


## Green Certifications

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The new popularity of green products has given rise to a disturbing trend dubbed “greenwashing,” the practice of promoting a product as green when it isn’t or promoting a partially green product as fully green. Examples include product lines with static ingredients where the only change has been the exclusion of water. A concentrated version is called green because a little plastic has been saved by use of a smaller bottle. Or a manufacturer promotes a product as green due to recycled components, while hiding environmentally damaging production practices. Recently, corporations are promoting new green product lines while continuing to sell their environmentally damaging products.

Consumer awareness of greenwashing has given rise to a new industry—green and organic certifications. There are more than 800 of these certifications used around the world—more than 80 in the U.S. alone. The abundance of certifications is adding a new confusion, to the point that there are certification certifiers! Worse than the confusion is the reality that some of the certifications are nothing more than a new means to greenwash a product. Be an informed consumer. Check to be sure the certification is from a third party certifier, not from a certification program created by the very company who benefits from the label.

The following table includes many of the best known certifications.

Logo	Name	Purpose
	<p>Organic Food Production Act of 1990</p>	<p>Single ingredient foods such as produce or grains with the USDA Organic label meet the standards set forth by the USDA.</p> <p>Unfortunately, this label does not ensure that the food is entirely chemical free. Some short-lived botanical sprays and a few herbicides and insecticides are allowed during organic cultivation.</p> <p>Multi-ingredient foods may have one of three labels: 100% Organic, Organic or Certified Organic, or Made with Organic Ingredients.</p> <p>100% Organic is self-explanatory. Organic or Certified Organic means that 95-99% of the ingredients are organic. Made with Organic Ingredients means certifies 70-94% of the</p>

		<p>ingredients are organic. For more information, visit the USDA site.</p>
	<p>Certified Naturally Grown Naturally Grown Food</p>	<p>Certified Naturally Grown is a non-profit, alternative certification program utilized by many farmers in the United States. Proponents claim they strive to preserve high standards for organic farmers while removing the financial and logistical barriers small food farmers face with USDA Organic certification. Certified Naturally Grown foods are organically grown. For more information, visit their site.</p>
	<p>Good Housekeeping Green Seal 2009</p>	<p>Any item that earns the Good Housekeeping Green Seal must first earn the Good Housekeeping Seal of Approval, which provides a 2-year limited warranty. Good Housekeeping's website says, "For the Beauty and Cleaning product categories, a product that earns the Green Good Housekeeping Seal cannot contain certain harmful ingredients or any ozone-depleting compounds (ODCs) above 0.001%, produce volatile organic compounds (VOCs) above a certain threshold, or have been tested on animals within the last five years (unless required by government regulation)." For specifics, visit their site.</p>
	<p>Green Seal 1989 Products and Services Hotels, businesses, stains and finishes etc. Lifecycle certification.</p>	<p>As stated on their website: "Green Seal meets the criteria of ISO 14020 and 14024, the standards for ecolabeling set by the International Organization for Standardization (ISO); the U.S. Environmental Protection Agency's criteria for third-party certifiers of environmentally preferable products; and the criteria for bona fide ecolabeling bodies of the Global Ecolabeling Network." Click here for Green Seal's website.</p>

	<p>Green Globe Sustainable Tourism</p>	<p>Green Globe certification is for hotels, transportation, and other businesses that support tourism. They state, "Green Globe Certified businesses meet rigorous sustainability standards and are verified by independent auditors." <a href="#">Click here to visit their website.</a></p>
	<p>EcoLogo™ Program Third-party certification of environmentally-preferable products 1988 Canada, but now recognized worldwide.</p>	<p>EcoLogo certifies thousands of products over a wide range of categories. It is a Type I ecolabel as defined by the International Organization for Standardization (ISO) that meets the ISO 14024 standards. Visit EcoLogo's Site for more information.</p>
	<p>Market Transformation to Sustainability (MTS) was launched in 2000.</p>	<p>SMaRT certification is the certification of the Institute for Market Transformation to Sustainability (MTS). They state, "MTS dedicates its entire operation to raising awareness of the positive impact that manufacturing, promoting, and purchasing sustainable product choices has on every aspect of our daily lives." SMaRT certification covers more than 80% of the world's products. <a href="#">Click here to visit their website.</a></p>