

GUIDE TO

greener

SHOPPING



How you shop **CAN** make a difference to the health of our planet. Follow our simple **4Ps** and make your cart count for the Earth.

1 PLAN TO SHOP SMART

Make a meal plan.

Having a plan for the week's meals helps prevent food waste and ensures you won't resort to less healthy, not-so-Earth-friendly foods. Check out EBFarm.com for delicious recipes to inspire you.

Take one big shopping trip.

Try to make ONE shopping trip for the whole week. You'll save gas and cut down on unnecessary impulse purchases – reducing fuel, packaging and food waste all at once.

2 BE PACKAGE-WISE

Get REal about packaging.

Look for packaging that's REusable, REcyclable and REsealable (preventing spoilage and food waste). Bonus points for packaging that's made from REcycled materials.

Choose packaging with a purpose.

Try to avoid excessive or unnecessary packaging wherever possible, steering clear of packages with "decorative" additions, or boxes that are too big for the product inside.



Did you know...

...that half of the food that's produced in the world goes to waste, which in turn wastes the precious resources used to produce and ship it? You can help by only buying food you'll use.



Did you know...

...that by using 100% post-consumer recycled plastic for our Earthbound Farm salad clamshell packages, we save 2 million pounds of solid waste each year and 10,000 tons of CO2 emissions?

3 BE CHOOSY ABOUT THE PRODUCTS YOU BUY

Buy just enough and use it up.

Buy only what you think you'll really need, and use the food in your fridge before you buy more. It'll unclutter your pantry AND keep forgotten food out of the landfill.

Choose foods that multi-task.

To ensure excess food ends up in happy tummies, not the trash can, build your meal plans around versatile products and look for creative 2nd and 3rd uses for your ingredients.

Seek out the (USDA Organic) seal.

Organic means no toxic synthetic pesticides, irradiation, or GMOs were used in making the product. Choosing organic is an easy, surefire way to keep bad stuff out of the environment.

Can't pronounce it? Don't buy it.

Always scan the ingredients label on the back of the package. Look for real ingredients that are close to their natural state. The earth (and your body!) will thank you.



Did you know...

...that this year alone, Earthbound is keeping over 19 million pounds of pesticides and fertilizers out of the environment by farming our fields organically? Organic really does make a difference!

4 JUST SAY NO TO "PAPER OR PLASTIC?"

Bring your own shopping bags.

Every time you say "no" to a paper or plastic bag from your grocer, you're saying "yes" to keeping trees in the ground, chemicals out of the environment and bags out of our landfills.

Now you're ready to...

**Shop like
the Earth
depends on it!**



Did you know...

...that if we all used our own reusable shopping bag just ONCE a week, we'd keep 16 BILLION bags out of landfills? Simple change, super-big impact.



Hungry for more? Find out more about the 4Ps and other green living tips at EBFarm.com.