

Eco-Healthy Style

Most of us are “green” because we believe it’s the right thing to do for the environment or our health.

Being fashionable is not necessarily a concern. Yet, increasingly, being green is also becoming an opportunity to be hip. Or, as one observer put it, “green is the new black.”

Vanity Fair, *Elle* and – closer to home – *Portland Monthly* have all recently published “green” issues. Rock star Bono and his wife recently launched their own clothing line: Edun (“nude” spelled backwards).

Even mainstream clothing companies like Levi Strauss are getting in the act, with \$250 organic “made in the U.S.A.” jeans.

Eco-healthy style isn’t limited to the clothes closet, either. From rain chains to recycled yard art to gourmet restaurants, a wide range of consumer products and services are appearing on the market, giving you an opportunity to express your environmental values – in style.

Fortunately, you don’t need to be a rock star or spend \$250 bucks on a pair of jeans to be both green and hip. In this issue of *One Oregon, One Environment*, we offer stories about how Oregonians are helping lead the way, and ideas for how you can make your own lifestyle a little bit greener.



To promote eco-healthy style – and bridge Oregon’s “urban-rural” divide – OEC helped connect the folks at the Imperial Stock Ranch near Madras with the folks at Norm Thompson Outfitters, who now feature ISR products, including this stylish chapeau and scarf handcrafted in central Oregon from sustainably produced wool. You can view ISR’s beautiful sweaters, coats and hats at www.imperialstockranch.com.

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Cracked Pots:

Trash Becomes Art

Take one artist. Add a garden designer. Stir in a healthy dose of sustainable values. That was the combination that created Cracked Pots, a consortium of Oregon artists who take trash and turn it into serious (and not so serious, but very cool) garden art.

In 1998, garden designer Tess Beistel and artist Mary Lou Ablen launched Cracked Pots as a way of demonstrating both their creativity and the opportunity to turn garbage into a thing of beauty. That might sound like a wacky idea, but it's proven enormously popular.

Their first exhibit at McMenemy's Kennedy School attracted such a large crowd that they subsequently moved the event to McMenemy's larger facility at Edgefield Manor east of Portland, where it's been held every summer since. Today, nearly 50 artists participate in the show. Visit their website at www.crackedpots.org

But Tess and Mary Lou's commitment to the environment goes far deeper. They also launched one of the first recycling programs for plastic garden pots, which proved so successful that it is now a permanent part of regional recycling programs. You can recycle plastic pots at most Fred Meyer stores in the Metro Portland area, as well as all four of Far West Fiber's recycling depots.

And, each year, Tess and Mary Lou work with a local school to have kids develop a design for a bench that is then built by an artist out of recycled materials and donated to the school.

Attending Cracked Pots' annual event at Edgefield Manor is just one of several ways to incorporate hip, eco-friendly designs into your garden and yard. You can also find hummingbird feeders made out of recycled glass and recycled herb markers, along with a wide range of decorative faucets, via Portland-based Natural Spaces (www.naturalspaces.com).



courtesy of Gary Logue

Playful art by one of Cracked Pots' creative artists.

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The Business of Looking Good is Looking Good

In business circles, Oregon has been thought of as a center of the wood products industry, and more recently, as a high-tech mecca.

But move over timber and tech, and make room. Business in Oregon's footwear and apparel sector is booming, and in typical Oregon style, companies are also leading the way in terms of helping the sector define new standards of environmental sustainability, while also giving Oregonians and others new ways to look stylish.

A state once thought of as home to rugged lumberjacks and brainy techno-geeks is suddenly becoming a hub for eco-friendly apparel.

Move over timber and tech...Oregon's footwear and apparel sector is booming.

New companies like Keen, Esatto and Nau (pronounced "now") are moving here or spinning off of long-time local industry leaders such as Nike, Adidas America and Columbia Sportswear – in much the same way that Tektronix, Intel and others provided much of the talent and inspiration for Oregon's Silicon Forest.

According to the *Portland Business Journal*, employment in the footwear and apparel sectors grew 16% in the metro area between 2001 and 2004, to upwards of 9,500 workers. The Portland Development Commission recently identified the sports apparel, equipment and footwear sector as one of five key industries that will help grow the economy.

