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Green Mission Project
www.sustainablebizness.com

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Afternoon Agenda

- Natalie Reitman-White, Organically Grown Company
- Tom Wright, SustainableBizness.com
- Cate Baril and Marissa Hockenberry, Transfair
- Meredith Niles, Center For Food Safety
- Sujeesh Krishnan, Carbon Trust

The next generation of eco-labeling.



The Multi-stakeholder Package.









The
Product.

Not an inside industry
initiative.



LEEDs mean a lot:
yet do we have more solar?



U.S. GREEN BUILDING COUNCIL

Do I exploit poor people?



Fair Trade gets Private Label status.



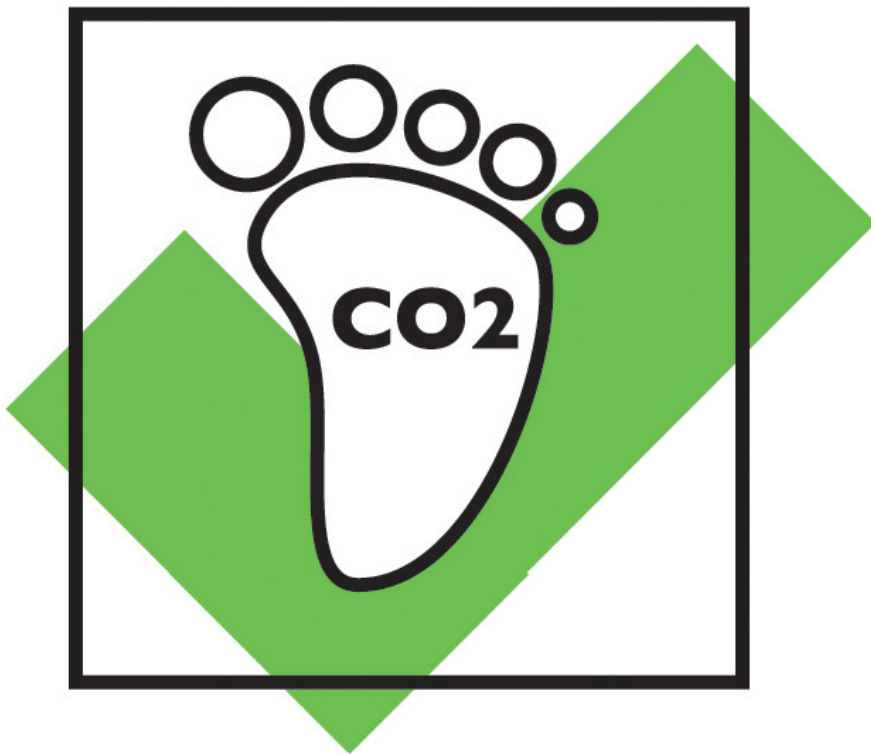
Carbon has something to do with climate . . .

