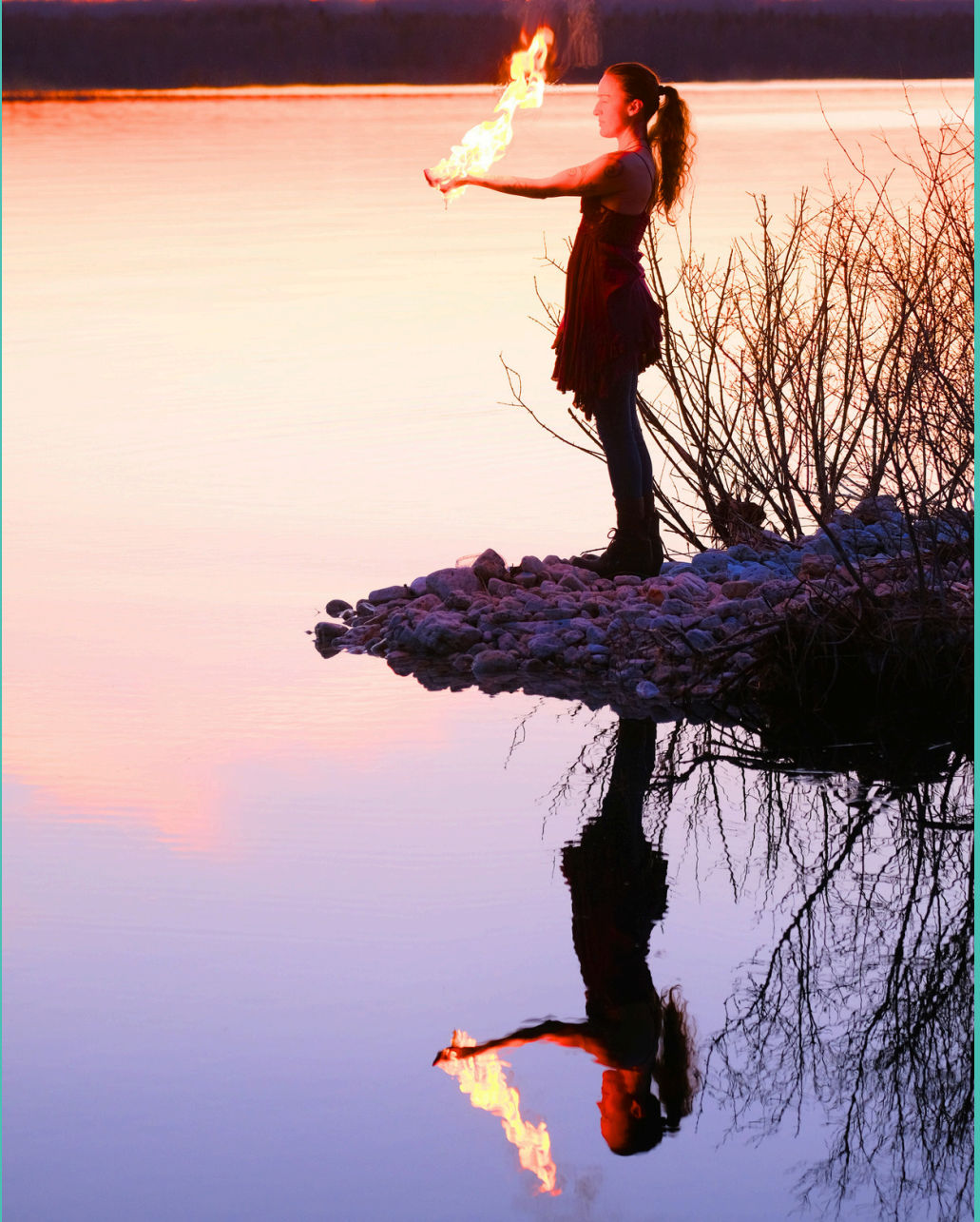


Person & Planet

Purevant Living



ISSUE 5

2024



WELCOME

Person & Planet by Purevant Living is a publication that shares all things good within sustainability and wellness including articles, company highlights, new product development, organizations, public policy, wellness and eco tips, recipes, artwork, and photography.

This publication is a valuable resource for businesses and consumers alike, to educate readers on sustainable solutions for the planet and personal health.

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LETTER FROM THE EDITOR

Dear Reader,

Thank you for spending time reading this fifth issue of Person & Planet Magazine by Purevant Living. We are hosting our first release party, live art and community market to share all of the wonderful contributors of the magazine with the entire community. I want to change the narrative and showcase positive impact, while being conscious about waste production from events, aiming for a zero waste release party. Your wellness and the health of our planet are intimately connected, and we hope this publication and the podcast are a means to learn about and explore healthy choices for person and planet...because whatever you create, use and discard also ends up in the environment.

This spring and summer I hosted and led several paddle clean-up events in Milwaukee along our adopted section of the Menomonee River. You wouldn't believe the items we found and removed from the waterways! Inspired to organize a collective of impact thought leaders, I also hosted a panel event for Climate Week NYC in September featuring 7 women leaders from across the U.S. and Canada. Our sold-out event was even featured in Forbes! The momentum continued when I was invited to join a team for a pitch at the UN with UNICEF for a youth educational platform on sustainability.

After the whirlwind of events in NYC, I was able to spend some time in Malta, exploring the ancient ruins of Hagar Qim dated older than the Pyramids of Giza and Stonehenge, truly a bucket list adventure for this archaeology-loving wanderlust. Of course I visited my ancestral home in the Czech Republic, so I hope you enjoy a few glimpses of both in this magazine. You can also be sure that I collected intel on recycling, composting and single-use plastics in each country I visited. The advancements and opportunities for improvement in each all showed the same things...we are trying our best within the infrastructure currently in place. Thank you for your continued support!

Thank you for caring about person and planet,

Stephanie Krubsack



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Lockhart Basin: Moab, Utah.
Photography by Joe Krubsack.



HARMONIC HARVEST

by Jazmine Holifield

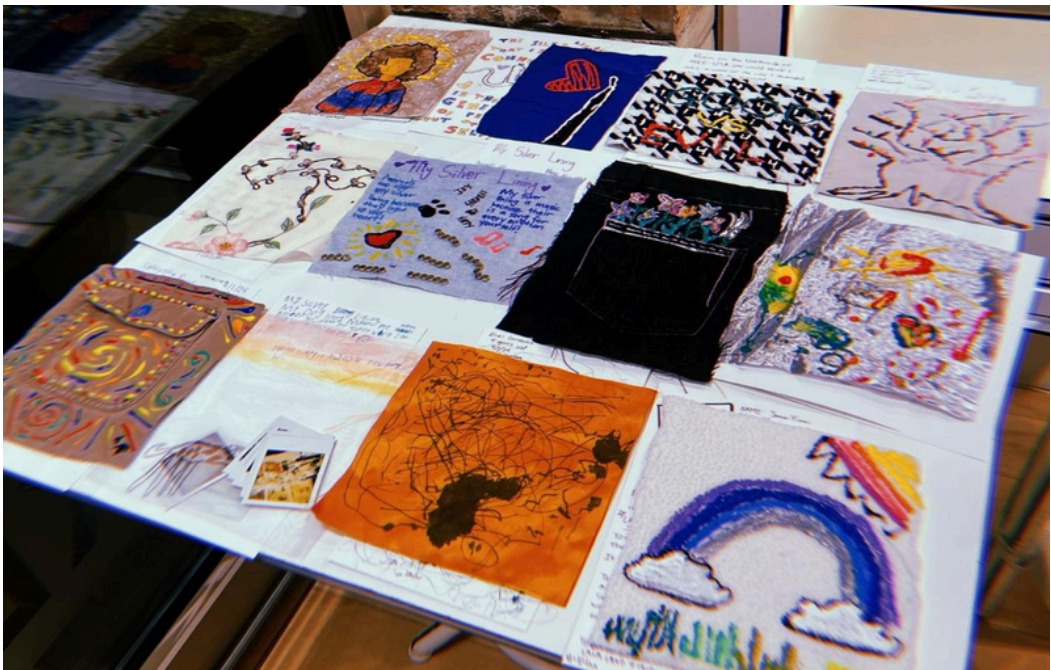
When tasked with facing the troubles of reality as it pertains to the world we live in, one often has two options: to succumb to the darkness and become hopeless, or, to use the opportunity as a chance to be a beacon of light and spread the message of positivity and strengthen community. Harmonic Harvest was born out of a need to step up to that task and choose a route that would lead us all closer together, instead of further apart.

Founded in 2023 in Milwaukee, WI by Jenna Washuleski, Harmonic Harvest is a nonprofit organization with a clear mission: to cultivate interconnected communities

through social impact. Our aim is to connect individuals, entities, and resources to cultivate positive relationships, enhance communal well-being, and inspire a world where collaboration and connection are at the heart of social change.

Central to our mission is the awareness and access to charitable social gatherings and programs that add value to our lives. To support and thank the organizations that create these spaces, we established the Luminous Loom grant. In just six months, Harmonic Harvest has awarded \$200,000 to silver lining initiatives in our communities, helping to build a tapestry of positive evolution.

By weaving silver linings, we empower individuals and organizations to contribute meaningfully to the well-being of society, fostering a brighter, more connected world. Our programs and values reflect this commitment. As a start-up nonprofit,



Harmonic Harvest is dedicated to aligning with initiatives that complement our mission and values. We hold ourselves to high standards of sustainability, using sustainable products and practices in our efforts. This commitment not only supports our environmental goals but also helps us become a self-sustaining organization.

