



COFFEE

- Coffee is now the second most heavily traded commodity, after oil.
- When possible look for coffee that is certified as fair trade, organic, and, if possible, shade grown.
- Tell your favourite café that you would like to see fair trade coffee on the menu.

FOR THE KIDS

Many toys produced today are designed to entertain children and have only one use, one way to play and often do not encourage creativity and play.

Toys are often made from plastics, with consequences to children's health and the environment. Most plastics are made of polyvinyl chloride or PVC. In order to make the toy in the first place, manufacturers emit toxins into the environment.

Stabilisers, such as lead and cadmium, are added to PVC. Both have health concerns, linked to kidney damage and cancer.

Many toys use phthalates, which make the PVC in toys more plastic, but are linked to health problems with the liver and reproductive organs. Toxins in plastic store up in the body's fat and have been linked to cancer, endometriosis and problems in hormonal system.

Simple, cheap and eco-friendly toys include:

- Wooden blocks and toys made from plantation forests.
- A drama box filled with scrap material and clothes pegs, oversized and funky clothing, costume jewellery, scarves, gloves, purses, bags and shoes.
- Toys that encourage physical activity such as skipping ropes, trampolines, bikes and playhouses.



USEFUL WEBSITES?

www.marlborough.govt.nz; www.forestandbird.org.nz;
www.greenpeace.org.nz; www.greens.org.nz; www.earthday.net/footprint;
www.ecostore.co.nz; www.foe.co.uk; www.buynz.org.nz; www.ethicscore.org;
www.eeca.govt.nz; www.americanforests.org/resources/cccl; www.oxfam.org;
www.simpleliving.net; www.slowfood.com; www.organicpathways.co.nz;
www.tradeaid.org.nz; www.sustainableliving.org.nz

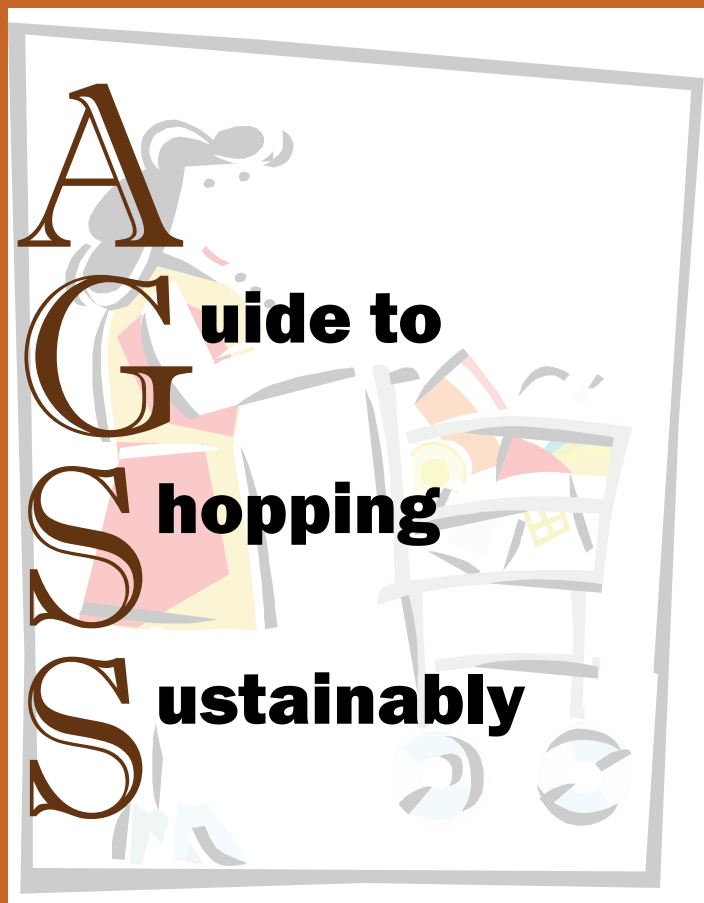
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The global challenge

In recent years New Zealand has become a throw-away society. In Marlborough we throw away one rugby field of waste 15 storeys high each year. It costs ratepayers a lot of money just to store and manage that waste.

