



NORTH CENTRAL FLORIDA'S GREEN HOME SUPPLY STORE
322 SW 4 AVENUE, GAINESVILLE, FL 32601
WWW.INDIGOGREENSTORE.COM 352.378.2285

DIG
(Do It Green)
Vol.2 / No.7
July 2008

In This Issue:

Bloggerific: Green Dreams

Sales: All USA made household products and gifts 10% off!

Product Spotlight: American Clay

Green Tip: Sustainable Summer Moving Tips

Customer Spotlight: Heart and Jeffery Weisberg;s Green Home

Local: County wins Green Infrastructure award from National Association of Counties

Local: UF awarded \$20,000 to help improve solar energy

National: Sequoias Win!

Favorite Links

Events

WE WILL BE CLOSED JULY 4th FOR THE HOLIDAY!

Bloggerific: Green Dreams

We want to hear if from you first, but we've decided to create a space in Indigo that allows for our community to dream big. We're calling it the Green Dream Board and we want to know if you could dream the big dream, what would you want our community to look like when it comes to sustainability. What hopes and ideas do you have for making Gainesville and the surrounding area leaders in sustainability? Let's change the world together and start the brainstorm. Please begin by sending all ideas to educationdept@indigogreenstore.com or coming by the store and writing it down on our board.

Sales: All USA made household products and gifts 10% off!

USA! USA! USA! Not for the corpocracy, or the military might, but were chanting USA for domestically made goods not outsourced and shipped from far away places. All domestic-made household and gift items are 10% off in recognition of our Nations birthday. Let's face it, our resourceful country can come up with some great ideas and there are some great companies that pride themselves on good business practices by paying adult workers decent wages, sourcing organic cotton, and are using recycled or plant-derived alternatives. Leave your fireworks at the door and come check out some of the facts on these genuinely sustainable companies that we like.

Product News:

Whats big and blue and helps you re-use your old soap containers? The Soap Shacks bulk refill barrels, of course! We had trouble opening them at first and we never thought that it would come down to this, but we had to buy a bunghole opener. Come by and fill 'er up - bring whatever container you want, we just charge by the ounce. In stock now: Parsley Plus, Apricot Dishmate and Ecos Free and Clear Laundry Soap.



Abundant Edible Landscapes, our green-thumb friends out back have a new hand-painted sign (by Timothy Taylor!) made out of



reclaimed wood:

Come on by and see what kind of native and edible plants they have to offer for the summer.

Product Spotlight: American Clay

American Clay Earth Plaster is a practical, non-toxic, environmentally friendly alternative to cement, gypsum, acrylic, and lime plasters compatible with the breathable construction recommended for both historic and new buildings. Made and sourced in the USA with natural clays, pigments and recycled and reclaimed aggregates, Earth Plasters are non-dusting, mold and fade resistant, repairable and moisture controlling and what's more, they are easily adapted to Do-It-Yourself projects making it exciting to learn (Join us July 19th for our upcoming DIY class). Add healthful beauty to your interior walls and ceilings by adding natural clay to your walls- it even has the capacity to self-generate negative ions upon hydration- a healthy biochemical charge found in nature at around 4,000 negative ions per cubic centimeter- reversing the ever-growing onslaught of positive charges from electricity in our homes and work places. American Clay plasters can be troweled on like traditional plasters, sprayed on with a drywall hopper and leftovers can be re-used by simply re-hydrating them even years later. And American Clay takes it one step further: they minimize shipping weight, cost, fuel and carbon footprint by shipping it dry in bags, not in buckets, so there is no water weight, and extra plastic buckets. Come down to INDIGO and check out our new displays, samples and even sign up for our DIY class on July 19th.

Household Green Tip of The Month: Making Smart Moves Over The Summer:

You must know by now we love you and wouldn't want you to leave us, but if you must pack up and leave our town this summer

to "greener" pastures, here's a few tips from our friends at Low Impact Living to make it an eco-friendly move:
<http://www.lowimpactliving.com/blog/2008/06/12/planning-an-eco-friendly-move>

Customer Spotlight: The Weisbergs

The Weisbergs built green from scratch going with a modular home and adding exterior and interior customizations from INDIGO such as Eco-Shake 50-year recycled content shingles, marmoleum, cork and bamboo flooring, bamboo countertops, recycled glass tiles and Caroma dual-flush toilets. But don't read our take on it, read theirs:

"Building a house in one of the most exciting and challenging things we have experienced. When we decided to go as green as possible, it added a new dimension...Thank goodness for the knowledge, patience and tenacity of the folks at INDIGO. They did a all the research for us...making sure that everything was not only sustainable, made from a recycled or renewable resource, environmentally sound and had longevity but they also checked into the production of the product, making sure the companies followed a code of ethics that supported best practices. If we had it to do over again with them, we'd do it in a heartbeat.





