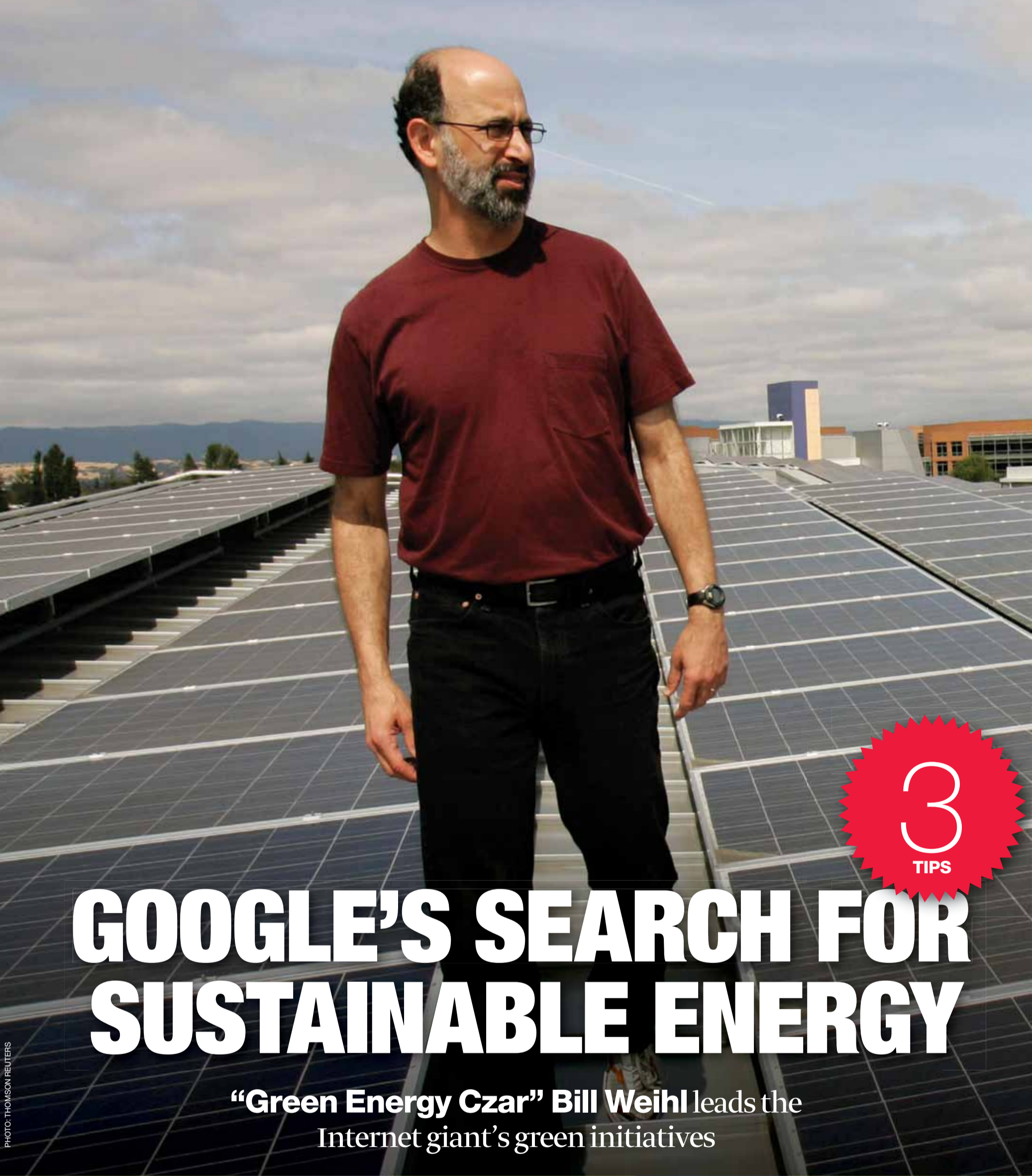


ECO LIVING



3
TIPS

GOOGLE'S SEARCH FOR SUSTAINABLE ENERGY

"Green Energy Czar" Bill Wehl leads the Internet giant's green initiatives

PHOTO: THOMSON REUTERS

Get "Dangered"
Troy and Rory
Coppock wear green
on their sleeves



Crop consequences
The implications of
genetically modified
organisms



Your shade of green
What does
sustainable living
mean to you?