Greenpeace's catch phrase "Think globally, act locally, respond personally" is a great one to use when it comes to sustainable shopping.

Knowing that everything we eat, buy, wear and use has an environmental impact means we can make informed choices to reduce our impact. 'Green' purchasing is good for the environment, often saves money and can improve your quality of life.

We can also help to improve the quality of life for our future generations.



BECOME A CRITICALLY THINKING SHOPPER BY:

- **B**uying locally grown fruit and vegetables that are in season. Or better yet, see if you can become somewhat self-sufficient and grow a food garden! Buy foods that are fresh rather than processed.
- **C**hoosing organic meat, chicken, fish, dairy products and free-range eggs, guaranteeing a tastier, better quality product for you and perhaps a better life for the animal that gave theirs.
- **E**ating local! Buy and eat locally grown produce bought from local markets and farmers markets. Doing so helps local farmers thrive, and it reduces energy consumption required in freezing, refrigerating, and trucking food around.

And remember to say NO to unwanted bags - SNUB those plastic shopping bags! When shopping take a bunch of reusable shopping bags with you (keep a few of them in the car) so that you do not build up a hoard of plastic shopping bags. Plastic shopping bags are costing the earth because they are filling up the landfills and take hundreds of years to break down.

Read the fine print.

- **Note what food labels tell you.**

Labels on processed food packets and cans from Europe carry internationally standard codes to identify the preservatives, additives, colourings etc, that have been included. Since December 2002 Australia and NZ also follow these codes. Fresh food generally does not have such chemicals used on it. The codes are grouped as follows:

- ⇒ E100 to E180 are permitted colours, including 15 that are not recommended for children (E102, 104, 107, 110, 120, 122, 123, 124, 127, 128, 131, 132, 133, 150, 151, 154, 155, 180). E173 is the metal aluminium.
- ⇒ E200 to E290 are mostly synthetic preservatives including sulphites (asthma triggers for some), benzoates; E300 to 302, 304 and 306 to 309 are types of vitamins C and E which are natural preservatives. E310 to 321 are also antioxidant preservatives but synthetic.
- ⇒ E322 to E337 are mostly emulsifiers derived from egg, soya, or seaweeds, used to help mix fats with water. E430 to E450 are synthetic emulsifiers but may be laxatives and gut-irritants for some people too.
- ⇒ E620 to E637 includes monosodium glutamate and a range of 'flavour enhancers'.

For a full list see the free booklet 'Identifying Food Additives' from NZ Food Safety Authority: 0800 693 721. www.nzfsa.govt.nz or www.foodstandards.gov.au/whatsinfood/foodadditives.htm or the 'Official Shoppers Guide to food additives and labels' published by Murdoch Books (\$6).

Food for thought



FISH

Fish is a fabulous food, high in Omega 3 and 6 essential fatty acids! Sadly, marine fish stocks are under pressure, with the global fishing fleet catching more fish than there are available to sustain fish numbers. Nearly 70% of the world's fisheries are fully fished or over fished.

There is a huge amount of waste in the fishing industry. Many millions of tonnes of 'non-target' fish are dumped back into the sea, dead or dying. Large-scale commercial fishing practices have high impacts on the ocean environment and wildlife. These impact many other wildlife species, such as dolphins, whales, turtles, seabirds and fur seals.

The desirability of some fish species, such as bluefin tuna, pushes the price sky-high and makes it a sought after catch for commercial fishers, regardless of regulations or its scarcity.

Fish farms, which could be the solution to the issues connected to ocean-fishing, are not without their problems. These include wastes, industrial catch used as fish feed and pharmaceuticals used in keeping fish which are caged together healthy.