Sustainability As A Practice: Renaissance Threads

"Renaissance Threads: A Tapestry of Silver Linings" is a Harmonic Harvest workshop designed to encourage our community to seek out the silver linings in life, express

them through storytelling and designing art on fabric, and inspire individuals to be a silver lining themselves. To promote sustainability, we intentionally source recycled, donated, or thrifted fabric for the creation of the pieces.

We are honored to have developed a unique partnership with the world-renowned luxury brand BVLGARI, which generously donated silk from their jewelry display cases and is shared with youth to create their own art, dreams, and silver linings. This partnership not only enables us to make our workshops accessible to young people throughout Milwaukee and Wisconsin but also highlights a shared commitment to philanthropy and social responsibility. BVLGARI in Chicago hosted our first fundraiser and traveled to Wisconsin to volunteer and help launch our Renaissance Threads workshop on April 14th, 2024, also known as "414 Day", a day to celebrate Milwaukee pride. Beloved local brand, 414 Milwaukee, founded by Fred Gillich in 2012, donated recycled fabric for this day, which has become the heartbeat of our Tapestry of Silver Linings.

Harmonic Arts Initiative: Unveiling Stories Through Art

The Harmonic Arts Initiative leverages partnerships with organizations, programs, and sponsors to provide support and opportunities for local artists. By connecting artists with resources, mentorship, and platforms for exposure – as a means of promoting artistic sustainability – we aim to nurture their development and empower them to make a positive impact through their creations.



One way we achieve this goal is by collaborating with artists for the HH store, where a curated collection of art, merchandise, and creations inspired by the mission of Harmonic Harvest is made available to the community.

One of our first artist merch collaborations was with Brian Nau, of Being Nau Art Gallery, who created the artwork for our "144 Threads" collection. The artwork is a unique expression of creativity born from our first Collaborative Conversation event where Brian painted 12 pieces which we re-produced on 12 canvas bags per piece, resulting in 144 exclusive canvas bags. With all proceeds from merchandise sales going directly back into our mission, patronage of the HH store not only supports our organization but also directly contributes to the success of these talented artists.

Empowering Sustainability Through Every Purchase

More than just a marketplace, the Harmonic Harvest HQ office and flagship store is an investment in hope that plays a vital role in sustaining our mission. As a nonprofit organization, Harmonic Harvest is committed to being self-sufficient and reducing reliance on external funding. We are intentionally curating our space to reflect these



values by partnering with local artists, craftsmen, brands and the like to utilize upcycled materials, bringing the HH vision full circle.

Aligned with our 'silver lining' theme, we place an emphasis on repurposing materials that might otherwise be considered 'trash,' and transforming them into functional pieces through artistry and craftsmanship.

This is made possible through partnerships with companies like Thorogood® Shoes, a Wisconsin-based company founded in Milwaukee, which generously donated leather scraps from their boots. Harmonic Harvest founder, Jenna, will use these scraps to create products for our store. Jenna will also be creating



art on defective mirrors donated from Scathain, a Milwaukee-based design and build firm. Additionally, Scathain is supporting our self-sustainability efforts by helping us create additional products for sale, designing our displays, and providing furniture for our workshops and workspace.

Harmonic Harvest is proud to be an innovator in the nonprofit space by modeling alternative and sustainable ways to positively impact our communities and beyond.



Our main goal is to encourage those around us to not only look for, but also become a silver lining themselves.

By putting partnership and collaboration at the forefront of everything we do, we aim to inspire others to have a deeper appreciation of community and the strength in numbers. That future we envision will struggle to exist if we neglect to prioritize sustainability and earth-friendly practices, whether as individuals, families, communities, organizations, and the like. We are all sharing this planet and our experiences on it together, and we all have a responsibility to leave people, places and things better than we found them.

if we wait for the government
it will be too late...



...if we act as individuals
it will be too little...



...if we act as communities
it might just be enough...



QUOTE BY ROB HOPKINS IN 'FROM WHAT IS TO WHAT IF' @brenna-quinlan IF

Art As Activism, by Brenna Quinlan, illustration.



Climate Week: Central Park, New York City.
Photography by Stephanie Krubsack.


Waste Reduction At The Workplace & Home: A Guide To Sustainable Living

Join the NA Sustainability Ambassador Team for this special speaker event. Featuring Stephanie from Purevant Living, a presentation and discussion around reducing waste in the office and our personal lives.



Our Speaker:

STEPHANIE KRUBSACK

 **September 19, 2023 12pm CST**



Purevant Living stands for health, wellness, the environment, and giving back. We aim to share information on improving physical and mental health, sustainability initiatives, and how we can protect and improve the environment.

Join for a
chance to
win a prize.

symrise 

SUCCESS STORY

SYMRISE'S JOURNEY TO SUSTAINABILITY: A B2B SUCCESS STORY

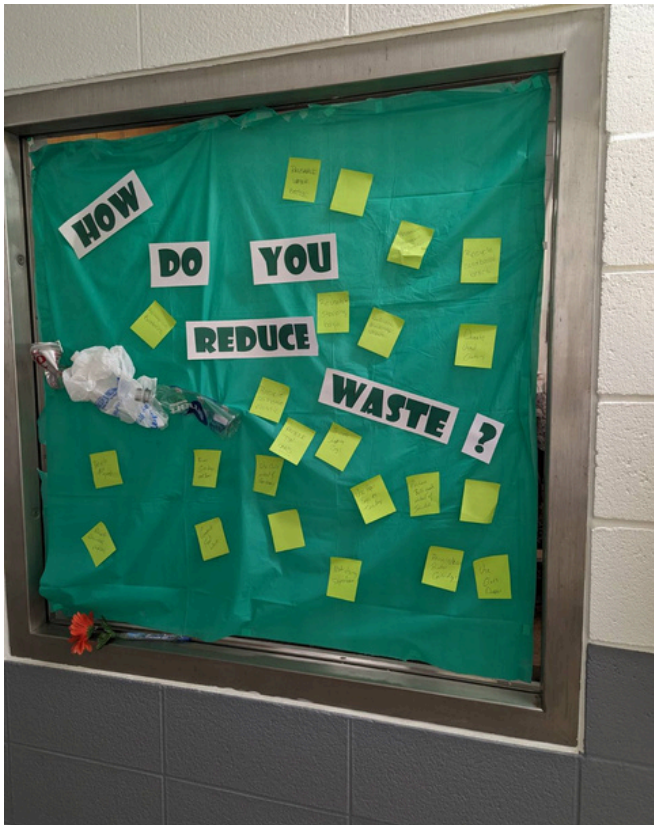
by Stephanie Krubsack, Founder & CEO of Purevant Living

In today's business landscape, sustainability is not just a buzzword but a critical component of corporate strategy. Companies across the globe are adopting sustainable practices to reduce their environmental footprint while also improving operational efficiency and engaging stakeholders. Symrise stands out as a beacon of innovation and commitment to environmental stewardship. This article delves into the company's sustainable strategies and the positive results they've achieved, offering a blueprint for other businesses aiming to enhance their sustainability practices.

Background & Leadership

Michelle Miller, the North American Sustainability Manager at Symrise, brings a wealth of experience to the table. With a career spanning roles in environmental

health and safety, product stewardship, and as the former Chief Sustainability Officer for a local paper company, Michelle's journey is a testament to her dedication to sustainability. Her current role at Symrise involves overseeing sustainability initiatives specifically for the food and beverage division across nine facilities in the US and Canada. This includes greenhouse gas accounting, water quality management, and waste reduction efforts.



Initiatives & Implementation

One of the standout initiatives under her leadership was a comprehensive waste reduction campaign. The campaign, spanning two weeks, incorporated both online and on-site activities designed to engage employees and foster a culture of sustainability. The campaign included webinars focusing on waste reduction both at home and in the workplace. One focused on manufacturing waste, and for the other Purevant Living offered insights on reducing waste for different departments at the office or at home, providing a dedicated workbook for

employees to assess and improve their waste management habits. The initiative aimed to enhance understanding, encourage actionable steps, and ensure correct waste diversion. Employees also participated in idea walls for waste reduction suggestions, desk cleanups to promote the reuse of supplies, and a waste-free lunch challenge. These activities were designed to make sustainability tangible and actionable. Participants who attended the webinars and completed the home audit workbook were entered into prize drawings for sustainable items, adding an element of fun and competition to the campaign.

Results & Impact

The campaign's impact was significant, as it led to immediate improvements in waste management practices across several facilities. For instance, one facility in New Jersey introduced dual bins for better recycling, while others enhanced signage and bin availability to aid



correct waste segregation. Miller emphasized, "The initiative uncovered gaps in our waste management system, prompting facilities to collaborate with vendors to ensure proper waste handling."

This hands-on approach not only addressed existing issues but also fostered a proactive attitude towards sustainability within the company.

Continued Commitment & Future Plans

The success of the waste reduction campaign includes an expansion of Symrise's North American sustainability team to 35 members, and continues to drive forward new initiatives. Future plans include annual participation in Cool Choices, a program that encourages sustainable actions through team-based competitions, and new themes for upcoming initiatives such as health and wellness, reflecting the holistic approach to sustainability.

Symrise's commitment to sustainability demonstrates the power of well-planned, engaging, and comprehensive sustainability initiatives. By focusing on practical steps and employee education, Symrise has not only improved its environmental impact but also fostered a culture of sustainability within the organization. This success story serves as an inspiration for other businesses aiming to implement sustainable strategies and achieve positive outcomes for person and planet.