The sector is hardly new to Oregon. Companies like Columbia Sportswear (led by "Tough Mother" Gert Boyle), Jantzen, REI and Norm Thompson (see pg. 6) have roots deep in our region's history. When the legendary Bill Bowerman teamed with Phil Knight

three decades ago to create Nike, it launched the industry into sprint mode. Over the past decade, Nike (now Oregon's largest [and only] Fortune 500 company) has applied its trademark of innovation to make its business more sustainable. It pioneered blending organic cotton with conventional clothing materials and reduced the use of petroleum-based adhesives in footwear by 95% while eliminating PVC from its materials list. Nike has also developed an environmentally preferred rubber that reduces toxins 96% by weight and was used in approximately 80% of models evaluated by the company's footwear sustainability index in a recent season. Nike also recycles old shoes into tennis courts and other new sports surfaces.

A second landmark event in the "greening" of Oregon's apparel industry came in the 1980s when Gun Denhart introduced a new line of children's clothing to Oregon's apparel sector. After the birth of her son, she realized she couldn't find beautiful quality pure cotton baby clothes (i.e., non-polyester) like those she'd known in Sweden. After watching friends go wild over some soft Swedish cotton knits she brought back to America, she launched a children's clothing business – Hanna Andersson (named after her grandmother) in her garage.

Gun has emerged as a leader in Oregon's sustainability movement. Since 2002, Hanna Andersson has made over one million "hannas" in organically grown cotton and has adopted a European ecological certification process called Öko-Tex Standard 100 that tests every fabric, button, thread and zipper for more than 100 potentially harmful substances.

Now, newer arrivals are pushing the envelope of sustainability even further. Nau (Maori for "welcome") has set up shop in The Pearl District in Northwest Portland and is slated next spring to begin online offerings of its own outdoor clothing and casual sportswear made



Gun Denhart

from recycled materials like soda bottles, 100% organic cotton, 100% wool, and biopolymer fabrics made from corn. Four "webfront" stores (one in Portland) will provide a "hands-on" opportunity to check out their products, but most sales will be online.

The business of looking good has never looked better.

More Than Skin Deep

We all want to look and feel our best. Unfortunately, many of the fragrances, shampoos, deodorants and personal care products we use may not be healthy for us, and especially so for generations yet to be born.

By one estimate, 60% of the personal care products we apply to our skin end up being absorbed into our bodies. In fact, chemicals like phthalates

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are often included in deodorants and lotions because they *help* penetrate the skin. Their penetrating quality is also why they're widely used in hair sprays, gels and mousse.

Unfortunately, a growing body of research is linking exposure to phthalates, especially in utero or in newborns, to a wide range of lifelong health problems, from genital birth defects to obesity and possibly even certain types of cancer. Chemicals that don't penetrate the skin don't disappear.

Most of the rest of our personal care products are washed off in the shower, basin or bath, where they drain to our rivers and often end up in drinking water.

After studying 42 British rivers in 2004, researchers noted that a third of the male fish living in these rivers had begun to grow female genitals, which they attributed, in part, to phthalates and other chemicals found in many personal care products.

Phthalates aren't the only chemical to be concerned about in personal care products. Toothpastes, lotions and other personal care products also often use mints, kiwi or other plants that may carry small amounts of pesticides.

Fortunately, a range of new options is making it possible to look good and not endanger our health, our loved ones or our environment.

The Not Too Pretty website (www.nottoopretty.org) has a fairly comprehensive list of brand name personal care products that do – or do not – contain phthalates. All of the perfumes and colognes they list do, but you can find phthalate-free fragrances via Aubrey Organics, Aveda and Eccobella.

At the Skin Deep website (www.ewg.org/reports/skindeep), you can enter in the name of specific products that may not appear on other lists to learn more about any harmful effects.

And, last year, the USDA agreed (albeit somewhat reluctantly) to include cosmetics under their USDA Organic label. It's not a foolproof solution (only 95% of ingredients have to be organic), and it's still legal to use the word organic in products even if they're not, but if you see the USDA Organic label, you can be sure your product is almost pesticide-free.

A nonprofit organization, Rachel's Friends Breast Cancer Coalition, is also planning on introducing legislation in the 2007 Oregon Legislature to ban cosmetics that contain two types of phthalates. For more information, call 503-292-1035.



Oregon Cranberries, Wild Salmon, Clean Rivers

Eating Well By Doing Good

Do we have to choose between supporting a healthy environment or a healthy economy? Not if creative local watershed groups such as Oregon's South Coast Watershed Council have their way. They're working with local cranberry growers to reduce the amount of pesticides and erosion going into some of the wildest, most productive salmon rivers in the continental United States. The cranberry farmers' environmental stewardship will also benefit their bottom line and allow agriculture to remain viable for the next generation on the rapidly developing South Coast.

