

Go Green without Going Broke

(Tips and Tools for Greening your Life on a Budget)

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VOLUME 1: Food and Nutrition

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(tips and tools for greening your life on a budget)

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<http://www.greenandprosperous.com>

(#2 in The Green Guidebook series of books)

CONTENTS

ACKNOWLEDGEMENTS

PREFACE

Introduction

1. [The Green Industry Is Growing Rapidly: What Does This Mean for Your Pocket?](#)

Eating Green is Easier than You Think

2. [Strategies for healthy eating on a budget: buying food on the cheap](#)
3. [Planning and Prepping for maximum time and cost efficiency](#)
4. [Organic or conventional? Beyond the hype](#)

Why Buy Local?

5. [Why local is better for your wallet and the environment \(despite the skeptics\)](#)
6. [What's the deal with farm-to-table?](#)

Fish Tales

7. [Wild caught or farmed fish? What to eat, what to avoid.](#)

Gardening for Life

8. [Permaculture, urban gardening, and how they are driving the global farming revolution](#)
9. [Green garden: simple strategies for growing food you can eat every week, even in the smallest of spaces.](#)

Appendices

- A. Simple, fast, healthy recipes (and more about the folks who contributed them)
 - o Chicken Cacciatore from Chef Holly Fierce Harper
 - o Turkey Taco Salad from Kristyn Schultz
 - o Mussel Madness from Elliott Lewis
 - o Fish in a Bag from Chef Jason Roberts
 - o Sicilian Chickpea Stew from Chef Jason Roberts
 - o Super Easy Pesto from Toby Nitschke
 - o Turkish Lentil Soup from Kelly Pemberton
 - o Bowtie Pasta from Dee Dee Kenniebrew
 - o Ground Turkey and Eggplant over rice from Dee Dee Kenniebrew
- B. Fish guide
- C. Vegetable growing cheat sheet

Acknowledgements

I would love to say that I figured out all this stuff myself, but I'd be lying if I did. The best part of this journey has been the people I've met along the way, folks who have been slogging it out in the trenches much longer than I have: farmers who grow your food, the guys who get the fish that makes its way into your local restaurant or supermarket; chefs who strive to create the best foods for your (gluten-free, vegan, vegetarian, and generally healthy) lifestyle; bloggers who blog about green living; small business owners who sell green products, or who coach, consult, and advise individuals, other businesses, and governments; and activists who are trying to start – or rev up – a global green revolution. This book relies heavily on the wisdom they and others have been kind enough to share with me, and I want to formally thank them here.

Some of those people include the farmers, interns, and apprentices at Eco City Farms in Edmonston, MD, especially Benny Erez, Viviana Lindo, and manager Deborah Wren. It was through their work that I first realized how valuable farmer-activists are to the local communities they serve.

Fish was a new and daunting topic for me to tackle, so I sought out some basic literacy on the subject, then turned to my go-to guys for more in-depth information about the global fishing industry: Whole Foods fishmonger Elliot Lewis in Cleveland, and my Aussie fish expert friends, Jim Sheridan in Perth (who has been my mother's friend for over 30 years, and mine for the past 15), and Jarn Jamison in Adelaide, both of whom have been in the seafood import/export industry for decades. These 3 guys know more about fish than I could ever learn in two lifetimes, and I'm deeply indebted to them for their willingness to take time out of their busy schedules to "school" me on fish (*lame joke, I know ...*).

Others who helped clarify lingering questions I had were the chefs who have contributed recipes to this book, which you'll find in the Appendix. They include New Zealand native and transplant to Sydney, Australia [Chef Jason Roberts](#), whose advocacy on behalf of Share Our Strength's "No Kid Hungry" campaign here in the U.S. has made

him one of my heroes. They also include my good friend from Vassar College, Toby Nitschke, who gave me the best list of books on sustainable agriculture to dig into, and whose farming wisdom is shared in chapters 8 and 9 of this book.

Finally, they include my recently deceased cousin, Chef Holly Fierce, a James Beard fellow, veritable fount of global food wisdom, and someone whose yumilicious cooking *I still dream about*, over a year after she last fed me. Her recent passing is a shock I still haven't fully processed yet, but writing these words helps me, in some small way, to cherish the many good times and great food we shared.