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CHALLENGES



TIP
1
EDUCATION IS THE FIRST STEP TO SUSTAINABILITY

CAN YOU DIG IT?
A young girl partakes in activities on Earth Day at the Toronto Zoo, 2010
PHOTO: EARTH DAY CANADA

The call to lead a **greener life** is stronger than ever before, and it starts with the individual. Canadian consumers need the knowledge to make true sustainable choices—and to avoid the **greenwash**.

The Earth Day resolve: It starts with you

If there is one thing being repeated loud and clear by Canadians these days, it's that the time for raising environmental awareness is over and the time for action is now.

Today, the discussion around who is responsible for addressing environmental issues is shared by all sectors of society: government; academia; corporations and small business owners; schools; community groups; and individuals like you and I.

But in the end it is really up to each of us—in our daily lives, whether at work or home—to make the choices that will create a healthier world, not only for us but also for all living things. After all, we have complete control of our own actions. The challenge has always been how we get ourselves to step outside of our everyday practices and comfort zones (often based on convenience) to embrace the practices we know are better for us. So how can we do it?

■ **Educate yourself:** As the old saying goes, there are many ways to skin a cat (err, perhaps we should say peel a carrot!). In any case, the point is that there are many ways to get things done. You might drive to work now but that doesn't mean it's the only way you can get there (you could car pool, take public transportation, ride a bike, walk). What is realistic depends on your circumstances but the fact is there are options! It is important for you to see what choices there are and ponder the pros and cons of each. Adopt the mindset that makes your purchasing and daily decisions based on what would be best for the environment.

■ **Act:** There is nothing easier (and less rewarding) in life than doing the same old, same old all the time. Push yourself to adopt actions and behaviours that support a healthier lifestyle and planet. Look for third party certification on products that make environmental claims. Power



Jed Goldberg
President
Earth Day Canada

"In the end it is really up to each of us—in our daily lives...to make the choices that will create a healthier world..."

down (and power off) the amount of screen time you take in (Canadians average over 21 hours of TV per week and that doesn't take into account smart phones, MP3 players, computers). Find the other areas of your life that you know you should change but haven't mustered the energy to do so and go do it!

■ **Celebrate:** Celebrating feels so good when you've done something that makes you feel better and helps others at the same time. There is a ripple effect: what we choose affects others. Pat yourself on the back and celebrate the commitment, patience and perseverance you used to make good decisions on an ongoing basis. And then think of how you can make things a little bit better. So this Earth Day, there's only one thing to do: Give it up for Earth Day by doing your part and resolving to create a healthier world for all of us.

Protecting our great lakes from living pollution

The Great Lakes, home to one fifth of the world's fresh surface water, are in trouble.

The lakes cover more than 244,000 square kilometres and provide 84 percent of the surface water supply for North America—yet a growing community of environmentalists say the Great Lakes are greatly neglected.

"We don't do a very good job of recognizing the economic value of a great lake system," says Tony Maas, World Wildlife Foundation Canada's freshwater director. "But there's tremendous value of it staying in place and having a healthy working water system."

Living pollution

Maas notes that one of the gravest threats facing the great lakes is invasive alien species. The Asian carp is one of those species, according to Jennifer Nalbhone, director of navigation and invasive species for Great Lakes United.

The family of fish was originally imported to keep waterways clean. "The problem in the U.S. is that they

got out of whatever water way they were imported to clean and started to reproduce rapidly," she says. "Within four decades they spread like wildfire and they're just miles away from invading the Great Lakes."

In addition to upsetting ecosystems, the 100-pound carp have also been known to leap out of agitated waters and injured boaters and water skiers.

But Nalbhone says Canada has its own invasive species.

"A lot of species are brought in passively—they hitchhike on international commercial ships," says Nalbhone. "The poster species of hitchhiking are the zebra mussel and quagga mussel."

The mussels can blanket the bottom of lakes, starving the existing systems and all it takes to expand the species is a few stragglers on the bottom of a recreational boat.

"And they don't just have incredible impacts to the ecosystem, they cause a tremendous amount of economic damage," she says.

"Invasive species are living pollution," says Nalbhone. "Living pollution



LOCALLY THREATENED
Toronto's lakeshore view of Lake Ontario.

doesn't dilute—it's a problem we have to deal with over a long period of time if not forever."

Cote d'azur?

