social justice and entrepreneurship. When he headed back to the states in 2006, Fila and his wife Molly founded Asha Imports (p. 37), a wholesale fair trade company whose name is derived from the Hindi word for "hope," as a means to bring Indian fair trade goods to America.

Asha Imports sells handmade goods created by women who were trapped in the sex trade, many of whom turned to sex work to provide for their families. The fair trade system provides these women with another option—one that offers a living wage and a safe and healthy working environment.

"Fair trade is just an open and honest business," Fila says. "It's a tool that can be used to bring [people] out of poverty, to improve living conditions, and [provide] good wages."

In contrast, many Western companies with a presence in India pay poverty-level wages and exploit workers.

Two years after starting Asha Imports, the Filas made a big move to Bangalore, India. They worked in an orphaned children's home and acquainted themselves with the local culture and the needs of the community. Similar to what he saw in Kolkata, Fila noticed a need for economic opportunity for Bangalore's women.

So Dylan and Molly opened their own fair trade factory called Daughters of Hope in 2011. The company started small, with a staff of 14 women handcrafting colorful blankets made of reclaimed saris. The women earned a steady income in a comfortable setting—something that was hard to come by before there were local fair trade factories.

The Filas stitched their businesses together, making Asha Imports one of the first distributors of Daughters of Hope goods.

Fast forward to 2018: Daughters of Hope currently employs 60 women in a 7,500 square-foot facility. The women primarily create decorative pillows, tea towels, and table runners for Asha Imports and other distributors. The factory provides workers with free lunch, child care, savings plans, and insurance.

While Daughters of Hope offers employment and empowerment to many women, it could not hire women under 18, the legal age for workers in India. But younger women, around age 16, are especially vulnerable to trafficking because they have outgrown children's homes and cannot legally work.

So the Filas opened a vocational school in 2015 as a "prevention unit" to protect younger women from abuse. The school offers three tracks: cosmetology, computer skills, and tailoring. At the end of the one-year program, the school places some women in local jobs, and others move on to Daughters of Hope.

"Hope has been a theme of our businesses," Fila says. "It's an opportunity that will bring hope and bring a change of circumstance and a breaking of the cycle of poverty."

—Rina Torchinsky

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5. Bank & Invest Responsibly

More than $8.7 trillion under professional management is invested in socially responsible investments. That adds up to a lot of pressure on big corporations to do better, as well as support for green-business innovators.

Four ways to get involved in socially responsible investing (SRI):

Screen Your Investments

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

Why do it? Responsible investors will screen to get problem companies—like those involved in things like weapons or tobacco, as well as corporate polluters and those with other troubling practices—out of their portfolios. They'll also positively screen companies, seeking to invest in those with particularly responsible practices or those on the cutting edge of green technologies.

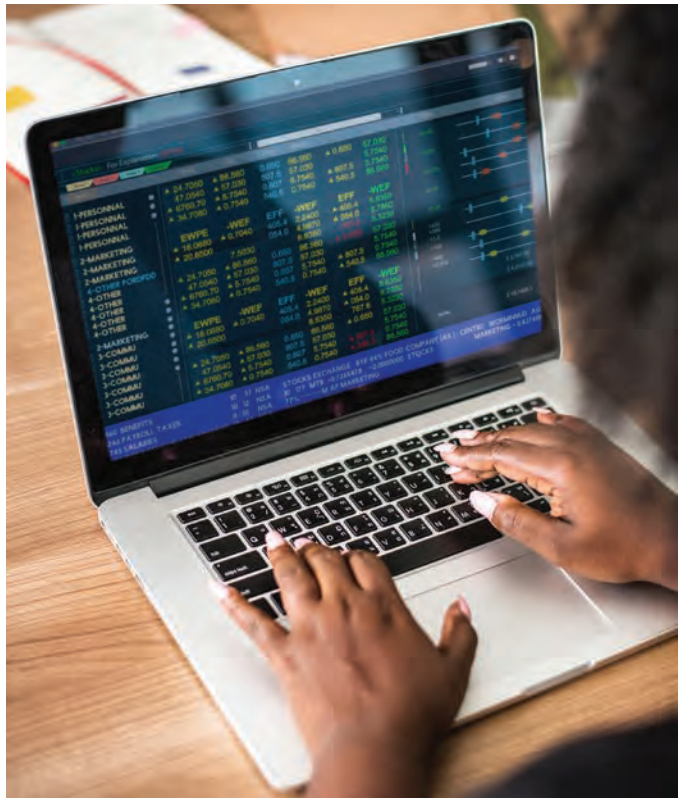
How to start: You can do your own research and screen your own stocks and mutual funds, if that appeals to you. Or, seek out a financial advisor or planner specializing in socially responsible investing (SRI). Find some starting on p. 53.

Be a Shareholder Activist

What is it? 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 corporate management for information or a change in company policy or procedure. These formal requests appear on a company's proxy ballot, which is mailed to all shareholders, who may 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.



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Why do it? Responsible investors engage in shareholder activism to pressure corporations to clean up their social and environmental acts.

These investors often introduce and support socially responsible shareholder resolutions in coalition, including with large institutional investors like socially responsible mutual funds or pension funds. That means they may represent millions of dollars invested in a given company—which is hard for corporate managers to ignore.

Continued on page 52



How to start: If you own stock, watch for your annual shareholder ballot to be mailed to you before a company's annual meeting (usually in the spring). Then, vote in favor of any social and environmental resolutions you see.

For an update on the previous year's SRI shareholder votes, as well as a preview of what's coming in the next shareholder season, download the annual *Proxy Preview* report, of which Green America is a co-sponsor, at proxypreview.org.

Green America also updates our annual shareholder resolution focus list prior to each season, to draw special attention to those that are in line with our campaigns and mission. Visit greenamerica.org/shareholder-activism.

Invest in Communities

What is it? Community-investing vehicles 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. Without banks and credit unions to provide them, these communities are left at the mercy of predatory lenders that provide loans and services with hidden fees and ballooning interest rates, making it nearly impossible for people to escape a cycle of debt.

Why do it? When put in community investing vehicles and institutions, your money can earn interest for you while going to work to lift up low- and middle-income borrowers.

How to start: Community investing can be as simple as opening up accounts or getting a credit card from a green or community development bank or credit union. Find options starting on p. 64.

You can also buy shares in mutual funds that hold community investments (see p. 73).

Or, if you can afford to earn low or no interest on some portion of your investments to maximize the social impact, consider community investing loan funds or venture capital funds (see p. 66 and 74).

Divest

What is it? 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 industry that its actions are not sustainable, and that its investors and customers want it to change course.

Why do it? Divestment played a powerful role in ending the racist apartheid regime in South Africa in the 1990s. Investors pulled their money from any company doing business in South Africa, and soon, the government knew its current path of oppressing Black South Africans wasn't economically sustainable.

Today, investors are divesting from fossil fuels, pressuring companies to take meaningful action to address climate change. As of September 2018, investors worldwide have pulled more than $6 trillion out of oil, coal, and natural gas companies. Major oil companies like Shell are now citing divestment as a material risk to their business.

They're also pulling money out of private prisons. Because they're publicly traded, prison companies like CoreCivic and GEO Group subject incarcerated people to brutal treatment, substandard food and conditions, and human rights violations, all in the name of minimizing expenses and maximizing profit. In addition, these companies support policies that unfairly target people of color and immigrants.

And, concerned individuals are also divesting from companies involved with ICE detentions, particularly in the wake of the Trump administration's zero-tolerance immigration policy that separated children from their parents, even in the case of those lawfully seeking asylum.

How to start: You can either research your investments and divest on your own, or get help from a socially responsible investment advisor.

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Financial—Advisors and/or Planners

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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Chartered Financial Consultant® / Chartered Life Underwriter (ChFc/CLU) *These designations are awarded upon completion of a three-year course of study with the American College focused on taxes, estate planning, insurance, financial planning, and portfolio management. Insurance agents (or life underwriters) are licensed by the states in which they do business.*

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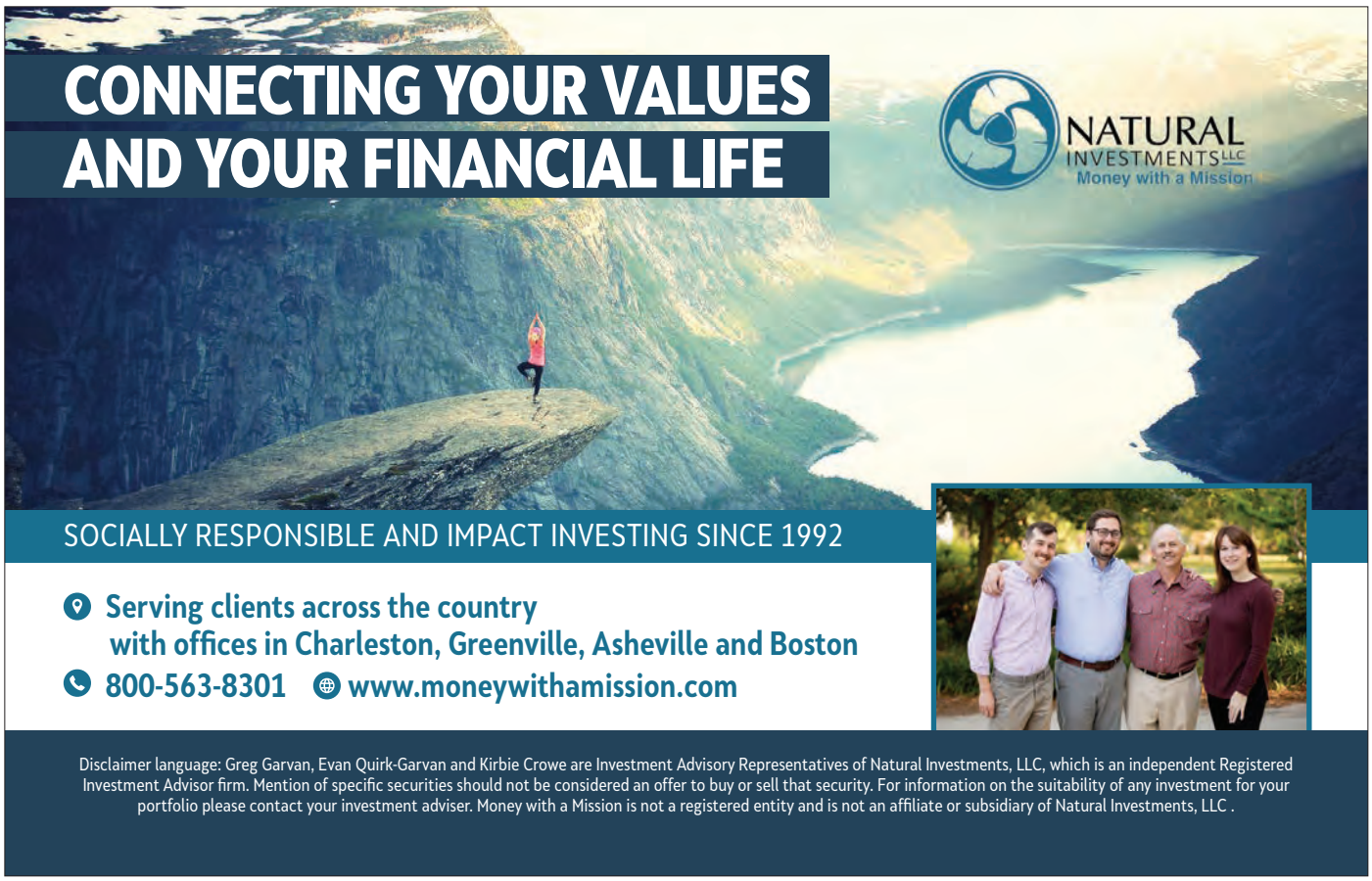


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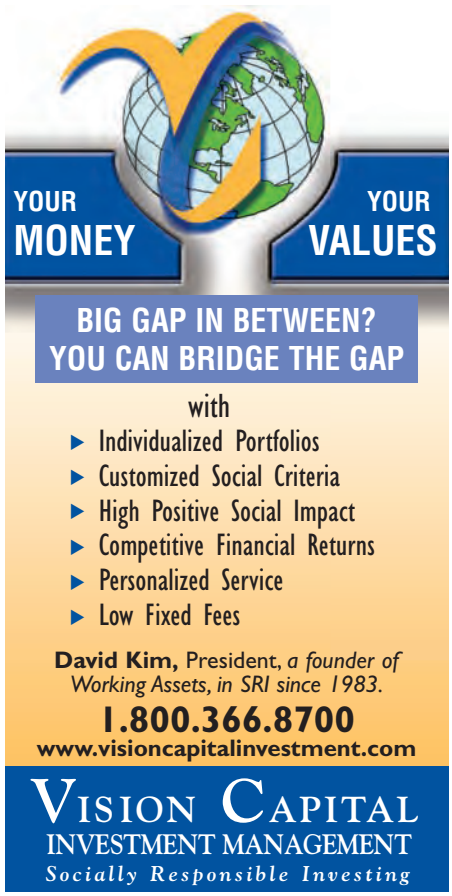
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In the 1980s, residents of New York City's Lower East Side had a big problem. Bank after bank had made active decisions to close their doors to the low-income community, stripping the area of financial services and economic opportunity.

Manufacturers Hanover Bank, now a subsidiary to JPMorgan Chase, was the last one standing, but then it, too, closed its doors in 1984. With no banks, the Lower East Side became a financial wasteland, and community leaders were determined to take action.

"[Local organizers] understood the danger of losing small business, housing, and community investment, which would have deepened the precarious conditions in the community," says Lower East Side People's Federal Credit Union (LESPFCU) CEO Linda Levy.

Those organizers began trying to raise money to launch a credit union in the bank's old location. About a year into the effort, Manufacturers Hanover Bank announced plans to open a branch in another Lower East Side neighborhood. In a fight for justice, community organizers held Manufacturers Hanover Bank accountable for not meeting the requirements of the 1977 Community Reinvestment Act, which states that commercial banks must meet the needs of the community, regardless of income. The bank had not, since it had virtually abandoned the neighborhood the year before.

As a result of negotiations before the Federal Reserve, Manufacturers Hanover Trust agreed to give the credit union organizers $250,000 to renovate the building and a $300,000 deposit to be repaid in three years. In 1986, the organizers opened the Lower East Side People's Federal Credit Union (p. 64).

Since then, the credit union has expanded to two additional locations in East Harlem and Staten Island, and served over 30,000 individuals. It has also reinvested more than $100 million back into the community.

Unlike a conventional bank, which is owned by investors, a credit union is a cooperative, so all account holders are part-owners who have a vote in credit union leadership and operations. In addition, LESPFCU is a Community Development Financial Institution (CDFI), as certified by the US Department of Treasury. As such, it serves a defined low-income population, with the aim of lifting residents up economically through affordable loans and financial services.

LESPFCU serves people who work, attend school, or belong to an organization in East or Central Harlem, the North Shore of Staten Island, or the Lower East Side. The credit union also serves anyone who lives in New York and earns less than $48,500.

Conventional banks often consider low-income groups risky and hike-up interest rates because of their poor credit history, but as a CDFI, LESPFCU has a different philosophy.



Neighborhood Financial Health Collaborative meeting with members of the Lower East Side People's Federal Credit Union and residents of East Harlem.

"We don't find that low-income borrowers are risky," director of communications and community development Alicia Portada says. "Rather, we are in the business of creating programs and services that actually help these members."

In addition to providing fair loans and low- or no-fee financial products and services, the credit union, as part of its community-development strategy, works with partner organizations to present educational workshops for its borrowers to help them achieve financial wellness. The courses cover the differences between credit unions and other financial institutions, healthy budget maintenance, and the basics of credit, among other things.

Through partnerships with different schools and organizations, LESPFCU also tailors specific programs to young people, to help the next generation understand how to manage finances. The students are also able to open youth accounts with the credit union, even if they start with only one dollar.

"It's been very successful for us to have youth open their first accounts with us," Portada says. "They experience what it's like to have a savings account, what it's like to be in a credit union, and what it's like to have 'my first debit card.'"

Education is just one way the credit union serves the community, and it is increasingly important as big banks continue to cut back on service to low-income groups. According to the Federal Reserve, in 2016, low-income mortgages only made up 15 percent of mortgages from Wells Fargo, JP Morgan Chase, and Bank of America, down from 32 percent in 2010. Despite the big banks' neglect of low-income communities, LESPFCU's remains committed to economic justice and community development.

"The whole scope of our work is to directly serve the low-income, marginalized, and immigrant communities that do not get the same services from other financial institutions," says Portada.

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Oakland, CA • (877)369-2828 ext. 5530
Self-Help Federal Credit Union was chartered in 2008 to build a network of branches that serve working families and underserved communities. With 17 branches in California, 9 branches in Illinois, and 1 branch in Wisconsin, over $1 billion in assets, and serving more than 79,000 members, Self-Help Federal is one of the fastest-growing low-income designated credit unions in the country. It is part of the national Self-Help family of non-profit organizations whose collective mission is to create and protect ownership and economic opportunity for all. Offers market-rate CDs, money market, IRA, savings, and health savings accounts. PRI and MRI opportunities available. See ad on this page. Account minimum: $500.