- The least impacted 'best' choice fish to buy are: skipjack tuna, blue mackerel, yellow-eyed mullet, garfish, kahawai and kingfish/yellowtail.
- Buy fish from markets where their supply is caught locally.
- Catch your own fish!

New Zealand Forest and Bird's guide to eating fish indicates that there are currently no sustainable or safe levels of any fishery. The rankings are based on an assessment of stock size, habitat damage, ecological impacts, amount of by catch and degree of knowledge of the fishery. There are currently no fish on the green 'best choice' list.

Live for tomorrow today

USE LESS

Being more aware of our day-today behaviour is the first step in reducing what we buy. Sometimes a little thought about why we are purchasing something can be the best thing we do!

BUY RIGHT

We can also make a difference by purchasing products with high environmental standards, such as energy-efficient appliances and fuel-efficient cars, and by choosing good quality products. In doing so, we encourage companies to improve their products now and in the future.



LET THE PRODUCERS KNOW!

Many companies realise that improving the environmental performance of their product makes economic as well as environmental sense.

By supporting these brands we can influence product development. Have the courage to contact manufacturers if you feel there is something they should know, or if you wish to know anything about

their products.

If you can't find products with low environmental impacts, let the manufacturers know. After all, they need to make products you want or they won't stay in business.

BE A SWITCHED ON SHOPPER

Be aware of labelling. Many companies make claims about products that are exaggerated or just not true!

For example, 'Barn laid' and 'fresh farm' eggs are not free-range eggs. Free-range means the chickens have the freedom to move around and are not locked up in small cages.

With beauty products, the addition of one single organic ingredient will not make the whole product organic, or remove the effect of the chemicals it is combined with.



What you can do

BEFORE PURCHASING NEW PRODUCTS CONSIDER OTHER OPTIONS IN ORDER TO USE LESS

- **CAN I REPAIR THE ONE I HAVE?**
- **CAN I PROVIDE IT MYSELF:**
Do I already have it, or can I make it?
- **CAN I BORROW IT?**
Something only used occasionally, such as a tent.
- **CAN I SHARE IT?**
A lawn mower can be shared with family or neighbours.
- **CAN I RENT/LEASE IT?**
Power tools can be leased for home renovations or garden projects.
- **CAN I BUY IT SECOND HAND?** Perhaps from a garage sale, local market or second-hand store.



HOW FAR DOES YOUR FOOD TRAVEL?

The next time you do a supermarket shop, see if you can find out where the food you are buying has come from. All imported goods travel more than 5000 km to get to New Zealand shelves. We get garlic from China, shrimps and prawns from Thailand, bananas from the Philippines, and sausages, salami and bacon from China, Canada and Australia.

- **O**ranges, grapefruit, nectarines and peaches, from California, travel a journey of 10,474 kms. New Zealand grows apples, pears and citrus, so why do we need to import? What about our 'grow your own culture'?
- **W**atties whole peeled tomatoes, from Italy, travel a journey of 18,389 kms.

Some of the drawbacks of not knowing where your food comes from include inadvertently buying meat from animals which have been reared intensively and are fed antibiotics, or fruit and vegetables which have been fumigated upon arrival in New Zealand. It's not a great surprise to learn that the further food travels, the more its nutrient content deteriorates.

MEAT

To satisfy our increased appetite for meat and animal products, animals are farmed intensively. In New Zealand this mainly includes the production of chicken and pork. Intensive farming practices sometimes use antibiotics and hormones to prevent illness amongst animals and help them grow bigger, faster.

The conversion of grass and other

feeds by cattle into meat and milk is not very efficient: it takes 790 kg of grass or hay to create 50 kg of beef.

- **Y**ou can have a real impact by replacing one meal of meat or chicken with a vegetarian meal once a week.
- **E**ggs are a high protein food, and are ideal as a non-meat meal. (Free-range of course!)