GROW: Milwaukee, Wisconsin.
Artwork by Nehemiah "Nemo" Edwards.

MARKETING YOUR PRODUCTS AS ENVIRONMENTALLY FRIENDLY COULD BE PUTTING YOUR BUSINESS AT RISK

by Mollie Hughes, Co-Founder of Softly Solutions

Consumers are demanding more sustainable products, and businesses that make environmentally friendly products want to advertise their good works to their customers, but today's regulatory environment is not making this easy. Even companies with the best intentions are finding out the hard way that there are a lot of moving parts when it comes to how they market their products. Greenwashing lawsuits are skyrocketing and if caught in the crosshairs, it can be both costly and damaging to your reputation. Fortunately, there are safeguards you can take to keep your business safe.

Understanding New Green Marketing Regulations

Green marketing involves promoting products or services as environmentally friendly or sustainable. However, with the growing concern for greenwashing and misleading claims, regulatory



governance is tightening, and new rules are being introduced.

It can be daunting to keep up with the array of new rules on the international, federal, state, and local levels. According to an EU Commission study, "over 50% of environmental claims are vague, misleading or unfounded." It's best to start with a basic understanding of the green marketing rules in the area(s) in which you market. Here are a few of the critical ones you need to know:

- **US FTC Green Guides** offer guidance to prevent deceptive or misleading environmental marketing practices. These guides are currently under review and are expected to be updated in the coming months. The Green Guides are oftentimes used as a benchmark during litigation.
- The **EU Green Claim Directives** aim to regulate and provide clarity on the use of environmental claims in marketing communications. These new directives mandate businesses to substantiate any environmental claims with scientific evidence, third-party certification, or data with hefty fines for non-compliance.

Beyond federal regulations, many states and jurisdictions have their own rules regarding misleading advertising claims. For example, **California's Climate Bill AB-1305** focuses on carbon-neutral claims, necessitating valid carbon offset verification. Potential penalties for failing to comply with AB 1305 could be up to \$2,500 per day.

Examples Of Green Claims Gone Wrong

Certain green claims, if not substantiated correctly, can have serious consequences, such as financial penalties, lawsuits, and damage to a company's reputation. So, what exactly constitutes a misleading green claim? Essentially, it's any statement suggesting environmental benefits without sufficient evidence or failure to meet certain regulatory criteria.

Terms like recyclable, natural, and net zero are examples of terms that can be risky if the nuances of the regulations are not understood. Let's explore these three examples:

- "Recyclable" – While the term recyclable can be positive, it must meet specific criteria according to FTC Green Guides § 260.12.
- For example, for companies who have found themselves in litigation for not meeting criteria having to do with the availability of recycling programs, the guidelines state that to claim that a product is recyclable, the availability of recycling programs and collection sites for consumers to recycle the product must be at least 60%.
- Keurig Green Mountain found themselves challenged by this when they advertised and marketed their coffee pod cups as recyclable even though they were too small to be processed by municipal most recycling facilities (ie: not recyclable by 60% of their customers). Keurig settled the lawsuit, for 10 million dollars and settled a similar case in Canada for 3 million dollars.

- **“All-Natural”** – If you’re a business that uses only natural ingredients, it’s important to note that marketing your product as “all-natural” can be a risky move and it may be safer to take a more nuanced approach to labeling.
- Recent class action lawsuits have highlighted the need to refine the use of terms like “all-natural” to better inform consumers about a product’s environmental friendliness. Consequently, it is important to consider what happens when manufacturing processes alter natural ingredients into those that are not found in nature, or when synthetic and harmful chemicals end up in a product despite the use of natural ingredients and processes.



Case in point, Burt's Bees is defending itself against a class action lawsuit that claims its “100% natural” labeling is false. The heart of the suit is that hydrogenation transformed natural oils into synthetic ingredients. Burt's Bees argued for

dismissal, maintaining that hydrogenation does not make the natural oils in its lip products unnatural. The judge dismissed this argument, and the case moved forward; it is still pending.

- **“Net Zero”** - Companies use the net zero claim to show they are committed to cutting and removing carbon emissions to curb future global warming. However, if you want to make a claim such as “Net-Zero” by a certain date, you must have evidence that you are taking steps to reach this aspirational goal before you make your claim.
- JBS US, the American subsidiary of the world's largest meat producer, has been under investigation for its “Net-Zero by 2040” claim. In June 2023, the NAD recommended that JBS discontinue its net zero claims because they lacked a concrete and reasonable plan to achieve this goal. But according to the New York State lawsuit, JBS continued making net zero claims even after agreeing to NAD’s recommendation.

- The New York State lawsuit seeks JBS USA to stop its false and misleading marketing practices and pay penalties of at least \$5,000 per violation as determined at the trial.

Stay On Top Of Regulations & Risky Claims

If all of this is making your head spin, we get it! It's a lot to keep up with and you've got a lot to lose. Not understanding green marketing nuances can significantly damage a company's reputation, erode consumer trust, and put your company at risk of litigation. Here are some tips to mitigate that risk.

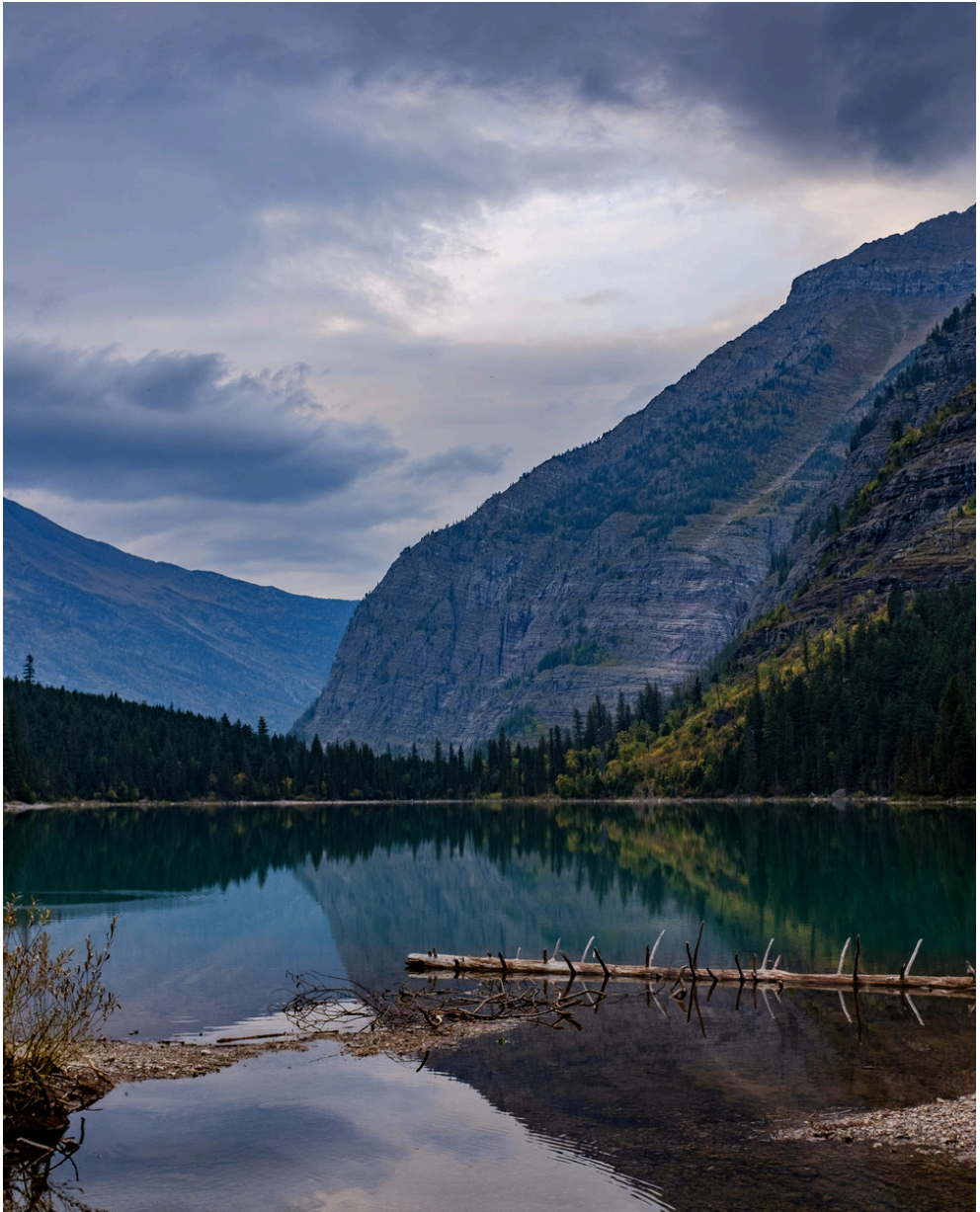
- **Stay Informed:** Be sure to fully understand and keep up with the most recent green marketing regulations and updates. Softly Solutions helps businesses navigate ESG and climate laws with confidence. They focus heavily on green marketing regulations, alerting businesses of non-compliant marketing claims as well as new regulations that are critical to businesses.
- **Utilize Certifications:** Obtain credible third-party certifications and demand proper documentation and verification from all suppliers.
- **Proactively Monitor Your Green Claims:** Your business can be held liable for claims made about your product, even if it is not on your website. Use a platform, such as Softly, to monitor what is being said about your product across all retail sites to quickly identify and address potentially non-compliance.

When you are transparent about your green practices, and are proactive in monitoring claims, it not only establishes credibility as a trustworthy brand, but will also help safeguard against litigation and a tarnished reputation.