Mark Mattson, president of Lake Ontario Waterkeeper, is charged with collecting data on Toronto's great

lake—Lake Ontario.

"The biggest threat is the lack of enforcement of environmental laws," says Mattson. "The public has been disenfranchised from the issues."

We just don't know what might hurt us or what's going on," he adds.

According to Mattson, in failing to recognize that what flows down the storm drains, flows into Lake Ontario—as a result, we are rapidly disrupting the balance in the ecosystem.

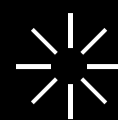
An ecosystem, Mattson notes, that has a serious effect on Lake Ontario communities.

"This is their environment, this is their Riviera, this is where they take their kids to experience one of the great lakes of the world," says Mattson.

But Toronto's ability to swim in Lake Ontario is rapidly slipping away.

"Our generation might have lost that privilege," he says.

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WE RECOMMEND



Get "Dangered"
The Coppock twins wear their message of awareness on their sleeves.

PAGE 5

"Our brand creates awareness. When you're wearing Dangered, you are an advertising billboard, helping to create awareness..."

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What are the implications of GMOs?

Your shade of green p. 7

Leading a sustainable lifestyle starts with the choices you make.

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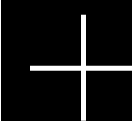
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TIPS

How to make your home more energy efficient

■ Plant trees around the house that shade windows in the warm months and let the sun help heat the house in the winter when the leaves have fallen.

■ Check your filter. A clogged or dirty furnace filter can equal uneven air flow in your house.

■ When storing winter supplies in the attic during spring cleaning, be careful not to compress insulation under plywood and supplies—it renders it almost useless.

■ Check to ensure fireplace dampers are functioning to prevent unnecessary heat loss from the home.

■ Consider a professional home energy audit to explore more ways to save money on energy bills and reduce environmental impact.

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INSPIRATION

HOW WE MADE IT



INSPIRATION

Twin Palm makes an environmental impact

Manitoba natives Troy (far right) and Rory Coppock are living the California dream, running their successful clothing and accessories company, Twin Palm, out of Redondo Beach. The identical twins manufacture their goods with a philanthropic message, and have several product lines serving various causes. One such offering is "Dangered", which promotes awareness of the environment in partnership with WWF. Read more of their story on page 5!

1. Examples of the "Dangered" product line.
2. Rory smiles pretty for the planet.

PHOTOS: TWIN PALM



Countertop shown in 2020 Cinder

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INSPIRATION

Internet giant **Google** may be the guru of the online world, but the company's new **environmental initiatives** are bringing them back down to earth.

TIP

2

INNOVATION IS
EVERYONE'S
RESPONSIBI-
LITY

Google searches for renewable energy initiatives

LEADER TO LEADER

For many, Google is a company synonymous with things like the Internet, search engines, online advertising and mobile devices, to name a few. However, the company is looking to add renewable energy to that list.

Bill Wehl is known as the "Green Energy Czar", a broad title that gives him plenty of leeway in helping to not only steer Google towards more eco-friendly business practices, but to also help guide the world to do the same.

Google has grown a great deal in a short time, now employing 24,000 people with operations around the globe. Wehl is quick to add that because the company depends on the same sources of electricity, which includes perennial pollutants like coal, Google should do its part to move towards renewable energy.

"We're committed to a clean energy future for environmental reasons because it's the right thing to do, and because it makes good business sense long-term," Wehl says. "We've done a lot of work on energy-efficiency internally, and we've invested in getting hundreds of megawatts in renewable energy onto the electrical grid now, which is helping change things in the near-term."

Wehl adds that Google designs or renovates buildings it operates out of "to be as green as possible." That means designing and building their own servers and data centres to reduce energy consumption. When those are deployed at round the clock server farms that store so much user data, they use less than half the energy required under industry standard best practices. They also recently signed a

20-year agreement to buy wind power from an Iowa wind farm for their energy needs.

The company even operates a private shuttle service from its Mountain View, CA headquarters to ferry as many as 2,500 employees from around the Bay Area to and from work every day. The shuttles even run on bio-diesel fuel to keep emissions down, he says.

Beyond the search engine

Google isn't renowned for building expansive renewable energy contraptions, but it has been active lately in investing in those who are trying to. Aside from the Iowa wind farm, others include BrightSource Energy, which is looking to build a solar power plant in the California desert, as well as Makani Power, who is experimenting with the idea of airborne wind turbines that fly rather than stay propped up on massive towers.