Food for thought

Next time you pop into the supermarket take a close look at the produce and groceries available. Is it clear where the produce has come from? Are the products sufficiently labelled? How was the pig that provided the ham farmed? Is the fruit grown locally or from California?

A lot of fuel is used in bringing out-of-season fruit and vegetables into the country. Fruits and vegetables from overseas may seem more exotic but imported goods are often treated in order to maintain biosecurity in New Zealand. Has it been grown or manufactured locally in a sustainable way, free of chemicals and sprays?

Watch your own practices in the supermarket. Do you have a few reusable shopping bags in the front of the trolley? Do you leave fruit and vegetables loose or automatically put them into the bags provided? Do you encourage the check-out operators to fill the bags up?

FOOD MILES

The true cost of flying food and clothes in from around the world is rarely reflected in the product's price tag.

Flying food from one country to another is a major contributor to greenhouse gases and climate change.

New Zealand is well-known for being self-sufficient in the production of fresh produce such as meat, fruit and

vegetables, and yet, more than 30,000 tonnes of meat is being flown to New Zealand every year.

Many shoppers do not realise that the meat products they are buying are sometimes not from animals reared in New Zealand.

Meat that carries the Quality Mark, Best of New Zealand, is your assurance that a set of standards has been met in the meat preparation process.



Natural cleaning recipes

The television ads lure us with promises to 'wipe clean without hard scrubbing.' But read the label of supermarket brands you use as many common cleaners contain unnecessary environmental toxins and chemicals often associated with respiratory ailments, eye or skin irritation, and other serious health issues.



Here are a few ideas on how to reduce the level of dangerous chemicals in your home:

- Choose cleaners that are not petroleum-based, contain no phosphates, chlorine bleaches or synthetic perfumes, and are not coloured.

Safer alternatives to commercial cleaners are also available. These can be found at larger supermarkets (often in the organic section), via the internet, through mail order catalogue, and in organic or eco-friendly stores.

The good news is that you do not have to use harsh cleaners. You

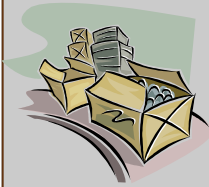
may already have everything you need for a safe and effective home version cleaner.

THE CLEAN, GREEN ESSENTIALS IN YOUR HOME CLEANING TOOLKIT ARE:

- Baking soda, or bicarbonate of soda, which neutralises acid based odours.
- White vinegar and lemon juice. These are acidic and remove scale from hard water.
- Eucalypt oil and tea tree oils, which are both disinfectants and are anti-fungal.
- Borax, a naturally occurring mineral compound used in laundry detergents. This cleans and deodorises, and is a mild bleach and disinfectant.
- Pure soap, a 100% readily biodegradable general cleaner.
- Washing soda, or sodium carbonate, which cuts grease, disinfects, softens water, remove stains and odours.

How is it packaged?

PACKAGING IS A MAJOR CAUSE OF HOUSE WASTE



CUTTING BACK ON PACKAGING

New Zealanders each throw away about 83 kilograms of used packaging a year.

Manufacturers representing 85% of New Zealand's packaging such as plastic, aluminium, glass and paper sectors, as well as landowners and retailers have committed to reducing packaging waste.

Collectively, through the 'Packaging Accord', they have agreed to:

1. Take more responsibility for the complete lifecycle of packaging; and
2. Reduce plastic shopping bag use.

However, the 'Packaging Accord' is voluntary. In order to see continued changes, it is up to us to put the pressure on brand owners and retailers.

Here are a few more ideas in order to avoid over-packaged goods:

1. By choosing the product with the least packaging we are reinforcing to manufacturers we want less packaging.
2. Say NO to plastic shopping bags at the checkout counter. Take a reusable green bag instead! New Zealanders use millions of plastic shopping bags a year. These bags take a long time to



powerful anti-bacterial agents in the toilet kills all the bacteria including those needed to break down

sewage.