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 / Credit Cards

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

Contribucheck / Prospectus Enterprises, Inc.

contribucheck.com
Washington, DC • (866)576-6835
Recycled checks and deposit tickets printed with vegetable-based inks. Offers over 4,000 green products, such as paper products, facility, and industrial supplies.

GREEN AMERICA VISA CREDIT CARD

greenamerica.org/take-charge-your-card
Get the credit card that supports Green America. Green America partners with TCM Bank, N.A. which is owned by ICBA Bancard, a subsidiary of the Independent Community Bankers of America. Use this card to direct a portion of every purchase toward Green America's work to advance clean energy, fair labor, green businesses, and more!

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.

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.

CALVERT IMPACT CAPITAL

calvertimpactcapital.org
Bethesda, MD • (800)248-0337
Calvert Impact Capital (formerly Calvert Foundation) invests to create a more equitable and sustainable world. Through our products and services, we raise capital from individual and institutional investors to finance intermediaries and funds that are investing in communities left out of traditional capital markets. During our 22-year history, we have mobilized nearly $2 billion of investor capital. Account minimum: $1,000.

Calvert Impact Capital, 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.

Chicago Community Loan Fund (CCLF)

cclfchicago.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
(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.

Facilitating Investment in Cooperatives Since 1975

COOPERATIVE FUND of New England

To discuss investing or borrowing, call 1-800-818-7833 or visit www.coopfund.coop

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 financially props up things you may not like: oil pipelines, fossil-fuel extraction, and weapons manufacturing, for example.

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.



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.

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.

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

Envest Microfinance
envestmicrofinance.org
Madison, WI • (608) 216-9898
Envest is dedicated to making financial services universally available by connecting microfinance to capital markets. We offer investors the opportunity to support sustainable development in traditionally marginalized communities while receiving competitive financial returns. Account minimum: $25,000.

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)
leaffund.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 leaffund.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 Community Development Financial Institutions, OFN shapes policy, conducts research, and creates partnerships and programs that deliver high impact in financially stressed communities.

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 Thembani 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.

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.

Financial—Conferences

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Colorado Springs, CO • (888)774-2663
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US SIF ANNUAL CONFERENCE
ussif.org/conference
(202)872-5361
Hundreds of sustainable and impact investors will come together at the 2019 US SIF conference. Join us from June 10-12, 2019 at the Radisson Blu Hotel in Minneapolis. Contact: Suzy Martin: smartin@ussif.org.



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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
asyousow.org
Oakland, CA • (510)735-8158
Provides shareholder research, dialogue, and resolution management services for the nonprofit, SRI, and foundation communities. Works on sustainability and human rights issues; Lotions, and solicits investor support.

James Buro

Long Beach, NY • (973)698-6038
Supports the marketing activities of financial services companies and financial advisors whose initiatives are directed to socially conscious investors. Provides speaking, writing, and strategic consulting services. Member, First Affirmative Financial Network.

GAMCO Asset Management, Inc.
gabelli.com
Rye, NY • (914)921-5237
The GAMCO Socially Responsive Investment Group was formed in 1987 to provide customized discretionary equity portfolios for a wide range of individuals and institutions with specific social guidelines. In addition, we offer the Gabelli SRI Fund—an open-end mutual fund that adheres to stated social guidelines. Unique: client ideals>research>portfolios>results.

The Hastings Group
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Clean energy. Impact investing. Investor advocacy. GMOs. "We are the GREEN pro PR team." Join our client list: Green America, Natural Resources Defense Council, As You Sow Foundation, Civil Society Institute, Physicians for Social Responsibility, Environmental Entrepreneurs (E2), ...and many more!

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illuminatedfunds.com
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Private fund management, including the structuring and creating of funds using investor-designated strategies. Due diligence for venture capital and real-estate investment. Account minimum: $1 million.

Mitchell Kraus

capintelligence.com
Santa Monica, CA • (310)820-9797
Full-service financial planning firm specializing in multi-generational wealth management and socially responsible investing.

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Somerville, MA • (617)970-7756
Anne Lawson, CFA Principal Sustainable credit investment analysis. Credit analysis and due diligence for investors in debt and hybrid instruments. Specialities in CDFIs, financial institutions, and structured assets. Member of First Affirmative Financial Network.

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.

MicroVest Capital Management
microvestfund.com
Bethesda, MD • (301)664-6680
A private investment firm founded in 2003 that aims to build capital markets that work for the world's entrepreneurial poor.

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.

PROGRESSIVE ASSET MANAGEMENT
progressiveassetmanagement.com
Oakland, CA • (800)350-1776
Screens portfolios, provides social research, and refers those interested in financial services to consultants, advisors, and planners.

Sustainable Investing 4 All
sustainableinvesting4all.com
Morrisville, VT • (609)213-2218
Fund your dreams without compromising your values. We are primarily an information source and focus on choices that respect the environment, treat employees, the community, and customers fairly, and maintain ethical standards.

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.

US SIF: The Forum for Sustainable and Responsible Investment
ussif.org
Washington, DC • (202)872-5361
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.

Financial— Money Managers

Money managers typically take responsibility for investment portfolios for high-net-worth individuals, pension plans, foundations, endowments, mutual funds, and other institutions. In return for an ongoing asset-based fee, money managers create and maintain customized portfolios designed to meet each client's financial objectives, risk tolerance, and social concerns. Money managers generally have full discretion and a fiduciary responsibility to trade securities on behalf of the client's account and to make investment decisions on behalf of the client within the scope of an agreed-upon Investment Policy Statement. Money managers are frequently introduced to their clients by financial advisors and planners. Money managers may also have one or more of the professional designations described in the introduction to the "Financial Consultants—Advisors & Planners" section above.

1919 Investment Counsel
1919ic.com
Cincinnati, OH • (800)654-5777
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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Full spectrum positive impact investment strategies (Scarab Funds) for advisors, consultants and sophisticated decision makers.

Laurie Barrett

socialinvesting.com
Burlington, VT • (802)651-4045
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For more information on any Calvert mutual fund, please contact your financial advisor or call Calvert at (800)368-2748 for a free prospectus. An investor should consider the investment objectives, risks, charges, and expenses of an investment carefully before investing. The prospectus contains this and other information. Read it carefully before you invest or send money. Calvert Distributors, Inc., member NASD, a subsidiary of Calvert Group, Ltd.

Clean Yield Asset Management
cleanyield.com
Norwich, VT • (800)809-6439
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.

FIRST AFFIRMATIVE FINANCIAL NETWORK, LLC
FirstAffirmative.com
Colorado Springs, CO • (877)540-4933 x104
Supports a nationwide network of investment professionals specializing in sustainable, responsible, impact (SRI) investing. We offer unique resources and practical management assistance to financial advisors seeking to grow their practices by working with socially conscious clients. For more information on investing, or to join the First Affirmative Financial Network, please contact Danielle Burns at DannielleBurns@FirstAffirmative.com Account minimum: varies. Highly customized portfolio design process. See ad on page 55.

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.

JANTZ MANAGEMENT LLC
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Boston, MA • (617)273-8018
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 71.

Jantz Management is a Registered Investment Advisor, offering separately managed accounts for institutional and individual investors. This does not constitute an offer to sell or a solicitation of an offer to buy any securities and is provided for informational purposes only. Please visit our web site (www.jantzmgmt.com) or refer to Jantz Management's ADV Part II for more information.

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Fee-only financial advisor specializing in customized investment management and financial life planning for socially and environmentally conscious investors. Member, First Affirmative Financial Network. Account minimum: $500,000. See ad on page 59.

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

Patrick McVeigh

reyndersmcveigh.com
Boston, MA • (617)226-9999
Reynders 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.

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sustainablestocks.com
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Dark green portfolios for investors with strict social screens that requires more than fossil-free. Working with clients where SRI mutual funds may not be a fit since 1989. Member of First Affirmative Financial Network. Account minimum: $25,000.
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Linda Mundy

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Gaithersburg, MD • (301)527-0170
Based in Washington, DC, we serve an elite national clientele. Clients with sophisticated social and environmental interests find comfort in our ability to translate their wishes into customized investment practices. Account minimum: $750,000.

NorthStar Asset Management, Inc.

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Boston, MA • (617)522-2635
Works to balance clients' social and political concerns with their financial objectives. Believing that financial knowledge is empowering, examines with clients the financial and social impact of each investment, and takes action through investment, divestment, shareholder activism, and strategic charitable giving. Account minimum: $1 million.
NorthStar Asset Management, Inc. is a Registered Investment Advisor with the SEC specializing in socially responsible investing.

Amy Pender

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Fee-only Registered Investment Advisor offering comprehensive investment management and financial-planning services. Help clients achieve their life goals through personalized asset-allocation strategies and sustainable investment vehicles.
Maintains strict confidentiality policies and has in place procedural, electronic, and physical safeguards to protect clients' personal, private information. Shares client information that is necessary to effect, administer, document, or enforce a transaction as directed and authorized by clients.

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Manages customized SRI portfolios for individual and institutional clients. Investment approach is global (US and international), and both screened and engagement strategies are used. Firm began as the Rockefeller Family office in 1882 but now manages assets for other families and institutions. Socially responsible investing started in 1977.

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jpsglobalinvest.com
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Eric Smith

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Natural Investments, LLC is an SEC Registered Investment Advisor.

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.



Economic Action Against Hate

As the number of hate crimes continues to rise, use your economic power to take action against hate—and pressure corporations to do so as well.

Divest from companies involved with immigrant detention.

Conditions in immigrant detention centers have been horrible for years, under Trump, Obama, and presidents before them, especially in those that are run by private companies. However, what changed under the Trump administration is that adults—including those lawfully seeking asylum—are being forcibly separated from their children in huge numbers. The Associated Press reported on June 19, 2018 that even babies and toddlers are being sent without their parents to "tender age" shelters in South Texas.

Activists opposed to the "zero-tolerance" immigration policy have been publicizing the companies that are involved with immigrant detention, which makes it easy for investors to pull their money from those companies. Be sure to contact a company's investor relations department and tell them exactly why you've divested.

Find a partial list of companies involved at greenamerica.org/22CompaniesDetainingFamilies.

For those that aren't publicly traded, a phone call, e-mail, or letter detailing why you won't do business with them in the future can also help pressure them to take action.

Prepare to divest from 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.

Pressure large companies to do better.

Detained immigrant children, separated from their families under the Trump administration's zero-tolerance immigration policy, have been flown to detention centers in 17 states across the US. After fielding scores of media and customer questions about whether their planes had been involved, American Airlines, Alaska Airlines, and United Airlines publicly asked the US government in June 2018 not to fly immigrant children who were separated from their families on their planes. (Frontier, JetBlue, Southwest, and Delta Airlines also released statements against family separation, though theirs were weaker.)

And after several organizations like Media Matters and MoveOn.org mobilized the public to protest hotel companies that had accepted reservations from specific hate groups, Hilton, Wyndham, Airbnb, AccorHotels, and InterContinental Hotels agreed to deny the groups their services.

Public pressure did that.

E-mail, call, or call out companies that are involved with hate via social media. In addition, look for petitions from groups looking to harness economic action against hate. In late August 2018, Credo Action, Muslim Advocates, and other organizations delivered 100,000 petition signatures to Hyatt, asking it not to host the hate group ACT for America for its annual gathering in September. ACT has conducted anti-Muslim protests in more than 20 cities across the US, according to *The Atlantic*. To view an update, visit act.credoaction.com/sign/hyatt_hate/.

When many people speak out at once, it often leads to change.



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 Union offers zero-interest DACA loans to help young, undocumented immigrants brought to the US as children pay for naturalization and legal fees. Other green companies have launched progressive hiring and operating policies to lift up marginalized communities.

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

This nonprofit's "Color of Money" campaign is demanding that Amazon, Discover, and Stripe (Facebook's payment-processor) stop processing funds for white-supremacist groups. Visa, MasterCard, American Express, Discover, ApplePay, and PayPal have already agreed to the group's request, with PayPal and Mastercard being especially "proactive," according to the group, thanks to overwhelming public pressure.

The group is also pressuring online retail giant Amazon to remove hate merchandise, including Confederate, anti-Black, Nazi, and fascist imagery from their platforms.

Sign Color of Change's letter to Amazon and Discover at bit.ly/2ooTAgo and get updates at BloodMoney.org.

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Robert Zevin
zevin.com
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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.

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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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New York, NY • (800)877-9700
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.
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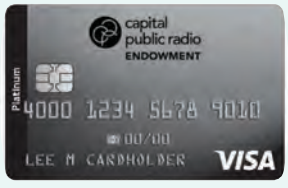
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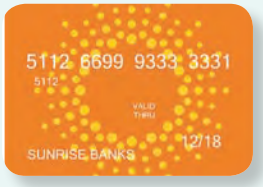




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Hope Credit Union Platinum and Platinum Rewards Visa: Hope has worked for decades to lift up communities in the Mid-South, and it was instrumental in helping the region recover from Hurricane Katrina. To get either of its Visa cards, you must have Hope membership, which is open to all. *hopecu.org/cards/*



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

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You should consider a fund's investment objectives, risks, and charges and expenses carefully before investing. For this and other information, call (800)767-1729, or visit www.paxworld.com for a fund prospectus, and read it carefully before investing. Copyright © 2017 Pax World Management LLC. All rights reserved. Distributed by ALPS Distributors, Inc.

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Before investing, carefully consider a fund's objectives, risks, charges, and expenses. Summary and full prospectuses containing this and other information are available from sentinelinvestments.com. Please read them carefully. Sentinel Investments is the unifying brand name for Sentinel Financial Services Company, Sentinel Asset Management, Inc., and Sentinel Administrative Services, Inc. Sentinel Funds are distributed by Sentinel Financial Services Company, One National Life Drive, Montpelier, VT 05604, (800)233-4332, www.sentinelinvestments.com.

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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Watershed Capital Group
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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.

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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

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Seattle, WA • (206)522-3055
Founded by Bruce Herbert, AIF, Investor Voice offers stand-alone shareholder engagement services: resolution filing, corporate dialogue, strategic planning, and media outreach for pensions, mutual funds, money managers and non-profits nationwide. Also see: www.Newground.net.

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
Somerville, MA • (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.

PROGRESSIVE ASSET MANAGEMENT
progressiveassetmanagement.com
Oakland, CA • (800)350-1776
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.

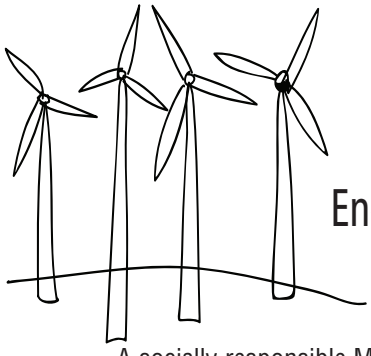
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siinstitute.org
Boonsboro, MD • (301)432-4721
The Sustainable Investment Institute (Si2) conducts impartial, in-depth research on organized efforts to influence companies, in reports on social and environmental shareholder resolutions and related contentious corporate responsibility topics.

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"I'm part of the Green America office coffee club. We purchase organic, fair trade coffee from Grounds for Change. We also indulge in fair trade chocolate from business members including Equal Exchange, Divine Chocolate, and Theo Chocolate."

—Todd Larsen, executive co-director

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Ten Habits of Very Sustainable People

6. Choose Good Food

Pesticides and fertilizers used to grow food have been linked to hormone disruption, organ toxicity, and cancer. And they wreak havoc on the Earth, harming wildlife and killing soil. Go regenerative and organic to avoid chemicals.



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A Planet-Friendly Meal Plan

Reduce your diet's impact on the planet by adopting eco-friendly dining.

MONDAY: Meatless/Vegan Monday

During WWI, the government encouraged Americans to reduce their intake of staple foods to aid the war effort—in part by adopting Meatless Monday and Wheatless Wednesday. Though those days were left behind after the war, climate activists have also pushed for people to eat meat-free at least one day per week, because of a United Nations study stating that 50 percent of all greenhouse gases come from meat, dairy, and egg farming.

Ideas for vegetarian dinner:

- Peppers stuffed with rice and meatless soy "beef" or "chicken." To make it vegan, forgo cheese topping and use salsa, vegan cheese, or olive tapenade instead.
- Tex-mex veggie bowl: Add rice, beans, sautéed veggies, guacamole, and salsa to a bowl in whatever proportions make you happy. Enjoy a tortilla on the side, or sprinkle tortilla chips on top.

TUESDAY: Reconsider Your Meal Kit

Do you get mail-order meal kits from companies like Blue Apron or Hello Fresh? The insulated boxes include enough portioned and prepped ingredients to quickly whip up a meal for two or four.

With these boxes, you don't need to shop or plan and there often isn't much food waste at meal-time. But the ingredients are often wrapped in lots of plastic. We dug deep in our article "Are Meal Kits Recipes for Fun, or Waste?" and determined a good/better/best of all the plans we could find, including organic meal-kit options. Read it at: greenamerica.org/MealKitWaste.

Idea for meal kit dinner: Meal kit companies often post fun recipes online for free, so you can save money by buying the ingredients yourself.

- From Whole Foods meal plan service: Layered vegetable enchiladas: bit.ly/2N1eBf8.
- Find recipes from Blue Apron: blueapron.com/pages/sample-recipes/.

