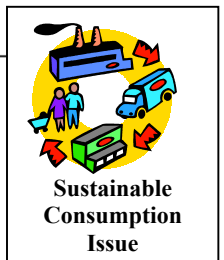


at the source



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Summer/Fall 2002



The Focus of this Issue

North American countries have been slower than their overseas counterparts to address current consumption patterns as a serious environmental issue. Researchers from the University of British Columbia estimate that if all the world's people consumed as many resources as in North America, we would need at least four more planets.

By taking a pollution prevention approach, consumers can shift markets for goods and services toward those products that have significantly lower impacts through their lifecycle. *Pollution prevention (P2) is about making smart choices — both in what we buy and in how we use products.* The less you purchase, the less waste and pollution you create, and the less energy and resources you consume. This issue of *at the source* will focus on strategies aimed changing consumption patterns in the movement towards sustainable consumption.

“The real issue is not growth of consumption but its impacts on people, the environment and society. People are caught up in a system of limited choices and opportunities and perverse incentives.”

-United Nations Development Program, 1998

Certified Organic Foods and Products

By Janine Gibson, Canadian Organic Growers Inc. and Linda Varangu, Canadian Centre for Pollution Prevention

Consumers are increasingly looking for organic products, in part because organic agriculture promotes a more sustainable form of production. It's a holistic system that doesn't rely on synthetic pesticides or fertilizers, strives to maintain healthy soil, does not use genetically modified or engineered products, and provides for ethical treatment of livestock, among other things. To consumers who are becoming increasingly environmentally aware, organic agriculture is something worth supporting.

The organic sector in Canada is booming with \$1 billion-a-year in retail sales and a 20 percent annual growth rate. Of the 246,923 farms reporting to the 2001 Census of Agriculture, 2,230 farms reported certified organic products in Canada. Field crops were the largest component at 65%, with fruits, vegetables or greenhouse products at 28%, animals or animal products at 17%, and the remainder from other products such as maple syrup and herbs. The organic industry is predicting to have a market share of between 5 to 10 percent by 2010. In Europe, many countries have already achieved this and are aiming for 20% by 2010. Austria currently reports that 30% of their public institutions carry certified organic food.

Certified Organic

In 1999, a national organic standard was developed cooperatively by the organic production industry and Agriculture and Agri-food Canada. The Canadian General Standards Board (CGSB), part of Public Works and Government Services Canada, coordinated the development of the standard, which has been approved as a National



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Standard of Canada (see sidebar).

The Standards Council accredits organic certification organizations so they can evaluate whether producers, packagers, processors and distributors of organic products are meeting the national standard. According to Agriculture and Agri-food Canada, of the estimated 25 certifying organic organizations offering their services in Canada, 2 have become accredited by the Standards Council and use the national standard, and 7 have been accredited through the US Department of Agriculture Organic Program. Currently more than 80% of the certified organic products now offered for sale in Canada follow the Canadian National Organic Standard that has been harmonized to compliment the US standard.

To be certified organic, growers must follow strict growing procedures from start to finish. But how are certified organic foods different from the other foods we consume?

The principle goal of organic agriculture is to develop productive enterprises that are sustainable and harmonious with the environment. This standard states that "organic agriculture is a holistic system of production designed to optimize the productivity, and fitness of diverse communities within the agroecosystem, including soil organisms, plants, livestock, and people." The standard cannot claim that organic foods are better for you, but research in Europe continues to indicate healthier soil produces healthier food products.

To view the **National Standard and the General Principles of Organic Food Production** visit:

http://www.pwgsc.gc.ca/cgsb/catalogue/specs/032/032_310-e.html.

What Should a Consumer Look for?

To be sure that the product follows an organic standard, consumers across Canada should look for a label that says 'certified organic' and lists the certifying agency along with information on which ingredients, or what percentages in the product are certified organic. In some cases, the phrase 'meets the National Organic Standard' has been added by the producer. Loblaw's is the only national grocery chain in Canada that has committed to buying only organic products certified to the national organic standard (see sidebar).

British Columbia and Quebec have developed their own provincial version of the organic standard. In these provinces any product that has the term 'organic' on it must meet the provincial organic standards, which are in harmony with the national standard. In other provinces, just the term 'organic' on products does not mean that an organic standard has been met.

If you want to find out where to buy organic products, the Canadian Organic Growers (COG) website (<http://www.cog.ca>) can guide you to sources across Canada through their directory.

Canadian Organic Growers Inc. is Canada's national membership-based education and networking organization representing organic farmers, gardeners and consumers in all provinces. COG supports organic conferences, works with other organizations and government to achieve regulatory change (definition of organic food, certification, etc.), produces a quarterly magazine and provides a lending library to its members.