"That kind of innovation is needed, but much greater direct investment in research and development is also needed," Wehl says. "We're investing in a number of different areas on early stage R&D, as well as investing in getting renewable deployed now to drive the scale that will increase adoption and help bring costs down."

This is important because the energy sector tends to spend a tiny percentage on R&D, since most of their investments come in finding new locations to extract more oil, gas and coal for less money, he says. Part of the reason why is because spending much more on renewable energy R&D carries high risks for them, with the possibility that the biggest beneficiaries will be companies who didn't invest in the technology to begin with.

Aside from helping drive more rapid innovation to make renewable energy



INNOVATIVE INVESTMENT
Bill Wehl walks along the roof of Google's Mountainview, Calif. headquarters, flanked by solar panels.
PHOTO: THOMSON REUTERS

cheaper, Google is also investing in a half dozen companies working on "breakthrough" geothermal technology that could make a big difference.

Wehl considers engineered geothermal a "dark horse technology" because it could have a potentially large payoff. This works by drilling deep underground to crack the rock and create a reservoir of hot water that is recycled to extract the heat and produce electricity. "That could potentially be done just about anywhere in the world, but it will be a few more

years before we know whether it will be cheap enough to actually do at a reasonable cost," he says.

Alexander Richter is the director of the Canadian Geothermal Energy Association (CanGEA), considered the collective voice of the nascent Canadian geothermal energy industry. He agrees with Wehl's assessment, and suggests there are "tremendous growth opportunities" in developing geothermal energy for the future.

"Conventional geothermal technology alone could provide up to

5,000 megawatts of power generation capacity in Canada today," Richter says. "Geothermal energy can provide more than just clean electricity because it can be used in heating applications, such as in district heating systems, greenhouses and in residential applications like geothermal heat pumps."

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Voice of the Natural Products Industry™

Natural health products (NHPs) play an important health & economic role in Canada.

The Canadian Health Food Association, Canada's largest national trade association dedicated to the natural health industry, wants Canadians to understand the importance of NHPs and how they can impact their health.

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INSPIRATION

Fighting “dangered” on the double

Question: Can changing your T-shirt change the world?
Answer: By creating fashions that transform wearers into human billboards, the Coppock twins are raising awareness about the plight of our beleaguered planet.

HOW WE MADE IT

From early childhood, the Coppock twins have been environmental activists. Growing up in Selkirk, Manitoba, their favourite pastimes included fishing, camping and exploring the great outdoors.

“When we went fishing, we would bring garbage bags with us and clean up the riverbanks,” says Troy.

After completing one semester at the University of Winnipeg, wanderlust struck. The twins moved to Vancouver Island and began traveling the world. In between surfing trips to Costa Rica and Indonesia, the Coppock brothers planted trees—a half million across Canada over five years.

The identical twins also shared a passion for fashion. “As kids, we always dreamed of having our own clothing brand. We wanted to see people on the streets wearing our clothing,” says Rory. They began by importing jewellery from Indonesia, then formed their own company nine years ago called Twin Tiger.

California dreamin’ of change
 The sun, surf and sand of California lured them to Redondo Beach. There, they have developed four successful

fashion brands: Twin Palm, Portec Outdoor Gear, Boobies Rule and, the most recent, Dangered!

Each clothing brand has a cause. For example, Boobies Rule supports the fight against breast cancer.

The Coppocks also use fashion as effective platform to voice concerns about environmental issues.

Dangered t-shirts, hoodies, sweaters and dresses display positive messages that warn about ocean and air pollution, and the depletion of energy resources. They alert people to the plight of endangered species including tigers, mountain gorillas and bluefin tuna.

Dangered fashions are licensed to display the iconic panda logo of the World Wildlife Fund (WWF).

“World Wildlife Fund has done so much for global conservation. We donate three to five percent of our retail sales back to WWF,” says Rory.

The response to Dangered has been very positive, says Rory. “People love it. They love the fact that there’s a message that creates awareness. They also love the fact that we’re giving back to good causes and helping the planet.”

Star-studded sustainability

A growing list of celebrities has embraced the Dangered fashion brand, including Mario Lopez, Adam Gregory, Marie Osmond and Leonardo DiCaprio.

“Many celebrities are eco-driven. They love the concept behind Dangered,” says Rory.