The Bottom Line

When making green marketing claims, the most important question to ask is whether the overall impression created could be misleading to the ordinary and reasonable consumer.

By understanding these risks and using proven tools to navigate regulations and legal precedent, you will be armed with the resources needed to make informed marketing decisions. Sound green marketing practices will safeguard your reputation and establish your business as a responsible player in today's eco-conscious market.



Glacier National Park, Montana.
Photography by Steve Brandt.

I WOULD CHOOSE NO STRAW!

by Marissa Jablonski, PhD



WHAT IF YOUR NAME GOT WRITTEN ONTO EVERY PIECE OF PLASTIC YOU USED... and when you watched the gruesome YouTube video that went viral of two scientists helping a distressed sea turtle by pulling a straw out of its nose, the straw read YOUR NAME? When the plastic bags were pulled out of a dead whale's belly, or out of a cow's mouth, and they read your name? If you were directly responsible for the pain and suffering of other innocent beings on the planet, and you saw it, then would you stop using plastic? I'm here to tell you that you would because you care. We all do.

In the time that it takes to read this blog ten million plastic bottles and ten million plastic bags will have been used and tossed aside. We are creating mountains, islands of plastic, and even sand made of plastic. Even though it's directly in front of our faces, we don't seem to see it, and we can't seem to stop.

I worked in Phuket, Thailand on a collaborative project started by the Phuket Hotels Association and the United States Embassy in Thailand in 2018. The project helped hotels eliminate single-use plastics in their rooms, from their housekeeping, laundry, restaurants, kitchens, fitness, spa, around their pools, and ultimately from their beaches. The hotels in Phuket, Thailand have watched tourism drop in other destinations like Bali, Indonesia due to plastic litter on their beaches and in their ocean. So, 65 Phuket member hotels, with over 20,000 collective employees, are trying to proactively prevent it from happening there.

How Do We Start?

From the top down, with government policy? Or from the bottom up, with individual education and campaigning? I get asked this question every day and my response is always the same: we need to start from the bottom up, top down, from the sides, and from the diagonal. We can't rely only on one group and we can't wait for someone else. We are changing behavior and moving away from convenience. It's about changing systems. We need help from every stakeholder at every stage, every country, and every economic level.



Site Visits

So, the work started with site visits. I toured a hotel every morning, and another one every afternoon. I've visited 45. Some hotels are already (nearly) plastic free! Almost all are still stuck on plastic trash bags, plastic wrap in kitchens, and plastic tea/coffee packaging in rooms. Some hotels however, don't think there's any problem using single-use plastics, and the majority are somewhere in between.

The Top 6 Changes We Implemented Are:

1. Glass water bottles in rooms, in banquet halls, and for sale in restaurants
2. No plastic bags in room trash bins
3. No straws at bars or restaurants unless absolutely necessary and when necessary, like with a fresh coconut, we suggest offering a paper straw, lemon grass, or even a hollow rice stalk (stainless steel is great too but not many are ready for this investment)
4. Water dispensers with paper or reusable acrylic cups in the gym and near pools (it is against safety code to offer glass around the pool), and upselling glass water and pouring into a cup in front of a guest, just as is done with beer
5. Compostable paper takeaway containers including coffee cups with lids
6. Asking purchasing departments to connect with laundry services and food suppliers to bring their goods in reusable plastic bins or on carts to eliminate incoming plastic bags

Beliefs

During one of the hotel visits, I asked the group of managers to play a game—let's go around the room and say how many pieces of single-use plastic we used today. For instance, if you went to a convenience store and bought an iced coffee or tea, the cup is 1, the lid is 2, the straw is 3, the plastic wrap on the straw is 4, and the plastic bag they put it in is 5. A young man, newly hired, said 7. He had used 7 single-use plastics on his way to work including the 5 I mentioned earlier plus a banana wrapped in plastic wrap and a bag of chips. We were all pretty excited about how eco-minded the majority of the group was, so we started optimistically talking to him about how to set himself up for success. How much is a reusable cup with a lid? Where could he buy one? What about a stainless-steel straw? How about a reusable bag that can fold up small and clip to his key chain? Who here can help him? Everyone volunteered and we went on our way.



While we were finishing the tour, it occurred to me that I had just talked AT him, not WITH him—none of those ideas were his; they were ideas from already practicing plastic-free people. So, I asked him if he could help me. Please, can you tell me what you are thinking? Why do you do what you do? He said that the convenience store actually offered him four plastic bags and he only took one, so he thought he was doing good. And he told me that since he's a boy, he won't carry all of those things with him everywhere he goes.

Whew, I was so grateful that he told me the truth. But his truth completely deflated me. Maybe we need to change the culture so men carrying a bag is the norm? Then I thought of the men in my life who don't even carry a wallet. We have a long way to go!

What Did Our Grandparents Do?

We humans have lived without plastic before. We lived with lunch boxes and returnable glass bottles, BUT, we did it during a time when one of the adults in the house often stayed home all day. Now, we are at a time when both parents work outside the home, and we live during a time when speed and convenience is valued. So, we need to think about our grandparents. We need to create teams. Saying no to plastic requires carrying things—containers, mugs, straws, cutlery, and bags. This gets heavy. It requires extra work. We need to help each other and hold each other accountable.

So, I start with me and my household. I have chosen to try to live a plastic free lifestyle. When I am with others, they usually follow my lead. I don't take the offered water bottle. I refuse to order a drink in a plastic cup and will walk out of a shop if they do not have another option, making sure that they know why they lost my business. I carry a reusable straw with me, as well as a fork and spoon, and while

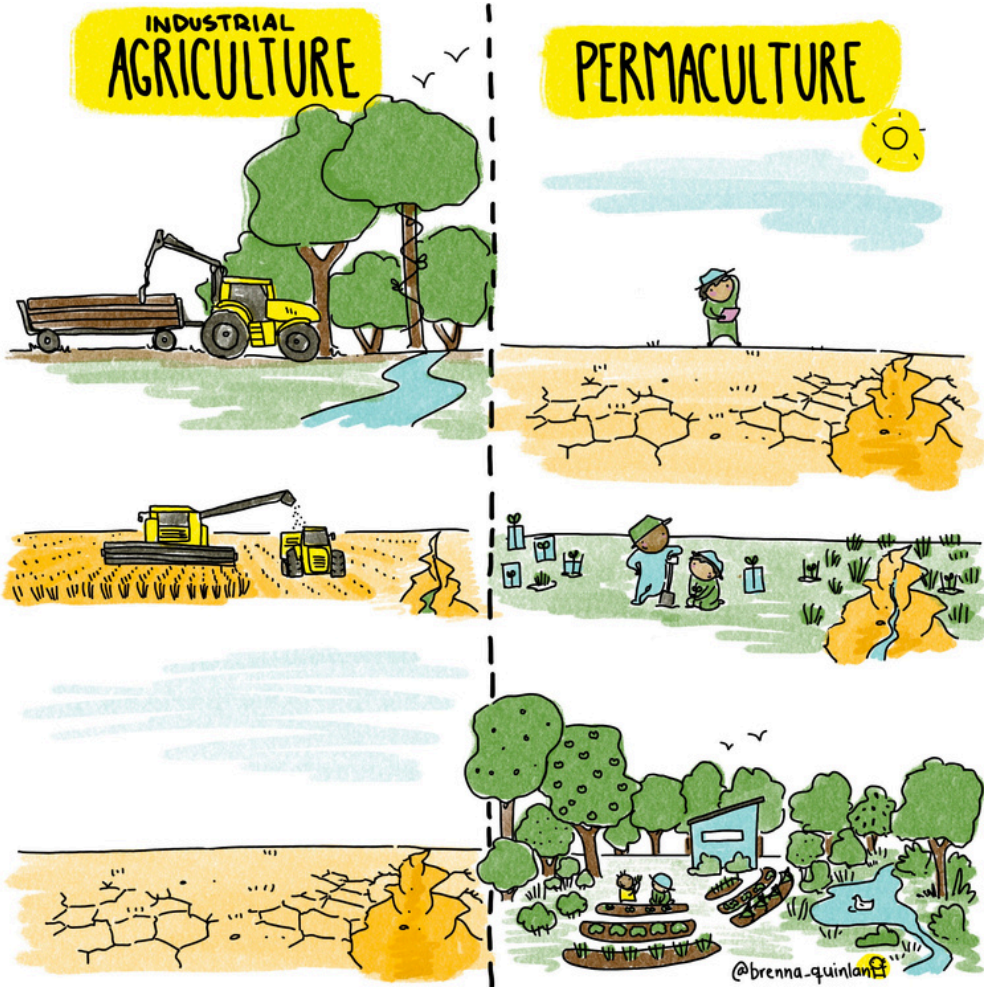


I am doing this, I also am setting up meetings with hotel CEOs.

Let's see if the change happens from the bottom up or the top down. I bet it comes from all angles, and all I can say is to try it yourself. Go a full day refusing to use single use plastics. Will you try? We really are in this together. Go team!



Hrad Křivoklát. Czech Republic.
Photography by Stephanie Krubsack.



Art As Activism, by Brenna Quinlan, illustration.

GROWING GREEN: THE INSPIRING JOURNEY OF THE WALDEN III GREEN SCHOOL CLUB

by Alexandra Harrah



4 weeks in the Fork Farms hydroponic system

Since its commencement in 2006, the Walden III Green School Club has been a beacon of sustainability and ecological stewardship. This active group is committed to promoting eco-friendly practices within the school and the community as a whole. From recycling to renewable energy projects, the club's initiatives are both effective and impactful.

