

Green Mission News

April 2012 Green Mission News

External Article Links:

- Dr. Eric Chivian on Biodiversity, Health, and Climate Change (12 min video)

<http://www.youtube.com/watch?v=5RO8MQ2B2Wk>

Dr. Chivian looks at polar bears and cone snails -- species whose survival is threatened by climate change and what medical science stands to lose if these species disappear. Specifically, Chivian looks at how studying polar bears in their native habitat could help scientists address such human health issues as osteoporosis, renal disease, and obesity related diabetes. He describes how cones snails contribute significantly to the development of medication for chronic pain in patients who no longer respond to opiates.



- Gulf Restoration Network

<http://healthygulf.org/our-work/issues-overview/issues-overview>

- Doug Tompkins, founder of Esprit and North Face -

http://www.earthisland.org/journal/index.php/eij/article/doug_tompkins

- Why Are Kids Allergic To So Many Things These Days? (7 min video)

<http://www.triplepundit.com/2012/03/video-interview-kids-allergic-days/>

- Call for an Organic Farm Bill

<http://ireport.cnn.com/docs/DOC-754112>

- Holzer's Permaculture

<http://www.richsoil.com/sepp-holzer/sepp-holzer-permaculture.jsp>

- Bokashi – The Fermentation of Organic Wastes

<http://www.compostguy.com/bokashi-resource-page/>

- Biotechnology : a geneticist's personal perspective by David Suzuki

http://www.davidsuzuki.org/david/downloads/David_Suzuki_Biotech_essay.pdf

- V. Shiva: The politics of science and democracy in India

<http://www.aljazeera.com/indepth/opinion/2012/03/20123281119073727.html>

- One Straw Revolution

http://onestrawrob.com/?page_id=4

- Controversial Pesticide Linked to Bee Collapse

<http://www.wired.com/wiredscience/2012/03/neonicotinoids-bee-collapse/>

- Achieving food security in the face of climate change

Final report from the Commission on Sustainable Agriculture and Climate Change

http://ccaafs.cgiar.org/sites/default/files/assets/docs/climate_food_commission-final-mar2012.pdf

- Aluminum In Depth Information/Recycling Process

<http://www.aluminum.org/Content/NavigationMenu/TheIndustry/Recycling/Indepthinformation/default.htm>

- Know Your Farmer, Know Your Food Compass Map

<http://www.usda.gov/maps/maps/kyfcompassmap.htm>

- Plastics packaging industry challenge

<http://www.driftsurfing.eu/index.php/archives/8940>

<http://www.sustainabilityprofessionals.org/partner-events>

- Excellent review on the effects of BPA (bisPhenol-A):

<http://edrv.endojournals.org/content/30/1/75.full>

and

<http://www.ewg.org/chemindex/chemicals/bisphenolA>

- Zero Waste, Zero Landfill and Role for Recycling
Businesses Work Towards Eliminating Solid Waste

<http://recycling.about.com/od/Singlestreamrecycling/a/Zero-Waste-Zero-Landfill-And-Role-For-Recycling.htm>

- Great food, Green Building, and a New Beginning: Pharos Project

<http://www.pharosproject.net/blog/detail/id/1116/greatfood-greenbuildings>

- The Geological Record of Ocean Acidification

<http://www.sciencemag.org/content/335/6072/1058>

- New Report Uncovers Key Features Of Sustainable Neighbourhoods

<http://www.justmeans.com/press-releases/New-Report-Uncovers-Key-Features-of-Sustainable-Neighbourhoods/8240.html>

- Proceedings of the 6th organic seed growers conference

<http://www.seedalliance.org/uploads/2012%20OSGC%20Proceedings%20FINAL.pdf>

- 'Seed schools' can help nurture local heirloom plants

<http://www.clarionledger.com/article/20120323/COL0704/203230303/-Seed-schools-can-help-nurture-local-heirloom-plants?odyssey=mod%7Cnewswell%7Ctext%7CFood%7Cs>

- Identifying Sources of GMO's in your Food

<http://healthyfoodnaturally.com/2012/03/20/identifying-sources-of-gmos-in-your-food/>

- GMOs: Unravelling the Mystery

<http://www.naturespath.com/blog/2012/03/20/gmos-unravelling-mystery>

Full Length Articles Below:

- Edgy veggie Ancient grains take center stage at new-products expo

- Survey: Consumers skeptical of companies' environmental claims

- 46% of global consumers will pay extra to socially-responsible companies

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Published: Monday, Mar. 26, 2012 - 5:10 am McClatchy Newspapers

Edgy veggie Ancient grains take center stage at new-products expo

By Ellen Kanner

Ancient grains and concepts starred at this year's Natural Products Expo West, a titanic trade show for natural and organic products. The supplements and powdered this-and-that of previous shows have given way to real food.