Thanks are also due to my fellow Casa Montessori parent and friend, Loni McCollin, who allowed me to interview her for my very first blog post, and who has graciously shared information on winter gardening, walking me through my (at times-panic-stricken) process of ensuring a decent harvest, even when I had to dig through 3 feet of snow to get to it. My 93-years young next-door neighbor Ernest Wetherell (who, sadly for me, sold his house and moved with his wife down to southern VA last summer), taught me how to grow eggplant, make my tomatoes happy, keep moving, and *not* to let old age keep you from enjoying life to the fullest.

Thank you to the folks who work at [Smile Herb Shop](#) in College Park, Maryland. Besides selling dried herbs and various wellness products, and sharing their wisdom on healthier living without the harmful chemicals, they also tend to a thriving garden in the backyard of the shop. There, my kids and I have learned to appreciate some of the precious small moments of life, surrounded by happy green things (and people).

Thanks are also due to people who didn't know me but responded with helpful advice when I reached out to them in person or on social media. They include Brian Brassaw of Earth 911 Inc., David Soto at Behnke Nurseries, Tim Moore of [Backyard Boss](#), and Kristyn Shultz, whose blog [Everyone's Sleeping but Mom](#), is one you should definitely visit (especially if you need time-saving tips).

I also want to give a shout-out to Seth Leitman, aka the [Green Living Guy](#), who let me blog about [agrotourism](#) on his website, and whose work on green electric technologies will be featured in volume 2 of *Go Green without Going Broke*. Seth is one of my newest

partners and he is a real dynamo, with many books, articles, blogs, hand-made electric cars, and green living tips under his belt.

Finally and most of all, I want to thank my mom, Dee Dee Kenniebrew, the first person to teach me about healthy living, and my biggest supporter. You can find her recipes for bowtie pasta and ground turkey and eggplant in the Appendix of this book, and learn more about her and her ongoing journey with the 1960's girl group, the Crystals, on her [website](#).

Preface

This second book in the Little Guidebook series was a labor of love that grew into a monster, and well beyond the “little” I envisioned when setting foot on this journey to explore how folks were going green in industries, institutions, and in their own homes. Originally intended as a single work, the book quickly grew beyond my initial vision and now is being published in two volumes. This first volume focuses on food and nutrition in general, and changes in how people have come to see food and farming, in particular. Among other things, it assesses the global explosion of interest in small-scale agriculture, organics, and sustainability as they relate to the growing, processing, and distribution of food around the world.

This book is not just about what’s out there, however. It’s also about how you can personally benefit from the growing global interest in healthier, more satisfying, sustainable living. We are alive at a time in history when knowledge about greener living and the options for moving in that direction -- organic food, eating local, sustainable fishing, and urban gardening – are greater than at any other time in history. Retailers are making it easier for you to take that step, and more people are interested improving their health, stamina, and quality of life in the long-term.

At the same time, people in many industrialized nations and regions – including North America, China, India, Mexico, and the Arab Gulf – are starting to face up to an alarming rise in illnesses associated with unhealthy living. These include obesity, diabetes, high blood pressure, and heart disease. This rise can be partly traced to the industrialization of agriculture; the mass marketing of over-processed, fast, preservative- and chemical-laden packaged foods; and the prevalence of hectic urban and suburban lifestyles that make it hard to find time to cook healthy, whole meals, let alone sit down long enough to truly savor them. For many people who *want* to pursue greener, healthier lifestyles, the key questions relate to time (management) and knowing where to begin.

If that describes your experience, then this book is written with you in mind. If you have already embarked on your journey to green living but want to know more about strategies you can use to make your job easier and more rewarding, then this book is written for you, too. If you are one of the millions of overworked, stressed, pulled-in-too-many-directions folks out there, you can benefit a lot from this book. It will help you take some first small steps to greener living – because sometimes the farthest journey has to start with the smallest steps.

The work that went into creating this book began, and continues, with Green and Prosperous: www.GreenandProsperous.com. Visit the website for information about green living and about minimizing your exposure to harmful chemicals, and for links that can help you make the changes to your life (and health) that you've been thinking about.

By reading this book and visiting the website, you'll be better prepared to make informed decisions about how to start, or enhance, your journey to a healthier, more energetic, greener life.