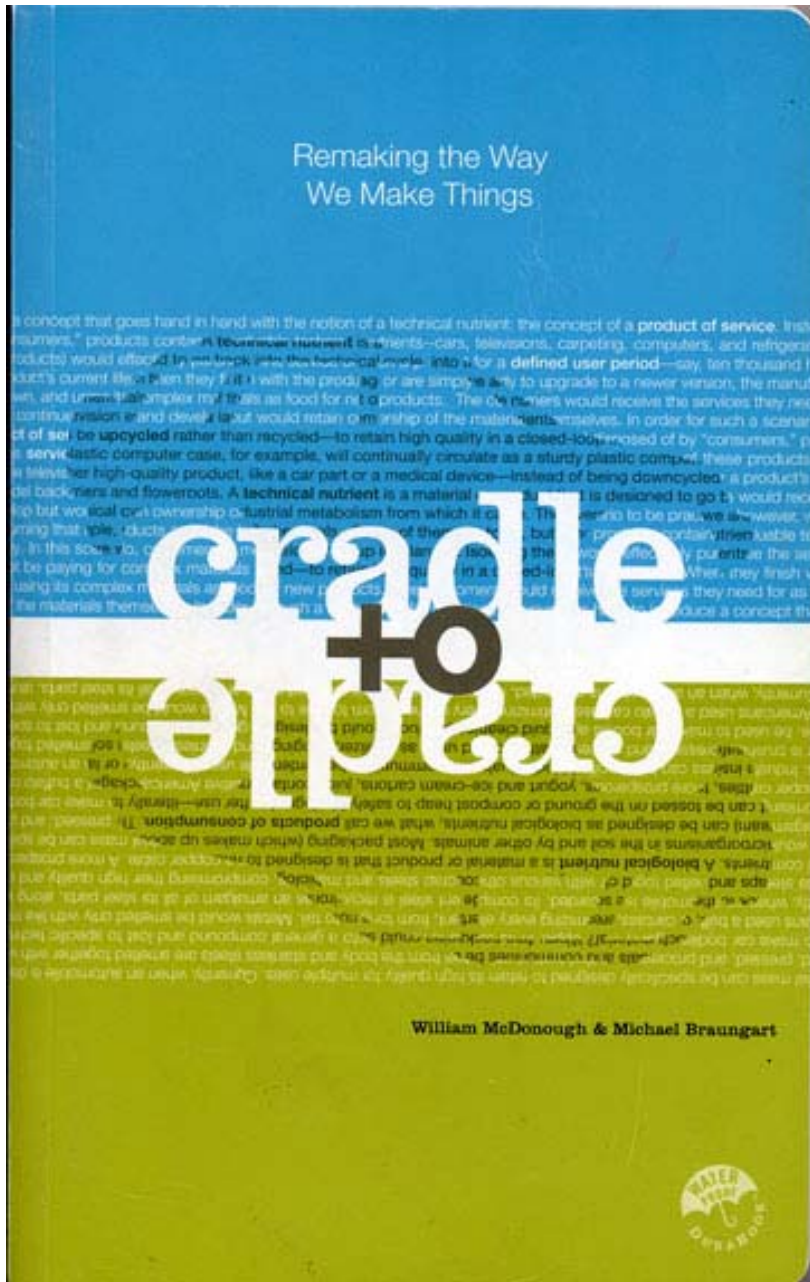


Making business sense
of climate change



And what does 100 grams mean?





The
cornerstone to
nomenclature.

This is not the book,
yet in great demand.



Is this the “Beyond Organic”
positioning?



A USA “GreenDot”?



Could imply what to do with
the package itself.



Transparency: Sharing Details of Our Progress

- Many companies today are making green claims. Among these are companies that are "greenwashing": making claims about their environmental record that aren't supported by their actions. In this type of environment, it is increasingly important to be open and honest about our progress toward sustainability.

www.co2code.info/ Web-based = specific information



The screenshot displays the CO2code website interface. At the top right, there is a row of small national flags. Below this, the logo for 'The CO2code initiative' is shown, featuring a green barcode graphic. To the right of the logo are input fields for 'Email' and 'Password', followed by a 'LOGIN' button. A green navigation bar contains the following links: 'How does it work?', 'How can I make my products green?', 'Support', and 'Free Sign-up'. The main content area is enclosed in a white box with a black border. It contains the text 'You found a CO2-balanced product with a CO2code' above an image of a product labeled 'US-PP-10J2A'. Below the image is the word 'or' and a barcode with the number '28016 9167'. A large green curly bracket groups the product image and barcode, pointing to the text 'Enter it in the registry'. To the right of this text is a search form with the label 'Enter your CO2code here', an input field, and a 'Search' button.


Natureandmore.com



Input 4 digit produce code


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Search



Products
Growers
About Us
Our Quality
CO2


the Ecological Quality...





Good for me
Better for people
Best for the World

Our Partners




Let's go !

Enter the Nature & More code here and start your virtual journey into the real world of our individual growers.


Nature & More is about relationships - with you, too. So, go ahead: Meet the growers who cultivate your food.

Select Foods, which contain all of Nature's goodness, make me fit for life. They are my source for sustained wellness and continuous enjoyment. *Every day.*



Red Delicious

Being able to live in dignity is important to everybody - growers, too. You can make a difference: By purchasing products with the Nature & More quality seal. *Every time.*



The future of our planet: Check out our growers to convince yourself how much they care for the planet and the people with whom they interact. *Always.*

Product Quality

★★★★☆

Ecological Quality

★★★★☆

Social Quality

★★★★☆


Welcome!

Awards



And get to know your grower.

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Enter the Nature & More code here:


[Products](#) | [Growers](#) | [About Us](#) | [Our Quality](#) | [CO2](#)

[Search](#)

[Home](#) > [440 Hass Avocado](#)


440 Hass Avocado

★★★★☆



Welcome!

I am **Gustavo Vallejo** one of the producers of grower association **PRAGOR** in Mexico. We from **PRAGOR** are happy to present our product on the **Nature & More** website. If you want to know more about our farms, just [<<click here>>](#)



Gustavo Vallejo, Pragor, Mexico

Quality Rating

Product Quality

★★★★☆

Ecological Quality

★★★★☆

Social Quality

★★★★☆

100% certified organic!