- Choose items that can be used again and again instead of disposal products.
- Use a face cloth instead of a natural or synthetic sponge. The harvesting of natural sponges disturbs the marine environment.
- Buy recycled and unbleached toilet paper. Organic cotton tampons and sanitary pads are available.
- Avoid deodorants and anti-perspirants containing aluminium, which have been linked to a number of health problems
- Take care of smells naturally. Light a match, burn essential oils, a stick of incense or a candle.

GREEN LAUNDRY

You've seen the hungry enzymes eating the nasty germs, and permanent stains miraculously removed. Advertisers try to blind us with science and

make us fearful of dirt and grime to encourage us to buy their products.

- When buying conventional cleaners, we can address our need to combat germs with poisonous chemicals by choosing biodegradable products which readily break down. Choose concentrated products formulated to work in cold water and non-chlorine bleaches to brighten clothes. Use minimum amounts. Use products made from plant-oil based surfactants.
- Avoid cleaners that include phosphates, chlorine-based bleaches, optical whiteners, synthetic fragrances and products made from petroleum-derived ingredients. They are toxic in their production, and in the waterways where they end up, and leave a chemical residue on the clothing that comes into contact with your skin.



Green rooms

appliances. In New Zealand, you can find the symbol on home electronics and computer/office equipment. Energy Star appliances incorporate the latest technology to enhance both performance and energy efficiency. They use up to 75% less energy while in standby and are more efficient in operation. By choosing Energy Star, you will achieve year-on-year savings on your energy bill.

ENERGY RATING LABELS

Energy Rating Labels are designed to help you make an energy-wise choice when buying new appliances. Labels help you to work out how much energy an appliance will consume in a year or normal service, and make it easy to compare the energy-efficiency of different models. Each extra star means an extra 10% or more saving in running costs.

GREEN BATHROOMS

We are encouraged to cleanse, tone, moisturise, exfoliate, de-wrinkle and beautify. However, there are both health and environmental concerns

surrounding these products. Read the back of shampoo bottles, cleansers and moisturisers. Be familiar with what goes on your head and face, under your arms and down the plughole.

Not only are the chemical ingredients absorbed through the skin, but using many beauty products contributes to our dependency on petroleum. These products are then just washed away into rivers or seas.

Many companies have addressed these concerns and are committed to making natural and organic body care products. There are now plenty of alternatives to choose from, including makeup and skin products, shampoos, soaps and hair products.

It is also within the four walls of the bathroom, that households have great potential to make changes for their health and the environment.

- Additives that colour the water in the toilet do nothing but use resources and energy in their production. Using

break down in the landfill.

3. Select items that can be bought loose, and avoid the temptation to put them into small bags.
4. Takeaway food packaging is often not recyclable. However, soiled cardboard and paper can be composted or used in worm farms as bedding or topping.
5. Make purchases at shop where you can return the packaging. Put the responsibility back on to the retailers and the manufacturers. In a number of European countries they have a 'Rip it Off Day' to encourage this.

sort it out

WHICH PLASTIC PACKAGING CAN BE RECYCLED?

Check the bottom of plastic containers before buying them. If it is marked with a 1 or 2, it can currently be recycled in Marlborough. Packaging marked with 3, 4, 5 or 6 cannot currently be recycled. Think about this before you purchase products.



What YOU can do

BEFORE YOU BUY

Once you have confirmed that you really NEED a product, it's worth asking yourself these questions when deciding which product to purchase:

- **WHO WILL BENEFIT FROM THIS PURCHASE?**

Other than you feeling immediately gratified, which manufacturers and retailers will benefit from your hard earned cash?

- **DO THE MANUFACTURER AND THE RETAILER HAVE ANY ENVIRONMENTAL COMMITMENT?**

Do they invite you to discuss this with them?

- **WHAT IS THE PRODUCT MADE FROM?**

Manufacturers are increasingly providing information about materials on product labels.