WEDNESDAY: Try Local Flavors

Ever heard the term "locavore," meaning someone who eats local food? It's not possible for all foods all the time, but there are great benefits to eating local when you can:

1 **Taste:** local food might taste better because it was picked at its peak, instead of months earlier, like produce you find at the grocery store.

2 **Climate impact:** It travels less of a distance to get to you, which lowers your carbon footprint.

3 **Supporting local economies:** Buying local keeps money circulating in your local economy. Plus, knowing the farmers means you can ask questions about how your food was grown and engage in conversations about important topics, like how regenerative agriculture helps soil health and fights climate change.

Incorporate local food by finding a farmers' market in your area or joining a Community Supported Agriculture (CSA) program, which delivers boxes of local food to your door or an easily accessible location every week. Find a CSA or market at localharvest.org.

Idea for local dinner:

- **Veggie skewers:** Add seasonal veggies and organic tofu or chicken pieces to skewers. Brush with BBQ sauce, salad dressing, or oil and a favorite spice blend. Bake or grill. Seasonalfoodguide.org can help you find out what's in season.

THURSDAY: Feeling Fishy

Fish is broadly considered a healthy food, with less fat and just as much protein as other meats, plus omega-3s, calcium, and other minerals. There's not currently certification for USDA organic fish. But some methods of fishing aren't sustainable, like bottom-trawling, which can speed up coral reef destruction. Sometimes, eating specific types of fish isn't sustainable, as they may be chronically over-fished, or unhealthy because they may have high concentrations of mercury.

The best way to get high-quality seafood that's caught in an eco-friendly way is to buy local and check labels. If you have a fish market in your community, talk to the employees about where fish comes from. In stores, look for labels including Marine Stewardship Council, Fishwise, and Seafood Safe. Learn more about those labels and about getting truly sustainable seafood at greenamerica.org/sustainableseafood.

Monterey Bay Aquarium's SeafoodWatch.org has resources about finding safe, sustainable seafood, including an app you can use in the grocery store to see if the brands you like are green.

Idea for fish dinner (from the Monterrey Bay Aquarium): Find a sustainable seafood recipe that tickles your fancy at seafoodwatch.org/consumers/sustainable-recipes/.

FRIDAY: Eating Out, Green

Many folks who are interested in their health and the health of the Earth avoid restaurant food because it tends to be more processed, or when it's organic and unprocessed, it can get rather pricey. That doesn't mean you can't treat yourself to a night out once in a while. Check GreenPages.org for certified green restaurants, as well as the Green Restaurant Association m, dinegreen.com.



ulief514 / iStockPhoto

SATURDAY: Be Aware of Food Waste

A study from the Natural Resources Defense Council found that 40 percent of food in the US is wasted. Much of it never makes it to fridges and pantries as it goes bad on farms, in trucks, or at grocery stores. But it's estimated that households waste a quarter of the groceries they bring home—that's like leaving a bag of groceries you've paid for at the store every week!

Make sure you use up the food you buy. We have lots of tips for how to make the most out of fruit and veggies and pantry staples that are aging: greenamerica.org/UseUpYourFood.

Use-it-up dinner ideas:

- **Frittata or a quiche.** Add five eggs and a splash of milk to whatever vegetables or cooked meats you have left over from previous meals, and bake in a pie pan (with crust to have a quiche, or none to make a frittata).
- **Fried rice:** Stir leftover cooked rice with eggs, cooked meats, and cooked or raw veggies, along with a bit of oil, soy sauce, and hot sauce to taste.

SUNDAY: Shopping Day

Going to the grocery store is a great way to vote with your dollars about what kind of world you want to see. Find tips for buying green on p. 82.

Sunday dinner ideas:

- Come full circle with climate-friendly lentil soup. Lentils have the lowest carbon footprint per pound than any other food. Plus, this is a one-pot meal, which is great for a busy day: minimalistbaker.com/1-pot-everyday-lentil-soup/.

m Designates a certified member of Green America's Green Business Network®

HONEST TEA
honesttea.com
Bethesda, MD • (800)865-4736
Organic bottled teas, sports drinks & kids' juice drinks. Beverage and natural foods distribution available nationwide.

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.

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.

Teeccino Caffe
teeccino.com
Santa Barbara, CA • (800)498-3434
America's favorite coffee alternative, naturally caffeine-free.

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.

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.

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.

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
GaiasBasket.com
Auburn, CA • (530)820-3711
Non-GMO, fair-trade, allergen-free grocery and deli.

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.

Hendersonville Community Co-op
hendersonville.coop
Hendersonville, NC • (828)693-0505
Natural foods market and organic deli.

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®

Amafruits
amafruits.com
Orland Park, IL • (877)818-1262
Organic aİai berry, acerola, cupuacu, and graviola fruit purees.

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

Barbara's Bakery, Inc.
barbarasbakery.com
Marlborough, MA • (800)343-0590
Founded in 1971 A leading manufacturer of all-natural and organic breakfast cereals, cookies, crackers, and snacks.



GREEN AMERICA STAFF HABITS



"I visit my local farmer's market every week. Now that I know the farmers that supply to it a little better, it makes me appreciate my food and the local agricultural system that much more!"

—*Caroline Chen, social justice campaigns manager*

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
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).

CCOF, California Certified Organic Farmers
ccof.org
Santa Cruz, CA • (831)423-2263
Promotes organic agriculture and certifies organic growers.

CROFTER'S ORGANIC
croftersorganic.com
Parry Sound, ON Canada • (705)746-6301
Low-sugar fruit spreads, made with sustainably grown and sourced Organic and Non-GMO fruit. See ad on this page.

Earthbound Farm
ebfarm.com
San Juan Bautista, CA • (888)328-6742
Grower and shipper of organic salads, fruits, and vegetables.

Earth Source Organics
earthsourceorganics.com
Vista, CA • (760)734-1867
Certified organic, vegan, kosher, gluten- and allergen-free facility and manufacturer/co-packer.

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. Information and 1,130+ free recipes are at www.edenfoods.com. Retailers, institutions, and co-ops please visit access.edenfoods.com.

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.

Endangered Species Chocolate
chocolatebar.com
Indianapolis, IN • (800)293-0160
All-natural and organic chocolate from ethically traded cocoa.

Foods Alive
foodsalive.com
Angola, IN • (260)488-4497
We are a family-owned company producing artisan-crafted snacks, cold-pressed oils, superfood dressings, and superfoods.

Food & Vine, Inc.
grapeseedoil.com
Napa, CA • (707)251-3900
Award-winning Salute Santé! Grapeseed Oil! Non-GMO.

FRONTIER CO-OP
frontiercoop.com
Norway, IA • (800)669-3275
The Frontier Co-op family of brands offer a full line of culinary herbs, spices, teas, health foods, baking flavors under Frontier Co-op and Simply Organic brands. Personal care and aromatherapy products are also available in the Aura Cacia brand. See ad on page 1.

Gibson Farms, Inc.
gibsonfarmsinc.com
Hollister, CA • (831)637-3512
Dried apricots, organic shelled walnuts.

GRAIN PLACE FOODS, INC.
grainplacefoods.com
Marquette, NE • (402)854-7195
Certified organic and non-GMO whole-grain foods and ingredients. Specialties: popcorn and infrared processed grains, contract manufacturing and packaging. Find us on: Facebook Pinterest, Google+. See ad on page 79.

GrandyOats Granola
grandyoats.com
Tamworth, NH • (207)935-7415
Organic, homemade granolas, trail mixes, and roasted nuts.



Great Eastern Sun, Inc.
great-eastern-sun.com
Asheville, NC • (828)665-7790
Organic miso, teas, wasabi, seaweeds, pasta, sweeteners.

Green Foods Corp.
greenfoods.com
Oxnard, CA • (805)983-7470 x18
Highest-quality food-based nutritional supplements.

Green Harmony Living
greenharmonyliving.com
Towson, MD • (443)470-5729
Organic, vegetarian raw foods, superfoods, superherbs, more.

Glorybee Foods, Inc.
GloryBeeFoods.com
Eugene, OR • (800)456-7923
Bulk food distributor. Organic and commercial.

Good Choice Kitchen
healthyculinarycreations.com
Ossining, NY • (914)930-1591
We are a farm-to-table vegetarian/vegan café that offers high-quality, never-compromised, seasonal food procured from local organic farmers.

International Organic Inspectors Association
ioia.net
Broadus, MT • (406)436-2031
Nonprofit association of organic inspectors.

KAMUT INTERNATIONAL
www.kamut.com
Missoula, MT
KAMUT® BRAND KHORASAN WHEAT
Our mission is to promote organic agriculture and support organic farmers, to increase diversity of crops and provide organic, healthy and nutritious food by preserving the ancient khorasan wheat variety for this and future generations. See ad on this page

Knoll Farms
knollorganics.com
Brentwood, CA • (925)634-5959
Ten-acre, certified organic family farm.

KOL Foods
kolfoods.com
Silver Spring, MD • (888)366-3565
Kosher, 100% grass-fed beef, lamb, chicken, turkey, and duck.

Living Tree Community Foods
livingtreecommunity.com
Berkeley, CA • (800)260-5534
Freedom Butter. Alive, organic almond butter.

Lotus Foods, Inc
lotusfoods.com
Richmond, CA • (510)525-3137
Heirloom and organic rice handcrafted on small family farms.

Luna & Larry's Coconut Bliss
coconutbliss.com
Eugene, OR • (541)345-0020
Coconut ice cream: dairy-free, soy-free, gluten-free, organic.

Mamma Chia
MammaChia.com
Carlsbad, CA • (855)LUV-CHIA
High-quality organic chia-based foods and beverages.

Mary's Gone Crackers
marysgonecrackers.com
Gridley, CA • (888)258-1250
Manufacturer of delicious, organic, gluten-free crackers, pretzels, and cookies. We use only the highest-quality, real food ingredients. Kosher, vegan, no sugar/trans-fats.

My Conscience, My Choice, LLC
myconsciencemychoice.com
Hoboken, NJ • (917)769-8749
Use the CHOICE app to switch to green and cruelty-free products. For food, personal care, household, cosmetic and now animal companion products.

My Organic Market
myorganicmarket.com
Rockville, MD • (301)529-3104
Full-service natural foods grocer.

Native American Natural Foods
tankabar.com
Kyle, SD • (605)455-2187
Tanka buffalo and cranberry snack bars, bites, and sticks.

Natural Zing
NaturalZing.com
Mount Airy, MD • (888)729-9464
Largest organic raw vegan online store. Over 1,500 products.

Naturally Nutty
naturallynutty.com
Williamsburg, MI • (888)224-9988
Natural and organic peanut, almond, and sunflower butters.

Northwest Wild Foods
nwwildfoods.com
Burlington, WA • (360)757-7940
Wild and organic berries and mushrooms, wild seafood.

Numi Tea
numitea.com
Oakland, CA • (888)404-NUMI
Full-leaf, premium-quality organic teas and fresh herbs.

Nutiva
nutiva.com
Richmond, CA • (800)993-4367
Committed to changing the world by encouraging healthy eating and sustainable business practices. As the world's leading brand of organic coconut, chia, hemp, and red palm superfoods, Nutiva donates 1% of sales to sustainable agriculture.

Organic Gourmet/VegCuisine @ Scenario International
organic-gourmet.com
Sherman Oaks, CA • (800)400-7772
Soy-free organic misos; organic, vegan bouillon and soup stock.

ORGANIC VALLEY
organicvalley.coop
Lafarge, WI • (888)444-6455
Dairy products from a co-op of over 750 organic farmers.

Pattycake Bakery
pattycakeveganbakery.com
Columbus, OH • (614)784-2253
All-vegan bakery providing delicious handmade sweets.

Peaceful Fruits LLC
peacefulfruits.com
Akron, OH • (330)356-8515
Our healthy, delicious 100% fruit snacks are good for you and good for the world!

Princess Seafood
fuprincess.com
Fort Bragg, CA • (707)972-0707
All-women crew sustainably fishes salmon and albacore.

Really Raw® Honey, Inc.
reallyrawhoney.com
Baltimore, MD • (800)732-5729
Hand-packed, straight from the hive for 30 years.



FOOD-SHOPPING TIPS

Be aware of the Dirty Dozen, the Environmental Working Group's annual list of the produce most likely to be contaminated with pesticides. If you can, buy those organic. See the group's "Shopper's Guide to Pesticide's in Produce" for more information on how much pesticide residue is commonly found on your favorite fruits and veggies: *ewg.org/foodnews/dirty-dozen.php.*

Know your labels. Especially in the meat and dairy section, there are a lot of confusing labels. Is cage-free better than free-range? Learn what the difference is between dozens of labels with our "ABCs of Food Labels Guide": *greenamerica.org/food-labels-guide.*

Do you know your carbon food-print? Some foods are big carbon emitters, like beef, which has a carbon "food-print" based on the fertilizer needed to grow grain and on … gaseous emissions from cows. Fruits, veggies, and beans have the lowest carbon food-print. If you can rely mostly on a plant-based diet that's not too heavily processed, you'll lessen your climate impact.

Buy in bulk. You can save money and packaging if you buy at a grocery store with bulk bins. Bring your own jars (have them weighed and write the weight on the top before you fill them) to reduce your packaging for pantry staples.

SHAMAN ORGANIC CHOCOLATES
shamanchocolates.com
Soquel, CA • (877) 990-3337
SHAMAN Organic Chocolates are truly "chocolates with a cause." Each bar you buy helps support the economic and cultural survival of the Huichol Indians, the last of the North American tribes whose tradition is still intact. Enjoy 5 delicious flavors including our newest Organic Dark Chocolate with Hawaiian Sea Salt & Macadamia Nuts. Produced in a vegan facility.

SHIMA' of Navajoland
shimaofnavajoland.com
Farmington, NM
Southwestern soaps, honey, blue cornmeal, sacred plants, mother corn pollen #nativeandnavajo

Sjaak's Organic Chocolates
sjaaks.com
CA • (707)775-2434
Chocolates specializes in a wide variety of delicious organic vegan chocolates.

SIMPLY ORGANIC
simplyorganic.com
Norway, IA • (800)437-3301
Simply Organic offers a full line of high-quality, ethically sourced organic spices, seasonings, extracts, flavors, and seasoning packets. A member of the Frontier Co-op family of brands. See ad on page 1.

Straus Family Creamery
strausfamilycreamery.com
Petaluma, CA • (707)776-2887
Non-GMO Project Verified, organic dairy brand.

SunRidge Farms/Falcon Trading Company
sunridgefarms.com
Royal Oaks, CA • (831)786-7000
Certified organic and natural trail mixes, dried fruits, nuts, more.

Sunshine Burgers
sunshineburger.com
Fort Atkinson, WI • (920)568-1100
Organic, verified non-GMO vegan burgers.

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

Theo Chocolate
theochocolate.com
Seattle, WA • (206)632-5100
Organic and fair trade chocolate of the finest quality.

THRIVE MARKET
thrivemarket.com
Culver City, CA • (858)699-7785
Looking for gluten-free snacks, hypoallergenic cleaning products, or organic baby food? There's something for every dietary need and lifestyle online at Thrive Market. Search by the qualities that mean most to you—over 70 values and certifications to make shopping for exactly what you want easier than ever before.

Vital Choice Seafood
vitalchoice.com
Bellingham, WA •
The leading online source for sustainably harvested seafood.

Wild Pacific Seafood
WildPacificSeafood.com
Deming, WA • (877)252-2267
Albacore tuna caught one at a time by hook and line.

Food—Restaurants / Catering

CANDLE CAFE
candlecafe.com
New York, NY • (212)472-0970
Serving local, organic, vegan, comfort food that proves dining with a conscience is delicious! The Candle Cafe's array of seasonal menu items and organic beverages are available for delivery, take-out, or dining. Candle Cafe frozen entrees are available nationwide.

The Chicago Diner
veggiediner.com
Chicago, IL • (773)935-6696
Delicious vegetarian dishes in a comfortable, casual diner.

Ecopolitan
ecopolitan.com
Minneapolis, MN • (612)870-2974
100% organic, vegan, eco-raw food restaurant and eco-shop.

Gaumenkitzel Restaurant
www.gaumenkitzel.net
Berkeley, CA • (510)647-5016
Organic German Slow Food.

Good Choice Kitchen
goodchoicekitchen.com
Vegan café -- organic seasonal menus for eat-in dining, take out, catering, meal plans. Cooking classes, events. 4 star certification by the Green Restaurant Association.

Green Plate Catering
greenplatecatering.com
Wheaton, MD • (301)949-7601
Offering vegetarian, vegan, and local, organic meals throughout the DC metro region.

Green Restaurant Association
dinegreen.com
Boston, MA • (617)737-3344
Certification, consulting, and education for greening restaurants.

Greyston Bakery
greystonbakery.com
Yonkers, NY • (800)289-2253
Great desserts from great people doing great things.

Safe and Healthy Education, LLC
safeandhealthyedu.com
Easthampton, MA • (413)387-2204
Training/certification in food allergens and food safety.

Tante's
tantes.net
Oakland, CA • (510)261-6862
Delicious fast food with integrity for large events.

The Sweet Peas Café
TheSweetPeasCafe.com
Dunedin, FL • (727)734-0909
A parent-friendly café serving food kids and parents will love.

