

# the RESOURCE pages

*From the best eco Web sites to the leading planet-friendly companies, this reference guide has all the essentials you need to live and shop greener*

PHOTOGRAPH BY RAYMOND HOM, PROP STYLING BY JULIE HO

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## 20 TOP ONLINE SOURCES

*From the latest eco news to the greenest tech trends, we highlight the must-bookmark Web sites for the ecophile*

### SHOP

**greenerchoices.org** Pick the most energy efficient refrigerator, washer, dryer, or air conditioner for your home with *Consumer Reports'* green products Web site.

**goodguide.com** Using research compiled from government data and environmental groups, this site rates foods and everyday household products, showing you which ones are better for your health and the earth.

**ecofabulous.com** This searchable site dishes on the latest and greatest green beauty products, clothes, fashion accessories, home goods, and kids' stuff.

**greenzer.com** As an aggregator, Greenzer directs you to the best green retailers, saving you tons of time and legwork. Just click on a product in one of Greenzer's many categories—apparel, baby gear, cleaning supplies, office products—and you'll be sent to the Web site that sells it.

### MIND YOUR MONEY

**sustainablebusiness.com** Aiding investors since 1996, Sustainable Business showcases a list of top sustainable stocks and helps you track the performance of your favorite ecofriendly companies.

**blogs.wsj.com/environmentalcapital** *The Wall Street Journal* offers its analysis of the green business sector with daily postings on relevant news stories about oil prices, emissions cap and trade, alternative energy, and government environmental policy.

### MAKE A DIFFERENCE

**nrdc.org** The Natural Resources Defense Council (NRDC) gives online visitors concrete ideas for protecting the planet, whether it's urging the EPA to regulate the disposal of coal waste or helping to save the honeybees.

**carbonfund.org** This nonprofit carbon credit organization supports energy efficiency, renewable energy, and reforestation projects around the globe.

### LIVE GREEN

**greenhomeguide.org** Whether you're updating a bedroom or building a new home, turn to the U.S. Green Building Council's residential building site for guidance on Leadership in Energy and Environmental Design (LEED) certification.

**earth911.com** Search for recycling centers by address or ZIP code, and learn where to recycle anything—from styrofoam and car batteries to eyeglasses and old linoleum.

### EAT

**dinegreen.com** The nonprofit Green Restaurant Association helps eateries go green and points prospective diners toward ecofriendly establishments. With the "Find a Restaurant" section, you can search by category (cafés, tea houses, resorts, etc.), location, or keyword.

**cornucopia.org** Dedicated to empowering farmers "in support of ecologically produced local, organic, and authentic food," the Cornucopia Institute provides, among other things, a thorough report on the practices of organic dairies nationwide. See how your favorite brand of organic milk scores.

**montereybayaquarium.org** The Web site for the famed California aquarium offers an array of ocean conservation research and learning tools. Click on the "Seafood Watch" section for a printable pocket guide of sustainable fish guidelines.

### HAVE SOME FUN

**trails.com** This comprehensive guide to the great outdoors provides maps and descriptions of more than 45,000 hiking and mountain biking trails all over the country, plus access to U.S. Geological Survey topographic maps for a minimal subscription fee.

**ecorazzi.com** Want to know what your favorite actors and musicians are doing to save the planet? Check out this green Hollywood gossip site to find out. Their efforts just might inspire you to do more, too.

### GET HEALTHY

**ewg.org** Determine the safety (or toxicity) of your personal care products with the Environmental Working Group's "Skin Deep" database, which offers a searchable list of more than 42,000 cosmetic products and ingredients.

**epa.gov** Have concerns about mercury levels or the quality of your water? The Environmental Protection Agency offers the latest info and research on environmental and health hazards.

### STAY INFORMED

**grist.org** This one-stop destination for eco info aggregates the day's news headlines, offers its own take on a variety of hot topics, and draws commentary from noted environmental writers.

**treehugger.com** Get informed with news stories by TreeHugger reporters, interact via Twitter and topical forums, and take action with carefully selected buying guides. You can even watch informational webcasts on "TreeHugger TV."

**ecogeek.org** With info on new advances and experiments in biofuels and wind power and the latest green gadgets, this Web site covers "innovations that are saving the planet," appealing to those who enjoy science and want to take care of the environment.