For more information visit:
<http://www.presidentschoice.ca/pcorganics/>

at the source, a newsletter produced by the Canadian Centre for Pollution Prevention, highlights pollution prevention programs and provides up-to-date information on Canada-wide activities

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Cooperative Coffees:



What's in a Name?

...At times, everything.

Cooperative Coffees is a unique organization - a sustainable coffee, importing cooperative committed to supporting and partnering with small-scale coffee farmers and their exporting cooperatives. The cooperative currently is comprised of 16 roaster members/owners in the United States and Canada with \$1 million U.S. in sales per year. By importing directly from partner farmers, Cooperative Coffees seeks to creatively foster a more equitable and sustainable system of coffee trade that directly benefits these farmers, their families and their communities.

A New Approach to International Trade

Cooperative Coffees purposely sources its coffee from "the little guys" by circumventing traditional trade routes and developing direct relationships with producers based on fairness and an open exchange of information. Fair Trade organizations around the world such as TransFair and the Fair Trade Federation, of which Cooperative Coffees is a member, have adopted codes of conduct that promote trade based upon more equitable terms of trade. But at Cooperative Coffees, fair trade roasters are trying to take this model even a step further. Based upon mutual understanding and

between producer and importer, Cooperative Coffees strives to establish itself as an active partner in the producer cooperatives' development and growth. Cooperative Coffees roasters visit the producer cooperatives regularly and purchase their coffee according to the following principles:

- Fair Wages for the Producers
- Support Cooperative Workplaces
- Promote Consumer Education
- Encourage Environmental Sustainability
- Provide Financial and Technical Support
- Respect Cultural Identity

Why Choose Fair Trade Coffee?

As a system of trade based on respect for worker's rights and the environment, fair trade can help reverse the environmental degradation and growing inequities that have been a result of the growth in world trade. Fairly traded coffee benefits many: from farmers in producer countries, to consumers, to all of us by the environmental benefits achieved through fair trade practices.

Coffee can actually be either a habitat destroyer or a habitat preserver, depending upon how the beans are cultivated.

- Throughout Mexico, and most parts of Central America, where small-scale coffee producers predominate in total coffee production, the farmer strives for a "coffee garden". Because the small-scale producer lives off this land there is more incentive to maintain the quality of the soil and diversify the kinds of shade appropriate for coffee. A good producer could have dozens of varieties of fruit and nitrogen-fixing trees interspersed through his parcel, plus a number of edible or medicinal herbs as ground cover.
- In El Salvador large coffee plantations cultivate under a shade canopy and it is said that coffee fields have prevented the country from becoming 100 percent deforested.
- Where intensive coffee production is the standard (such as some Guatemalan plantations and many parts of Brazil), the deforestation is extensive. Hybrid varieties of coffee have been specially developed to increase production under full sun and a full chemical support system.

Access to favourable markets, has meant extra capital going towards improving both the quality of production and the quality of life for coffee farmers. How much improvement depends on the percentage of fair trade market captured, and in what the coffee farmers have been able to invest. Below is a summary of fair trade benefits:

Benefits for the Small Farmer	Benefits for the Consumer	Benefits for the Environment
<ul style="list-style-type: none"> Increases incomes Self-sufficiency Builds infrastructure in community 	<ul style="list-style-type: none"> Empowerment Positive impact Clear conscience 	<ul style="list-style-type: none"> Use of organic methods Small farmer existence prevents clear-cutting of larger estates

Cooperative Coffees strongly believes in using consumption choices to promote a more just and humane world. Commit to purchasing and drinking only fairly traded coffee and begin the cycle of positive effects in your life, the lives of others and the world around you! For more information on Cooperative Coffees and its members visit: www.cooperativecoffees.com.

Advertising Industry and United Nations Environment Programme Join Forces to Promote Better Consumption

The European Association of Communication Agencies (EACA) introduced an action plan on sustainable consumption to its members at the occasion of its Annual Conference in Brussels on October 4th, 2002.

The EACA action plan includes a green housekeeping manual for advertising agencies, to be launched in co-operation with UNEP in January 2003, a communication toolkit for governments and a new ethical code of conduct. A section on sustainability issues will also be proposed at the Cannes Advertising Awards 2003 as well as within EURO EFFIE awards to foster competition and creativity of agencies in this field.

For further information, please contact Solange Montillaud-Joyel at: solange.montillaud@unep.fr.

