



David Suzuki Foundation

DAVID SUZUKI'S Queen of Green LINDSAY COULTER

Eco-label guide

Understanding labels and claims found on everyday products will help you make informed decisions to reduce your environmental footprint. Here are some certified eco-labels to look for on your path to becoming a sustainable shopper:



B.C. CERTIFIED ORGANIC

B.C. Certified Organic is a voluntary agri-food quality program sanctioned by the Government of British Columbia through the Organic Agricultural Products Certification Regulation. Agencies accredited by the Certified Organic Assoc B.C. inspect and certify organic farms and facilities in B.C.

→ www.certifiedorganic.bc.ca



CRADLE TO CRADLE®

Certification examines the entire life cycle of products, from desks and chairs to dish soap. The materials and manufacturing practices of each product are assessed in five categories: material health, material reutilization, renewable energy use, water stewardship, and social responsibility.

→ www.c2ccertified.com



BIO QUÉBEC

Products have been certified according to the Québec Organic Reference Standards, a set of requirements developed for Québec businesses that guarantees the products contain at least 95 per cent organic ingredients.

→ www.cartvquebec.com



ECOLOGO™ ENVIRONMENTAL CHOICE PROGRAM

Founded in 1988 by the Government of Canada but now recognized worldwide, EcoLogo is North America's oldest and most widely known environmental leadership standard. EcoLogo contains 120 environmental standards and almost 7,000 certified products.

→ www.ecologo.org



BIRD FRIENDLY® COFFEE

The Smithsonian Migratory Bird Center (SMBC) has developed a 100%-organic shade-grown coffee certification. The logo is verified by a third party for coffee that has been grown using shade management practices that provide good bird habitats.

→ nationalzoo.si.edu/scbi/migratorybirds/coffee/



ENERGY STAR

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy. Products in more than 50 different categories are eligible for the ENERGY STAR. They use less energy, save money, and help protect the environment.

→ www.energystar.gov (USA)

→ oee.nrcan.gc.ca/residential/energystar-portal.cfm (CAN)



CANADA ORGANIC

Food products certified as meeting the revised Canadian standard for organic production. They must contain at least 95 per cent organic ingredients, and new regulations apply to domestic and imported products.

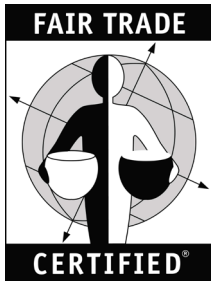
→ www.inspection.gc.ca/english/fssa/orgbio/orgbioe.shtml



FAIRTRADE LABELLING ORGANISATION

Fairtrade is based on a partnership between consumers and producers from the developing world, allowing them the opportunity to improve their lives and plan for their future. This logo can be found on coffee, chocolate, spices, fruit, sugar, rice, flowers, and even soccer balls. The Fairtrade Labelling Organisation is the umbrella group that sets the criteria for certification.

→ www.fairtrade.net



FAIR TRADE CERTIFIED™

Fairtrade is based on a partnership between consumers and producers from the developing world, allowing them the opportunity to improve their lives and plan for their future. This logo can be found on coffee, chocolate, spices, fruit, sugar, rice, flowers, and even soccer balls. TransFair Canada is the labelling initiative for Fairtrade products in Canada, ensuring proper use as set by the Fairtrade Labelling Organisation.

→ www.transfair.ca



FOREST STEWARDSHIP COUNCIL (FSC) CERTIFIED LUMBER

An international certification and labelling system guaranteeing that the forest products you purchase come from responsibly managed forests and verified recycled sources. Fibre from certified forests is tracked from the forest to the consumer through the chain of custody certification system. The logo can be found on products ranging from paper to tissue to lumber.

→ www.fscscanada.org



GREEN-E

An independent consumer protection program for the sale of renewable energy and greenhouse gas reductions in the retail market. You'll find the logo on food and beverages, paper and packaging, and even events.

→ www.green-e.org



GREEN SEAL

Green Seal standards provide leadership criteria for the development of many products, from home-cleaning products to paints. Certification guarantees that products perform as well as conventional products. Ingredients are biodegradable and do not contain phthalates, heavy metals, or optical brighteners.

→ www.greenseal.org



GREENGUARD

Green Guard focuses exclusively on indoor air-quality issues and certifies products and materials that are low emitting. Certified products exist for more than 15 categories, many of which focus on building materials, including adhesives, furniture, and flooring.

→ www.greenguard.org



LEAPING BUNNY

The Coalition for Consumer Information on Cosmetics' (CCIC) Leaping Bunny Program administers this cruelty-free standard. The internationally recognized Leaping Bunny logo appears on personal care and household products. They assure that no new animal testing is used in any phase of product development by the company, its laboratories, or suppliers.

→ www.leapingbunny.org



PROCESSED CHLORINE FREE

PCF is found on paper products with a minimum of 30 per cent recycled paper content. Certified by the Chlorine Free Products Association, mills also do not use old growth forest for any of the virgin pulp, and papers have not been rebleached with chlorine containing compounds.

→ www.chlorinefreeproducts.org



QUALITY ASSURANCE INTERNATIONAL

This independent, third-party certification of organic food systems has been the foundation of domestic and international organic food trade. Every step of the organic chain is considered, from the land on which the product is grown to the producers to the post-harvest facilities to the processing and handling facilities.

→ www.qai-inc.com



SEA CHOICE

Focusing on solutions for healthy oceans, five internationally respected Canadian organizations form SeaChoice. It's Canada's most comprehensive sustainable seafood program to help Canadians take an active role in supporting sustainable fisheries and aquaculture. Download the wallet-sized SeaChoice guide or iPhone application.

→ www.seachoice.org



U.S. DEPARTMENT OF AGRICULTURE

The USDA designed a fixed set of standards issued in December 2000, after 10 years of research and development. "Organic" means that antibiotics, genetic engineering, and most synthetic pesticides and fertilizers are not allowed. It also means that animals must eat 100 per cent organic feed with no growth hormones, and must have access to the outdoors (except for chickens).

→ www.usda.gov