We hope you enjoy our Avocado. Avocado is our main business. We export different organic and fair-trade certified Avocado varieties to Europe and the United States.

If you want to know more about Avocado [<<click here>>](#)

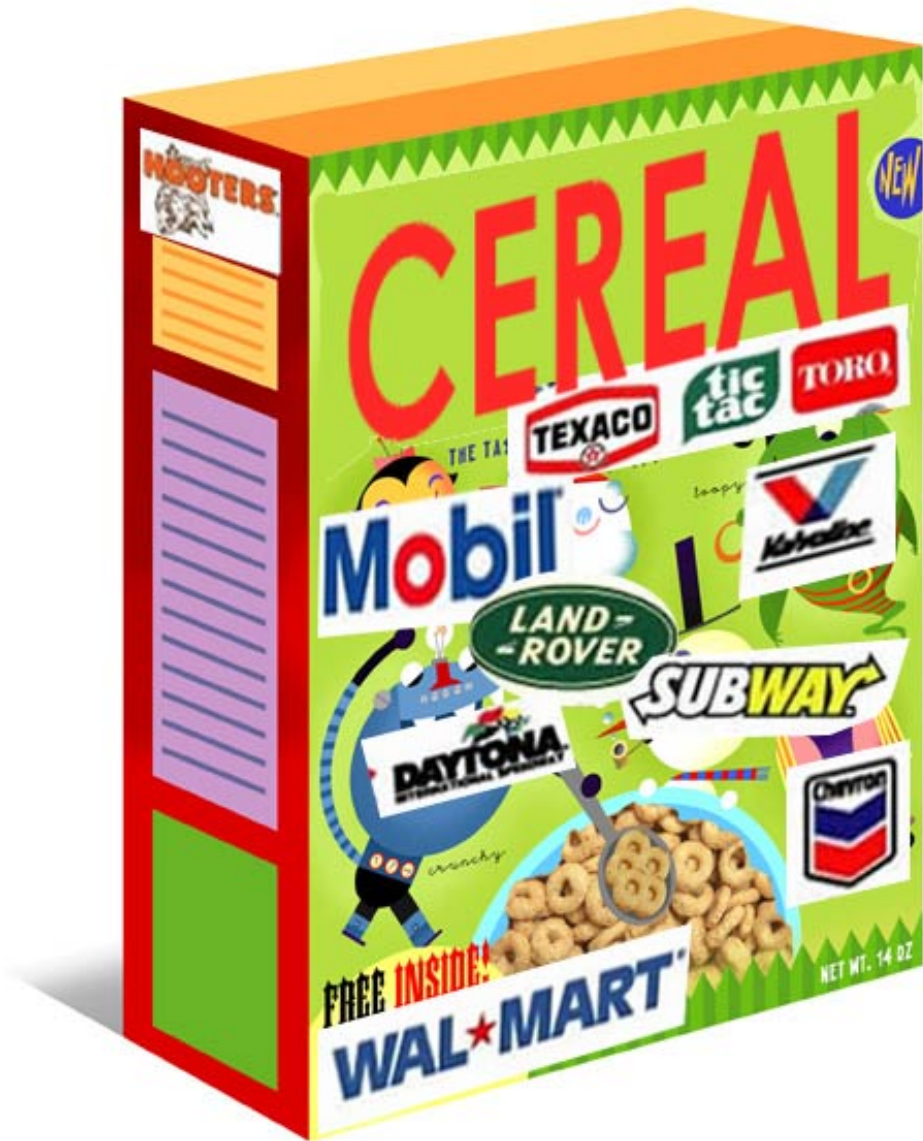
This Avocado is **100% Organic** - Certified by: BioAgriCert

Our product has been awarded 4 stars according to the Nature and More Quality index. The Nature and More stars mean that the growers are taking special care of delicious and healthy products, a sustainable global development and strengthen the social future of the people working with them. If you want to read more about the Nature & More rating system [<<click here>>](#)

In addition to organic certification by BioAgricert, Pragor is also Fairtrade certified by the Fairtrade Labelling Organisation.



[>More about this grower](#)



The Cereal
Box of the
Future?

The next generation of eco-labeling.



Breakout Group Questions

- Which 'green accounting' variables are your company committed to reporting to its consumers?
- How should this reporting be communicated?