# FOOD LABEL LOWDOWN

*You see them all the time on the packaging of your favorite foods. But what do those labels mean? Find out the eco and ethical practices each one of these eight logos represents—and how all of them help us make more conscientious choices*



**WHAT IT IS** The Marine Stewardship Council's (MSC) label represents a fishery's commitment to sustainable practices, such as protecting biodiversity and ecological development.

**HOW IT'S MONITORED** MSC relies on third-party certifiers to uphold its environmental standards (which adhere to the basic guidelines set by the United Nations' Food and Agriculture Organization) to assess the fisheries and every company in the product's supply chain.



**WHAT IT IS** Commonly associated with coffee, tea, and cocoa, this label guarantees that the growers received a fair, above-market price. Fair Trade standards also push for sustainable farming and forbid child labor and the use of harmful pesticides.

**HOW IT'S MONITORED** TransFair USA, a member of Fairtrade Labeling Organizations International, certifies and audits all Fair Trade Certified companies in the United States and their suppliers.



**WHAT IT IS** Administered by the American Humane Association, this label ensures that the producers allowed farm animals to freely engage in normal behaviors (for instance, wing stretching in the case of laying hens) and employed only trained handlers to tend to them. It also indicates that these animals weren't raised in cages.

**HOW IT'S MONITORED** Independent auditors conduct inspections before issuing a certificate, good for one year. After that, the farm must undergo annual audits to prove its continuous adherence to the American Humane standards.



**WHAT IT IS** As with organic farming, Demeter Biodynamic-certified producers eschew the use of synthetic pesticides and fertilizers. Biodynamic farming also supports plant biodiversity, the efficient use of water, and takes the cycles of the moon into account. It aims to revitalize the soil with homeopathic preparations that include herbs. Demeter's certification standards have been around since 1928.

**HOW IT'S MONITORED** Demeter evaluates farms for two to three years before it considers them eligible for certification. Once Demeter accredits the farms, they must submit to an annual inspection.



**WHAT IT IS** Backed by the nonprofit Vegan Action, this label (which you can find on clothing and cosmetic packaging, as well) asserts that the product neither contains nor uses any animal ingredients or byproducts in its manufacture—and contains no ingredients that have been tested on animals.

**HOW IT'S MONITORED** Vegan Action relies on written statements from companies. In some cases, it will also require laboratory tests and contact suppliers and manufacturers to investigate questionable ingredients or processes. The logo is good for one year.



**WHAT IT IS** The nonprofit Food Alliance (FA) certifies food producers, including growers and handlers, for a variety of sustainable practices, including safe and fair working conditions, reduced pesticide use, water and energy conservation, and wildlife-habitat protection. It also rejects the use of hormones and antibiotics.

**HOW IT'S MONITORED** Certified members are required to set improvement goals and show yearly progress. In addition, farmers cannot grow genetically modified (GM) crops. FA employs a third-party inspection agency to regularly audit its participating members.



**WHAT IT IS** The label of this nonprofit champions sustainable agriculture and guarantees socially and environmentally responsible management policies. More than 31,000 farms in 22 countries, including rainforest areas, comply. The Rainforest Alliance (RA) holds its members accountable for decent wages, soil and water conservation, and the use of pesticides only as a last resort.

**HOW IT'S MONITORED** RA relies on the Sustainable Agriculture Network, a collection of conservation groups, as well as an independent certifying agency to evaluate and award certification to farmers.



**WHAT IT IS** As regulated by the National Marine Fisheries Service under the Dolphin Protection Consumer Information Act, manufacturers cannot label tuna "dolphin safe" if fishermen deliberately or accidentally encircle (or kill) dolphins with nets.

**HOW IT'S MONITORED** The Inter-American Tropical Tuna Commission performs onboard inspections of fishing practices within the eastern tropical Pacific Ocean, the primary region where dolphins and tuna swim together. In 2000, the U.S. government designed its own dolphin-safe logo and encourages, but does not require, companies to adopt it.

## COMPANIES GOING GREENER

*With research from climatecounts.org, a site that scores companies on how well they're fighting climate change, and the EPA's Green Power Partnership, which lists businesses that buy renewable energy, we've singled out 10 companies making green changes. We've also included some B+S favorites*

### The Big Guns

#### WALMART

Bentonville, AK  
megastore retailer

Commending a behemoth chain store for going green may seem incongruous, but Walmart's efforts demonstrate the power of scale. Since 2005, America's second largest corporation has pledged \$500 million a year toward reducing the footprint of its 7,800 stores and improving energy and fuel efficiency. It's already improved the efficiency of its 7,200-truck domestic fleet by more than 25 percent by incorporating hybrid technology, among other measures, and it aims to reduce greenhouse-gas emissions by 20 percent in the next three years.