The council is helping cranberry farmers who improve their bog management pursue either Organic,

Salmon Safe, or a new Watershed Friendly certification that will tell the consumer their product is healthier for their family and the environment. These labels will allow the farmers to receive a higher price for their cranberries, access new markets, and grow their business.

To buy fresh or dried organic South Coast cranberries, order them directly from the Berry Patch Farm (www.oregoncranberry.net/forgatsch-farm.htm) or the Coquille Indian Tribe (www.coquillecranberries.com). You can also find them at New Seasons, Food Front Co-op and other markets. Yakima Juice, the first Native American-owned juice company in the U.S., also uses the Coquille Tribe's organic berries in their juices.

Delicious Cranberry Recipes from Berry Patch Farm

Cranberries are high in anti-oxidants, and may have anti-cancer properties. As the holidays draw near, consider buying locally, sustainably grown cranberries for your recipes. Oregon's own Secretary of State, Bill Bradbury has deep connections to the South Coast and salmon recovery, and recommends his Cranberry Pear Tart as a sure crowd-pleaser. To find his recipe and others, log on to OEC's website at www.oeconline.org/farmers.

Cranberry-Apple Chutney

1 pkg Oregon Cranberries
2 medium apples (chopped)
1 cup brown sugar
1/2 cup chopped onion
1/3 cup raisins
1 Tbls grated gingerroot
1 cinnamon stick
1/2 cup water
1/4 cup cider vinegar

In large saucepan, combine all ingredients. Mix well. Bring to a boil. Reduce heat; simmer 40-45 minutes or until thickened, stirring occasionally. Cool at least 3 hours. Remove cinnamon stick. Spoon chutney into decorative crock or jar. Store in refrigerator for up to 2 weeks. Yields 2 cups.

Cranberry Muffins

1 cup Oregon Cranberries (Chopped)
2-1/4 cups flour
1/4 cup sugar
3/4 tsp baking soda
1/4 tsp salt
1 egg (slightly beaten)
3/4 cup buttermilk
1/4 cup oil
1/2 cup sugar

Combine flour, 1/4 cup of sugar, soda and salt; to mixture add egg, buttermilk and oil. Add moist ingredients to dry ingredients, stirring just to moisten. Combine berries and 1/2 cup of sugar and stir into batter. Spoon into greased or paper-lined muffin cups filling to 2/3 full. Bake at 400° for 20 minutes or till done. Yields 1 dozen muffins.

Slow Food, More Fun

Americans spend an amazing \$53 billion or more each year on eating out – and the trend toward meals away from home is increasing.

In an age of drive-thru fast food and microwave meals, some Oregonians are opting instead to join a global "slow food" movement – and they're having a heck of a good time doing so.

The slow-food movement honors the "taste, tradition and honest pleasures" of locally grown, lovingly prepared food. Local chapters (known as "conviviums") host a wide range of events that enable people to not only eat fresher, healthier food, but also to meet other folks with similar interests.

The convivium in **Eugene**, for example, has recently hosted chocolate tastings, orchard "peach" parties (with glazed peaches on an open fire and wine), tours of organic farms and gardens, and even a "Swine and Vine" event.

The **Portland** convivium, one of the nation's first and largest, offers a winter solstice potluck, mushroom hunting and tasting, and garden work parties.

Conviviums are also organizing in Newport, Bend-Redmond, Ashland and Coos Bay. For more information, visit www.slowfoodusa.org.