Before you get started reading the following chapter, I want to say thank you for purchasing this book.

I also want to ask a small favor. If you like what you read, could you please write a brief review for this book on Amazon.com? Reviews help me sell books, and that enables me to keep doing this kind of work.

Your feedback also helps me learn what you do and don't want to see in my "Green Guidebooks," so that I can write more of the kind of books you want to read.

WAIT!

Before you dive into the information I'm about share in this book, I want to thank you for buying this book.

Under the assumption that you might like to put some of the suggestions in here to good use sooner rather than later, I am offering you two free tools that can help you do just that.

First is a report on the health benefits of eating seasonally. It also contains information on how you may be able to relieve some of your health problems through seasonal eating.

Second is a cheat sheet that will help you find out which fruits and vegetables are in season in your region. Print it out and take it with you on your next shopping trip.

[CLICK HERE FOR YOUR SEASONAL PRODUCE REPORT & CHEAT SHEET](#)

(this link is not available in preview mode)

Eating in-season fruits and vegetables is not only a good idea, it has numerous health benefits. Find out more and start your journey to healthier living.

Introduction

Chapter 1

The Green industry is growing rapidly: what does this mean for your pocket?

Being green is a lot easier these days.

Maybe you've noticed it. Your favorite grocery store has begun stocking more organic items. There is more buzz in the news about dangerous chemicals that have polluted our environment. The mainstream media has also been paying more attention to actions that the U.S. government has been taking to update and improve the Toxic Substances Control Act (TSCA). Activists and politicians have been aggressively pushing legislation to combat climate change.

In the U.S., First Lady Michelle Obama's "Let's Move" Campaign has worked diligently to raise awareness about healthier eating, exercise, and has been empowering parents and caregivers to take action to combat childhood obesity and improve access to healthy, affordable food options. Celebrity Chefs like Britain's Jamie Oliver are launching global campaigns to make food education a mandatory part of the school curriculum in G20 countries. The renowned Indian physicist-turned environmental/social justice activist (and lately, food activist), Dr. Vandana Shiva, has likened the current practices of Big Ag to neo-colonialism, and some governments have begun to listen to her and others who share this view.

Public alarm at the rate of increase of diseases like autism, cancer, and disorders like nut allergies, neurological ailments and infertility is rapidly increasing (one recent study claims that 1 in 68 children in the U.S. today have autism spectrum disorder).

More people are paying attention to the things that pollute the air, their bodies, and the environment.

The green revolution is going strong.

Despite some pronouncements that it has plateaued, all the available evidence suggests just the opposite. More people are interested in greening their lives and becoming better stewards of the environment.

But unlike the environmental movement of the 1960s and 1970s in North America (and even earlier in other parts of the world), the movement that has been unfolding over the course of the past decade or so is a global, revolutionary phenomenon.

Western European and American philosophical paradigms no longer dominate discussions of sustainability and the environment, but take their place among myriad views from the global north and south. The buzz word of the day, “climate change”, is no longer being dismissed as a hoax or gross exaggeration by skeptics, even if there is still disagreement (mostly among a very vocal minority) about its main causes or whether human beings can do anything about it. And big corporations have jumped on the green bandwagon (for better or worse), some combining moral conviction with entrepreneurial drive, and others mainly in it for the profit.

According to recent (2014) estimates by the International Renewable Energy Agency (IRENA), jobs in the renewable energy sector reached 6.5 million in 2013 (with the largest employers being in China Brazil, the U.S., India, Germany, Spain, and Bangladesh, in that order). These numbers are relatively small but impressive when compared against total global employment numbers of around 6 billion.

Businesses have tapped into the green revolution like never before, going green in record numbers. According to the U.S. Bureau of Labor Statistics, from 2010-2011, employment in green industries (loosely defined as industries that promote conservation or produce goods and provide services that benefit the environment) grew four times faster than employment in all industries *combined*.

Much of this growth reflects increased investment in renewable energy projects worldwide. According to the 9th United Nations Environment Programme (UNEP)

“Global Trends in Renewable Energy Investment 2015” report, this year saw the rate of investment in renewables increase by 17% worldwide, to U.S.D\$270 billion. Most of this investment has been in solar and wind energy, which is bringing down the cost of these renewables for everyone, including ordinary people.