Perhaps more important, the company is making sustainability affordable and accessible to the average consumer. In 2007, Walmart sold 137 million compact fluorescent lightbulbs (CFLs), preventing 25 million tons of carbon dioxide from entering the atmosphere and making "compact fluorescent" a household term. Walmart has also pushed to drive excess waste out of the supply chain. Its decision to stock only concentrated, efficiently packaged liquid laundry detergents could save more than 400 million gallons of water, 95 million pounds

of plastic resin, and 520,000 gallons of gasoline within three years. Among the company's recent initiatives is a commitment to offer locally grown produce at its stores to eliminate food miles.

#### GENERAL ELECTRIC

Fairfield, CT  
energy, entertainment,  
and appliances giant

Over the past three years, GE has sold \$43 billion worth of Ecomagination products (CFL lightbulbs, Energy Star appliances, home-energy monitors, solar-panel systems, and wind turbines), helping both companies and consumers reduce their carbon footprint. GE wind turbines alone prevent the emission of 18.3 million tons of greenhouse gases annually. The company has reduced its own emissions by 8 percent since 2004 through a range of projects that includes meeting Leadership in Energy and Environmental Design (LEED) standards for its new buildings and renewable energy use. Since 2005, it has committed more than \$2.5 billion to clean technology research and development, looking at building more efficient aircraft engines and—coming soon—hybrid trains. Also in the works? A smart grid that supports plug-in cars and makes renewable energy available to households across the country.

#### ENTERPRISE RENT-A-CAR

St. Louis, MO  
car-rental company

With nearly 25 percent of its 927,000 vehicles getting at least 32 miles per gallon, Enterprise, which includes Alamo and National, is the most fuel-efficient rental company in the country. It recently added 5,000 hybrids to its existing fleet, bumping the total number of hybrids to 9,000. The company has placed itself at the forefront of alternative-fuel research by using a \$25 million donation from its founding family to create the Enterprise Rent-A-Car Institute for Renewable Fuels in St. Louis. Enterprise has also pledged \$50 million to plant 50 million trees within the next 50 years.

### The Pioneers

#### PATAGONIA

Ventura, CA  
high-performance outdoor  
clothing company

Long before the term "climate change" entered the public vernacular, Patagonia adopted corporate social responsibility as its ethos. In 1998, Patagonia became the first company in California to purchase 100 percent wind power. Today, its headquarters use a combination of wind and solar from a private 66-kilowatt solar array. Its greatest impact, however, may be the amendments it has made to its supply chain. Since 2005, Patagonia has worked 12,000 pounds of recycled fabric into new clothing through its garment-recycling program. (Patagonia pioneered the ever-popular recycled-soda-bottle fleece in 1993.) It has saved more than 267 tons of wood, 2.3 million gallons of water, and 5.1 billion BTUs of energy by printing catalogs on 40 percent postconsumer recycled paper. And since 1996, it has used only 100 percent organic cotton in its products. Through its Footprint Chronicles, Patagonia invites consumers to see the environmental impact of its manufacturing processes, from raw material to finished product. Finally, Patagonia has donated nearly \$31 million since 1985 to support charities and advocacy groups that promote conservation.

#### SEVENTH GENERATION

Burlington, VT  
green cleaning and  
paper products

Competing in a heavily polluting industry, Seventh Generation annually saves some 171,000 trees, 62 million gallons of water, and 103 billion BTUs of energy thanks to its green-products line (chlorine-free recycled bathroom tissue, recycled plastic trash bags, and natural dishwasher detergents, to name a few). Since 2005, the company has cut its own greenhouse-gas emissions by 34 percent, and its plans to obtain



LEED gold certification for its Burlington headquarters will bring them down even more. By funding home-energy audits and offering forgivable loans for fuel-efficient car purchases and solar-panel installation, Seventh Generation also helps employees reduce their own carbon footprints.