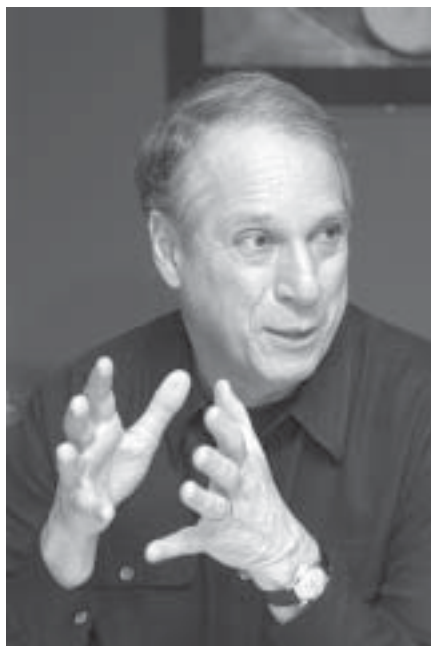
A Conversation with John Emrick

– Alison Ryan

John and Jane Emrick have been at the forefront of efforts in the Northwest to create more sustainable business practices. The Emricks met at the University of Portland in the 1960s. John Emrick joined Norm Thompson Outfitters, one of the United States' leading Internet and catalog retailers of apparel, outdoor gear, travel items and household goods, in 1965, and became president in 1971. The company's Hillsboro headquarters was one of Oregon's first green buildings. Employees are trained in the Natural Step principles, and the firm's creation of a full-time sustainability manager was one of the first in the country. Since 2001, all company catalogs have some recycled content. Thanks to the *Daily Journal of Commerce* (DJC) for allowing OEC to reprint excerpts of an interview originally published in early 2006, portions of which have been edited for clarity.

DJC: Have sustainable practices been something you've championed at Norm Thompson from the beginning?

John Emrick: My wife and I personally have been on this path since the first earth day but in 1991, I invited Paul Hawken to an event. He very much pushes the envelope with businesses. And that was my coming out of the closet ...



From that point forward I was open about being a business person who supports sustainability. Then, in 1994-1995, when LEED was only an embryo of an idea but PGE was very green savvy, we built the Norm Thompson headquarters, which is very environmentally sensible. After that, I kept getting bugged by my wife. She said, "John, it's a green building, that's great but we have people coming in the building every day. What are we doing? What are the practices within our business?" She kept pushing me on that. Finally, we decided we'd better do something about it.

DJC: How did you end up approaching it?

Emrick: The Natural Step was introduced into the U.S. and had a model we could adapt to our business. That became a structure, or a blueprint, for how we could do it. Then we realized we needed a dedicated position as sustainability manager. I hand-picked a person internally who I thought would be perfect for it, went to her, and asked if she'd be willing to take this new position, and work directly with myself and my wife. She said, "John, I'd love to, but I don't think I should take it. I don't think top management has bought in." I was stunned. I went back to the management, and they said, "Well, did she accept?" And I said, no, she wouldn't accept, because she doesn't think you have bought in. Within a matter of seconds, you could see the look on their faces changing but then reflecting and realizing, yeah, maybe we haven't.

That was the beginning of a big ah-ha. If you don't have buy-in internally, a single person can't legislate it. We ultimately found Derek Smith, who became the company's Sustainability Manager. It was a perfect situation, because he came in and said, "I know nothing about this business, but I do know a fair amount about what's happening on the sustainability front." He went department by department and listened to people talk. Rather than

telling them anything he'd just say, "I'd like to learn how this department works in the context of the whole business." In that process, he got buy-in that he wouldn't be a traffic cop, but a pretty rational guy here to help us, not to beat us up.

DJC: Sustainability, more and more, is becoming a cool, hip thing to do – and along with that, something that people are doing not necessarily because it's the right thing to do but because it looks good to do it. How does that affect the community as a whole?

Emrick: ... Big corporations that are maybe not doing the right thing ... can paint a picture with a lot of advertising, and can really create a message that they're good guys. ... That's bothersome, but now with more transparency in major corporations they've got to really be careful. There are watchdog organizations and publicity can be brutal if companies are not honest. Large corporations, small businesses and individuals will find that economic gains come with environmental gains. So it could go from "it's a great hot idea" to "it really makes sense, I can see how I can do it." Sustainability efforts needn't be either a hundred percent or zero. You can have accomplishments at a variety of levels and with varying efforts. But I think once you start on the path, you start discovering more and more ideas. That's the most important thing.

Alison Ryan is a reporter at the Daily Journal of Commerce

The Wearing of the Green

“Cultural Creatives” was coined to describe the growing number of people who are abandoning traditional career paths and embracing new careers that embody their environmental and other values. Aysia Wright, founder of Greenloop, an Oregon-based clothing boutique that recently drew national media coverage in *Newsweek* and *USA Today*, is a cultural creative of the first order.

With a background in environmental science, law, and many years of living the green life at home, she decided that a career as an estate lawyer just wasn't cutting it. Wanting to be engaged in work that helped create a more sustainable future for her own kids, Wright launched Greenloop in a small retail space in the Historic Willamette District of West Linn, just south of Portland. She expanded her business to the Web in 2005 (www.thegreenloop.com), and hasn't looked back since.