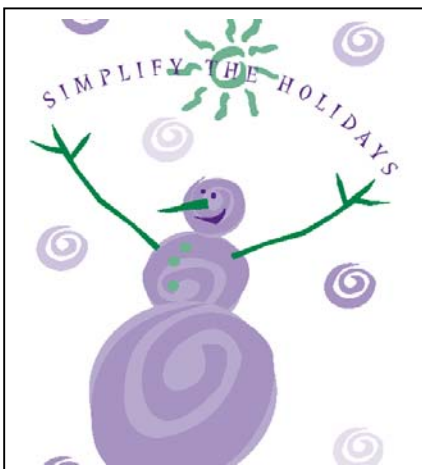
"Can Sustainability Sell?"

This publication marks the first campaign by a major advertising agency from among a growing number of associations that are teaming-up with the United Nations Environment Programme to explore the mutual benefits of increasing communication on environmental and social "sustainability".

<http://www.uneptie.org/sustain/advertising/publications.htm>

Simplify the Holidays!

The Center for a New American Dream is pleased to provide the brochure **Simplify the Holidays**, offering practical tips for having a holiday with **more joy** and **less stuff**. Included within the brochure are tips on alternative gift ideas. You can download a copy of the brochure at: <http://www.newdream.org/holiday/brochure.html>

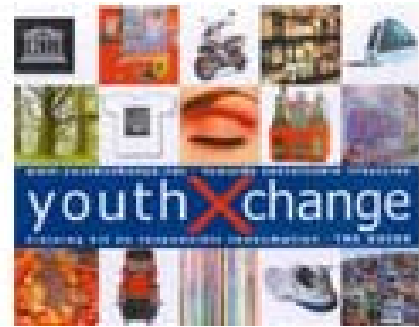


Youth and Sustainable Consumption

United Nations Environment Programme has developed a Sustainable Consumption Strategy for Youth. This strategy investigates the role of youth in promoting sustainable consumption. One of the results of the strategy to-date has been the Youthxchange project. The project centres on direct contact with youth and their leaders using media such as the Internet to deliver and examine sustainable consumption's key messages. The project provides practical examples where consumer choice has changed the way society produces and consumes.

Visit the youthxchange website at:

<http://www.youthxchange.net>



Creating Consumer Demand for Nature-Friendly Food Choices

Over the years, there has been strong consumer support for a reduction in the use of agricultural pesticides, yet there are few accessible and affordable opportunities for consumers to demonstrate their support, other than purchasing organic food. In 1996 a significant opportunity presented itself through the World Wildlife Fund (WWF) Canada's Agriculture Project.

WWF-Canada's approach to reducing pesticide use is to create consumer demand for products grown using nature-friendly practices, known technically as "Integrated Pest Management" (IPM) so that growers will know there is a market for their efforts. WWF-Canada's hope is that, by focusing on foods that are grown, processed and consumed in Canada, Canadian consumers can actually influence growing practices and achieve a substantial reduction in the use of pesticides.

Developing the Protocol

The standard for what constitutes nature-friendly food was set using consistent principles on a crop-by-crop basis. Growers interested in producing crops grown in this manner follow a protocol developed by WWF-Canada in consultation with growers and other agricultural experts.

The first protocol was developed for apples in partnership with Ontario apple growers and the Ontario Ministry of Agriculture and Food. Last year 15 growers from the Norfolk County Fruit Growers Association participated in the program and produced 8 million pounds of apples using these nature-friendly agricultural practices.

The potato protocol was also a success and was developed in partnership with the Prince Edward Island (PEI) government and had potato growers involved from both PEI and New Brunswick. Last year over 5 million pounds of nature-friendly potatoes were produced.

How the Protocol Works

The protocol is based on a points system whereby growers acquire points based on the pest prevention practices they undertake. Each year the protocol standards become more stringent. Growers are accepted into the program upon passing a third party verification process, which is paid for by WWF. The protocol also restricts the use of pesticides based on a classification system – Red (can't use), Yellow (use when necessary) and Green (can use).

For details, contact Rod MacRae at: (416) 465-1011 or via e-mail at: rmacrae@ican.net

Marketing to Consumers

Bags were designed with the WWF-Canada panda logo for both the potatoes and apples, along with a brief explanation of sustainable farming practices. The Sobeys' grocery stores carried the apples in the last two years in Ontario. Also for the past two years, WWF-Canada has collaborated with Scouts Canada in the Greater Toronto Region where Scouts distributed the apples as part of their annual Apple Days fundraiser. There are plans to expand this initiative across Ontario and perhaps eventually across Canada. The apples are also carried in the 4,000 food boxes distributed monthly by FoodShare Toronto, a food and social justice non-profit.

Future Opportunities

With financial support from WWF-Canada and the federal government, the Canadian Horticultural Council is developing a national IPM protocol for apples. WWF-Canada has also been working for the past 5 years with the Canola Council of Canada on an IPM canola project. Also on the horizon are pilot projects on other crops such as grapes and tomatoes.