Recycling Revolution

Recycling is at the heart of the Walden III Green School Club's mission. Every

homeroom has a dedicated recycling bin, managed by a member of the club. These students collect and empty the bins into a larger outdoor container every Tuesday morning to ensure that recyclable materials are processed appropriately. To further pique interest, the club introduced a fun recycling competition. The classroom that collected the most cans earned a delicious donut party, fostering a sense of friendly rivalry while enhancing recycling efforts.

Community Engagement

Beyond the school grounds, the Walden III Green School Club is dedicated to community service. The club takes part in local events

“ More than just a school organization, the Walden III Green School Club is a movement toward a greener and more sustainable future. The club is inspiring others to join the cause and making a lasting impact on the environment through dedication, creativity, and community involvement. ”

like planting trees in the park for Arbor Day and cleaning up the Pike River. In addition to beautifying the area, these activities also educate the community about the significance of environmental preservation.

Innovative Initiatives

The club is constantly seeking new ways to promote sustainability. Currently, they are exploring hydroponic gardening within classrooms. This project intends to cultivate vegetables like lettuce, which might end up in school lunches. Though still in the experimental stage, this initiative exemplifies the club's forward-thinking approach to sustainability.



Funding and Support

The Walden Green School Initiative is generously funded by charitable donations, grants, and student fundraising. This support is essential for the club's ongoing and future projects, enabling them to continue making progress in ecological education and action.

More than just a school organization, the Walden III Green School Club is a movement toward a greener and more sustainable future. The club is inspiring others to join the cause and making a lasting impact on the environment through dedication, creativity, and community involvement.



Alex (Advisor) separated the plants to be put in the hydroponic system.



Close-up picture of the sprouted plants. This took about 1.5 weeks of growth.



This is Jamillah (former president of Green School) placing the plants into the hydroponics system.



Art As Activism, by Brenna Quinlan, illustration.



The Flow of Life, 2023. First of its kind, The Flow of Life is a permanent installation of 9,5 metres made 100% with waste, which required about 8,000 screw caps and just as many ring pulls. It is a commission for the chapel of Ada Lovelace CoE school, which is open to all faiths. Most of the material was indeed collected by the students, parents and staff of the school, which made it all the more meaningful. The left side is devoted to self reflection, meditation and floor space for rugs. As such, it is primarily based on calm, introspective colours, such as blues and greens. As we move towards the right, we are coming closer to the benches and the altar, where vibrant reds and gold triumph to recall purity and light. As a finishing touch, 3 accents of gold to represent the holy trinity, and finally gold as a main hue at the end, to add a frame of warm light around the pulpit. The Flow of Life is a depiction of what all faiths have in common: both the belief that life does not end with death but merely flows into a different stage, and the present moment, when we are indeed all sharing the miracle of life. Finally, it is a celebration of all our diversities, which just like hues and shades, once together create the rich canvas of life.

by Eco Artist, Francesca Busca.

DEMYSTIFYING THE B CORP MOVEMENT: ADVANCING ENVIRONMENTAL AND SOCIAL IMPACT IN WISCONSIN

*by Leah Steinberg and Lisa Geason-Bauer,
Evolution Marketing, LLC*

Are you part of a Wisconsin business looking to enhance its environmental and social impact? For nearly two decades, Evolution Marketing has been at the forefront of pioneering sustainable business practices. As the

Certified



Corporation

**This company is committed to
accountability, transparency,
and continuous improvement.**

seventh Certified B Corp in Wisconsin and the only B Corp consulting firm in the state, we have a proven track record of supporting a variety of businesses on their sustainability journey, guiding companies to embrace responsibilities that transcend the bottom line.

At Evolution Marketing, our approach goes beyond traditional consulting; we innovate and lead by example. Since 2017, we have meticulously tracked and shared our progress through annual Impact Reports. These documents reflect our carbon footprint, community involvement, and commitment to social responsibility, demonstrating that even small businesses have the power to effect significant change.

In today's world, understanding and documenting your sustainability journey is crucial, as consumers increasingly seek to support businesses that align with their values. A compelling way to showcase this commitment is through the B Corp certification. This certification is more than a label; it's a commitment to rigorous standards of social and environmental performance, accountability, and transparency. The certification process evaluates a company's impact on its workers, customers, community, and the environment, making B Corp status a prestigious acknowledgment of a company's dedication to positive change.

Q: What is a Certified B Corporation (aka B Corp)?

A: Certified B Corporations are mission-driven companies that balance purpose and profit. B Corps are for-profit companies that meet high standards of social and environmental performance, transparency, and accountability. B Corps use the power of business to do more than seek profit. They use their profits and growth to positively impact their stakeholders — and the planet.

Q: How does a business become a B Corp?

A: To become a Certified B Corporation, a business must complete the B Impact Assessment. This detailed survey evaluates all aspects of your business operations across five key impact areas: customers, environment, community, workers, and governance. The assessment measures your company's overall performance in these areas, ensuring that you not only commit to higher standards of practice but also provide verifiable evidence of your sustainable and ethical operations. To successfully certify, your business must demonstrate, in a transparent manner, the specific actions it has taken to enhance its impact in these areas.

In Wisconsin, Evolution Marketing plays a central role in the B Corp community through our active engagement with B Local Wisconsin. This organization is crucial in uniting all B Corps across the state, advancing the B Corp movement by fostering a network of companies dedicated to making positive impacts. B Local Wisconsin is currently led by Evolution Marketing President Lisa Geason-Bauer.

Q: What are the benefits of becoming a B Corp?

A: Becoming a Certified B Corporation offers a competitive advantage by enhancing a company's sustainability practices and market presence. This certification boosts credibility and makes a company more attractive to consumers, investors, and partners who prioritize transparency and responsible business practices. Additionally, it connects businesses with a global network of like-minded companies committed to balancing people, planet, and profit, facilitating shared initiatives and collaborations that drive meaningful impact.



Q: What is B Local Wisconsin?

A: B Local Wisconsin is a nonprofit project of the Center for Community Stewardship, and we are led by a passionate team of volunteers from Certified B Corps headquartered in Wisconsin, remote employees of B Corps who reside in Wisconsin and individuals with a passion for using business as a force for good!

Q: How many B Corps are headquartered in WI?

A: As of May 2024, we have 24 Certified B Corps that are headquartered in Wisconsin, and remote workers representing about a dozen more B Corps headquartered throughout the US.

Q: Where can I go to learn more about B Local WI?

A: BLocalWisconsin.org

Q: What is the B Corp Champions Retreat?

A: The Champions retreat is a multi-day gathering of B Corp folks from across the US and Canada, who gather every two years to share insights, collaborate on new initiatives, and celebrate the progress of those driving business as a force for good.

We're excited to announce that, for the first time, the B Corp Champions Retreat will be hosted in Milwaukee in 2026. Hosting the Champions Retreat in the Midwest for the first time presents a unique opportunity to showcase the impressive sustainability efforts of local companies and reinforces our region's commitment to responsible business practices.

See you at the next Champions Retreat

Great Lakes 2026

Milwaukee, Wisconsin

With the global focus on sustainability intensifying, now is an excellent time to join the movement toward greater corporate responsibility. Evolution Marketing is here to navigate your business through every step, from implementing new policies and protocols to achieving certified B Corporation status. Join us in transforming the way that business is done!

If you're ready to elevate your business and start your sustainability journey, our team is here to help. Our team specializes in guiding businesses through the complex B Corp certification process. We provide tailored support at every step, whether you're recertifying, seeking guidance for the first time, or require comprehensive management of the entire process. With a deep understanding of B Corp standards and a commitment to sustainability, we're here to help you succeed and make a positive impact. Visit greenconsultants.co to learn more!



Munxar Path, Malta.
Photography by Stephanie Krubsack.



Earthfest sign, 2024. 100% waste: thousands of used corks and leftover badges from Living Streets.
by Eco Artist, Francesca Busca.

SUSTAINABLE BUILDING MATERIALS ALSO OFFER PERFORMANCE IMPROVEMENTS

by Zach Popp, Founder & CEO of Sativa Building Systems



Introduction

In recent years, sustainability has become a central concern in various industries, including construction. The building sector is responsible for a substantial share of the world's carbon emissions and resource consumption. Consequently, there is a growing interest in eco-friendly and energy-efficient building materials. One of the most promising innovations in this field is hempcrete, a sustainable and versatile construction material that offers remarkable performance improvements over traditional materials. In this article, we will explore the potential of hempcrete and its role in revolutionizing the construction industry.

The Basics Of Hempcrete

Hempcrete, often referred to as hemp-lime or simply hemp concrete, is a bio-composite material made from the inner woody fibers of the hemp plant, lime, and water. Hemp, the star ingredient, is a fast-growing and highly renewable resource, making it an environmentally friendly choice. The hemp hurd, the inner, woody part of the stalk, is mixed with lime and water to create a lightweight, porous, and insulating material that can be used for various construction applications.

Performance Improvements Of Hempcrete

Excellent Insulation Properties:

One of the standout features of hempcrete is its exceptional insulation capabilities. It has a high thermal resistance, which means it can keep indoor spaces warm in the winter and cool in the summer. This energy-efficient material helps reduce heating and cooling costs, making it an attractive option for environmentally conscious builders and homeowners. Hempcrete can maintain a stable indoor temperature, improving the overall comfort and livability of buildings.

