



EcoStar Green™

Where do you live ?™

Think, implement, educate and sustain.

A Higher Standard of Living
~ the Creation of EcoStar Green-TM Standards

article by Joseph Borkovic of Organic Trader™ Canada

That's it!... why EcoStar Green™ ?

Finally, I couldn't stand it anymore... watching companies cheat consumers and lie about how green, how clean, how sustainable they were – all bullshit. Let's call a spade a spade, for the sake of decency and what we must leave for the future generations.

Hippies with Office 101

So being a hippie with an office, I created our own internal company standard to remind us every day at work the ongoing circle of sustainable life. I didn't realize I was building an eco-Frankenstein.

Preamble

EcoStar Green™ is a sustainable standard for products that have the foresight and guts to go 'beyond organic' to authentically responsible.

The Original Sin

The original sin IS damaging ourselves and the Earth, and continues to be so, to this day.

Seed to Shelf Standard

Defined as a definitive and clear: 'Seed to Shelf to Earth' standard. A green standard that is designed to inform and educate consumers, on not only the standards that are taken into account in the production and manufacturing life-cycle of a particular product, but also all the hidden/unseen activity that happens in the periphery, that which is generally misrepresented, ignored or hidden from public view.

Unfortunately, I gotta tell ya!

Such as an excipient. Did you know that vegetable glycerine is extracted with ethyl or isopropyl alcohol? These denatured alcohols do NOT have to be listed in the list of ingredients with the derived 'vegetable glycerine'. These denatured alcohols are toxic poisons. Dr. Hulda Clarke lists them as present in the blood of all her cancer patients. This excipient would disqualify a product from being certified, EcoStar Green™. If it is not listed, it is likely present. Not sustainable or responsible.

She provides EVERYTHING

The Earth gives us the gift of all the raw materials for everything ever built by any person or society. I just could no longer stand pursuing commerce blindly... there

had to be a better way, and EcoStar Green™ is our family's attempt to do so. To set an example through our own daily business.

It is crafted to be a sustainable standard that measures a product's entire lifecycle, and verifies and audits the green businesses that are doing something about it.

Full Circle – like a one legged chicken

A full-circle business standard & certification, only available for responsible, ethical companies that consider their entire product lifecycles AND daily business methods.

Eco-Star Green™ guidelines help to define and protect all the genuine, crucial & ecological elements required in the production of any product - from seed to shelf and back off the shelf again to its final resting place, the Earth, somewhere on it when it's 'usefulness' is done.

Glad you Asked

And what about that... well, I'm glad you asked because the Organic movement, is all well and fine, but not enough to protect our future. I am asking you, as a consumer or business person, to consider a wider view. Yes, you can do it!

Hold still dang it, it will only hurt a little.

Because the advertising norm is greenwashing, market misrepresentation and lying, by companies more interested in 'greenwash' marketing than sustainable, environmental stewardship. If you hadn't noticed, it's a big BECAUSE.

Grotesque GREENWASHING

Due to the grotesque amount of companies greenwashing products to look more natural or organic in their marketing campaigns (did I hear 'pains' in there ?)... finally a standard that HAS THE GUTS to look at the whole picture. The complete lifestyle elements: from raw material procurement, to storage, production, transport, logistics, company policies; on people use, animal welfare, water usage & protection, to the retail shelf, and into the consumer's hands and finally to the discard/final part of the product's lifecycle.

A true recipe for life, requires all the natural elements to be considered, to be able to continue sustainably into the future. Any system or organism that partly damages itself, will eventually die. We as a species are destroying ourselves and our Earth home.

Live and Work Responsibly

EcoStar Green™ is about life, living and working responsibly right now, in recognition of the fact that we can create a better future... by working smarter, right here, right now.

What is it with Humans ?

What has happened to us ? How has it become possible that humans have become so disconnected from the cycles and elements of the natural life forces, the forces

that sustain all life on Earth ? As consumers we wield one of the largest forces for damaging or sustaining our future – it is our individual buying power, our very, daily decisions. It is solely the ongoing aggregate of these decisions that will start to sustain or continue harm our planet.

Work In Progress

Hey, this is a work in progress! Got any ideas or improvements – we’re interested. Got criticisms, that’s okay too... but if you are going to rant some negativity or drama, eat some garlic, we’re not interested. If you’re angry, maybe that’s good, if you want to argue, argue with yourself.

Stop and Think – what a concept!

Stop and really think, about what you are really doing when you consume/buy any item. That item is linked and connected to so many people, processes and consequences, that we must not forget the responsibility that comes with handing over that one dollar, for that one item. Indeed, we must actually embrace the responsibility that so many choices bring. Shop, but not lightly!!

EcoStar Green™ was created out of a father and son’s genuine desire to do things better together, and to share that with others.

You Have More Power Than You Might Think

“Every dollar we spend is a vote, for or against, the Earth. Thank-you for spending wisely... thinking, and doing something, about it!”

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