However, if it is not clear, ask them!

- **HOW WAS IT PRODUCED?**

The manufacturing process itself causes environmental impacts. There are programmes that companies can join to assist them in reducing their overall impacts. Some companies publish environment reports with details of their programmes for environmental improvement.

- **WHERE WAS IT PRODUCED?**

The further a product is transported, the more fuel is used. Where possible, choose locally or New Zealand made products. This has the added advantage of supporting local manufacturing.

- **WHO MADE IT?**

Cheap imported goods may be produced by companies with questionable employment

- Two door fridges with a top or bottom freezer are generally more efficient than side-by-side models.
- Many frost-free refrigerators are less efficient. Remember to check the energy rating.

DISHWASHER

Dishwashers use a lot of hot water. Older models can use up to 90 litres per load. Consider buying a model that uses the least amount of water as possible.

- Modern dishwashers use around 10-45 litres of water.
- Dishwashing by hand, using one sink for washing and one sink for rinsing, uses around 15-20 litres.
- Two draw unit dishwashers use as little as 9 litres per drawers.
- If you have a small household, consider buying a machine that has a half-load washing option. Or if there is only one or two of you, consider washing by hand.

WASHING MACHINE

- Front-loading machines use less energy and water than top-loaders of the same capacity, and work by using the help of gravity to replicate the physical action of hand washing.

RETIRING WHITEWARE

Responsibly disposing of your worn out whiteware is important to ensure that the harmful elements contained in them can be disposed of carefully and safely, and the recoverable resources in them are extracted.

- The refrigerants in old fridges should be properly disposed of.
- Steel can be extracted from old appliances and made into new steel products.

ENERGY STAR

Energy Star is the global mark of energy efficiency - making it easy for you to choose the most energy efficient



Green rooms



Natural paints create 'breathable' surfaces in your home, and break down in the environment more readily. However, natural paints can also cause adverse reactions. To ensure you get the best product for the health of your family and the environment:

more readily. However, natural paints can also cause adverse reactions. To ensure you get the best product for the health of your family and the environment:

- Ask the DIY stores how the products are manufactured.
- Look for paints under the Environmental Choice label.
- Consider using natural wood finishes, or oiling wood instead

ENVIRONMENTAL CHOICE

Initiated and endorsed by the New Zealand Government, Environmental Choice recognises the genuine moves made by manufacturers to reduce the environmental impacts of their products and provides an independent guide for consumers who want to purchase products that are better for the environment.

BUYING APPLIANCES

The energy we use in our homes causes more greenhouse gas emissions than driving our cars. The more electricity an appliances uses, the greater its environmental impact.

- Ensure you get the right size for your household
- Get the most energy efficient model possible.
- The larger the appliance, the more expensive it will be to run.

Our 'Energy' booklet we are currently developing will provide information on how to make your home more energy-efficient..

In the meantime....

FRIDGE OR FREEZER

Fridges are the most energy-consuming appliance in the kitchen so choose carefully.



ethics, or may come from countries without environmental regulations and guidelines.

• HOW EFFICIENTLY DOES IT WORK?

Different environmental rating systems are used for different products, such a whiteware, and cars. If there isn't a rating system on a product, ask the retailer or manufacturer for more information on the product's efficiency.

• DOES IT COME WITH A GUARANTEE?

The length of a guarantee may give an indication of the product's life expectancy. Choose long-lasting and easy-to-repair products.

• IS THE PACKAGING RECYCLABLE AND NOT EXCESSIVE?

Does the retailer have a packaging take-back scheme?

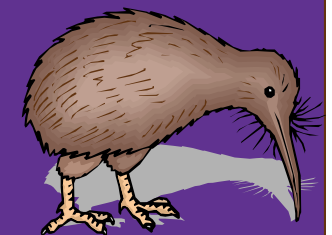
• WHEN YOU HAVE FINISHED WITH IT, WHERE WILL THE ITEM END UP?