Low Environmental Impact:

Hempcrete is a sustainable choice with a significantly lower environmental impact compared to traditional building materials. Hemp plants absorb carbon dioxide (CO₂) from the atmosphere during their growth, effectively sequestering carbon in the material. This results in a negative carbon footprint for hempcrete construction, making it an essential contributor to carbon-neutral building practices.

Fire Resistance:

Hempcrete offers excellent fire resistance properties. Unlike many traditional construction materials that can be highly flammable, hempcrete is non-toxic and does not release harmful gases when exposed to fire. This makes it a safer choice for residential and commercial buildings, providing an added layer of security for occupants.

Natural Humidity Control:

Hempcrete is hygroscopic, meaning it can absorb and release moisture from the surrounding environment. This natural humidity control helps regulate indoor humidity levels, contributing to a healthier and more comfortable living environment. It also prevents the growth of mold and mildew, which can be common issues in traditional construction materials.

Mold Resistance:

Hempcrete boasts remarkable mold resistance due to its natural hygroscopic properties. Its ability to absorb and release moisture regulates indoor humidity, preventing the ideal conditions for mold growth. This feature not only ensures healthier indoor environments but also contributes to the material's durability and longevity in construction applications.

Lightweight & Durable:

Hempcrete is a lightweight material, which makes it easier to work with and transport. It is also surprisingly durable and has been known to last for centuries in some historical structures. Its durability is attributed to the natural petrification process that occurs over time, where the lime in the mixture absorbs CO₂ from the air and hardens.

Carbon-Neutral Production:

The production process of hempcrete is inherently eco-friendly. Not only does it capture carbon during the plant growth, but the minimal energy required for processing and manufacturing further reduces its carbon footprint. Hempcrete is typically mixed on-site, reducing transportation emissions associated with other construction materials.



Applications of Hempcrete

Hempcrete can be used in a wide range of construction applications, including:

Residential Construction: Hempcrete is an excellent choice for building energy-efficient homes. Its insulation properties and natural humidity control contribute to comfortable living spaces.

Commercial Buildings: Many forward-thinking businesses are incorporating hempcrete into their construction projects to reduce their carbon footprint and create sustainable workspaces.

Historical Preservation: Hempcrete's durability and ability to mimic traditional construction materials make it a valuable choice for restoring historical buildings while maintaining their architectural integrity.

Infrastructure: Hempcrete can be used for road construction, sound barriers, and even as a soil stabilizer in the building of roads and foundations.

Agricultural Buildings: Due to its natural origin, hempcrete is a suitable choice for agricultural buildings, such as barns and storage facilities, where maintaining a stable environment is essential.

Sativa Building Systems Z Panel:

The Z Panel from Sativa Building Systems stands out as the premier hempcrete product for several reasons.

- Its innovative design combines the exceptional insulating properties of hempcrete with ease of installation.
- Pre-dried hempcrete like the Z Panel can be up to 28 times faster than cast on site hempcrete since there is no need to wait for drying. It can be up to 50% faster than even conventional construction.
- The Z Panel is on track to be the first hempcrete product in the US with an ICC-ES Report on file. This means that the Z Panel will have demonstrated commercial and residential code compliance in all 50 states.
- Z Panels work with standard light frame construction. It is easily incorporated into the carpentry framing process, instead of replicating masonry processes like other hempcrete products. This eliminates dry stacking, shimming, continuous leveling and straightening, and use of mortar.

Conclusion

Hempcrete represents a promising development in the construction industry, offering a sustainable, energy-efficient, and environmentally friendly alternative to traditional building materials. Its exceptional insulation properties, low environmental impact, fire resistance, and natural humidity control make it a compelling choice for modern construction projects. While there are challenges to overcome, the performance improvements and long-term benefits of hempcrete make it a key player in the green building revolution. As sustainability continues to gain importance, hempcrete is well-positioned to contribute to a greener, more sustainable future in construction. By embracing this innovative material, we can take significant steps towards reducing the carbon footprint of the building industry while creating healthier and more comfortable living spaces.



LOVE is Vegan, 2024,
by Eco Artist, Francesca Busca.

LOVE is Vegan, 2024. 100% waste: used hairdresser's foils, papers and magazines (leftovers from a commission), 85 screw caps and some fabric leftovers. 280 x 120 cm This is my 'kindest' piece so far, yet most likely the most controversial. Chances are that over 90% of you will not like its message: because in this case LOVE might be 100% rubbish, but it is also 100% Vegan. For I love my children, and I want them to have a future. Roughly a third of carbon emissions can be cut down by going Ve^g. For in my books love is kind, and cannot be cruelty towards any sentient being. And going Ve^g is the only way. 2. LIVE and let LIVE, 2024. 100% waste: thousands of crown caps and hundreds of corks and leftover wall paint. Part of my vegan series, it should probably be read "LIVe". In Playbill font, this quartet speaks of the Far West, easy bullets, numbing whiskey and toiled wood, where those few precious bricks were reserved for the town cell. Yet this 'mors tua, vita mea' vibe here evolves into the Vegan symbol, pointing to exactly the opposite philosophy. For I like to believe that we have indeed come this far, where we finally understand that our individual survival is strictly connected to and dependent upon the survival of all other creatures. Where diversity is not feared and suppressed, but rather welcomed and fostered. To a new perspective on the whole: 'vita tua, vita nostra'.

by Eco Artist,
Francesca Busca.



CANVAS TO CATWALK: TRASH TURNED INTO A SUSTAINABLE FASHION REVOLUTION

by Yuliya Bay

My name is Yuliya Bay, and I am an artist. My work is often misunderstood, but in 2014, an environmental group approached me to design two to three pieces of wearable art from upcycled materials. Despite my primary artistic focus being on oil painting, I agreed, embracing the boundless nature of art.

Two days before the upcycled fashion show, the group reached out again, requesting an additional four to five pieces due to several participants dropping out. Despite the unreasonable demands, I accepted the challenge and enlisted my colleagues to help. This sudden task turned me into an artistic director, guiding six others on how to transform trash into wearable art.

On the day of the show, we were met with a poorly organized event, in an empty room lacking proper lighting, music, or ambiance. Despite these setbacks, we proceeded with the show, armed with our creations. Three other participants showcased their pieces, which included outfits made from repurposed bags and a beer box robot suit. Our efforts resulted in a remarkable display, overcoming all challenges and setbacks. Thus, the concept of TRASH SLAYERS was born. As my models walked the non-existent runway, the audience was captivated.

Living in chaos is a common experience for an artist, especially in the early stages of establishing oneself. Despite the disarray, I continued to organize more events, each improving upon the last. By the time I left college and visited Sydney, Australia, I had gained recognition and was invited to participate in another upcycled fashion show. Through self-learning and perseverance, I created my own brand and successfully ran a paid show independent from any partners.

Later in 2023, I facilitated a fully funded, three-day production featuring professional lighting, sound, and staging. The event was chaotic behind the scenes, with a green room full of models preparing to go on stage, some for the first time, wearing handmade outfits crafted from single-use plastic bags given a second life. Everything on stage was crafted from discarded materials, and these items, reassembled into stage decor, props, accessories, and wardrobe, symbolize a commitment to sustainability. The energy was electric and the show was a grand success, funded entirely by ticket sales. After nine years and multiple shows, the plastic items have been recycled, but the idea endures.

As an artist, I have the power to inspire others to listen to themselves in a fast-paced



world. We can bring balance to our world and hold accountable those who hide behind legal loopholes. Imagination is a superpower, and through it, we create new perspectives and realities, to address some of the world's most pressing issues like climate change and microplastics. Throughout history, mankind has conquered great beasts and worn their skins as trophies. Ironically, we now face a new adversary of our own creation: the colossal waste problem. In our upcycled fashion shows, we wear the "skin" of this modern beast—trash—symbolizing our fight against environmental degradation by the greed of the obese corporations.



Lighthouse: Milwaukee, Wisconsin,
Photography by Katherine Gramann.

LIGHTHOUSE

the lighthouse does not seek its subjects
it simply shines its light
knowing its role
believing that for some,
the guidance,
the radiance,
the direction,
will be a welcome vision
a helpful tool
to both venture out
and to come home

the lighthouse
would never waste its time
convincing those who do not wish to leave the shore
that it has value
it knows without doubt or judgment
some do not care to take the risk
and some, as they come and go,
do not wish to be illuminated

the lighthouse
would never waste valuable time
for beaming
convincing someone why this is a good idea
if you have no use
you are not bothered by her glow

the lighthouse
knows
without a shadow of a doubt,
that for those whom she is meant to reach,
her light facilitates theirs.



THE TAO OF TEA: CHINESE TAO'S PART IN ZEN

by Jennifer Nowicki

Tao has played a major part in the development of Zen Buddhism. Zen, like Taoism, is the worship of relativity. Tao literally means a Path, but has been translated as the Way, the Absolute, the Law, Nature, Supreme Reason, and the Mode among others. Taoism is the legitimate precursor of Zen; it represents the individualistic trend of the Southern Chinese mind while communism of Northern China expresses itself in Confucianism. Both are major and ancient ways of thinking and belief systems in China. In ethics the Taoist railed at the laws and moral codes of society, for them right and wrong were but relative terms. Definition is always limitation—the “fixed” and “unchangeless” are but terms that express the stopping of growth. But the chief contribution of Taoism to Asiatic life has been in the realm of aesthetics. Chinese historians have always spoken of Taoism as the “art of being in the world”.