For more information on the various WWF protocols, please contact WWF-Canada at 1-800-26-PANDA

Shifting Consumption Patterns in the Kitchen and Beyond

The Virtual Kitchen (www.eco-labels.org/vk.cfm) is a fun interactive graphical introduction to the kinds of eco-labels available on different products that can be found in your kitchen. The site is part of the Consumers Union's online eco-labeling encyclopedia (www.eco-labels.org). Consumers who want to learn the meaning of labels they find on products can search by name of the label, the type of label, or they can pick from a listing of logos. Consumers interested in knowing what labels are available on particular products can search by product category.



Food Unleashes the Power of One

The power of positive eating lies within every individual. It involves an awareness of the personal, environmental, social, and economic consequences of food choices.

Here are some tips on how your buying, eating and cooking strategies can help reduce greenhouse gas emissions:

- **Eat raw** – eat food that requires less cooking at times of peak energy use (breakfast & dinner), this reduces the demand for utilities to burn more polluting fuels
- **Insist on minimal packaging** – less packaging reduces the pollution associated with production and eliminates need for disposal
- **Buy from local growers** – buying local eliminates the demand for food transported great distances
- **Compost** – by composting you reduce the methane emissions from landfills that are created as a result of organic waste decomposing without access to oxygen

Source: Real Food for a Change. Wayne Roberts. Rod MacRae and Lori Strahlbrand.



Across Canada

Pollution Prevention Activities and Events



North American Sustainable Consumption Efforts

On June 12-14, 2002, the Canadian Centre for Pollution Prevention (C2P2) and Environment Canada hosted the second meeting of the North American Sustainable Consumption Alliance Workgroup. The North American Sustainable Consumption Alliance is a strategic partnership of people and organizations who are working to promote more sustainable consumption patterns in Mexico, Canada and the United States.

Outcomes from the meeting included:

- Agreement on a NASCA mission statement
- Decision to pursue a website and list serv
- Identification of eight potential projects
- Commitment to pursue a survey of North American sustainable consumption activities

One of the Alliance's more ambitious goals is to facilitate the shaping of a common North American vision of sustainable consumption. Discussions are also underway to organize a third meeting in Mexico in Winter 2003. For more information contact C2P2 at: info@c2p2online.com.

Greener Choices in Drycleaning

The Canadian Centre for Pollution Prevention surveyed over 1200 dry cleaners across Ontario this summer to determine whether they offer green services such as wet cleaning to their clients. Over 155 dry cleaning depots will be featured in the initial launch of the online directory of green drycleaners later this fall. For more information visit: www.c2p2online.com, click on 'Affiliated websites' and then 'Green Dry Cleaners'.

New Household Consumption Survey

In response to the need for information on the environmental practices, behaviours and concerns of Canadian individuals and households, Statistics Canada is planning to conduct the Household and Environment Survey in 2003. Statistics Canada has developed a framework based on sustainable consumption, examining Canadians' understanding and perceptions of environmental issues, role of individual consumptive behaviours and public participation in environmental activities and finally, actual environmental practices. The themes that will be covered by the survey include: water consumption and conservation, waste management and recycling, transportation decisions, use of pesticides and fertilizers, purchase of "green" products, knowledge and understanding of environmental issues, and civic engagement. A more limited version of this survey was conducted in 1991 and 1994 and the results were published in the Statistics Canada report, "Households and the Environment", catalogue number 11-526.

Be Recognized Nationally for your P2 Efforts!

Attention companies and organizations from across Canada! There are seven certificates of recognition up for grabs for those companies/organizations showing leadership in pollution prevention. The 2002 Canadian Council of Ministers of the Environment Pollution Prevention Awards will be presented at the Canadian Pollution Prevention Roundtable in Calgary, Alberta (June 11-12, 2003). Submissions are now being accepted. The deadline for submissions is December 15, 2002. For more information contact: Mike Gilbertson at: (204) 948-2032 or via e-mail at: mgilbertson@ccme.ca.

Generous Adventures is the only all-travel benefit auction on the Internet. Generous Adventures Travel Auctions' mission is to join responsible businesses and adventure-minded travellers to make the world a better place. They have selected the **Canadian Centre for Pollution Prevention** as one of their beneficiaries from September 19 - December 12, 2002.

Visit: www.generousadventures.com for more information.

2002 Newsletter Survey

The objective of this survey is to receive feedback on the format, content, usefulness and applicability of the information within the newsletter to act as a catalyst for change.

Please take the time to fill out this survey at: www.c2p2online.com, click on Tools and Resources, and then 'at the source' newsletter.

Respondents will be entered into a draw for prizes to be announced by January 24th, 2003.



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