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Decoding Green Labels 101

A guide for consumers to navigate through all those 'sustainable' products

TORONTO, Ont. —From “natural” tea, to “green” cleaning supplies to “eco-friendly” clothing, there are endless products being marketed with claims that attempt to convince consumers that they are making the right decision when shopping.

“Canadians are concerned about the state of our environment and worker conditions, and are opting for more sustainable, conscientious products and services,” says Laurie Simmonds, President and CEO of Green Living Enterprises. “With companies using various ‘green’ claims and labels now more than ever, it can be difficult to distinguish between what looks and sounds ethical and sustainable, and what actually is.”

Product certifications alleviate this challenge for consumers, as any certified product has undergone a rigorous third party evaluation; examining everything from environmental impact, ingredient procurement, worker conditions and compensation to name few. Choosing products with the following labels will help you shop smarter and feel more confident about your buying power:

1. While many may think it's the most obvious, [Fairtrade](#) is often a confusing term. The Fairtrade mark means the ingredients in a product have been produced by small-scale farmer organizations or plantations that meet social, economic and environmental standards. [Equifruit](#) for example, is the Canadian market leader of Fairtrade-certified bananas, with a large number of retail partners in Quebec and Ontario.



2. [B Certified](#) is to a business what Fairtrade is to fruit or coffee. Launched in 2006, B Certified companies meet the highest standards of verified social and environmental performance, public transparency and legal accountability. Dedicated to offering bee-derived superfoods, [Beekeeper's Naturals](#) is a great example of a B Certified company that has undergone strict analysis and understands their overarching duty to the environment. It is one of 2,048 B Corporations in 50 countries around the world, all demonstrating a desire to make change and be part of something bigger.



3. Eating organic is one of the most popular ways to lead a healthier, more sustainable life. This can be made easy by purchasing products with the [Canada Organic](#) label and certification (define what it means – pesticides, antibiotics, etc..). Canada's organic standards are among the most recognized in the world and [Harmony Organic](#) is a Canadian company that wears this label with pride. With 14 family farm producers, Harmony Organic is passionate about the quality of their dairy, their cows and the earth.



4. Sustainable food choices continue to be important to Canadians, changing the way they think about what's on their plates. With overfishing being the biggest threat our oceans face today, consumers who choose to eat seafood can make a difference by choosing fish that is responsibly sourced or by visiting restaurants, like [Hawthorne](#) Food & Drink that use the [Oceanwise](#)



symbol — an assurance against overfishing, harm to other aquatic creatures and protection of the marine ecosystem.

1. The [Leaping Bunny](#) logo is one to look out for when purchasing personal-care products and cosmetics. Companies like [Skin Essence Organics](#) that are certified through the Coalition for Consumer Information on Cosmetics, make a voluntary pledge to eliminate animal testing from all stages of product development.



“We are all trying to make better choices for our health and wellbeing that will help build a better world, with a healthy environment and strong communities,” adds Laurie. “Learning about these various labels and certifications is a great step in that direction”.

This April, visit all of these people- and planet-friendly certified companies, plus 400 sustainable companies at the Green Living Show taking place April 7th to 9th, 2017, at the Metro Toronto Convention Centre. For more info on leading a healthier, greener lifestyle, please visit www.greenlivingshow.ca. ‘Like’ them on Facebook, or follow @GreenLivingPage.

About Green Living Enterprises

Green Living Enterprises is Canada’s leading cause-marketing agency focused on social and environmental program development. Our team is led by award-winning industry experts in the fields of brand and program development; custom content; advertising, marketing and communications; and event management. Green Living Enterprises also includes Greenlivingonline.com and The Green Living Show, Canada’s largest consumer show, dedicated to simple solutions for leading a healthy and sustainable lifestyle.

Green Living Show

The Green Living Show is Canada’s largest consumer show dedicated to simple solutions for leading a healthy and sustainable lifestyle. This three-day event offers inspiration for all ages and features influential speakers; innovative products; eco home and garden design; local and organic food and wine tastings; health, wellness and yoga pavilions; eco fashion and green beauty makeovers; electric car test drives; nature exhibits and fun activities for the entire family.

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For more information, please call