Her timing couldn't have been better. According to the nonprofit advocacy group Organic Exchange, clothing-maker demand for organic cotton is increasing at an annual rate of 93%.

But eco-minded designers are now going far beyond cotton and integrating other materials into their products. You can now find clothing and accessories made from ingeo, which is derived from corn sugars, as well as other fabrications using soy, seaweed, bamboo and even recycled plastic bottles, billboards and bicycle inner tubes!

And unlike the stereotype of eco-fabrics as being drab and akin to wearing a burlap sack, these creations are drawing buyers first and foremost because they are beautiful. You're as likely to see them on the cover of *Vogue* and *Women's Wear Daily* as you are in *Mother Earth News*.

“The environmental aspect is added value,” says Wright, though she adds that she is also delighted to “convert” customers who ‘haven't found they fit into the category of hippy.’”

Greenloop carries a range of eco-friendly brands, including headliners like Stewart+Brown, Loomstate, Grace & Cello, Blue Canoe, Edun, and local talent, Anna Cohen, among many others. While the prices are higher-end, they reflect the greater expense of producing apparel made with organic cotton and other sustainable textiles, as well as an adherence to ethics including fair trade and sweatshop-free labor.

As demand skyrockets, a lower price tag is likely to accompany sustainable apparel made by companies striving to serve a broader array of people, similar to the development of organic labels by big chain stores such as Safeway and Wal-Mart.

If sustainable apparel starts showing up at Target and K-Mart, it may no longer be “hip” – but it could be a good day for the environment.



Aysia Wright, owner of Greenloop

Get in the LOOP!

10% off coupon!

Good for 10% off your purchase at Greenloop, which will then donate 10% of the sales price to OEC during the month of November!

Visit www.thegreenloop.com or drop in at 1765 Willamette Falls Drive in West Linn to take advantage of this great opportunity!

Good through 11/30/06

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A Trend Too Hot to Ignore

On the evening of October 24th, some 5,000 environmentally minded Oregonians got together with “recovering politician” Al Gore to address a trend that we wish were *not* happening and one that is definitely *not* eco-healthy: our warming climate.



Al Gore believes global warming is the moral issue of our time.

Global warming can seem like an overwhelming problem, but as Gore said, there are many concrete changes that can and must happen, and

states like Oregon can help lead the way.

Several hundred of those in attendance were OEC members and friends. In fact, OEC was invited by event organizers to be the only local nonprofit represented inside the event, in recognition of our statewide leadership on the issue of global warming.

For example, we led a coalition of more than 100 businesses and other non-profits that persuaded state leaders to adopt tougher car emissions standards in June that will reduce global warming emissions from new cars by an average of 30% in 2016. We've also laid the groundwork for adoption of a state renewable fuel standard (RFS) that

will help bring cleaner fuels that reduce carbon emissions – like biodiesel and ethanol – to the market. And we're working on a first-in-the-nation “per-mile” auto insurance program that would cut global warming emissions from cars by another 10%.

We're not under any illusions: changing the world's course on global warming will take decades and the cooperation of thousands of organizations, agencies and countries – including the federal government.

But here in our corner of the Pacific Northwest, we not only want to do our fair share – we want to be a national leader in pioneering solutions like clean car standards, biofuels and per-mile insurance and promoting a new energy economy.

OEC is also focusing the 2007 season of our popular Forum for Business and Environment speaker series on global warming, and are inviting California Governor Arnold Schwarzenegger, U.S. Senator John McCain and other leaders to address our changing climate. (Call us at 503-222-1963 x 100 if you want to be added to our mailing list, or visit our website (www.oeconline.org) after December 1st for more information.)

Go Evergreen – and Double Your Investment in a Healthy Environment

One way to show your support for OEC's efforts to curb global warming, as well as other programs to clean up Oregon rivers and protect kids from toxic pollution, is to become a member of our monthly giving club – the Evergreen Society. By making an automatic electronic donation every month, you'll be saving us bundles in postage and staff time, and saving a lot of paper and trees as well. And here's an added incentive: the Bullitt Foundation will match your annual giving through the Evergreen Society dollar-for-dollar. It's easy to enroll: just call us at 503-222-1963 x 106 with your account number and we can sign you up right away!

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