“Our brand creates awareness. When you’re wearing Dangered, you are an advertising billboard, helping to create awareness and supporting the brand at



1. A sweater from the Dangered product line.
 2. Troy (left) and Rory Coppock.

PHOTO: TWIN PALM

the same time,” says Troy.

Dangered fashions are sold across Canada and the United States, by retailers including Forever 21, Urban Outfitters, Winners and T.J. Maxx.

“We want to take Dangered worldwide. We want to create a huge world buzz,” says Rory.

The brothers plan to grow the Dangered brand through the addition of accessories including backpacks, handbags, bracelets, hats, visors and sun-

glasses.

“We have a lot of different plans for the brand in the future. What we’d really like to do is team up with major corporations and build products together, so we can donate money back to different causes,” says Troy.

They are also looking to branch their brand into the beverage market. “We would like to team up with a major beverage company and design a drink for mass retail co-branded with DAN-

GERED and the beverage company, and donate money to a cause that is needed for our planet. It could be helping with starvation in third world countries, or helping build fresh water wells to those people in our world that don’t have access to fresh water. We are now living in a time that we need to help our planet, our animals and our people,” Rory says.

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 editorial@mediaplanet.com

Small actions can make a big impact



Loblaw Companies Limited charges shoppers 5 cents for every plastic bag. Why? To reduce the number of plastic-bags used by Canadians.

Through corporate donations and partial proceeds from the plastic-bag charge, Loblaw funds WWF efforts to inspire simple, everyday actions that add up to a big environmental impact.

National Sweater Day: On February 17, 2011, 500,000 Canadians put on sweaters and turned down their thermostats by 3°C.

Great Canadian Shoreline Cleanup: More than 50,000 Canadians will pick up litter along the shores of rivers, lakes and oceans starting on September 16, 2011.


Thanks to the plastic-bag charge, Loblaw has seen a **73% reduction** in plastic bag production.

Each activity increases Canadians’ awareness about conservation and caring for the environment. Awareness transforms to action, resulting in a big, positive impact on our planet.

Green Community School Grants: Schools receive up to \$200,000 a year in grants for conservation initiatives, such as growing gardens, installing solar panels and repairing bikes.

WWF-Canada would like to thank Loblaw Companies Limited for its commitment to conservation through the Plastic Bag Reduction Program. In 2010, Loblaw saw a 73% reduction in plastic shopping bag use and supported WWF’s efforts to engage Canadians in environmental action. A simple bag charge has turned into energy conservation and awareness, cleaning up our shorelines, engaging schools in environmental activities and so much more for our planet.

Thank you, Loblaw!



Why we are here
 WWF is creating solutions to the most serious conservation challenges facing our planet, helping people thrive with nature.
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INSIGHT

Question: Why should you be aware of the implications of genetically modified organisms?

Answer: The presence of such crops can cause contamination to organic efforts—and soon, consumers may not have the choice of preferring their produce either way.

A crop of consequences: The impact of GMOs

The U.S. government has recently removed regulatory roadblocks for transgenic alfalfa. In Canada, Monsanto's Roundup Ready® (RR)—transgenic alfalfa—is one step away from approval. Here's why you should be concerned: RR alfalfa has been genetically-engineered (GE) to tolerate glyphosate herbicides, an attribute that would allow farmers to apply weed controlling herbicides without risking crop damage. RR alfalfa will be sold under a Technology Agreement that prevents farmers from saving seeds for future crops and sales of branded Roundup herbicides are an integral part of Monsanto's business model. Use of GE crops in the U.S. has been blamed for a significant increase in herbicide use.

This Earth Day, rather than debating the merits of herbicide use, consider the impact of RR alfalfa on organic farming.

A boon for growing organic

Alfalfa possesses a number of properties that make it indispensable for organic crop and livestock production. Because it can convert atmospheric nitrogen into crop fertilizer, organic farmers use alfalfa to improve soil fertility instead of synthetic nitrogen. This significantly decreases their input costs, but more importantly, it also decreases the environmental

impact of farming. Excess nitrogen fertilizer ends up polluting water systems and can contribute to dead zones—areas where fish and other aquatic species cannot survive. When not bound up in soil, nitrogen also contributes to global warming. In fact, nitrous oxide emissions from fertilizer have 300 times the warming potential of carbon emissions.