The same disenchantment with corporate America that fostered the '60s back-to-the-land movement has created a new generation of farmers with a new set of tools.

Internet and social media are as integral as tractors, letting young farmers connect, compare notes and exchange information.

Organic is in again. Most of the corn and soy we grow is conventionally farmed and genetically modified. It's in most processed foods and many meatless products. The thing is, you don't know, because companies aren't required to say. The Just Label It campaign (www.justlabelit.org) aims to change that. Until it does, eating organically is the only sure way to stay GMO-free.

Old ways meet even older ways, with that treasured hippie treat granola now rocking ancient grains. Four to try:

* Purely Elizabeth (\$7.99, 12.5 ounces) makes ancient grain granola with amaranth, quinoa, hemp and chia in addictive flavors including pumpkin fig. Available at Honey Tree and Nutrition Smart.

* New England Naturals (\$4.99, 12 ounces) has been organic since its 1977 beginning and makes affordable ancient grainy granola with amaranth and kamut.

* Kind Healthy Grains (\$5.99, 11 ounces) come in six fabulous flavors including [peanut butter](#) and are rich in millet, amaranth and buckwheat.

* Nature's Path continues its commitment to organics with spelt-speckled Love Crunch (\$4.49, 11.5 ounces). If flavors including dark chocolate and red berries aren't enough to love, for every bag sold, Nature's Path donates the equivalent amount to [food banks](#).

All three granolas are at Whole Foods.

Before back-to-the-land, Expo West and genetically modified anything, a Greek guy named Hippocrates said, let food be thy medicine and medicine thy food. It's still good advice.

Read more here: <http://www.sacbee.com/2012/03/26/4366556/edgy-veggie-ancient-grains-take.html#storylink=cpy>

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March 28, 2012

Survey: Consumers skeptical of companies' environmental claims 88% inspired to buy environmental products due to health concerns

by Sustainable Food News

About 80 percent of U.S. adults don't believe companies are addressing all of their

environmental impacts, and only 44 percent trust companies' green claims. This skepticism could even impact sales as 77 percent would be willing to boycott if misled, according to a new survey.

U.S. consumers expect companies to address the full environmental impact of a product's lifecycle, from the impacts associated with manufacturing the product (90 percent), to using it (88 percent), to disposing of it (89 percent), said Boston-based Cone Communications, which conducted the online survey late last month among 1,019 U.S. adults.

And although 69 percent of American consumers routinely or sometimes consider the environment when making a purchasing decision, they are influenced most by end-of-life messages, followed by other factors:

- 42 percent say they are most influenced by messaging related to the environmental impact of disposing of a product
- 33 percent say they are most influenced by messaging related to the environmental impact of using a product
- 25 percent say they are most influenced by messaging related to the environmental impact of manufacturing a product

"The emphasis on disposal is not surprising considering it's an area in which consumers feel they have a responsibility and have control over what they do with products after use," said Jonathan Yohannan, Cone Communications' executive vice president of corporate responsibility. "However, what most consumers don't know is that for many product categories, disposal may represent the least significant aspect of a product's impact. There's an opportunity for companies to reframe the discussion and educate consumers about what they're doing to reduce a product's impacts across the supply chain."

Consumers are less inclined to do their own homework on the environmental impacts of a company's products. Instead, 73 percent of consumers want companies to provide more environmental information on the product packaging to help inform their shopping decisions.

And the majority of consumers (71 percent) wish companies would do a better job helping them understand the environmental terms they use to talk about their products and services.

Further clarity is needed because more than half of consumers continue to erroneously believe that common environmental marketing terms such as "green" or "environmentally friendly" mean a product has a positive (36 percent) or neutral (18 percent) impact on the environment.

Fewer consumers were able to correctly identify these terms as meaning the product has a lighter impact than other similar products (25 percent) or less than it used to (3 percent).

The messages consumers want most, it seems, are those that are precise. When purchasing a product with an environmental benefit, consumers cited a symbol or certification (81 percent) and a message with specific data or outcomes (80 percent) as most influential in their decision to buy.