There tends to be a similarity of Southern Zen to the teachings of Lao Tzu. In the Tao Te Ching (by Lao Tzu) we already find allusions to the importance of self-

concentration and the need of properly regulating the breath—essential points in the practice of Zen meditation. Some of the best commentaries in the Tao Te Ching have been written by Zen scholars. The followers of Zen aimed at direct communion with the inner nature of things, regarding their outward accessories only as impediments to a clear perception of Truth. Another special contribution of Zen to Eastern thought was its recognition of the mundane as of equal importance with the spiritual. It held that in the great relation of things there was no distinction of small and great, an atom possessing equal possibilities with the universe. The seeker for perfection must discover in his own life the reflection of the inner light.



So how does this all relate to tea? Well, teism can be defined in two ways first as a cult founded on the adoration of the beautiful among the sordid facts of everyday existence. It inculcates purity and harmony, the mystery of mutual charity, the romanticism of the social order. The other definition of tea is more than a drink and the tea ceremony is understood and practiced to foster harmony in humanity, promote harmony with nature, discipline the mind, quiet the heart, and attain the purity of enlightenment, the art of tea becomes teism.

The whole ideal of Teism is a result of this Zen conception of greatness in the smallest incidents of life. Taoism furnished the basis for aesthetic ideals; Zen made them practical. Chinese tea is the most important beverage for Taoism. The tea ceremony as well as the great appreciation of fine tea arts all have their foundation in practical Taoist cultivation in Zen Buddhism. In China drinking tea is indispensable for health that promotes peace and well-being. Tea relieves stress and usually leads to self-reflection.

Lao Tzu, founder of Taoism, is also very important to the history of tea. It is written in the Chinese school manual concerning the origin of habits and customs that the

ceremony of offering tea to a guest began with Kwanyin, a well-known disciple of Lao Tzu, who first offered Lao Tzu a cup of tea at the gate of the Han Pass. Tea offers many important benefits to everyday people. Dragon Tea (Ben Shan, aka Jade oolong tea) satisfies your thirst and provides great health benefits to enhance your life. Dragons are the beloved symbol of the Taoists. We are currently in the Year of the Dragon, according to Chinese and other Eastern countries' astrology.

Tea Tao is Peng Cha (or tea making), enjoyed in a refined and cultivated manner and is essential for cultivating the Shen (or positive spirit). The meaning of the Chinese 'Cha' 茶 character means a man among the forest which symbolizes unity with the natural essence of earth and sky. This character depicting man in a forest essentially means returning to nature.

According to Taoism, although modern people are living in the concrete jungle in the city, once they take a sip of tea it is as if they have suddenly entered a beautiful forest, refreshing their spirit and deeply purifying their heart. Tea has all the benefits




and the functions of enhancing the Shen and calming the mind in addition to detoxifying the body and expelling hundreds of toxins. Or as the quote from Lao Tzu in Tao Te Ching, "Tea is the Elixir of Life".

Sources:

1. Tao of Tea, <http://www.laoziacademy.com/taoist-culture/tao-of-tea/>
2. TAO, ZEN, AND TEA, Kakuzo Okakura, <https://worldspirituality.org/tao-zen-tea.html/>



@brenna_quinlan 

Art As Activism, by Brenna Quinlan, illustration.



LOVE is Vegan, 2024,
by Eco Artist, Francesca Busca.



HEALING WITH PLANT MEDICINE

by Erin Locke

Empress Roots is a woman owned business that exists in WI and Jamaica. Stemming from a focus on plants, herbs and wholesome healing foods, I use wild-harvested ingredients to create expertly crafted goods for mind, body and spirit!

Growing Up In Wisconsin...

Amongst vegetable farmers in my family, I quickly learned of the grounding benefits of playing in the dirt, picking dandelions, violets and elderflowers. From a young age I was interested in plants and their healing benefits. In the early 2000's I worked with a master herbalist in Madison, WI who taught me how to make healing balms out of infused oils from wildcrafted plants. I also learned about making various herbal beverages such as kombucha, vinegars, infused herbal sodas, etc. I was well on my way while experimenting with making body products such as salves, butters and luxurious herbal healing oils.

Jamaica Called...

Around 2013, I started traveling to Jamaica a lot, even 3x a year.

I spent a good amount of time in the hills listening to and learning from elders who taught me about various plants and herbs found on the island and how to identify them. I quickly started climbing trees, scouring hillsides, digging up roots and learning how to dry these herbs for consumption in teas, elixirs and tinctures. In 2016 I moved to Orange Hill in Westmoreland, Jamaica. I continued learning about a simpler way of living while giving birth to my daughter in a little town called Savanna La Mar. It was during my pregnancy and shortly after that I



decided to really build a business out of my knowledge and passion for sharing herbal remedies with others who could benefit. There was a reason Jamaica had embraced me with her plants and ocean energy. It was MY time for healing and growth within.

Shifting Consciousness...

Living in Jamaica taught me a lot about sustainability and how important it is to conserve our natural resources. Things we take for granted in the US, was not consistent there. We never knew when there

may be water in our "pipes"...but it forced us to make many trips to the nearby spring for drinking water (which was always an adventure). We never knew when the "current" (electricity) would go out. It wouldn't be such a big deal, but when it's the middle of a 100 degree day, no breeze and no electricity = no fan, it was pretty rough some days. Collecting rain water for bathing and washing was a must! Growing our own food was a must! Being conscious of our waste (no garbage pickup) was a must! Slowing down and listening to Mother Earth is a must!

Back To The US...

After moving back to the US in about 2022, I realized how much we waste here. Living in Jamaica really opened my eyes to ways that we can be smarter about how

we "live" day to day, week to week, year to year. Every little shift makes a difference. Creating a compost bin today, will benefit you and your plants in a year. Collecting rainwater from the spring storms, helps carry our plants into the summer months without using "pipe water"...our natural resources are such a blessing. In Jamaica we give thanks anytime it rained and called it "liquid sunshine". I really enjoy a warm water rain shower, theres nothing else like it! Continuing the daily relationship with herbal medicine put me on a path to healing my mind body and spirit. While on this healing path, its encouraged me to link with other healers, reiki practitioners, massage therapists, spa and salon owners, other like-minded business people, makers and shakers. The mission is collaborating and exchanging ideas to integrate herbal remedies into wellness practices to support each other's health and well being. The main purpose of starting my business was and always will be about sharing with clients who are in need of sourcing plant medicine and how to go about integrating it into their lives. I got so tired of all the emulsifiers, preservatives, additives and chemicals found in body products on the shelves at even the organic markets. We can keep it pure and simple without all of that. Our skin is our largest organ of our body, not only do we need to be conscious of what we put INSIDE of it, but also what we put ON it.

Centered Healing...

Now that I'm living full time in Milwaukee, WI, I've been working with one of my best sister friends; Kristin Urban who recently opened a healing center in Riverwest Milwaukee. Centered Healing is a sacred space where we hold workshops and healing events for our community that include new and full moon sound baths, gut health workshops, spirituality circles, parenting circles, as well as available practitioner rooms for private healing sessions and massage.

A few of the concoctions I enjoy making include: magical herbal bath salts, healing balms, smudge wands, herbal tea blends, organic whipped body butters, scrubs, sprays and wire wrapped crystal jewelry. You can find a collection of my offerings as well as blog posts about plant medicine, my time in Jamaica, and info about the events and retreats I co-host with Centered Healing LLC on my website at empressroots.com.



Many of the healing herbs of Jamaica that I integrate into my daily life include Aloe Vera (sinkle bible as it called in Jamaica), soursop leaf, lemongrass (fever grass), Passion flower, guava leaf, ginger, turmeric, ceresee, and seamoss to name a few. My favorite go-to medicine that I offer right now is sea moss gel. Sea moss is a sea vegetable found in various locations around the world, but I think the best comes from the Caribbean Sea off the coast of Jamaica. It's packed full of nutrients including 92 of the 102 vitamins and minerals we need for healthy body function. Sea moss is great for gut health and thyroid support. This amazing superfood is also known to: increase energy, support heart health, improve libido in both men and women, promote good digestive/gut health (keeps you regular), aid in losing weight, promote thyroid health, boost immune system, stimulate growth to hair and nails (can be used directly in hair as conditioner), can be used directly on skin to prevent/reduce wrinkles and promote a healthy glow to the skin, reduce/ break up mucus that causes respiratory infections and is a natural probiotic which aids proper vaginal and intestinal PH.



Jamaican sea moss

The wild harvested sea moss gel I provide is sourced directly from Jamaica. I add in natural alkaline spring water, and organic lime juice. I do not boil or use hot water to blend our sea moss into a gel to ensure you're getting the full potency of the wild harvested sea moss. This sea moss is not farmed or bought from a wholesaler/ middleman. My source is the direct source of this sea moss, and we know exactly where it is harvested from as well as the clean unpolluted waters it comes from. Feel confident knowing you're getting a quality product as well as getting the full spectrum of all the vitamins and minerals sea moss has to offer. Take 2 tablespoons daily in juices/smoothies/food/coffee/teas/coconut water or you can take it by itself (it has an ocean taste with the consistency of applesauce). Consuming sea moss daily has changed my life. I'm so grateful to have the opportunity to introduce people in Wisconsin about the benefits and direct them down their sea moss journey. I co-host sea moss and kombucha-making workshops at Centered Healing LLC.

