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LOCAL COMPANY'S PASSION FOR ENVIRONMENT IS RECOGNIZED INTERNATIONALLY

Rainbow Natural Foods first health store in Canada to be **Green Business Certified**

Ottawa, Ontario, December 2, 2009: When Michael and Janet Kaplan opened the doors of Rainbow Foods, the handle-bar mustache was in vogue, cruising in muscle cars was a common pastime and it seemed that everyone smoked everywhere! Back in 1978 the health-food industry was in its infancy, states Michael. Little did they know that thirty years later their business would become the cornerstone of a paradigm shift.

We didn't consider ourselves as pioneers of the green movement, Michael stated. Since their inception, they have been guided by the concepts of environmental sustainability and social responsibility, to the point where they pioneered a bring-your-own-bag program and implemented recycling long before it became mandatory.

Today the mustache has been replaced by the goatee, the muscle car has given way to electric and the threat of global warming has made us aware of the effects of what we buy. Consumers want to know that their purchases have the least amount of effect on the environment. So, it should come as no surprise when Rainbow Foods was the first health food store in Canada to become **Green Business Certified**, by the international standards of the Green Business League.

Despite Rainbow Foods being ahead of the Green curve, they found they still had a few things to learn. Even the best athletes in the world have coaches to guide them and ensure they are performing at the top of their game, explains Janet. They turned to an expert in the field, Carole Lair, Senior Strategist with the Ottawa based Greenvolution. In addition to passion for the environment, adopting Green Business principals also requires a great deal of commitment, states Carole.

At Greenvolution, we target existing businesses and help them find ways to reduce, reuse and recycle through an assessment process that can take months. We focus on reducing their energy and water consumption, waste reduction, health and safety, and indoor air quality, explains Carole. Our goal is to help our clients be more energy efficient by adopting green practices. Bottom line savings, translate directly into competitive advantage; and in these economic times, firms are looking for an edge adds Lair.

The **Green Business Certified** accreditation is earned not bought. Companies who undertake the process must make the necessary changes and recommendations and attain a level of green accomplishments before they become a green certified business.

Rainbow Natural Foods is just one of many companies internationally who recognize the importance of reducing their carbon footprint. Green certification is a great way to demonstrate a passion for going green. The shift towards environmental sustainability and the rising cost of resources, has business owners taking action with the help of experienced consultants to make a difference in our World.

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