Alfalfa is also integral to organic livestock systems, especially dairy, where it is highly valued both as a forage crop and as hay because it is packed with minerals and vitamins and produces more protein per hectare than any other crop.

The implications of modification

Products of genetic engineering are banned in organic agriculture and organic standards place the onus on farmers to avoid genetic contamination; a growing challenge as biotech companies continue to introduce new products. If GE alfalfa is registered for use in Canada, it is going to get a lot harder to farm organically and organic milk and butter could disappear from grocery coolers.

The consequences of contamination

Extensive studies done in western Canada have shown that it would be nearly impossible to prevent contamination of non-GE alfalfa with GE alfalfa. Alfalfa is a resilient peren-



nial crop with large feral populations along roadsides through which it can spread; it is insect pollinated and pollen can travel up to 1500 m, contaminating non-GE fields along the way.

When Roundup Ready canola was introduced in the mid 1990's, within a few years, Canada, once a leading exporter of organic canola, lost this crop due to widespread genetic contamination. The loss of alfalfa will be even more devastating to the organic

farming community.

Unlike canola, most farmers can grow alfalfa without herbicides. Alfalfa is also often grown as just one crop in a mixed forage system, making the benefits of RR alfalfa even more questionable since the Monsanto approach to weed management makes sense only in monocultures. Is Monsanto creating a solution for which there is no problem in order to sell more herbicides?

In the absence of a requirement to

label foods that contain GE products, organic food offers consumers a choice. GE alfalfa threatens that choice. During this election, ask your MP how their party will protect the organic choice.

LAURA TELFORD

Canadian Organic Growers

PATRICK CONNER

The Big Carrot

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NEWS

TIP
3
COMMUNICATION IS A CATALYST FOR CHANGE



Living sustainably means finding your shade of green

Question: Are you looking for ways to incorporate a “greener” lifestyle, but aren’t sure how to make it work for you?
Answer: It’s in the small details—and keeping the three “Rs” in mind.

A sustainable world starts with the small positive actions of a few that live in it, inevitably leading to collective action that can make an environmental impact.

That’s Lindsay Coulter’s mantra, garnering her the title “Queen of Green” at the David Suzuki Foundation. She is a columnist and blogger on all things green in Canada. Considering the growing awareness and importance of eco-consciousness, she gets to talk daily with people “going through the transition from light green to dark green.”

“Everybody is really keen when they find something that works, whether it be through common sense—it saves them money or is safer for them and their family’s health,” Coulter says.



“I challenge a lot of my readers to recycle less because the first “R” is reduce.”

Lindsay Coulter
David Suzuki Foundation

“Sometimes people don’t see the tangible benefit on a monthly bill, or even how much they’ve saved long-term by switching to something more eco-friendly.”

Recycling isn’t always the answer

A person’s household impact is something he or she can see easily. Regular composting and recycling can lead to as much as a 40 percent drop in the amount of garbage an individual or family generates. Despite recycling having long been touted as a “green” action, she believes doing too much of it isn’t always good.

“I challenge a lot of my readers to recycle less because the first “R” is “reduce,” and to have heaping bins of recyclable waste isn’t necessarily the answer to a more sustainable path,” she says. “Telling people to recycle less may sound counter-intuitive but it makes a difference when you talk about packaging, how they shop, what they use or how to reuse things in their homes.”

Two examples of this could be keeping glass jars as useful containers or switching home light bulbs to LEDs, which use much less energy and can last 15 years. That means fewer bulbs to replace and less packaging to

recycle.

And with the constant stream of electronics being consumed, consumers should consider the true life cycle of the gadget they’re buying. Greenpeace has an electronics guide that audits and rates electronics based on labour, materials and recyclable components, to name a few.

Grow green, eat green

And last, but not least, is food. The Canadian Health Food Association (CHFA) has indicated that organic food purchases are on the rise in Canada, as both regulation and availability grow. Coulter goes further in suggesting that if you have a garden, you should be composting to create your own soil, and show others how to do it, too.

“We don’t live in economies, we live in families, neighbourhoods and communities, so reaching out and sharing these practices and skills is important to our future,” she says.

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Give dead electronics new life and avoid the dump graveyard

Despite the fact electronics like computers, portable media players, mobile phones and printers are now made with more environmentally-friendly materials, older products still contain harmful components that shouldn’t end up in landfills.