Village Bakery & Café
dellazona.com
Athens, OH • (740)594-7311
Diverse menu highlights local, organic, seasonal ingredients.

Whole in the Wall
wholeinthewall.com
Binghamton, NY • (607)722-0006
Best pesto in the universe! Seven flavors. All-natural.

Food—Vegetarian

Beanfields, PBC
beanfieldssnacks.com
Los Angeles, CA • (855)328-2326
Beanfields Bean and Rice Chips come in ten flavors including Nacho, Jalapeño Nacho, and Sea Salt.

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.

DEVA Nutrition LLC
devanutrition.com
Sunrise, FL • (888)988-3382
Vitamins, minerals, and supplements for vegans/ vegetarians.

Indian River Bee Company
indianriverbeecompany.com
Vero Beach, FL • (772)538-5210
Sells raw honey through fundraisers with various organizations.

NuTru, Inc
nutru.com
Sarasota, FL • (773)348-8452
High-end vegan nutraceutical products, i.e. supplements.

Organic Gourmet/VegCuisine @ Scenario International
organic-gourmet.com
Sherman Oaks, CA • (800)400-7772
VegCuisine, organic, kosher soy cheeses: Bleu and Feta.

Redwood Hill Farm & Creamery
redwoodhill.com
Sebastopol, CA • (707)823-8250
Sustainable family farm since 1968. Committed to producing the best-tasting goat milk products. Now also producing Green Valley Organics lactose-free cow dairy products.

Soom Foods
soomfoods.com
Philadelphia, PA • (267)457-3613
Tahini made from Ethiopian White Humera sesame seeds.

Vegetarian Resource Group
vrg.org
Baltimore, MD • (410)366-8343
Educational network encouraging healthy changes.

Peaceful Fruits, LLC

peacefulfruits.com

member 2 years

Organic, non-GMO fruit snacks that lift up workers in Suriname and Ohio.

If anyone wanted to find Evan Delahanty in 2011, they would have had to fly to Suriname, South America; drive through the Amazon rainforest for several hours; and kayak down a river. He'd been working in the corporate world for years, but when it dawned on him that he wanted to "contribute to the community in a bigger way," he'd joined the Peace Corps. His assignment sent him to a small village deep in the rainforest, where he served as a community economic specialist.

When it was time for him to leave Suriname, though, he didn't want to lose the relationships he'd developed with Mother Nature, the Amazon, and the people he'd met. And he wasn't about to go back to Corporate America. He thought one way he could keep those connections and continue to do good in the world was through a responsible business.

"I started with a mission but needed a product and business structure to support that mission," he says.

As he brainstormed, he remembered the açai berry, full of superfood nutrients and antioxidants, that grew wild in Suriname. The memory led him to launch Peaceful Fruits™ (p. 81): a social enterprise that produces healthy fruit snacks, similar to Fruit Roll-Ups but without the excess sugar and artificial ingredients, that are good for the body and the Earth. The snacks come in eight flavors: apple, strawberry, blueberry, peach, and pineapple—all combined with açai—as well as mango, passionfruit, and original açai. All are ethically sourced directly from the Amazon and made from 100 percent organic, non-GMO fruits.

Indigenous farmers in South America supply organic fruits to the company, which provides them with a reliable source of income. Plus, Peaceful Fruits partners with an Ohio-based nonprofit called the Blick Center to give jobs to adults with developmental disabilities, who make every snack for full wages. For Delahanty, Peaceful Fruits is a way for customers to support both of these communities.

"We're both a food business and mission-based business," Delahanty says. "We want to make it easy for people to do the right thing."

In 2014, Delahanty made his first few batches of fruit snacks in his mother's kitchen and gave out samples at a local farmer's market for feedback. The reviews were positive, so he officially opened the company's doors. He also moved production to a restaurant kitchen, cooking up batches after the restaurant closed for the evening.

Peaceful Fruits made $8,000 during its first year of sales in 2015 and $25,000 during its second year, but business boomed to six times that in its third year. The reason: Delahanty appeared on the reality TV show *Shark Tank*, in which prospective entrepreneurs pitch their business concepts to six "sharks," or



Peaceful Fruits CEO Evan Delahanty with some of his company's smallest customers.

multi-millionaire and billionaire venture-capitalists, who may or may not choose to invest in their growth.

Although the sharks liked the product and praised the social mission, they declined to invest the $75,000 in the company that Delahanty sought, mainly due to fear that the fruit-snack market was too competitive.

The public, however, had other ideas. The weekend after the episode aired, Peaceful Fruits tripled its annual revenue by selling $75,000 worth of snacks. The sudden spike in sales allowed Delahanty to move Peaceful Fruits from a communal kitchen to a private one. Now, Peaceful Fruits is developing a new facility and has hired more people on staff.

No longer limited to the local farmer's market, Peaceful Fruits products are available online and in select US stores. Customers can also sign up for a subscription box, where they can specify which flavors they want and how often they want it delivered.

Today, Delahanty manages company growth, manages production, and oversees recipes, among other responsibilities. Increasingly, he says, his job is to be the company's storyteller, promoting the success of his mission-based social enterprise through speaking engagements.

"[Social enterprises are] the future of doing business, because it's the only way that is truly sustainable for individuals, communities, and ultimately a planet that has finite resources," he says.

—Jenna Nichols

GREEN AMERICA STAFF HABITS



"We try to make the most out of our compost. We save all the veggie scraps we have to discard and put them in the freezer. When we have enough, we make a vegetable stock out of them to use for cooking anything—soup, rice, pasta, etc. Then we take the boiled-down scraps and feed them to our [composting] worms! It's fun when it goes full circle and we use the worm compost on our planted veggies!"

—Kristin Brower, development manager

VitaminSea Seaweed
vitaminseaseaweed.com
Buxton, ME • (207)929-8678
Seaweed products: cooking, lawn and garden, agricultural, pet.

Food—Wine/Beer/Spirits

Please confirm that the importation of beer, wine, and/or spirits into your state through mail delivery is legal before ordering.

ArT Wine Preserver
ArTWinePreservation.com
Chicago, IL • (773)234-9519
Enjoy Your Wine - Longer. ArT Wine Preserver keeps open bottles of wine from spoiling.

FREY PREMIUM ORGANIC & BIODYNAMIC® WINES
freywine.com
Redwood Valley, CA • (800)760-3739
Certified organic wine, no sulfites added. Family-owned and -operated. Award-winning organic and Biodynamic wines from GMO-free Mendocino County in northern California. See ad on this page.

Marble Distilling Co.
www.marbledistilling.com
Carbondale, CO • (970) 963-7008
Not all spirits are created equal. Marble Distilling Co. is a pioneer of sustainable distilling.

Montanya Distillers, LLC
montanyarum.com
Crested Butte, CO • (970)799-3206
Montanya Distillers is a true craft rum distillery that uses old-world artisan traditions, combining science with art, to create award-winning rums. Montanya uses just four natural American ingredients in its rum: non-GMO sugar cane, mountain spring water, yeast, and a touch of caramelized Rocky Mountain honey. From day one, Montanya has incorporated sustainability into the business. From being 100% wind powered to buying unrefined US sugar cane, energy use is thought of in every business decision. Montanya's Green Philosophy outlines more of the company's initiatives.

New Belgium Brewing Company
newbelgium.com
Fort Collins, CO • (888)622-4044
World-class Belgian beers and organic wearables.

Organic Vintages
organicvintages.com
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Organic wine distributor in NY, NJ, CT.

Otter Creek Brewing
ottercreekbrewing.com
Middlebury, VT • (800)473-0727
Wolaver's Certified Organic Ales and Otter Creek Naturally Brewed Ales.

Funeral Services

Aldergrove Caskets
aldergrovecaskets.com/
Hillsborough, NC • (919)357-1166
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Colma Cremation & Funeral Services
colmacremation.com
Colma, CA • (888)757-1888
Services/products for funerals, burials, and cremation.

Final Footprint
finalfootprint.com
El Granada, CA • (650)726-5255
Biodegradable caskets and urns for people and pets.

Passages International Inc.
passagesinternational.com
Albuquerque, NM • (888)480-6400
Biodegradable urns, caskets, and memorial products.

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Carolina Morning Designs, Inc.
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Organic, modular furniture. Space-saving, unique designs.

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Dragonfly Bamboo is a New York State Benefit Corporation. We sell bamboo products from around the world!

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thefutonshop.com
San Francisco, CA • (415)920-6800
Organic and eco-friendly futons, sofa beds, and organic furniture.

Kammika Import Export Co., Ltd.
kammika.com
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Thailand-based handcrafted furniture manufacturer.

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theorganicnest.com
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tyfinefurniture.com
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Solid wood handmade furniture built using the finest materials.





Green America® Staff Picks!

Green Money-Savers

Living sustainably doesn't have to be expensive. The staff at Green America is pretty savvy when it comes to being green on a budget, so we've rounded up a few of our best tips to save money.

I love shopping at consignment and thrift stores. It's like built-in recycling because you're buying used clothes, and you get them at really affordable prices."
—Amanda Heerwig,


prill / iStockPhoto

"A lot of people don't realize that electric appliances use energy even when they're turned off, and this energy use can add up to $100–$200 to your electric bill per year. To avoid this 'phantom load,' use power strips to plug in most of your electric devices, so you can turn several all the way off all at once."
—Sytonia Reid,

"I enjoy going to garage sales to get clothes for my kids, but if there's something specific we need—like a black concert outfit (required for band) or a classic white tank for layering—I'll often shop at ThredUp.com. It's an online store for secondhand clothing that carries several recognized brands. You can sell your old items on ThredUp, too."
—Tracy Fernandez Rysavy,



eskaylim / iStockPhoto

"I like to use a mixture of vinegar and baking soda for cleaning just about anything. It's cheaper than the cleaning products you would buy in most stores."
—Davina Etwaroo,

"I commute by foot and use the time to listen to Audible and make calls. The area I live in now is very walkable and convenient to most of the places I go."
—Jessica Tunon,



"Growing your own produce can save you grocery money and help cool the planet, too, if done with regenerative practices. Visit greenamerica.org/climate-victory-gardens *to learn how to transform an average garden into one capable of pulling carbon out of the atmosphere, and register your garden at greenamerica.org/climatevictorygardens. You can also join the climate victory gardens Facebook group at* facebook.com/groups/CVGardeners/ *to share photos, stories, and tips."*
—Jes Walton,

"I like to ride my bike to the Metro, which saves me money because bike parking is free. We also replaced the light bulbs in our home with LEDs, which reduced our electric bill."
—Todd Larsen,



"I'm in love with Beeswrap®, reusable food wrap made from organic cotton and beeswax that you can use in place of plastic wrap. I feel better about wrapping up my leftovers in Beeswrap than in plastic wrap, and it's also a lot lighter than a plastic or glass container when I'm carrying my lunch to work. Since cotton and beeswax are compostable, all you do when its year or so of useful life is up is throw it in your compost bin!"
—Dana Christianson,

"Dressing for the weather and season in your home is something I like to do. In the winter, you can keep the thermostat low and wear sweaters. In the summer, keep it high and wear shorts, tanks, and thin shirts. Or go without clothes."
—Shireen Karimi,

Rain Water Solutions

rainwatersolutions.com

member 9 years

Recycled rain barrels capture run-off and conserve water

When Mike and Lynn Ruck moved into their new house in downtown Raleigh, NC, in 1992, the couple had a little garden that they loved to tend. But they also had a small budget. Hoping to help them manage their bills, Mike's mother gave Mike a rain barrel that had been designed and used by her father. Thanks to that gift, Mike and Lynn started to reap benefits from the free resource of heavy North Carolina rain.

With access to around three inches of rainfall per month, enough to easily fill multiple barrels, the Rucks had plenty of rainwater to fully irrigate their 300-square-foot garden, making it easier for them to grow lots of their own food. In addition to boosting garden growth, their collected rainwater did lower the Rucks' water bills a bit, too. [*Editor's note: University studies have found that collected roof water is largely safe to use for watering edible plants, though there may be some risk. Rainwater from your roof may contain contaminants like bird droppings and pollution, so either wash your produce very thoroughly, or only use your rain barrel water to irrigate non-edible plants.*]

As the Rucks learned more about the benefits of rainwater harvesting, they wanted to expand their own collection system and get their community involved, too. But at the time, rain barrels were hard to find. Lynn and Mike decided to make their own, borrowing and building on ideas from the family design passed down from Mike's grandfather.

The Rucks started selling their product to neighbors and friends as a part-time project. The barrels proved so popular, the pair soon started selling them at local garden centers and in nearby towns, officially establishing Rain Water Solutionsm (p. 87) in 1999. Sales kept increasing, so in 2006, the company became the couple's full-time jobs. Today, Mike oversees operations and product development, while Lynn manages outreach and distribution. Since day one, both Lynn and Mike have prioritized informing the public about rainwater harvesting.

"We help educate people about why it's important to save water, or why it's important to slow down stormwater runoff," says Mike, who points out that rain barrels keep rooftop runoff, which is often polluted, from running down sidewalks and driveways and into storm drains, where it can tax municipal sewer systems and send pollution into lakes and streams. Instead, the water ends up in the soil, which filters it naturally.

Today, Rain Water Solutions' online selection offers two sizes of rain barrels: 50- and 65-gallon. Both are made in the USA from 100 percent recycled plastics, such as milk and juice cartons. The barrels are opaque to combat algae growth, and they have removable and lockable lids to ensure both easy cleaning and safety. Screened openings keep out mosquitoes. Plus, various accessories, such as the complimentary six-foot hose included with each one, can be attached to meet specific drainage needs.



A Rain Water Solutions rainbarrel distribution event in Ventura, CA.

While customers can order single barrels online through the company website for direct home delivery, Rain Water Solutions specializes in organizing barrel distribution events, designed for large-scale, easy-access pickup. Rain Water Solutions has held distribution programs in communities throughout the US.

For these events, the company partners with a nonprofit or municipality, and people can buy barrels at a close-to-wholesale, often subsidized price. For example, in 2017, Rain Water Solutions worked with San Antonio Water Systems in Texas to organize what Mike says was the largest single rain barrel distribution program in the US. Around 3,000 residents pre-ordered a total of 6,000 rain barrels online, then drove through a stadium venue to collect their purchases. Over 120 volunteers helped hand out barrels and answered questions about installation.

The Rucks' goal is "to get rain barrels out to the masses, and to keep the cost as low as possible," Mike says. "We see a day when municipalities are going to be distributing rainwater barrels along with trash cans and recycling bins."

It's been over 20 years since the Rucks first explored their interest in rainwater harvesting. What started with one barrel to collect rainwater at their home has expanded to eight barrels and a 400-gallon tank. And the business continues to flourish.

"We still love what we do," Mike says. "To us, the most satisfying thing is that a-ha moment, when you're actually in front of a person who finally understands what a rain barrel is."

—Jenna Nichols

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neemresource.com
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aquabarrel.com
Clarksburg, MD • (301)253-8855
Producing the best-engineered rain barrels on the market from recycled food-grade barrels.

Biodynamic Farming & Gardening Association, Inc.
biodynamics.com
Eugene, OR • (541)998-0105
Promoting biodynamic agriculture and CSA programs.

California Organic Flowers
CaliforniaOrganicFlowers.com
Chico, CA • (530)891-6265
Grower-owned organic flower-shipping website.

Devine Gardens LLC
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Morrisville, NY • (315)663-1675
Contaminant-free compost & vermicompost products from our farm. 10% off check "Green America" when ordering.

Equine Eco Green
equineecogreenus.com
Paris, KY • (302) 381-6626
Equine Eco Green® patented, closed-loop system transforms equine waste into sanitized equine bedding and compost.

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federationsoutherncoop.com
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Aids in the development of cooperative relationships.

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"Weed Dragon" propane torch kit is perfect for naturally controlling weeds around the home, in gardens or in the yard. Made in the USA. See ad on this page.

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Corkscrew aerating tools to make turning your compost easy.

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Designs, installs, maintains organically grown vegetable gardens.

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Local grower of herb and heirloom vegetable plants.

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FloridaNativeWildflowers.com
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Plant habitat for pollinators and other wildlife with Florida native plants.

GREEN AMERICA STAFF HABITS


photo by Anthony Brown

"At our house, we started with a one rain barrel from a workshop held in town, then added a couple we picked up from the local Pepsi bottling plant and converted, then replaced them all when our town had a deal on nicer-looking ones, and finally got a rain barrel under each of our four downspouts! We use the water on gardens, plants, and trees, which usually gets us through dry periods. We passed on our old rain barrels to a friend, so they're saving more water now, too." —*Rob Hanson, membership marketing manager*

Naturalyards
naturalyards.com
Ashland, OR • (541)488-0838
Wood planter products for schools, home, and urban gardens.

Neptune's Harvest Organic Fertilizer
neptunesharvest.com
Gloucester, MA • (800)259-4769
Organic fertilizer. Highly concentrated, extremely effective.

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Grow delicious, organic food with gardens of living soil.

Rain Water Solutions, Inc
rainwatersolutions.com
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greenharmonydesign.com
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Design and maintain beautiful, bold, seasonal gardens. .



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The ideal fingertip garden, at home or away.

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Organic solutions promoting healthy soil for plants and crops.

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Terra Nova Compost is an international compost education and consultation organization.

