



MEDIA EVENT / PHOTO OPPORTUNITY PRESS RELEASE

Green Certification gives local grocer an Eco-Advantage worth celebrating.

PERTH, ON --- February 16, 2009: "For many, 'Going Green' means ensuring their paper, glass and plastic are sorted and that the blue box is placed at the curb on garbage day, however, for business owners seeking an operational edge 'Going Green' is far more complex; although, it can be a source of significant cost savings if approached and handled correctly" explains Perth, Ontario's Foodsmiths grocery store owner Don Smith; who this coming Saturday (February 20th, 2010) at 9am will celebrate earning their Green Business Accreditation at a ribbon cutting ceremony attended by Mayor John Fenik at Foodsmiths' location 106 Wilson Street W.

"Earning Green Business Accreditation is proof-positive that the entire Foodsmiths team is committed to making an ecological difference. Initiatives like those which we have instituted at the retail level demonstrate that environmental stewardship is not only a good move ecologically, but good for business as well" states Smith.

"In an industry where narrow profit margins are customary, any operational advantage that helps one trim overhead costs is welcomed" adds Smith. In fact, through having a complete operational audit conducted, we are now on track to reduce some segments of our operational overhead without sacrificing any service related components of our operation such as labor".

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“Gaining an edge often means learning new skills, operating in new ways, and working through trade-offs in order to ensure success” adds Don.

In addition to being the first business in Perth to utilize a high efficiency, solar-powered, hot water system their efforts to be ‘greener’ were furthered by advice provided by Greenvolution Inc. (an Ottawa based consultancy specializing in sustainability) Foodsmiths took proactive steps to reduce their energy consumption with respect to heating, lighting, refrigeration, air conditioning, water management and green practices thus preserving significant capital while building a strong balance sheet.

“If corporations took the time to analyze their prospects for social responsibility using the same frameworks that guide their core business choices, they would soon realize that corporate responsibility can be much more than a cost, a constraint, or a charitable deed — it can be a source of opportunity, innovation, and competitive advantage” indicates Carole Lair, a senior greening strategist with Greenvolution Inc.

“By adopting ‘Green Business’ principals, companies are not only helping to protect the environment for the enjoyment of future generations, they are also learning how to effectively manage and reduce their overhead costs” states Madeline Bouvier with the Perth & District, Chamber of Commerce – “and the recurring savings are reflected in having a stronger bottom line. Bottom line savings, translate directly into competitive advantage; and in these economic times, firms are looking to harness every edge” she adds.

There is little doubt that the green movement is gaining in popularity. Businesses who take the time to adapt to and understand the rationale driving both: market preference and consumer attitudes will have successfully ‘future-proofed’ their organizations and will reap the rewards that accompany the arrival of the new ‘green-economy’.

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Foodsmiths Inc.

Foodsmiths Inc. is a full service, independently owned natural food and grocery store serving Perth Ontario and all of Eastern Ontario. Their knowledgeable staff of 30 are dedicated to providing their customers with many of the best local, natural and organic products available.

Foodsmiths takes pride in offering an extensive selection of Artisan Cheeses from the UK and France in addition to the mix of local award winning cheeses available, which include: Highlands Blue and Dalhousie Cheeses.

For more information on Foodsmiths Inc,

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Greenvolution Inc.

Greenvolution Inc. is an Ottawa based consultancy specializing in assisting clients to minimize their environmental impact while fortifying bottom line client performance through the adoption of green practices. As experts in sustainability, Greenvolution Inc. offers the right balance of experience and knowledge to ensure that their clients reduce their carbon footprint and manage the environmental impact of their operations while driving bottom line growth.

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