Simultaneously, the cost of fossil fuels is declining, fueled in part by decreasing demand and a global movement calling for their demise. Recently, at more than 450 events in 60 countries around the world, activists and others demonstrated in the streets under the umbrella of Fossil Free, a growing divestment movement that calls for organizations, institutions and individuals to stop financially supporting the fossil fuel industry.

According to a report by climate think tank Clean Energy Canada, released in December 2014, \$25 billion has been invested in clean energy jobs in Canada since 2009, with the result that more people in that country now work in the clean energy sector than the oil sands industry.

In the U.K., the Renewable Energy Association (REA) released a report in May 2015 that revealed that green energy jobs in the U.K. grew at a rate seven (7) times faster than the national average. Over 112,000 employees now work in the renewables sector in that country.

Australia’s Federal Government remains ideologically opposed to renewable energy, and recently announced restrictions on financing wind and small solar energy projects. Still, the renewable energy sector currently supports over 3,000 jobs in South Australia alone, and individual states and territories in that country are poised to go it alone in renewables investments.

Whether or not you work in the renewable energy sector, hold down a green job, or are a green living enthusiast, these developments are affecting your life, too.

In fact, the financial aspects of this push to “go green” hold many benefits for you, as a consumer, advocate for healthy living, activist, parent, or entrepreneur.

First, more farmers have turned to organic and GMO-free products in response to customer demand. This is especially true in North America, the U.K. and Australia. While overall, organic products still cost more than their conventional counterparts, this is beginning to change.

Some studies, like the one conducted by the University of California, Berkeley and published in the journal *Proceedings of the Royal Society of London* in December 2014, demonstrate that recent innovations in organic farming have reduced the gap between organic and conventional produce yields. These studies also suggest that the gap may soon close completely, making organic produce more abundant and available than ever.

Big retailers like Walmart, mainstream grocery chains like Safeway, Tesco, and Sainsbury, and warehouse clubs like Costco have been selling more organic products (some with their own organic labels). Their sales are a reflection of the record rise in organic sales over the past few years, which has defied all market predictions.

At the same time, more availability of organic products creates competition and has driven down prices overall from what they were as little as five years ago. Buying organic is no longer the preserve of the affluent or those who grow their own.

Second, there has been a lot of publicity highlighting the ways in which manufacturers routinely use cancer-causing and other harmful chemicals in everyday products, and as a result, people have begun demanding, and seeking out, greener products.

There have been many high-profile scandals in the past few years that demonstrate growing consumer demands for safer products. The lawsuits against Lumber Liquidators launched in 2015 by U.S. law firms because of the formaldehyde found in some of the company’s flooring materials; the resistance of, then capitulation of manufacturers to consumers’ demands to ban BPA from children’s products in Europe and North America and phthalates in Canada; and the reform in June 2015 of the Toxic Substances Control Act are just a few of these scandals.

They also suggest an increased consumer demand for greener, less harmful products. The demand is slowly but surely pushing manufacturers to more responsible practices.

So what does this all mean for your budget, your health, and your livelihood? That is what this book is ultimately about.

This first volume of *Go Green without Going Broke* is for anyone who is interested in going green (or in living a more healthy, prosperous, abundant life), but thought it would be too difficult.

It shows you how to eat green and healthy on a tight budget and an even tighter time schedule.

It shares simple strategies for growing a handful of foods you can use every week, even in the smallest of spaces (including your deck or back porch), and even in the dead of winter!

It helps you make more informed decisions on what to eat, and navigates the complex, confusing, and polemical minefields of debate on organic vs. conventional foods, on wild vs farmed fish, and the locavore movement.

It gives you tips on how to partner with local farmers effectively to get good, fresh food and to learn how to prepare it quickly, efficiently, and deliciously, in some cases using recipes provided by some generous chef friends who have agreed to share their cooking and food prep wisdom and adapt it to the hectic lifestyles of today's busy families.

Go Green without Going Broke will tell you how you can use affiliate programs, discounts, freebies and shopping clubs to buy green products cheaply and selectively; what you should look for when buying fish, and how to support sustainable agriculture by making smarter, more informed choices about the food you eat.

Ready to learn more? Read on...