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betterearthproducts.net
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Green America® Editor Picks!

11 Great Green Gifts Under $100

(with 7 under $25!)

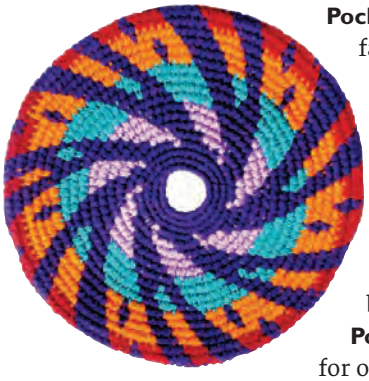


Find beautiful, thoughtful gifts for family and friends of all ages that are good for people and planet in this directory and on GreenPages.org.

Below are a few that caught managing editor Eleanor Greene's eye.

Skip crowds at big-box stores or the mall and shop with certified green businesses that are committed to environmental and humanitarian missions. When you buy from a green business, you're supporting small-business owners and getting high-quality products made from natural and sustainably sourced materials.

Buying green gifts is also a great way to introduce friends and family to the ideas of living green and voting with your dollars. When they ask where you got their present, tell them where and why you shop green!



Pocket Discsm specializes in fair trade, cotton toys for flying and throwing, from balls to hacky sacks to the small, pocket-sized frisbees that share the company's name, all crocheted by artisans in Guatemala. This bright **Ixchel Sports Pocket Disc** ($14.99) is for outdoor play, made from colorfast yarn and designed to fly farther than the standard pocket disc. Great for all ages and for tossing around a backyard, campus, or campsite with people or pets. *pocketdisc.com*



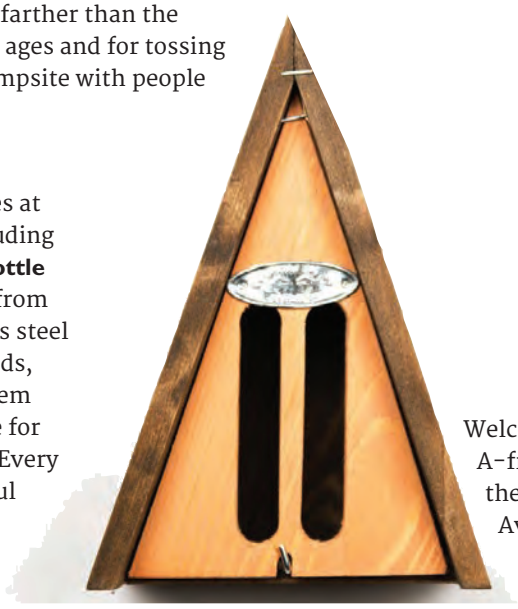
All the water bottles at **Earth Lust**m, including this 13-oz. **Bee Bottle** ($16), are made from unlined stainless steel with BPA-free lids, which makes them safe and durable for reuse for years. Every design is cheerful and earthy, too. *earthlust.com*

These darling **Triceratops Felt Baby Shoes** ($25), sold by **Fair Trade Winds**m, are made with fair trade practices from wool, making them natural and eco-friendly. If your baby or toddler is not a dinosaur fan, Fair Trade Winds has more than a dozen other adorable animal slipper styles. *fairtradewinds.net*



Pink Horizons Botanical Skin Care'sm luxurious **Winter Edition Body Oil** ($38) will moisturize dry skin when applied directly or added to a soaking bath. It's made with organic oils and spices that will remind you of cozy winter days—like sandalwood, ylang ylang, frankincense, and vanilla. *pinkhorizons.com*





Welcome pollinators to your yard with this cute A-frame **Butterfly House** ($16.99), which gives them a place to land and rest in wet weather. Available at **The Purple Tree**m, a family-owned business. *thepurpletree.org*

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The US-made **Ultra Suede Neck Wrap** pillows ($39.99) from **Hot Cherry** can be heated or chilled to provide comfort to sore muscles or a just some soothing aromatherapy. They're filled with clean, hollow, heat-retaining cherry pits, a by-product of Michigan's cherry industry—so the pillow smells like cherry pie when you heat it up! *hotcherrypillows.com*





Try cooking in a new way while camping or in your backyard. **Sunflair**'s **Mini Solar Oven Kit** ($89.99) comes with a solar oven, thermometer, trivet, collapsible silicone pot, and stuff bag. It uses no electricity and doesn't give off sparks or flames, so it's very safe, making it a great option for emergencies, too. *sunflair.net*



For your favorite foodie with a sweet tooth, what else would do besides organic, fair trade chocolate? The four chocolate bars in Seattle-based **Theo Chocolate**'s **Fantasy Bar Collection** ($12) come in unique and interesting flavors: Bread & Chocolate, Hazelnut Crunch, Root Beer Barrel, and Cinnamon Horchata. Packs with more traditional flavors are also available at *theochocolate.com*.



This hemp and organic cotton women's **Crewneck Sweatshirt** ($59) is light enough for wearing year-round. From sustainable and ethical fashion brand **OOLOOP**. *ooloop.co*



This cute, fair trade **Cotton Hand Knit Rainbow Hat** ($10.50) from **Shopping for a Change** will take your tot from winter to spring with its bright pattern. Knit by rural and disadvantaged women artisans in Bangladesh. *shoppingforachange.org*

The Cotton Hand Knit Rainbow Hat from Shopping for a Change is handknit by artisans in the fair trade system.

Max Green Alchemy Scruff Rescue Face Scrub ($8.99) uses finely ground walnut shells and gentle lactic acid to clean and buff skin, all with a woodsy and citrus scent. Daily use will also help reduce ingrown beard hairs. Unlike conventional scrubs, it's paraben-free, micro-bead-free, and vegan. *maxgreenalchemy.com*



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CaliforniaOrganicFlowers.com
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eco-artware.com
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essentials4.net
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favortheearth.com
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Earth-friendly gifts, treats, school/office supplies, and favors.

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fingerpuppetsinc.com
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greenfieldpaper.com
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Paper, envelopes, invitations, journals, greeting cards, packaging, and promotional items. See ad on this page.

Hipcycle, LLC
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Attractive, stylish, and durable upcycled products.

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inspiredperu.com
San Jose, CA • (650)450-1382
Improves the economic standard of artisans in Peru. Our products are handmade, natural, and Eco-friendly.



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Honor your friends and loved ones with the gift of trees.

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Unique glass pottery products for all occasions.

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pravy.com
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Natural body care products made by the best natural brands.

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rivannadesigns.com
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seedstosew.org
Hopewell, NJ • (609)466-3728
Fairtrade and handmade – gift wrapping bags, Maasai jewelry and other Kenyan crafts. Nonprofit supporting women. See ad on this page.

Shasta Visions
marbles-globes-gifts.com
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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.

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Beneficial Studio
beneficialstudio.com
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Blue Heron Graphics
blueherongraphics.biz
Walnut Creek, CA • (925)942-0897
Full-service studio specializing in branding and marketing.

ecoLingo
ecoLingo.com
Phoenix, AZ • (602)908-0824
Eco-conscious design, education, and consulting.

JVM Design
jvmediadesign.com
Roseburg, OR • (541)677-7440
Full-service design and marketing.

Kalico Design
kalicodesign.com
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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 marketeer 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 educational opportunities to children in the weaving communities.

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.

Becca & Mars
beccaandmars.com
Towson, MD • (972)824-8487
Natural bath products, skin care, and aromatherapy. Handmade.

Bestfilters.com,LLC
Bestfilters.com
Fayetteville, AR • (800)842-4605
Purveyors of the finest home Water Filters and room HEPA Air Purifiers and replacement filters.

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.

GREEN AMERICA STAFF HABITS



"I cut up any piece of paper I find that's only printed on one side, wrap a rubber band around it and others, and use the stack for scratch paper. I also make my own cleaners, including this great one for cleaning your yoga mat: Mix 3/4 cup distilled water, 1/4 cup alcohol-free witch hazel, 10 drops lavender essential oil, and 3 drops of tea tree oil in a glass spray bottle."

—Tracy Fernandez Rysavy, editor-in-chief

Future Tech Today Inc.
futuretechtoday.com
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Discover secrets of energetic health technology.

Garden Gate Natural Foods, Inc.
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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.

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.

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.

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
Sustainable farming meets natural beauty. We offer biodynamic & ayurvedic skin care products and more!

NEW CHAPTER, INC.
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Ten Habits of Very Sustainable People

7. Build Green

Homes and buildings account for nearly 40 percent of climate emissions in the US. Building or renovating green can help lower the climate and environmental impact of new and existing buildings significantly.



Rick Pharoah

Carmel Building & Design's (p. 94) Asian Cottage features zero-VOC finishes, wool carpeting, bamboo flooring, high-efficiency water heating, natural lighting, and ENERGY STAR appliances.

Our home is where we spend the most of our time. Building or updating with green materials means using resources that will nurture our homes, our planet, and ourselves. When you're involved in the construction or renovation of a new building or home, consider bringing in these key green materials and features.

Rapidly renewable materials are those that can regenerate themselves inside ten years, including those made from plants harvested in a ten-year cycle, according to the US Green Building Council. Common renewable materials are bamboo, cork, linseed, and natural rubber. Using these materials in construction or renovation reduces the use of fossil-fuel-derived products. They are often incorporated in green composite materials and products like linoleum, straw bale, and wheatboard panels.

Energy-efficient lighting: Unlike traditional incandescent lights, which emit 90 percent of their energy as heat, installing light emitting diode (LED) bulbs can reduce your carbon footprint and your energy bill. (Even though compact fluorescent bulbs (CFLs) are more efficient than incandescents, they still emit 80 percent of their energy as heat.) LED lights will save 80 percent more energy than incandescent bulbs, according to the US Environmental Protection Agency (EPA). An LED bulb lasts 25,000 hours before needing a replacement, which is more than double the lifespan of a CFL and 25 times more than that of an incandescent bulb, making LEDs the cheapest option in the long term.

Greywater system: These water-saving systems collect used water from sinks, tubs and showers, and appliances, and recycle it for irrigation, toilets, and

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other non-potable uses. The main benefits of using a greywater system are, of course, saving water and lowering your water bill.

To protect plants being irrigated by your greywater system, the Greywater Action Network advises people to use plant-friendly products around your home that may be flushed down the drain, and to limit salts, chlorine bleach, and boron.

Green roofs are flat roofs (or portions of roofs) with plants growing on top that help cool the building below. You know those ubiquitous black roof shingles? They absorb heat, which is, in turn, absorbed by the building, even when you'd rather cool it. Put plants there instead, and they'll absorb less heat and also climate-warming carbon.

Green roofs also filter storm water, and they're able to hold up to 90 percent of rain water in the summer.

To learn more about installing a green roof, read our updated article, "Is a Green Roof Right For You?" greenamerica.org/green-roof. If you're unable to install one, you can choose light-colored shingles if you live in a warm climate to reflect sunlight, and dark shingles to absorb it in a cold climate.



courtesy of Brick + Board

Reclaimed chestnut flooring sold by Brick + Board (see profile on p. 96). The company deconstructs old buildings and resells the reusable wood, bricks, fixtures and other materials. Brick + Board also makes a point to hire low-income people with barriers to employment.

Low-Flow fixtures added to toilets, urinals, and faucets are designed to save water without a loss in pressure. Low-flow faucets, in particular, are a relatively cheap and easy-to-install green fix, and they reduce water use over conventional faucets by an average of 30 percent. Low-flow toilets use 1.3-1.6 gallons of water per flush, compared to conventional toilets that can use anywhere from 3.5 to 7 gallons. That means the green option will save up to 73 percent of the water you'd normally flush away.

Rammed earth construction is a building technique that uses compressed clay, silt, and gravel to create walls and floors. Rammed earth is especially strong and, given it's supported with concrete ring beams, can endure seismic activity while also providing sound insulation, passive heating and cooling, and a sturdy defense against pests.

Straw bale construction uses leftover straw from agricultural crops. Builders stucco or plaster over compressed straw walls. Straw bale is 100 percent biodegradable, and its thickness makes it more resistant to flames and an excellent insulator for sound and temperature.

Local green-building materials: Buying regionally available building materials like sustainable wood, rammed earth, adobe, and straw supports local economies. The cut in travel time means less energy is needed to transport those goods, which reduces carbon emissions.

Sustainable flooring is often made from rapidly renewable materials like bamboo or cork; wood from sustainably managed forests; or recycled/ reclaimed materials. Cork is a renewable material derived from the bark of the cork tree, which is able to re-grow its bark after harvesting. Cork floorboards are made from leftover bark scraps from wine cork manufacture.

Wood certified by the Forest Stewardship Council (see p. 90) comes from sustainably managed forests that are not overly sourced or exploited. Buying reclaimed or recycled wood reduces the demand for virgin wood harvesting.

Xeriscaping is landscaping with plants to reduce the need for watering. Though the specific kind of plants that will cut down on irrigation differ depending on where you live, they're most often local plants accustomed to thriving in your local ecosystem. In addition to cutting down on water usage, xeriscaping also often reduces the need for fertilizer and yard maintenance.

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Flecks of burgundy paint and graying scuff marks trace the former paths of bouncing basketballs, squeaking sneakers, and sunken foul-shots. The maple gym floorboards are brimming with character.

These slender boards lived their first life as a basketball court in Middletown, MD. Though the adrenaline rush that comes with a sunken shot has dissipated, the team at Brick + Board (p. 96) still sees life in the old floor. After they extract the boards and give them a bit of TLC, the employees know the wood will be ready to bring unique qualities to a host of spaces.

Brick + Board is a Baltimore-based social enterprise that sells reclaimed bricks, wood, and architectural salvage. The company is a division of Humanim, a Maryland-based nonprofit that helps former offenders join the work force, and is committed to paying employees a living wage.

Rather than demolishing old buildings, Brick + Board employees deconstruct them, taking structures apart brick by brick and board by board, to resell building materials fit for reuse. This hands-on business model yields more jobs and saves more resources than demolition, all while diverting up to 90 percent of building waste from the landfill.

Brick + Board started as a pilot program to deconstruct vacant rowhouses in Baltimore. The Maryland city is filled with upwards of 16,000 uninhabitable rowhouses, which tend to attract criminal activity. The bare, boarded-up houses account for a large percentage of the city's housing stock.

"All of these houses are really generating a lot of opportunity," Brick + Board operations manager Robert Rinker says. "You just have to look at it from the right angle."

The opportunities these unsightly buildings present come in the form of salvaged vintage bricks—10,000 – 12,000 per house—and salvaging jobs.

While many businesses deny individuals jobs because of past addiction, a felony conviction, or a lack of education, Brick + Board seeks out people who meet these criteria to offer them an opportunity to work. Though many question the work-ethic of ex-offenders, Rinker values his dedicated crew.

"I have seen far too many good people get passed over for jobs who deserve it the most and would be the hardest working," he says.

Deconstruction and salvage as an industry provides more jobs per project than demolition. A team of seven Brick + Board employees deconstructed a Civil War-era barn in Hagerstown, MD in two weeks. According to Rinker, this ordinarily would have been a demolition job for two men: one on an excavator and the other in a dump truck.



A Brick + Board employee powerwashes boards the company reclaimed from an old building, which will be resold in its Baltimore store and online.

By deconstructing the barn, the team cut back on what would have been demolition waste from the barn by 75 percent.

The job doesn't end with the salvage. After they haul rescued materials back to the warehouse, the team prepares the wood, bricks, and more for purchase—cleaning, sanding, and de-nailing the boards, for example.

Some buyers choose the reclaimed materials to restore deteriorating buildings with period-appropriate architectural elements to maintain the structures' vintage character. Others choose salvaged materials to create distinctive accents.

A Maryland coffee shop features an accent wall made of Brick + Board's "mushroom board," sourced from Kennett Square, PA, the mushroom capital of the world. Originally used as boxes for mushroom growing, the boards' coffee-toned contours add a one-of-a-kind charm to the local coffeehouse.

"[Deconstruction] creates beautiful products that are better quality than some of what you get today," Rinker says.

While Brick + Board products help foster unique spaces, the company's singularity lies beyond the boards.

"We're more than just a business, we're a family." Rinker says. "We all work together side-by-side on a daily basis toward the same goal: making Baltimore a better place. I work with some of the best guys out there, and it's been a humbling experience seeing how dedicated and hardworking they are."

—Rina Torchinsky

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The nonprofit Forest Stewardship Council (p. 90) certifies wood products to ensure they come from sustainably managed forests or are reclaimed. *us.fsc.org*

LEED (Leadership in Energy and Environmental Design):

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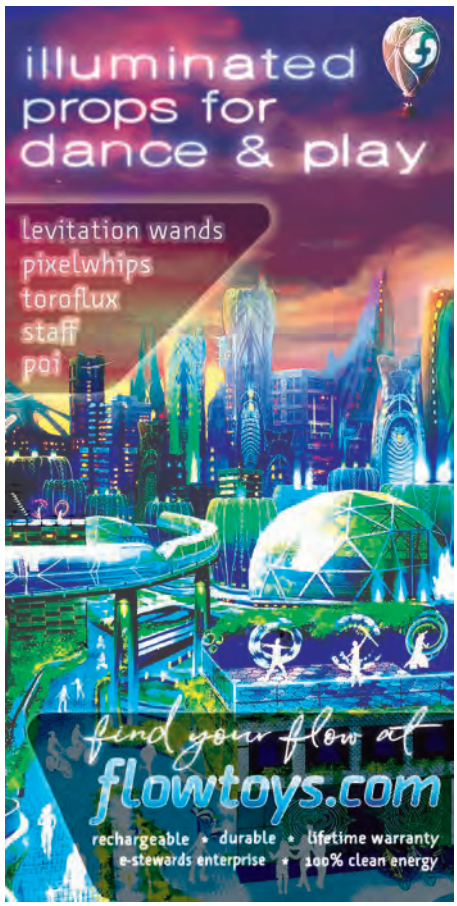
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Fall is the perfect time to pick up some back-to-school essentials.