What will the impacts of its disposal be? Can the product be remanufactured? Can it be recycled? Some products can be taken apart and their components recycled for other uses.

BUY NEW ZEALAND MADE

The Buy New Zealand campaign began in 1998. Its aim is to encourage consumers and organisations to buy New Zealand goods and services. Let's practise our common goal of supporting our own local community.

The success of the buy New Zealand campaign has been greatly helped by the easily identified stylised kiwi.



Green rooms

GREEN BEDROOMS

There are many 'things to think about when it comes to choosing fabrics for our homes. This is often made worse by the fact that we think we are buying natural products, but often how fibres are grown or are produced also have high environmental impacts.

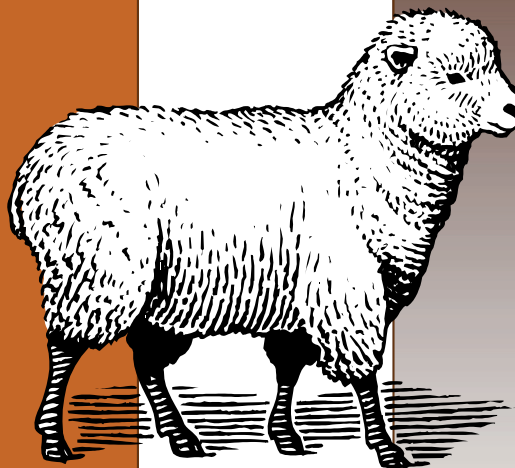
The textile and clothing industry affects land, whether through farming to produce natural fibres, or through the effects of oil exploration to produce synthetic fibres, such as nylon and polyester. They also use high energy processes and produce toxins in their manufacturing.

Conventional cotton crops are thirsty and prone to pest, and can be environmentally destructive, taking an enormous toll on the air, water, and soil, as well as on the people living in cotton growing areas.

- Consider organic cotton, hemp, and wool as alternatives to conventional cotton and synthetic fibres when purchasing bed linen and clothing.
- Hemp crops have few pests and need less water and fewer pesticides. Hemp fabric can use less dye and associated chemicals in the dyeing process.
- Look for mattresses made or covered with natural fibres, such as cotton and wool. Mattresses and bedding need to be made from materials that breathe, are absorbent and easy to clean.

GREEN CLOTHING

Taking these things into consideration before deciding whether to purchase something is where the 'green' consumer becomes the 'ethical' consumer.



With the expansion of free trade agreements, industries in New Zealand must now compete with cheap imports, manufactured under conditions where workers have fewer rights.

- Buying locally made garments invests in local industry which utilises better manufacturing conditions.
- Buying second-hand is also a great alternative and may ultimately conserve the most resources - not to mention that a lot of the proceeds go to charity.

INTERNET SHOPPING

We may be turning a corner thanks to new technology. Internet growth is now so big that consumers can buy nearly everything online. You can already buy a wide range of goods on line, from books to cinema tickets, through to getting your weekly supermarket shop delivered to your doorstep, with just a click of a mouse. Virtual shopping could have a positive

impact on pollution: as one delivery van could replace more than a dozen separate supermarket journeys made by families, drastically reducing carbon dioxide levels.

RENOVATIONS

So you're hooked on the DIY telly shows and can't wait to build that deck or knock down that interior wall?

Just as our clothing and other things we put on our bodies are a 'second skin', the spaces we live in are equivalent to our 'third skin'. We need to be sure that our homes are clean, green, safe environments. Green renovations are not only more energy-efficient and resource-conserving, they are healthier for the occupants and, in the long run, more affordable to create, operate and maintain.

Keep in mind the hazard to your health and the environment when choosing DIY materials. Timber is treated with creosotes or boron, or is 'tanalised'. Particleboards are often held together by toxic glues. Paints can contain solvents and 'volatile organic compounds' (VOCs).