#### **STONYFIELD FARM**

Londonderry, NH  
*organic-yogurt maker*

An early advocate of organic farming, Stonyfield Farm helps keep more than 100,000 acres of farmland pesticide- and chemical-free through its purchases of organic milk, fruit, and sweeteners. The milk alone comes from a collective of roughly 1,300 organic dairy farmers. The company has paid equal attention to the impact of its own manufacturing processes, reducing its facility energy use per ton of product by 19 percent from 2007 to 2008. It has also lowered transportation emissions by more than 40 percent since 2006. For 12 years, the company has offset its CO<sub>2</sub> emissions through investments in reforestation and clean-energy projects, including wind farms. Through reuse and recycling programs, including a partnership with Preserve (at right), the company has prevented more than 23 million pounds of materials from entering landfills. Creative packaging techniques have annually eliminated more than 18 tractor-trailer loads of plastic. Stonyfield also donates 10 percent of its annual profits—giving \$10 million since 1993—to environmental groups and causes.

#### **BURT'S BEES,**

Durham, NC  
*natural cosmetic and personal-care company*

As a vocal proponent for transparency in the cosmetics world, Burt's Bees has played a central role in developing labeling standards for natural products and ingredients. On average, the line contains 99 percent natural ingredients, and the company aims to achieve 100

percent by 2011, with absolutely no parabens or petroleum-based compounds. Already using recycled material in its packaging, Burt's Bees has set a goal of making 100 percent biodegradable or postconsumer recycled packaging by 2020. Even as it focuses on expansion—Clorox purchased the company in 2007—the company has comprehensive waste reduction targets for 2009 (to cut water use by 1.4 million gallons, energy consumption by five gigawatt hours, and waste by 90 tons), and even more ambitious goals of zero waste and 100 percent renewable energy by 2020. To ensure it meets these targets, the company ties employee bonuses to achieving overall sustainability goals. The company's latest initiative, the Greater Good Foundation, delivered its first grants of more than \$150,000 to education and environmental stewardship programs throughout the country.

### *The Innovators*

#### **PRESERVE**

Waltham, MA  
*100 percent recycled  
(and recyclable) plastic  
housewares maker*

Preserve is proof that with a little creativity, one person's waste can turn into another person's profit—and the whole planet benefits. The company's simple business model uses recycled plastic to create a stylish line of toothbrushes, mixing bowls, tableware, shaving razors, and more. In 2008, the company saved about 500 tons of plastic (collected from individuals and partner companies like Stonyfield Farm) from becoming landfill. Its innovative production process uses 54 percent less water and emits 64 percent less greenhouse gas than that of virgin plastic manufacturing. Moreover, all of Preserve's products can be recycled, either at the curb or through its postage-paid mail-in program. The growing company also advocates for stronger municipal plastic recycling programs and cutting-edge plastics research.

#### **WHOLE FOODS MARKET**

Austin, TX  
*natural and organic  
grocery chain*

One of the country's largest sellers of organic and natural foods, Whole Foods has brought environmental consciousness to the grocery-store aisles. As a representative to the National Organic Standards Board, it helped formulate organic-labeling standards and made these products accessible to mainstream America. At the same time, the company has tackled its own impact, offsetting 100 percent of its energy use with wind credits for the past two years. It's currently retrofitting stores with efficient lighting and solar power at more than 20 locations, and looking at hydrogen-powered fuel cells as a source of cleaner energy. Nearly half of its distribution centers employ trucks that run on biodiesel. In several regions of the country, it has reduced its landfill by 80 percent, and most stores participate in an extensive composting program. The company's charitable arm has committed over 9.9 million in microcredit loans to more than 40,000 small entrepreneurs (coffee and vegetable growers, store owners, textile weavers) and \$2.5 million in low-interest loans to local farms.

#### **ORGANIC VALLEY**

La Farge, WI  
*organic farming  
cooperative*

Organic Valley illustrates the strength of the collective, annually delivering consumers \$527 million worth of sustainably grown products from organic farms. Representing 10 percent of the organic farming community in the United States, the cooperative offers a lifeline for its 1,332 member-owners, providing price stability and a viable alternative to agribusiness. Almost half of its profits—which added up to \$194 million in 2007—goes directly to the farmers. Organic Valley also funds renewable-energy initiatives, helping farmers become more energy efficient through wind, solar, and biodiesel programs.

## ESSENTIAL READING

*Want to do even more to green your home, explore eco-friendly eating, and minimize your impact on the planet? Here are the best books to get you on your way*

➤ In *The Omnivore's Dilemma* (Penguin), food expert **MICHAEL POLLAN** explores the hot-button issues of food production in this country, including factory farming and the local and organic movements. His most recent endeavor, *In Defense of Food* (Penguin), shows how “nutritional” processed foods are replacing the market for real, whole ingredients.