Green America editorial intern Jenna Nichols is going back to college in the fall and is taking these green finds with her.

Between classes, curb your hunger with a handful of **AlterEco**'s **Cherry and Almond Butter Coconut Clusters**. This snack is fair trade, vegan, and free of GMOs, artificial flavors, and soy. Talk about a guilt-free pick-me-up! *alterecofoods.com*





EcoPaperm has a line of **tree-free paper journals** and **notebooks**, perfect for keeping your notes and ideas organized in the fall. Instead of trees, these journals are made with post-consumer waste and agricultural waste—notably banana stems and inedible fruit. So if you decide to scrap your ideas, skip the trash and toss your papers in the compost pile! *ecopaper.com*



If you're struggling to pick a first-day-of school outfit, look no further! This **Organic Cotton Tee** from **Natural Clothing Company**m is original, eco-friendly, and gender-neutral. Made with plastic-free, nontoxic ink on a clay-dyed, 100 percent organic cotton shirt, this tee will provide both maximum comfort and confidence on your big first day back. *naturalclothingcompany.com*



Looking for a way to spruce up your notes for the fall? Pick up some **ZEBRA ECO highlighters** and **ballpoint pens**, sold by **Greenline Paper Company**m, which are made with 70 percent post-consumer recycled plastic, like old CDs. With these sustainable school supplies, you won't want to stop writing. And when your pens run out of ink, just pick up some ZEBRA ECO refills instead of buying new pens. *greenlinepaper.com*



A **pocket-sized calculator** is an absolute necessity when facing math class, so why not make it eco-friendly? This one from **The Green Office**m is made with 100 percent recycled post-consumer plastic, is fully solar powered, and is lead- and mercury-free. *thegreenoffice.com*

Say goodbye to squished sandwiches in plastic baggies this year. Your lunch will stay protected with **New Wave EnviroProduct**'s **Stainless Steel Food Container**. Because this eco-friendly product is stainless steel, you won't need to worry about your lunch's exposure to Bisphenol-A (BPA) or other toxic chemicals commonly found in plastics. Plus, this container is so durable, it can be used as a back-to-school pick this year, next year, and years to follow. *newwaveenviro.com*



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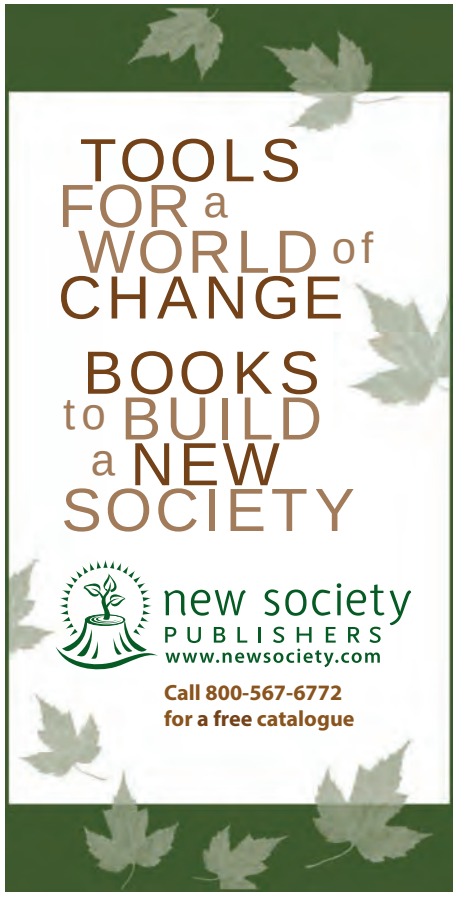
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Premier Facility Management (PFM) is a leader in sustainable green programs. PFM programs are designed to meet the needs of today's industry with specialized services that offer economical alternatives:
• Turn Key Sustainability Programs
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• Obsolete Inventory Control
• Environmental Compliance Program
• Sensitive Product Green Destruction
• USGBC LEED Project Reporting
• Call for a **FREE** Waste Audit Site Survey

Ten Habits of Very Sustainable People

8. Reuse and Recycle

75 percent of the US waste stream can be recycled, but Americans are recycling just over 34 percent of it. We can all do better, starting at home.



rawpixel / iStockPhoto





Beth Porter, Green America's director of climate and recycling programs, has a new book out November 2018 on recycling.

Since meeting a book agent after a Green Festival talk two years ago, Green America's own Beth Porter, director of climate and recycling programs, has spent her evenings and weekends writing her first book! *Reduce, Reuse, Reimagine: Sorting Out the Recycling System* aims to help people understand their role in the recycling system and what happens to our waste if we don't fulfill that role.

The book, published by Rowman & Littlefield in November 2018, details the past and present of American recycling, including how the current system works and what isn't working. It also delves into how Americans approach waste and what we

can do to improve that approach. Finally, it provides concrete steps to boost reduction, reuse, and recycling in everyone's homes and communities.

Reduce, Reuse, Reimagine will be printed on recycled paper (or you can use no paper and buy it as an e-book). Order at BethRecycles.com or your favorite bookstore.

Beth approved this list of Green America's favorite tips for maximizing your recycling and minimizing your waste:



Feel guilty about throwing away expired credit cards? The Pickmaster is a hole punch that turns them into guitar picks. pickmaster.co.uk

6 Steps to Use More Recycled Materials and Create Less Waste

1 Identify things you only use once before throwing away or recycling. For example: grocery bags, plastic utensils, takeout cups and boxes, straws, shipping boxes, cans and bottles, plastic/foil wrap, printer paper. Some of these items are commonly used for only a few minutes until they're thrown out.

2 Think of how you could reduce your reliance on single-use items. Buy reusable shopping bags and utensils, and make sure they're always in your car or purse. Keep your reusable mugs clean and toss them in your bag when you're headed to the coffee shop. Buy in bulk (or larger sizes) when possible so your goods use less packaging. Can you kick your canned soda habit and try a soda-maker or homemade fruit-infused water instead?

3 Consider how you can reuse what you have. Can you double up on an object's original use, like reusing a shipping box or shopping bag? Or can you reuse in a creative way, like turning an old wooden ladder into a plant stand.

4 Recycle right. Do you know what can be recycled in municipal bins and what can't? Find out by contacting your municipal waste authority. For things that are not recyclable in your city's bins, there might still be an answer for you—Earth911.com has recycling options for nearly every product imaginable, and maps of recycling resources around the country! Search by zip code and the item you're looking to recycle.



Hipcycle (p. 90) offers a wide variety of upcycled housewares, decor items, office supplies, gifts, and more. One of its niftiest offerings is the Funkyjunk Recycled Floor Cushion, made from upcycled plastic bags for indoor or outdoor use. Available in three sizes and colors. Upcycling is an even better option than recycling, since items that are upcycled are, by definition, of a higher quality than they were originally.

5 Rethink the way you consume. One reason recycling isn't valued as highly as it should be is because there's simply not a high demand for recycled products in most cases. If you can afford to pay a little extra for a product made from recycled materials, it's a vote with your dollars for a world in which recycled plastic has value and there's a closed waste loop for products.

Buying fewer products overall helps reduce waste. With plastic products that you use for a long period of time (e.g. pens, Tupperware, hairbrushes, cutting boards, flip-flop sandals, etc.), treat them (and all possessions) well, so they will last a long time.

6 Don't give up when you slip up. We've all read the articles about people who create one tiny bag of waste in a year. That takes a lot of effort and probably many years of reducing their consumption. While they're great models to aspire to, keep in mind that nobody's perfect: if you leave your reusable mug at home or buy something you realize is way over-packaged, forgive yourself, and try to do better next time.

Green America® Intern Picks!

Say No to Single-Use Plastic

Our worldwide addiction to plastic is clogging up the oceans, harming wildlife, and resulting in overburdened landfills and lots of litter.

Green America interns Jenna Nichols and Rina Torchinsky scoured the *National Green Pages*® for the most useful products to help you get single-use plastic out of your life.



Rina recommends:



Give your gift a festive finish with **VZWraps**ⓜ **reusable fabric gift bags**. Sewn in Philadelphia, PA, these vibrant vessels eliminate the use of plastic ribbons, as well as throwaway paper. VZWraps come in a variety of patterns, from turquoise elephants to multi-colored aliens. *vzwraps.com*

Pack tomorrow's snacks in **ChicoBag's**ⓜ **Snack Time rePete** bag rather than a disposable plastic baggie. Composed primarily of recycled plastic bottles, this snack-time super hero offers a stain- and water-resistant liner and can be tossed in the washing machine after use. *chicobag.com*





Plant-based from box to bristles, **Brush with Bamboo**ⓜ offers its **Adult** and **Kid's Toothbrushes** made from 100 percent organic bamboo. These ecologically friendly brushes feature soft bristles and a pesticide-free bamboo handle. *brushwithbamboo.com*



When stocking up on fresh fruits and vegetables during your next grocery run, bring along an **ECOBAGS**ⓜ **Organic Cloth Bulk and Produce Bag**, so you are not left using the store-provided, flimsy plastic produce bags. This ECOBAG is made of 100 percent certified organic cotton and features a secure drawstring closure. *ecobags.com*

Filled in a plastic-free "Eco Tube" and sealed with a matching "Eco Cap," **Organic Essence**ⓜ **lip balm** is all-natural and features compostable paper packaging. The shea butter-based moisturizer is available in six different flavors, including grapefruit and almond. *organic-essence.com*



ⓜ Designates a certified member of Green America's Green Business Network®



Jenna recommends:



Keep your favorite single-serve morning coffee plastic-free and guilt-free by investing in a **Stainless Steel Reusable Coffee Filter Pod** Fill **Life Without Plastic**'s™ pod with your favorite coffee, tea, or cocoa and pop it in your Keurig or other single-serving coffee maker. *lifewithoutplastic.com*



Whether you're going camping or just having lunch at the office, **To-Go Ware's™ Carry Around Bamboo Utensil Set** is the perfect plastic-free utensil option. The set includes a pouch made of recycled bottles, which easily holds a fork, knife, spoon, and chopsticks and can conveniently be clipped to a lunch bag or purse. *to-goware.com*



Skip the single-use plastic bag at checkout when grocery or retail shopping. With **Marketplace: Handwork of India**'s™ fair trade and 100 percent cotton **Umang Bag**, you're not only supporting the environment, but you're also helping to provide dignified job training for women in India. *marketplaceindia.com*



Klean Kanteen™ can help you combat your habit of picking up plastic straws with its **5-Piece Straw Set**. Made with stainless steel and food-grade silicone, these straws are a perfect accessory to any reusable water bottle or coffee thermos we know you already have. Split this set with a friend, and pledge to go plastic-straw-free together! *kleankanteen.com*



Typical period care and packaging amounts to excessive single-use plastic waste. Stay comfortable but cut back on plastic by investing in a **MAIA Bikini** (or several) by **LUNAPADS™**: leak-proof cotton underwear with additional organic cotton inserts to create customizable absorbency to fit your flow. *lunapads.com*

5 WAYS TO BUDGET FOR GREEN

1. Focus on each spending category. Thinking about your budget in each of your spending categories can help you figure out how to afford green items. Consider your clothing budget: If you get most of your clothes by swapping or buying secondhand, you'll have money left over in that budget to purchase some classic, high-quality pieces of eco-friendly clothing. If recycled paper costs more, try cutting your paper use by a third (double-sided copies, anyone?) to make up for the price difference.

2. Buy used whenever possible. Frequenting yard sales and thrift shops, as well as scouring Craigslist.org and your local Freecycle.org listserv, can help you get used items cheap—and you'll save resources.

3. Trade for what you need. From simple exchanges with friends to city-wide swap events, trading for what you need can help you stay in budget while building community.

4. Give it away sometimes. Don't be afraid to be generous with your time, talent, and excess goods. Giving freely to others—without expecting anything in return—can foster a spirit of "paying it forward" in your community, where everyone helps each other get what they need without having to even open wallets.

5. Need less. Carefully consider every purchase you make. Do you really need this item? Is it something you definitely cannot swap or barter for, or buy used? Is it worth the life-energy you put into working for the money that you'll use to buy it?

If the answer to any of these questions is "no," back away from the item. You'll save precious resources in addition to saving money.

Four Corners of the World
fairtrademilwaukee.org
Milwaukee, WI • (414)443-9606
Fairly traded jewelry, accessories, textiles, more.

Global Village
globalvillagepeoria.org
Peoria Heights, IL • (309)681-8180
Fair trade cards, crafts, coffee, tea, chocolate, more.

Good Natured LLC
goodnaturedLLC.com
Martinsburg, WV • (304)262-9978
A green general store, an organic café, and music resource.

The Green Corner Store
thegreencornerstore.com
Little Rock, AR • (501)374-1111
Local, sustainable and organic goods & gifts. A full service tea bar with fresh pastries.

Greener Country
greenercountry.com
Brookhaven, NY • (877)680-6010
Full line of high-quality, environmentally preferable products.

The Green Nursery
thegreennursery.com
Bloomington, IN • (877)321-8155
The Green Nursery specializes in eco-friendly baby products, focusing on cloth diapers to curb the waste production.

Home Green Home
homegreenhome.com
Ithaca, NY • (607)319-4159
Organic and sustainable furnishings and gifts.

INDUS IMPORTS
indus-imports.com
Alexandria, VA • (703)349-1115
Fairly traded handicrafts, shawls, bedding, art, rugs, more.

Just Creations
justcreations.org
Louisville, KY • (502)897-7319
Fair trade retailer of handcrafted gifts.

Just Goods
justgoods.net
South Bend, IN • (574)286-5878
Indiana's oldest sustainable living general store.

Lillies
lilliesgoods.com
Cedarburg, WI • (262)377-7047
Fairly traded, Earth-friendly, meaningful goods.

M&C Clothing and Gifts
mothersays.com
Amherst, NH • (603)886-6727
Sells recycled clothing, plus fair-trade and green products.

PureLivingSpace.com
purelivingspace.com
Dallas, TX • (800)221-5109
Simple solutions for a cleaner home and healthier you!

The Purple Tree
thepurpletree.org
Hudson, WI • (715)386-9450
Sells items to promote social justice, fair trade, the planet.

Sassafras Moon World Gifts, LLC
moonworldgifts.com
Hallsville, MO • (573)696-1234
Unique as a fingerprint. Offerings include an outstanding selection of fair trade and handmade merchandise. Featured are gifts, jewelry plus beads and findings, carvings (soapstone, wood and tagua nut), stained glass and fused glass products and supplies, clothing (fair trade), aromatherapy oils and diffusers, recycled products, and eco-friendly, too.

Reusable Products

BoxUp, LLC
boxuprental.com
Brooklyn, NY • (718)207-0077
Rents reusable moving boxes in New York City area.

CHICOBAG
chicobag.com
Chico, CA • (530)342-4426
"An industry leader in the reusable bag movement and a leading innovator of compact reusable bags that easily stuff into an integrated pouch."

Life Without Plastic
lifewithoutplastic.com
Wakefield, QC Canada • 1(888)898-0369
One-stop shop for safe, high-quality, ethically sourced, Earth-friendly alternatives to plastics for everyday life.

To-Go Ware
to-goware.com
Chico, CA • (530)342-4426
Provides reusable, non-plastic eating ware.

VZWraps Fabric Gift Bags
VZWraps.com
Bryn Mawr, PA • (484)424-9727
Stylish fabric gift bags save time and resources when wrapping..

Salons / Spas

The businesses in this category meet the business standards for health practitioners found online at GreenBusinessNetwork.org. We make no guarantees or representations as to the effectiveness of any of the products, treatments, or services offered by these companies. Please check with your health care provider before taking any course of treatment.

Green Spa Network
greenspanetwork.org
Atlanta, GA • (800)275-3045
Community of wellness centers and supporting enterprises.

EarthBody Advanced Therapies
earthbody.net
San Francisco, CA • (415)552-7200
Voted "Best Day Spa" in San Francisco.

Florescence Salon & Day Spa
florescencesalon.com
Saddle River, NJ • (201)327-0222
Eco-friendly, high-quality hair and skin care services.

Put Your IRA to Work for People and Our Planet.

If you are 70 1/2 years of age or older, you can make a tax-free charitable gift from your IRA to support Green America.

You can direct your required minimum distributions (up to $100,000) to Green America, avoid income tax on the distribution, and enjoy the satisfaction of your gift going to work immediately to support our work for justice and sustainability.



Questions?

Contact us today:
Kathy Harget,
Director of Development & Organizational Advancement,
202-872-5330; kharget@greenamerica.org.

Life Without Plastic

lifewithoutplastic.com

member 8 years

An online store with hundreds of reusable, plastic-free products.