Gone are the days when materials like lead, mercury and other harmful chemicals were used to make some of the gadgets consumers always used, but there is still a way to go to increasing sustainability for consumer electronics.

Product innovations abound

Some of what manufacturers have accomplished is fairly impressive—Motorola has two cell phone models that are partially made from recycled water bottles. HP has created a printer that was made from recycled ink cartridges. And last year, Sony made a small laptop that was partially made from recycled CDs and DVDs.

No need for the dump

But now that the resources and options have grown, old and discarded electronics can either find a new home or be recycled to avoid ending up in a landfill somewhere.

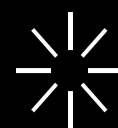
Ontario Electronic Stewardship (OES) offers a comprehensive list of electronics recyclers through its RecycleYourElectronics.ca website. Alberta residents can do the same through Alberta Recycling’s website, while Saskatchewan has its SWEEP program, and B.C. has its own stewardship program with a web presence at Encorp.ca. Global Electric Electronic Processing (GEEP) also has half a dozen locations throughout Canada where they recycle all sorts of electronic products.

The more that recycled metals and plastics are diverted from the products that come in, the easier it is to potentially use them on newer products, even

if they aren’t necessarily electronic. GreatGreenGadgets.com is one blog that routinely points out products that are available in retail made from recycled materials. These range from gadgets and gizmos to pots, pans and even a pen.

If you have an old iPod or laptop festering in your home, and you can’t sell it or hand it down, take it to a recycler for proper disposal. But you can also make sure to continue that cycle by buying products that are more environmentally-friendly to begin with.

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Kimberly Hunter-Gafur
Holistic nutritionist

Good for you, good for the planet

By consuming more plant-based proteins and less animal-based proteins, you can eat your way to a healthier and more eco-friendly lifestyle.

Diets high in animal proteins increase the risk of developing certain cancers, heart disease, kidney stones, gout and bone problems, according to the China Oxford Cornell Diet and Health Study, a landmark investigation conducted by top researchers across 65 countries of rural China.

In contrast, plant-based proteins are health boosters, according to Dr. Peter Jones, director of the University of Manitoba’s Richardson Centre for Functional Foods and Nutraceuticals, and a member of the Canadian Health Food Association’s Expert Scientific Advisory Panel. “Plant proteins can contain less saturated fats and cholesterol, which can reduce the risk of heart disease. They also contain a higher level of nutrients, such as fibre, vitamins, essential fatty acids and anti-oxidants, which many animal-based proteins can lack,” says Jones.

Animal-based proteins also create acidity in the body, says Kimberly Hunter-Gafur, a registered nutritional consultant, holistic nutritionist and a registered orthomolecular practitioner with over 20 years experience. She operates the Alcona Beach Health Shoppe in Alcona, Ontario.

The body is like a battery

“Fast foods, refined foods and animal proteins are highly acidic. As a result of our modern Western diet, most people’s bodies are now too acidic. An acidic body is at higher risk of inflammation, diseases and digestive disorders,” says Hunter-Gafur. In contrast, a healthy body is slightly alkaline. Hunter-Gafur recommends eating plenty of alkaline-rich foods to reduce acidity in your body.

“Following the alkaline diet means consuming as little animal-based proteins and refined foods as possible,” says Hunter-Gafur. “The more you reduce acid-forming foods and the more you increase alkaline foods, the more you’ll benefit your body.”

She recommends increased consumption of fresh vegetables, fruits and whole grains including millet, quinoa, buckwheat and brown rice.

“My rule of thumb is, if it’s ripened by the sun, those are your alkalized foods,” says Hunter-Gafur.

Incorporating soy products, such as soy milk and tofu, is another way to add complete plant-based proteins to your diet. According to the Soyfoods Council, soy foods contain heart-healthy essential amino and fatty acids, fibre and isoflavone.

Twenty-five years ago, to address her own chronic health issues, Hunter-Gafur adopted a vegan lifestyle. “I was able to transform my health. By consuming alkaline-rich foods, I am healthier, more energetic and disease-free.”

She also advocates the alkaline diet as an environmentally responsible choice. “Factory farming has created a huge imbalance in our environment. Factory farms consume so much energy and resource and create vast amounts of waste,” says Hunter-Gafur.

“A shift towards an alkaline diet, with its focus on plant-based proteins, would promote a cleaner, better environment and be a more efficient way to feed the world.”

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