➤ As a member of the Inter-governmental Panel on Climate Change, **HENRY POLLACK, PH.D.**, has been on the front lines of the fight against global warming. In his new book, *A World Without Ice* (Avery), he describes the potential repercussions of melting glaciers and ice caps—and what we can do to change their devastating course.

➤ Easy, natural recipes for home cleaning and personal-care products abound in **ANNIE BERTHOLD-BOND's** *Better Basics for the Home: Simple Solutions for Less Toxic Living* (Three Rivers Press). The book also provides guidelines for reading cosmetics labels and a list of unhealthy ingredients you should always avoid—and why.

➤ In *The Lazy Environmentalist on a Budget* (Stewart, Tabori & Chang), **JOSH DORFMAN** shows us that you don't have to sacrifice style or empty out your wallet to follow an ecofriendly path.

➤ **JAY WEINSTEIN's** *The Ethical Gourmet* (Broadway) puts sustainable ingredients to delicious use, with more than 100 recipes and info on buying ethically grown food.

➤ Taking the grower's perspective in *Deeply Rooted* (Counterpoint), **LISA HAMILTON** shares the story of three farmers attempting to fight a food system that's putting small farms out of business.

➤ **NICOLETTE HAHN NIMAN**, rancher, environmental activist, and wife of Bill Niman (founder of sustainable meat producer Niman Ranch), argues for an overhaul of the meat industry in *Righteous Porkchop* (Collins Living).

➤ **MARK KURLANSKY's** *The Food of a Younger Land* (Riverhead) celebrates the local and regional foods that America lost when national highways and chain restaurants moved in.

➤ **BARBARA KINGSOLVER** fills *Animal, Vegetable, Miracle: A Year of Food Life* (Harper Perennial) with accounts of her family's journey of eating locally and growing its own food for a year.

➤ In *Green, Greener, Greenest* (Perigee Trade), **LORI BONGIORNO** dishes out tips on living the eco life that work for a wide range of budgets and schedules.

➤ The *Green Guide: The Complete Reference for Consuming Wisely*, from **NATIONAL GEOGRAPHIC**, offers the ultimate advice on everything eco—from travel and hotels to appliances and pet care. It even has tips for a green workplace.

➤ *New York Times* food columnist and James Beard Award winning cookbook author **MARK BITTMAN** chronicles how he lost weight, ate healthier, and helped the planet in *Food Matters: A Guide to Conscious Eating with More Than 75 Recipes* (Simon & Schuster).

➤ In *Hot, Flat, and Crowded* (Farrar, Straus, and Giroux), **THOMAS FRIEDMAN** argues that by fixing the environment, we'll boost America's struggling economy and lagging national morale.

➤ In *Ecological Intelligence* (Broadway Business), **DANIEL GOLEMAN** proves that “green” isn't always earth-friendly when it comes to consumer products. He points to manufacturing transparency as the key to helping shoppers make informed purchases.

➤ *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder* (Algonquin), the expanded version of **RICHARD LOUV's** first edition, links childhood obesity, depression, and ADHD to the indoor-centric lifestyle of today's kids. He makes the case that nature will have no guardians if we don't encourage kids to enjoy it.

➤ **KATE HEYHOE** reduces our “cookprints” in *Cooking Green* (Da Capo Press), showing us ways to cut down on waste and use kitchen appliances more efficiently.

➤ Following *An Inconvenient Truth*, **AL GORE's** upcoming book *Our Choice* (Rodale), out in November, focuses not on problems but on solutions. The Nobel Prize winner offers a comprehensive plan to fight global climate change.

➤ **SID DAVIS** gives instructions on how to shop for a green house or remodel your own in *Your Eco-Friendly Home* (Amacom).

➤ **JOHN PETERSON** stocks *Farmer John's Cookbook* (Gibbs Smith) with fresh vegetable recipes, cooking tips, musings, and humorous stories from his organic farm.

➤ Decades ago, **DR. SEUSS** was already teaching children the value of conserving our natural resources. His 1971 classic, *The Lorax* (Random House), still endures as a valuable and fun learning tool.

➤ *American Earth: Environmental Writing Since Thoreau* (Library of America), edited by **BILL MCKIBBEN**, includes works from John Muir, Wendell Berry, Rachel Carson, and Joni Mitchell.