Chantal Plamondon (pictured right) and Jay Sinha, founders of Life Without Plastic, holding their 2017 book, also called Life Without Plastic.

When Jay Sinha and Chantal Plamondon washed and reused single-use plastic water bottles in the '80s and '90s, they thought they were being environmentally responsible. But they didn't realize that each wash and reuse can lead to chemicals leaching from the plastic. By doing what they thought was best for the environment, the pair may have unknowingly been jeopardizing their own health.

When Plamondon got pregnant in 2002 and started researching in preparation for the arrival of their son, she and Sinha learned about the hazards of single-use plastics.

For example, plastic degrades with use or heat, causing it to release chemicals that may be hazardous to health. Plus, production of plastic is environmentally damaging (conventional plastic is petroleum-based) And while some plastic is recyclable, most plastics accumulate in landfills or in the environment. There, they never fully decompose; instead, the plastic breaks down into smaller pieces of plastic, called microplastics, which pollute our oceans, land, and even air, and can harm wildlife.

With this information, Sinha and Plamondon quickly took steps to decrease their everyday plastic use. They started small and ordered a stainless-steel reusable water bottle, a product that was not common in the early 2000s. They then decided to search for glass baby bottles for their son. Like their stainless-steel water bottle, glass baby bottles were nearly impossible to find back then. Plamondon eventually discovered a company in Ohio selling glass bottles, but she learned they only sold wholesale, and the minimum order for bottles was 1,000. They wondered if other parents might also be looking for plastic-free bottles and other products.

"Chantal had an entrepreneurial spirit and had always dreamed of building a business that could make a difference in the world while supporting her family at the same time," Sinha says. "Plastic alternatives were a need that we had, so it perfectly fit for moving forward as a business."

In 2005, the two took the plunge and ordered the 1,000 glass bottles. They established Life Without Plastic (p. 109) as an online store for people wanting to minimize their use of plastics, selling glass bottles and other glass or stainless-steel containers. Over the next four years, Plamondon and Sinha expanded their inventory of everyday plastic alternatives.

Today, the online collection features over 400 versatile, plastic-free products, from metal or glass drinking straws to stainless-steel ice-pop molds and ice trays. With their team of six, Plamondon and Sinha now work on everything from product development to partnerships to accounting. In addition, the pair prioritizes visiting their suppliers to ensure all of Life Without Plastic's products are sustainably made with worker justice in mind.

"The core of it goes to building trust relationships with whoever we work with," Sinha says. "We get to know our suppliers, and we try to visit factories as much as we can to make sure our products are really, truly safe and ethically produced."

Sinha and Plamondon see Life Without Plastic as more than an online shop. The store's website also features educational resources for understanding the hazards of plastics. In addition to managing their company, the business partners are also busy promoting their new book *Life Without Plastic: The Practical Step-by-Step Guide to Avoiding Plastic to Keep Your Family and the Planet Healthy* (Page Street Publishing, 2017).

For its founders, Life Without Plastic is about improving health, helping the environment, and educating anyone who will listen. Through their company and book, Sinha and Plamondon hope to teach about the problems with plastic "in a really accessible, non-judgmental way. It's about meeting anybody where they are."

Even Sinha and Plamondon don't live completely plastic-free—they recognize the prevalence of plastic in their daily lives, and how overwhelming it can be to avoid all plastic all the time. Instead, they try to find balance, and they encourage others to do the same.

"We are not overzealous when it comes to plastics, but we do try to draw the line at food and drink touching plastics whenever possible," Sinha says. "We're just trying to build awareness about the dangers of [plastic], and how there are other options out there."

—Jenna Nichols

Ten Habits of Very Sustainable People

9. Green Your Transportation

Transportation generates about 15 percent of the world's climate emissions. Help cool the planet by getting from A to B sustainably whenever you can.



Bike rental has become popular in cities across the US and around the world. Many companies rent out electric bikes, as well as the people-powered variety.

dimarik/ iStockPhoto

Walk, Bike, or Take Public Transport

You can significantly reduce your carbon footprint by walking, biking and taking public transportation whenever possible. For those times when you're going short distances but need an extra hand for groceries and the like, consider getting a set of panniers, a basket, or a cargo-hauler attachment from Xtracycle (xtracycle.com), which can turn your bike into an "SUB" (sport utility bicycle).

Biking in itself has the potential to reduce carbon emissions from urban transportation by up to 11 percent, according to a study done by the Institute for Transportation and Development Policy (ITDP) and has been found by scientists to be more energy-efficient than walking and running. Better World Club (p. 112) provides eco-friendly insurance and roadside assistance for bicycles, and advocates for causes including bike lanes.

For longer distances, check out routes on your local transit system and Google Maps, which can help you plan your trip down to the minute.

Consider and Electric or Hybrid Car

Even when plugged into the current coal-riddled power grid in the US, electric vehicles (EV) cut down on climate emissions over gas-powered cars by 54 percent, according to a 2015 study by the Natural Resources Defense Council. Plug-in electric hybrid vehicles (PHEVs) have many of the climate benefits of EVs, but they can also run on combustion engines, which gives them the range of conventional cars.

While a regular hybrid car won't get the miles per gallon equivalent that an EV or PHEV does, it will still curb your emissions considerably over a gas-powered car. Save money by taking advantage of federal tax incentives on certain EV, PHEV and hybrid cars at fueleconomy.gov/feg/taxcenter.shtml.

Alternative fuels are also an option. Biodiesel or renewable diesel made from used vegetable oil collected from restaurants make any diesel vehicle low-emission.

FIND THE RIGHT EV

In the market for an electric vehicle (EV) or plug-in hybrid electric vehicle (PHEV)? Use the PlugStar Virtual Assistant to find one to meet your needs. First, you can customize searches for electric cars and dealers according to location, budget, and preferred vehicle type (i.e. sedan or SUV). Then, the Virtual Assistant asks you questions about your driving habits to figure out whether an EV or PHEV would work best for you. For a person living in Green Bay, WI, who drives ten miles to work, uses the car to run errands and take 3-4 long trips per year, and is able to make a car payment between $200-$300/month, PlugStar recommended a PHEV like the Chevolet Volt, the Nissan Leaf, or the Toyota Prius Prime.

Visit plugstar.zappyride.com.



courtesy of LimeBike

LimeBike electric scooter and e-bike rentals are available in several US cities and college campuses, as well as five cities in the European Union.

Share a Ride

Instead of buying a car, find local sharing programs—where you sign up to check out a car, truck, van, or SUV from a pool of vehicles only when you need it—at CarSharing.org. ZipCar.com, and EnterpriseCarShare.com.

More people who share a car instead of driving solo means fewer global warming emissions. If you'd like to share a ride for a one-time event (like a concert) or on the regular basis (like to work), find other carpoolers at zimride.com or erideshare.com. Carpooltoschool.com enables safe carpool, walkpool or bikepool for students to school.

If you prefer an app, try Waze Carpool for iPhone and Android, which connect you with drivers and riders headed in your direction for carpooling and cost-sharing (waze.com/carpool).

GREEN TRANSPORT TRENDS

These new modes of cleaner transport could soon be coming to your community:

Electric Scooter Rental: Electric scooters don't generate carbon emissions while they run, and using them for short trips helps reduce the number of cars on the road (though riders need to remember to follow traffic laws to avoid creating a different kind of menace!). In March 2018, the start-up electric scooter company Bird announced plans to launch its scooter rental outlets in 50 cities in the US and abroad. The idea behind Bird is simple: using a mobile app, customers can locate a nearby electric scooter to rent for 15 to 20 cents per minute. So far, Bird has debuted in 39 US cities in 18 states and the District of Columbia, as well as Tel Aviv and Paris. Bird's competitor, LimeBike, offers a similar service, providing e-scooters and e-bikes in 80 US cities, 25 US college campuses, and six EU cities.

Boring Trains: Elon Musk's Boring company continues targeting major US cities for new projects. In July, the company got the green light from Chicago officials to develop the Chicago Express Loop—an underground electric transit system using electromagnetic pods—which will connect users from O'Hare National Airport to downtown Chicago. The company is planning a similar system from East Hollywood to L.A.'s Dodger Stadium called the Dugout Loop, slated for 2020. And both the Maryland and DC governments have approved preliminary site exploration and conditional excavation for the company's ambitious DC Hyperloop, which would take customers from DC to New York City in 29 minutes, with stops in Baltimore and Philadelphia.

Cleaner Airplanes: In 2016, the Solar Impulse Foundation sent a solar airplane around the world, proving that solar-powered air travel is indeed possible. For now, experts agree that solar modules need become be just as powerful as traditional jet fuel before solar planes can move beyond an exploratory phase. In 2016, Vox.com reported on other innovations in the works like carbon markets, in which airlines that go over a federal carbon cap would invest in reductions in CO_2 emissions in other places. If biofuels made from rapidly renewable feedstocks like algae prove to be plentiful and affordable, they could also serve as green alternatives to jet fuel in the future.

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 offgassing 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 federal toy recalls, visit recalls.gov. You also can sign up on the site for regular e-mail notifications about new recalls.

Hot Cherry Therapeutic Pillows
hotcherrypillows.com
Santa Barbara, CA • (805)682-7062
Moist heat pillows or chilled cold packs, filled with reclaimed cherry pits; washable, natural-dyed fabric; 5 sizes.

Inner Healing Outer Glow
innerhealingouterglow.com
Amherst, MA • (413) 687-3805
Saralee Hofrichter, holistic skin care specialist, Reiki master.

The Nail Belle
thenailbelle.com
Brooklyn, NY • (718)799-4374
An eco-friendly salon specializing in natural nail health and safe acrylic alternatives for enhancements.

Nori's Eco Salon
norisecosalon.com
Encino,CA • (818)995-6571
LA's first green full-service hair salon and spa.

Shipping / Packaging / Delivery Services

American Van Lines
americanvanlines.com
Pompano Beach, FL • (888)342-6683
A family-owned moving company that exceeds expectations.

Blue Sky Shipping
blueskyshipping.com
Martinez, CA • (415)485-6767
Bay Area hauling, freight, and delivery services using biodiesel.

EcoEnclose
ecoenclose.com
Louisville, CO • (888)445-6575
The premier source for Earth-friendly shipping supplies, so eco-conscious ecommerce businesses can deliver goods as sustainably as they were made. Because we know that to the Earth, how you ship your goods is just as important as how you made them.

SHIPPING PROGRAM
savewithups.com/greenamerica
Washington, DC • 1(800)MEMBERS
A program for Green Business Network® members. Discounts on domestic and international shipping. For more information, call (800)MEMBERS, or visit the website.

SALAZAR PACKAGING, INC.
salazarpackaging.com
Plainfield, IL • (815)609-3600
Wide variety of custom printed and stock, eco-friendly packaging products and solutions, including Globe Guard™ 100% PCW content boxes, and other green packaging products.

Spirituality / Philosophy / Metaphysical Products

Green America offers the information in this category as a service to anyone interested in spirituality and philosophy. Although Green America has reviewed the companies and organizations listed below for their social and environmental initiatives, this in no way implies an endorsement of any specific religious, spiritual, or philosophical preference.

CIStems, Inc.
SpiritualityandPractice.com
New York, NY • (800)929-4857
Multifaith website to provide resources for spirituality groups.

Prabhuji's Gifts
prabhujisgifts.com
Saugerties, NY • (866)202-9357
Manufacturer and wholesaler of aromatic and spiritual gifts.

Shamans Market LLC
shamansmarket.com
Troy, MI • (866)929-2964
Fair trade art products that enhance one's spiritual practice.

Toys / Art Supplies

Bella Luna Toys
bellalunatoys.com
Rockland, ME • (888)438-1299
Eco-friendly toys, arts, and crafts inspired by Waldorf education.

Hazelnut Kids–Natural Toys
hazelnutkids.com
Traverse City, MI • (231)642-6760
Offering a lovely selection of natural and organic toys for young children.

Indy Plush
indyplush.com
Marina Del Rey, CA • (310)902-1651
Plush toys, books, and clothing from sustainable/recycled materials.

KnitSewGreen
etsy.com/shop/knitsewgreen
Boston, MA
100% all natural and organic plush toys for babies and toddlers

Maple Landmark, Inc
maplelandmark.com
Middlebury,VT • (802)388-0627
Crafters of heirloom-quality wooden toys, gifts, and games.

Natural Earth Paint
naturalearthpaint.com
Ashland, OR • (541)708-3702
Nontoxic paint kits, egg dye kits, and face paints.

Naturally Playful
naturallyplayful.net
Aloha, OR • (503)267-1705
Fair trade or US-made toys, games, gifts, school supplies, more.

Pocket Disc
pocketdisc.com
(919)732-5723
A fun, soft, all cotton frisbee alternative — Safe for indoors and out — handmade by the Maya of Guatemala.

Terra Experience
terraexperience.com
Madison, WI • (608)849-8720
Fair trade 18" doll clothes, toys, books from Guatemala.

Transportation — Automotive / Auto Repairs

BETTER WORLD CLUB—ROADSIDE ASSISTANCE
betterworldclub.com
Portland, OR • (866)238-1137
Green alternative to AAA with 24-hour nationwide roadside assistance for autos and bikes. Discounts on hybrid car rentals, eco-travel, hotels. Trip routing, auto insurance, bicycle roadside assistance, and free maps. Supports a cleaner environment and alternative modes of transportation. See ad on page 113.

BioFuel Oasis Cooperative
biofueloasis.com
Berkeley, CA • (510)665-5509
Biodiesel Station & Urban Farm Store. Offers biodiesel (a renewable fuel made from recycled vegetable oil), organic chicken feed, beekeeping supplies, and urban farming classes.

E&B Auto Repair
eandbautorepair.com
Fort Bragg, CA • (707)964-0522
A general auto repair shop; same ownership 39 years.

Xtreme Xcellence Professional Detailing, Inc.
experiencedetailing.com
Tustin, CA • (714)472-3001
A fully certified, green mobile auto-detailing business.

Before you give her the keys, give her the card.

The Better World Club membership card.



Our mission is to protect you, your family and the planet.

We're America's ***only eco-friendly*** auto club with safe, reliable 24/7 nationwide roadside assistance for cars ***and*** bicycles.

JOIN us **at roadside-heroes.com and get *20% OFF** your first year membership. Use code GNAO2420 when you sign up.**

And, sign up for our eNewsletter ***KICKING ASPHALT***, named the *The Onion* of corporate newsletters by EcoTalk Radio.

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BioFuel Oasis Cooperative

biofueloasis.com

member 13 years

Sustainable fuel and DIY supplies at a worker-owned cooperative

It smells like French fries, but the nearest fast food restaurant is more than half a mile away.

The familiar aroma comes from BioFuel Oasis (p. 112), a worker-owned cooperative biodiesel station and urban farm store in Berkeley, California. Rather than petroleum-based gas or diesel, the co-op's pumps deliver low-emission fuel made from vegetable oil.

Jennifer Radtke, along with another women, started BioFuel Oasis in 2003 on a mission to increase accessibility to local, renewable fuel. The company offers a sustainable fuel blend called B20, comprised of 20 percent biodiesel from Simple Fuels in Chilcoot, CA, and 80 percent renewable diesel from Louisiana.

By 2005, BioFuel Oasis had five worker-owners, all of whom were women. Now the company has three worker-owners, two women and one man, who own equal shares in the business and have equal say in decision-making.

Both biodiesel and renewable diesel can be made from recycled vegetable oil and can be put into any diesel vehicle's fuel tank without a need to modify the engine. They differ in how they are converted into fuel. Biodiesel is made through a simple process but may require additives to prevent freezing in cold temperatures. Renewable diesel processing is more complex and requires refining the veggie oil and hydrogenating it, or chemically combining it with hydrogen.

Biodiesel can reduce greenhouse gas emissions by up to 86 percent, according to the EPA. Renewable diesel reduces climate emissions by a similar amount.

"It's a cleaner-burning fuel," Radtke says of BioFuel Oasis's fuel blend. "Your emissions are so much better, and it's really good in terms of carbon, so it's not causing climate change."

The worker-owners currently provide the low-carbon fuel at their flagship Berkeley location, which opened in 2009. The crew first set up shop in a small warehouse in West Berkeley, CA in 2003—but taking the first steps was not easy.

"We were basically pioneers—no one had heard of biodiesel," says Radtke about the station's beginnings. "It was 100 times as much work [to make the business take off] because you had to educate people."

Their first location in West Berkeley had a garage door that they rolled up when they were open. Cars lined up as drivers waited their turn to pull in, fill-up, pay, and pull out. But there was more to buy than just fuel.

Rather than soda bottles and candy bars, the original worker-owners, who were all enthusiastic urban farmers, decided to sell organic chicken feed at the warehouse because they raised chickens in their backyards.

"It was kind of the perfect situation," Radtke says, noting that even the most committed walker or cyclist will likely drive when confronted with the idea of hauling a 50-pound bag of chicken feed home—and can then fuel up at the Oasis pumps.



BioFuel Oasis sells a biodiesel/renewable diesel fuel blend alongside a store selling urban-farming supplies.

When BioFuel Oasis expanded to its Berkeley location, the worker-owners continued to emphasize their urban farming philosophy. They opened an urban farm store that still sells local honey, beeswax candles, herbal medicine, a starter kit for raising chicks, and locally made items. The store also offers a selection of urban-farming and DIY classes, ranging from beekeeping to clothes mending.