HEALTH BENEFITS OF SEAMOSS GEL

ALL-NATURAL OCEAN GROWN IN JAMAICA

- SUPPORTS THE OXYGENATION OF CELLS
- IMPROVES NUTRIENT ABSORPTION
- SUPPORTS GUT HEALTH
- BOOSTS IMMUNE SYSTEM
- INCREASES ENERGY LEVELS
- REDUCES INFLAMMATION
- HELPS ELIMINATE EXCESSIVE MUCUS
- PROVIDES KEY NUTRIENTS
- IMPROVES MENTAL FUNCTIONING
- WEIGHT LOSS
- THYROID SUPPORT
- DELAYS PREMATURE AGING
- IMPROVES CELLULITE
- SKIN HEALING
- DETOXIFYING
- SUPPORTS REHYDRATION
- VITAMINS A, B, C, D, PROTIEN, MAGNESIUM, CALCIUM, BROMINE
- MANAGES ECZEMA, PSORIASIS, DERMATITIS,
- SUNBURN AND OTHER SKIN CONDITIONS

I hope to see you at an upcoming event I will be at or a workshop hosted at Centered Healing. Till then, watch where you step while walking around town, you might just crush some plantain leaf or wild pineapple chamomile. Plant medicine is everywhere!

Sources:
Empress Roots.: <https://empressroots.com>
Centered Healing Events:
<https://www.centeredhealingllc.com>





Hagar Qim, Malta.
Photography by Stephanie Krubsack.



Red Cone, Colorado.
Photography by Joe Krubsack.

SWEET POTATO NACHOS

by Britta Kramer



Ingredients:

- 2 pounds (about 6 medium) sweet potatoes, scrubbed
- 1/4 cup olive oil
- 1 can black beans
- 1 jar salsa
- 16 oz. (about 4 cups) shredded cheese (I like a mix of Mexican mix and yellow cheddar)
*Substitute with Mikiyoko's creamery
- shredded cheddar to make this recipe vegan
- 1 or 2 ripe avocados, sliced
- 1 radish, thinly sliced
- 1 jalapeno, thinly sliced
- 1 shallot or red onion
- red wine vinegar
- 2 scallions
- fresh cilantro
- lime wedges, for serving

Equipment:

- 2 sheet trays
- cutting board
- 3 mixing bowls
- chef knife
- can opener
- medium pot with lid
- small bowl
- spoon

SWEET POTATO NACHOS

by Britta Kramer

Directions:

1. Heat oven to 450 F.
2. Slice the unpeeled sweet potatoes into rounds about 1/4 inch thick. If you like charred, crispier pieces or cut a bit thicker if you like a creamier sweet potato.
3. In a large bowl, toss potatoes with olive oil and season with salt and pepper. Arrange in a single layer on two sheet pans. Bake, one pan on top rack and one on the bottom, for 12-15 minutes, until well charred. Flip potatoes and swap top to bottom and bottom to top and continue baking for 10 to 15 minutes until charred on the other side. Remove the trays and toss the potatoes to ensure none are stuck to the pan.
4. While potatoes are roasting, open the can of black beans. Rinse black beans in a strainer under water.
5. Quick pickle shallots by slicing shallots very thin, placing them in a small bowl and covering the shallots in red wine vinegar and a pinch of salt.
6. Prep all garnishes.
7. Reduce heat to 350F. Spread about half the beans and sprinkle cheese over one tray of potatoes. Return the tray to the oven and cook until the cheese is melted, about 5 minutes.
8. Reduce heat to 350 F. Spread about half the beans and sprinkle cheese over one tray of potatoes. Return the tray to the oven and cook until the cheese is melted, about 5 minutes.
9. Scatter all preferred garnishes over the nachos (beans, cilantro, scallion, sliced jalapeno, radishes over nachos). Top with sliced avocado and salsa or serve the salsa on the side. Drizzle with lime juice.

SEAMOSS & SPIRULINA SMOOTHIE

by Erin Locke



Benefits of Sea moss:
Sea moss is one of the most powerful sea plants and highest mineral dense super-foods on the entire planet. It contains 92 of the 102 vitamins and minerals we need for healthy body function, as well as anti-bacterial & anti-viral properties. Additionally, it promotes a healthy thyroid, improves metabolism, promotes great digestion, eliminates excessive mucus in the body, supports the immune system, and increases energy.

Ingredients:

- Serving Size 2, 10 oz glasses
- 2 tbsp sea moss gel
- 3 c organic raw coconut water
- 2 small or 1 large fresh or frozen banana
- 1 c fresh papaya + 8-10 seeds
- 1 tsp organic spirulina powder
- 1 tsp plant based protein powder
- 2 frozen aloe vera cubes

Directions:

1. Blend all ingredients until smooth and fully enjoy!

SEAMOSS & SPIRULINA SMOOTHIE

by *Erin Locke*

Benefits of Spurlina: Spirulina (*Arthrospira platensis*) is blue-green algae that is cultivated and consumed throughout the world as a source of food and nutrition. For centuries, the native peoples of Mexico, Africa, Asia and the Caribbean have eaten spirulina and made it one of their major sources of protein. The plant's chemical makeup is 65% amino acids. In addition to amino acids, spirulina is also a rich source of numerous other nutrients, including many essential vitamins and minerals. Spirulina is also packed with antioxidant compounds, one of which phycocyanin, responsible for spirulina's dark blue-green color – it also helps inhibit inflammation.

Benefits of Papaya fruit & seeds: Papaya fruit is high in nutrients such as vitamin C, folate, vitamin A, magnesium, fiber, and antioxidants. Benefits of papaya include anticancer effects, anti-inflammatory properties, and more. Papaya can benefit cardiovascular health, vision and eye health, hair and bone health. Papaya seeds contain 30% crude protein and are known for their digestive properties

Benefits of Coconut Water: Fresh coconut water contains electrolytes such as potassium, sodium, magnesium, and calcium, which can help replenish fluids and minerals lost through sweating or physical activity. Coconut water is low in calories and fat-free. It contains vitamins (such as vitamin C, B-complex vitamins) and minerals (including potassium, manganese, and magnesium) that are beneficial for overall health.

Benefits of Aloe Vera:

The gel present in the leaves can be consumed by making juice out of them. Aloe Vera contains vitamin C, vitamin E, vitamin B9, and vitamin B12. It also contains minerals like calcium, copper, sodium, magnesium, potassium, selenium, manganese, zinc etc. Aloe is great for your digestive system, helps to detox our body, good for oral health, regulates blood sugar levels, amazing for skin and hair.

*You can order sea moss gel at empressroots.com.

VEGAN OR WITH CHICKEN TOM KHA SOUP

by *Stephanie Krubsack*

This simplified version of Tom Kha is very easy to make in a short amount of time, with rave reviews! I by no means want to claim this is an authentic version like the one I made at a cooking school in Chaing Mai with homemade curry paste...this is one that you can make how you like, vegan or with protein. Enjoy and don't focus on the quantities as much, make it your own!



Ingredients:

- 1 onion
- 2 inch section of ginger
- 2-4 garlic cloves
- 2 sticks lemongrass
- 2 tbsp red curry paste (Thai Kitchen brand is vegan)
- 2 beefsteak tomatoes chopped
- 1 package chicken cut into cubes (optional)
- 1 can coconut cream or milk
- 4 c broth stock or water
- 1 large handful sliced mushrooms
- 1-2 tbsp coconut oil
- salt to taste
- cilantro

VEGAN OR WITH CHICKEN TOM KHA SOUP

by *Stephanie Krubsack*

Directions:

1. Prepare by slicing the mushrooms into thin slices, the tomatoes into chunks, and if adding protein cut the chicken into chunks.
2. In a large pot on medium heat add the coconut oil and a dash of salt.
3. Sauté the onion, ginger cut into chunks, finely chopped garlic (or garlic press is preferred), lemongrass stalk cut into chunks, and red curry paste until the onions are translucent.
4. Add in the broth and cook for 15-20 minutes. (If the broth already contains salt, taste at the end first before adding more.)
5. If adding protein, add the chicken chunks to the broth. Add in the sliced tomatoes, mushrooms, and coconut cream or milk. (Find a brand that does not contain guar gum, just coconut).
6. Cook for another 15-20 minutes until the protein is thoroughly cooked.
7. Pick out the ginger and lemongrass chunks or keep in for more flavor for leftovers. Just be sure to alert dinner guests to keep a watch out for the lemongrass if so.
8. Serve with freshly chopped cilantro.

CZECH LINZER TARTS WITH APRICOT JAM (LINECKÁ KOLEČKA)

by Susan Krubsack



Enjoy this fun seasonal option for traditional Czech Linzer tarts, often filled with strawberry jam. For this version we added apricot jam and opted for a leaf pattern instead of a heart.

Ingredients:

- 1 c butter
- 2/3 c sugar
- 1 tbsp vanilla
- 4 egg yolks
- 1 tsp grated lemon
- 2 1/4 c flour
- apricot jam

Directions:

1. Mix all ingredients together except the flour and jam.
2. Slowly add in flour little by little until mixed well.
3. Refrigerate for at least 2 hours.
4. Roll dough to 1/4 inch thickness.
5. Use a circle or crimped edge cookie cutter for the cookie. On half of them use a smaller cookie cutter, of a circle, heart, or leaf pattern in the center.
6. Bake cookies on an ungreased cookie sheet at 325 degrees for 7-10 minutes without turning brown.
7. Cover the full circle cookie bottoms with a thin layer of jam,
8. Place the cutout cookie on top and sprinkle with powdered sugar.



Garden, Artwork by Yuliya Bay.



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Who's Who in the
Circular Workplace

“First, question everything. Use your imagination to ask why we do the things that we do. Are the changes we make in our building designed to be adaptable, removable, repairable?”

– Larry Lamotte
ReCapturit



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