For 73 percent, a more general environmental statement, such as "uses less water," is influential.

"Companies are making great strides in setting and achieving environmental goals, but if they are not communicating to consumers in a highly visible way – including the precious on-pack or in-store real estate – the messages may not get through," says Yohannan. "Consumers are listening, but they are not necessarily seeking out this type of information. The onus is on companies to actively provide it in language and places the consumer will understand."

Green stigmas persist when it comes to consumers' decisions not to purchase products with an environmental benefit.

Forty-two percent of Americans have been discouraged from buying because they believed it cost more than the traditional product, and a third believed the environmentally preferred product would not be of equal quality.

Other barriers include:

- 27 percent say they didn't trust the environmental claim on the product
- 23 percent say the product was difficult to find
- 16 percent say the product design was unattractive

Concerns over cost can deter consumers, but cash savings can also drive purchases. Nine-in-10 consumers say they are motivated to buy an environmental product because it will save them time or money in the long-run.

Other motivations are more aspirational. Eighty-eight percent say they are inspired to buy environmental products because it's healthier for themselves, their families or their communities, and 85 percent want to preserve the environment for future generations. "As we've seen maturity in the green space, the majority of American consumers are saying this is still an expectation, and now the opportunity for companies is to continue to educate them and stay engaged," said Yohannan. "Now is the time to tell stories and connect the dots about the full impact of a product and the consumer's role in the process."

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March 28, 2012

46% of global consumers will pay extra to socially-responsible companies. Nielsen identifies attributes of the global, socially-

conscious consumer

by Sustainable Food News

Sixty three percent of global, socially-conscious consumers are under age 40, consult social media when making purchase decisions and are most concerned about environmental, educational and hunger causes, according to a new study from marketing information leader Nielsen.

Nielsen's Global Corporate Citizenship Survey of more than 28,000 online respondents conducted Aug. 31-Sept. 16, 2011, in 56 countries shows that 46 percent of global consumers are willing to pay extra for products and services from companies that have implemented programs to give back to society.

"It's clear that corporate social responsibility efforts resonate with a specific group of consumers," said Nic Covey, vice president of Nielsen Cares, Nielsen's global corporate social responsibility program. "Marketers need to know who those consumers are in order to maximize the social and business return of their cause marketing efforts. This understanding allows brands to engage in social impact efforts that appeal to the right consumers with the right causes and through the right channels."

Global, Socially-Conscious Consumers by Age

Nielsen's survey shows that overall, younger consumers are more willing to spend extra for products and services from socially-responsible companies. Fifty one percent of all respondents aged 15 to 39 are willing to pay extra for such products and services compared to 37 percent of respondents over age 40. Looking at socially-conscious consumers specifically, Nielsen's findings show that 63 percent are under the age of 40.

Global, Socially-Conscious Consumers by Geography

Consumers in Asia Pacific (55 percent), the Middle East and Africa (53 percent) and Latin America (49 percent) are more willing to pay extra for products and services from socially-responsible companies than consumers in North America (35 percent) and Europe (32 percent).

According to Nielsen's survey, the highest concentration of socially-conscious consumers is in the Philippines, where 68 percent of respondents are willing to pay extra for products, while the lowest concentration is in the Netherlands, where 21 percent of respondents indicated a willingness to spend more.

Causes Most Important to the Global Socially-Conscious Consumer

Among 18 causes reviewed, Nielsen finds that socially-conscious respondents prioritize environmental sustainability (66 percent), improvements to science, technology, engineering and math education (56 percent) and the eradication of extreme poverty

and hunger (53 percent) for companies implementing programs.

“Knowing what causes are most important to the socially-conscious consumer may help brands prioritize their social investments,” said Covey. “The next step is to understand precisely what causes are important to a brand’s individual customers.”

Reaching the Global, Socially-Conscious Consumer

According to Nielsen’s survey, when it comes to brands and advertising, global, socially-conscious consumers trust recommendations from people they know (95 percent) and look for opinions and information posted by other consumers online (76 percent).

Socially-conscious consumers are more likely than other survey respondents to use social media to help make purchase decisions (59 percent vs. 46 percent of all respondents).

“In order for cause marketing efforts to affect sales, customers must first be aware of a company’s efforts,” said Covey. “Nielsen’s information indicates that social media is a critical tool for effective cause marketing.”