"We're probably more of an education center than a retail place," Radtke says. "We want to give people the tools to run their car on biodiesel, to ferment their own sauerkraut or kombucha, to have a beehive in their backyard, [and to] have backyard chickens."

As a woman in a male-dominated industry, Radtke acknowledges that some individuals assume that women cannot answer their car-related questions. But she and the other women at BioFuel Oasis prove them otherwise.

"It really changes people's minds and broadens people's perspectives that women know about fuel and cars," Radtke says. "That's really important, especially at this time ... in America."

—Rina Torchinsky

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Camp Common Ground / Common Ground Center
cgcvt.org
Starksboro, VT • (800)430-2667
Family camps in a cooperative community in beautiful Vermont.

Green Hotels Association
greenhotels.com
Houston, TX • (713)789-8889
Membership for hotels, green vendors, and others.

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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Hawk & Ivy Bed and Breakfast
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innserendipity.com
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pacadepaja.com
Tucson, AZ • (520)822-2065
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Pinehurst Inn
pinehurstinn.com
Bayfield, WI • (715)779-3676
An eco-oasis. Peaceful setting outside Bayfield, Wisconsin.

Shadowcliff Lodge
shadowcliff.org
Grand Lake, CO • (970)627-9220
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therubyofcrestedbutte.com
Crested Butte, CO • (800)390-1338
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Thyme in the Country Bed & Breakfast
thymeinthecountrybandb.com
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vintagehomesteader.com
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altruvistas.com
El Sobrante, CA • (415)735-5407
Altruvistas inspires travelers to engage their passions, explore issues they care about, and build philanthropic relationships.

Back Country Excursions of Maine, LLC
bikebackcountry.com
Parsonsfield, ME • (207)625-8189
Sustainable mountain bike adventures and off-grid resort.

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Box Canyon Lodge & Hot Springs
boxcanyonouray.com
Ouray, CO • (800)327-5080
Quiet location near Main Street; natural hot springs on site.

Global Genie, Inc.
GreenTravel.org
Nashville, TN • (615)653-4422
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Gondwana Ecotours
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GondwanaEcotours.com
Gondwana Ecotours offers sustainable small-group adventures to unique and exciting destinations.

Green Concierge Travel
greenconciergetravel.com
Madison, WI • (608)204-2717
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greenearthtravel.com
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greenharmonytours.com
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Go GreenTours & Travel
gogreentours.net
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ibike.org
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Midwest Mountain Guides
midwestmountainguides.com
Genoa, WI • (608)386-1310
Specializing in rock climbing and outdoor adventure education.

ShareOregon
https://shareoregon.com/
Portland, OR • (503)380-4140
ShareOregon is a free website that helps Oregonians and visitors "share the best of Oregon."

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travelchocolate.com
New York, NY • (718)841-7030
Fair trade chocolate that helps children, provides clean water.

Washington Walks
washingtonwalks.com
Washington, DC • (202)484-1565
Walking tours of Washington, DC.

Valley Isle Excursions
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Wailuku, HI • (808)661-8687
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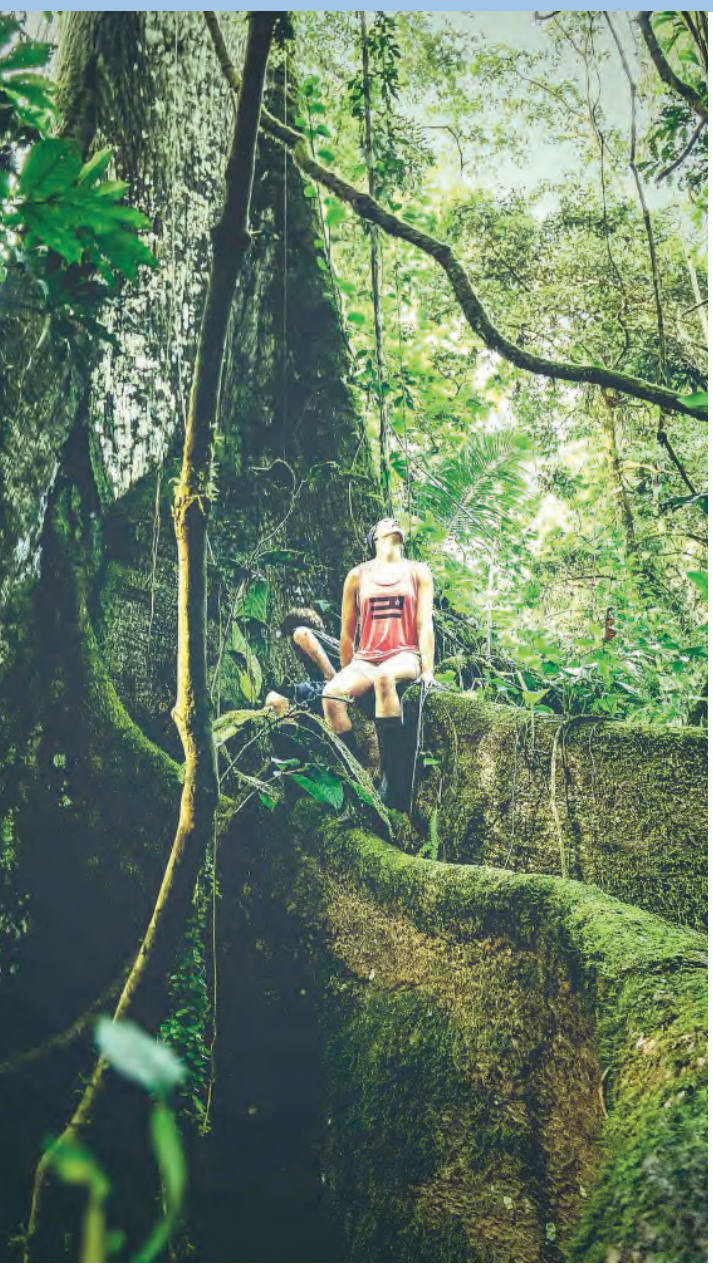
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Ten Habits of Very Sustainable People

10. Green Your Travel

Tourism is responsible for eight percent of the world's climate emissions. Make your impact a positive one by spending your money locally and going green when you're on the go.



courtesy of Gondwana EcoTours

Gondwana EcoTours conducts sustainable tours to destinations from Louisiana Cajun Country to Tanzania to the Ecuadoran Amazon Rainforest (pictured above).

TRAVEL GREEN ...

Find a place to stay with a commitment to sustainability. If you choose to book a hotel, find one though the Green Hotels Association or a green bed and breakfast in the "Travel" sections of this directory (see p. 115) or the online version at GreenPages.org. If your hotel or B&B has a green roof, solar panels, or other interesting green amenities, ask for a tour to let the owner know you appreciate the eco-friendly features.

Plan your packing. Did you know planes use more fuel the more they weigh? That's a climate-friendly reason to pack light.

There's another way to do good with your packing, too: PackForAPurpose.org is an organization that asks tourists to help locals by using a little extra space in their luggage to bring needed items to an area—like school supplies and first-aid materials. You choose a participating tour company or accommodation from a map on the website, and then drop off any of the supplies on the destination's request list when you arrive. The staff will take care of distributing them to a particular community project or non-governmental organization.

The Pack for a Purpose effort applies mostly to tourists visiting Africa, Asia, Central America, and the Caribbean, where needs are greatest.

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? Bring your reusable water bottle, cloth shopping bag, and reusable utensils with you to reduce your waste at your destination. (Make sure bottles are empty before you go through airport security.)

Try a different mode of transport. If you're not going very far, taking a group road trip is more energy efficient than flying. If you do fly, try not renting a car when to get there—instead, rely on the local public transit system or rent bikes. If you really need a car, rent a hybrid or electric vehicle.

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Jane Izard

Green River Preserve in Cedar Mountain, NC, offers summer camps for children that foster a stronger connection with nature. Green River also offers expeditions in the Blue Ridge Mountains and North Carolina's Outer Banks for graduating high school seniors and first-year college students.

... NOT LIKE THAT

Don't take greenwashed tours. Just because a tour company offers you an opportunity to spend time with animals or in nature doesn't mean the money you're giving it goes to conservation or animal welfare. Ask questions: companies that do good will tell you about their affiliations with international nonprofits like the Rainforest Alliance or World Wildlife Fund, or they'll have reputable certifications, like the one offered by the Global Sustainable Tourism Council. Most truly green companies will be proud of their certifications and affiliations, and you won't have to look too hard to find them on their websites.

Green travel agents also exist and can help you sort through the options to find green travel businesses instead of greenwashed (see p. 115).

Don't shop or eat at international chains or buy mass-produced souvenirs. One of the most enjoyable pleasures of a vacation is experiencing local flavor. By going to locally owned restaurants and buying handmade crafts (not tacky tourist-shop souvenirs that are probably imported), you'll be supporting local economies.

Don't buy products made from endangered wildlife or materials. Be very careful if products are made from animals, including ivory, coral, snakeskin, crocodile skin, feathers, and turtle shells. These may be illegal and can also harm endangered species. When in doubt, walk away.

Don't venture off the trail. Cleared hiking trails are built deliberately, to keep humans and nature safe. Venturing off the beaten path could mean disrupting animals' habitats and promoting erosion.

Don't leave your trash behind. Hotels throw away opened soap bars and sample-sized bottles, so take those with you to make sure they don't go to waste—or don't use them at all, opting for your own body care products.

If your accommodations don't have recycling bins in the room, talk to your host or the staff about why recycling is important. Some Green Americans have even been known to put recycling in their backpack to dispose of at a municipal bin or at home.

Go Green Tours

gogreentours.net

member 4 years

Art- and eco-themed bus tours for adults, families, and teens.

In 1980, a teenaged Arlesia Crooms boarded a Boys and Girls Club bus for a Christian retreat that stopped in New England's Amish Country and Quebec, Canada. It was her first trip outside of the US. Venturing beyond her Newark, NJ, inner-city home, Crooms took a leap to the unfamiliar.

As she traversed the multicultural city of Montreal, Quebec, and observed the flowing waters of Niagara Falls, Crooms was taken aback.

"I said, 'Wow, how great is it to see the world,'" she recalls. "That's when my passion [for travel] really started."

Crooms is the founder and owner of Go Green Tours m (p. 115), an Atlanta, GA-based company that specializes in eco-themed individual and group bus tours in the eastern United States. The tours feature stops at green conferences, sustainable communities, farm-to-table restaurants, fine art galleries, and more.

The company also offers a youth summer program called Social Environmentally Economically (SEE) Green, which takes children outside of their normal surroundings, much like the Boys and Girls Club did for her.

In 1995, 15 years after her high school trip, Crooms' enthusiasm for travel drove her to a career in hospitality and tourism, but it was not until 2009 when she strolled through the Green Festival, formerly co-produced by Green America, in Washington, DC, that she was inspired to combine her work with her desire to protect the environment.

"I was just elated," Crooms says. "I wanted to figure out how I could bring people from different states to the Green Festival."

The national expo, which ended in 2017, united sustainable businesses, speakers, and exhibits to promote environmental consciousness. The DC festival was Crooms' first exposure to the idea of combining sustainability and faith. She was fascinated that spiritual leaders from all walks of life—imams, bishops, and rabbis—were all together at peace and dedicated to green living.

"I was literally just blown away," Crooms says. "I just thought it was the coolest thing."

Crooms wanted to share her newfound understanding—that environmentalism could be both a part of one's spiritual practice and one's career—with others. A year later, in 2010, Crooms founded Go Green Tours.

When planning her company's multi-day bus tours, she asks herself, "How do I encompass green initiatives and art initiatives as well as making sure that our youth are being connected to green and sustainability?"

In the SEE Green summer trip to Atlanta, Crooms' passion for both art and sustainability is evident. The trip includes a theater show, a farm tour, and a visit to the Gwinnett Environmental and Heritage Center, which links sustainability and culture, and boasts Gwinnett County's first LEED certified building. The teens also spend a day at Serenbe, a planned sustainable community near Atlanta.





Top left: *Go Green Tours owner Arlesia Crooms.* Right: *The Gwinnett Environmental and Heritage Center, which boasts interactive activities, walking trails, 233 wooded acres, and Georgia's first LEED-certified building. The center is a stop on Go Green Tours' SEE Green trips for students.*

"It was letting them see [things like], 'Do you realize that parking meter is running on solar panels?'" Crooms says about a similar tour in Charlotte. "It's introducing them to a world that they had never even known."

Family and adult trips also stress art and environmental awareness. On a two-day trip from Atlanta to Augusta, GA, the bus makes stops at an art gallery and the Phinizy Center for Water Sciences, among other destinations.

Based out of a swamp in downtown Augusta, the Phinizy Center is both a nature park and research center that works toward a world in which clean water is accessible to everyone. After visiting the center, passengers board the bus to the Augusta Canal Discovery Center, which features hands-on exhibits on hydropower. In addition, the trip also includes recreational activities, like kayaking and disc golf.

"Tours change lives," says Crooms, who hopes to inspire the kind of a-ha moments in others that she experienced as a teen and again at the Green Festival. "When I went to Montreal, Quebec, and Niagara Falls, it changed my life."

—Rina Torchinsky

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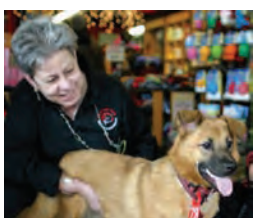
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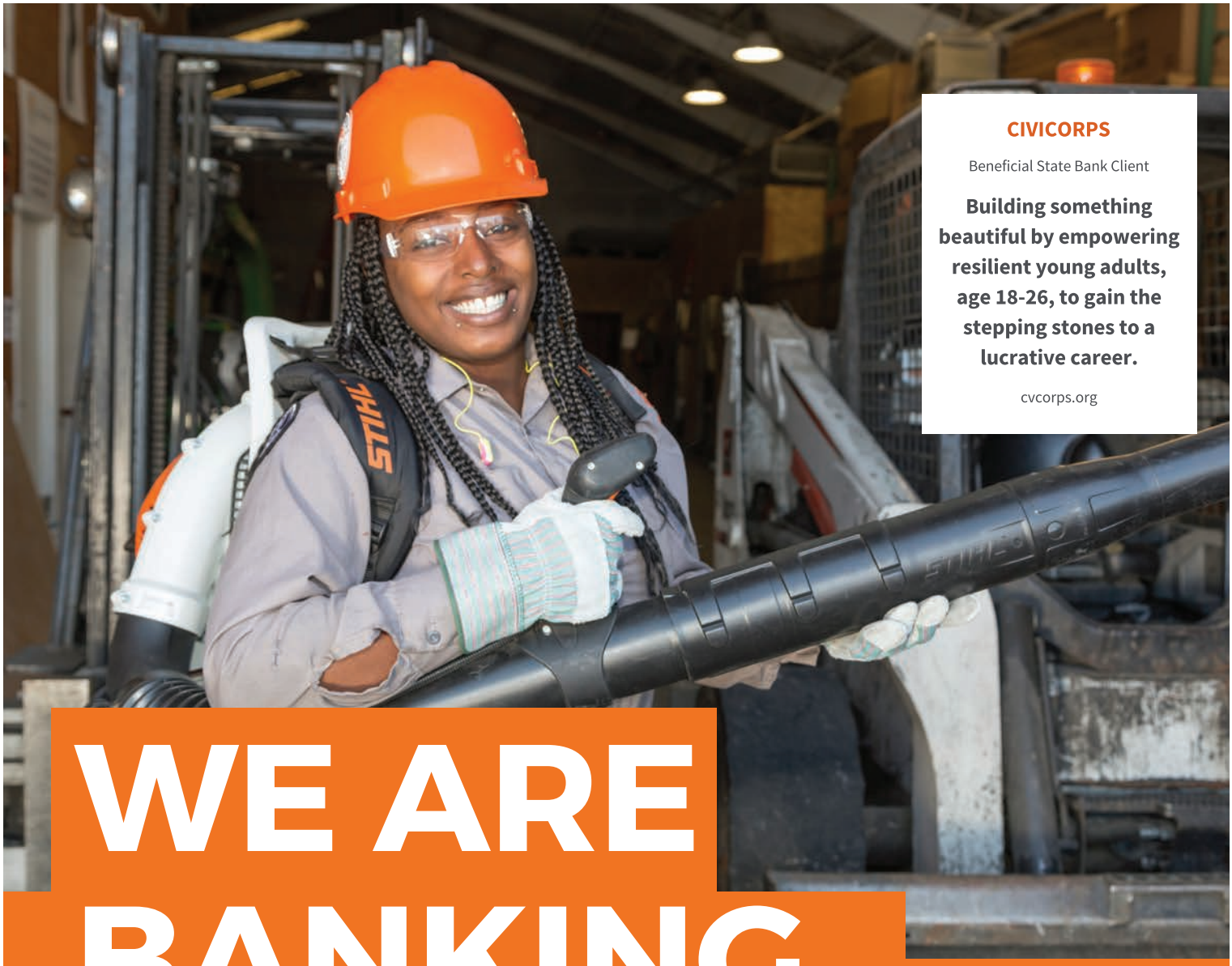
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