Local: County wins Green Infrastructure award from National Association of Counties

The National Association of Counties (NACo) has released results of its 2008 Achievement Awards and has awarded the Alachua County Government with three honors one of them being the coveted "Best in Category" "[Green Infrastructure](#)" award as well as the "Household Hazardous Waste" award that was submitted. The program was recognized for its effective partnerships, information technology integration, interdepartmental collaboration, citizen participation, and its innovative government structure. As part of this special recognition, Alachua County's "Green Infrastructure" program will be included in an upcoming "NACO Model Program" publication. Environmental Protection Department (EPD) Director Chris Bird explained, "Green infrastructure is a framework for understanding the valuable services nature provides for people. I am pleased that Alachua County's commitment to investing in green infrastructure has been recognized as a model for other local governments. Click here for more information on the awards:

http://www.alachuacounty.us/government/depts/comm/exportreleases.aspx?pr_id=6652

Local: UF awarded \$20,000 to help improve solar energy

David Micha, an adjunct physics and chemistry professor emeritus, and his undergraduate student team won the grant for their research to improve the capturing of solar energy to translate it into better technology. Micha received the award from the Camille and Henry Dreyfus Foundation, an organization trying to advance the chemical sciences by addressing related needs, according to the group's Web site.

With a better understanding of solar energy's scientific aspects, Micha said he hopes to prove that it can compete with, if not surpass, other energy sources.

Read the full article here: http://alligator.org/articles/2008/04/07/news/campus/080407_solar.txt

National: Valuing Sustainable Buildings, Properties and Cars!

In 1974, California led the way in energy efficiency standards for refrigerators. Energy Star Guides? They started there. A refrigerator built in 1974 was 3 times more inefficient than it is today. Why not do the same for our outdoor refrigerators and ask for commercial and residential real estate energy star guides for each property? CoStar Group, a company that provides information services to the commercial real estate industry have done recent studies showing higher occupancy, and higher lease rates for green buildings. In sum, CoStar argues that Non-green buildings are going to become obsolete Full report here: <http://www.costar.com/partners/CoStar-Green-Study.pdf> For retrofits, and with many cities experiencing a real estate slump, homeowners around the country are looking for ways to stand out from the slew of homes on the market, while improving their homes resale value. Other homeowners are planning for the future: a future of ever-rising energy prices. More on that here: <http://www.lowimpactliving.com/blog/2008/06/27/green-home-upgrades-and-property-values/> And now California has a system for rating green cars: <http://www.treehugger.com/files/2008/06/global-warming-score.php>

National: Sequoias Win!

In honor of our Nations birthday, its only fitting that we saw the Sierra Clubs three year long battle with the timber industry ending with a major victory, preventing the timber industry - once and for all - from logging in the Giant Sequoia National Monument. The win came at the 11th hour, as the Sierra Club legal team prepared to appear in the Ninth Circuit court to argue the last case standing, a last-ditch appeal by the timberindustry, regarding commercial logging in the Monument. But on the eve of the hearing, they abandoned and withdrew their appeal - putting the final nail in the coffin of this very drawn out case- and putting an end to the pillage of these iconic trees.

Beginning in 1901, when John Muir lobbied for the expansion of Sequoia National Park to encompass the entire range of the giant sequoia, the Sierra Club has advocated for the protection of giant sequoia ecosystems in their *entirety*. Now your grandchildren can stand in awe as generations before us have, at these magnificent trees.

Favorite Websites Of The Month:

Did you know the mega bank you get your credit cards from are probably supporting a whole slew of irresponsible investments? Try some responsible Credit Cards:

<http://www.coopamerica.org/pubs/realmoney/articles/ResponsibleCreditCards.cfm>

How To Save Energy By Saving Water

<http://www.lowimpactliving.com/blog/2008/06/18/save-energy-by-saving-water/>

Underground Homes:

<http://www.malcolmwells.com/>

Pay It Green:

<http://www.payitgreen.org/>

The World's First Home Ethanol System: Make your own

<http://www.efuel100.com/t-technology.aspx>

Enough Solar To Power For The World? A Girl Can Dream Can't She?

<http://www.treehugger.com/files/2008/04/solar-thermal-power-photos-how-much-world-europe-germany.php>

Totally Modular:

<http://www.lowimpactliving.com/blog/2008/06/12/green-prefab-going-modular/>



QUESTIONS ABOUT LEECHING PLASTICS? ENDOCRINE DISRUPTORS IN OUR ENVIRONMENT PART I

Recent concerns about gender-bending chemicals leaching from plastic into our food and drinking water and cancer-causing ingredients in our soaps are leaving us with unanswered questions. Come join Thea Edwards of UF's zoology department in this two-part series as she discusses her topic of study, endocrine disruption, their related chemicals - BPA, phthalates, flame retardants and lawn and garden chemicals- and their effect on our bodies and environment. **Saturday, July 5 from 10AM-12PM at INDIGO.** Free and unlimited class size but please RSVP to educationdept@indigogreenstore.com

Bike repair class at The Kickstand:

Sunday 6 July 2008 11am -1pm

Basic Bicycle Repair, learn to fix and adjust your brakes, how to fix a flat, clean you chain...and more. Class will be taught by Brian Erickson. \$3 suggested donation for class participants. Please come prepared to get dirty, to get hot, and to drink plenty of water.

WATER BOTTLES ARE REQUIRED AS ARE BICYCLES.

Please RSVP to brian.erickson@thekickstand.org

DO IT YOURSELF SUMMER WORKSHOP SERIES #2: American Clay Plastering Class:

Join us for a hands on workshop with American Clay- a natural plastering clay made with recycled and reclaimed aggregates and available in vibrant natural pigments. The world-renown clay plastering geniuses at Croydon Finishing, Inc. from Montgomery, AL will walk us through the whole process of applying this natural earth plaster - and give you a chance to try it out yourself.

Saturday, July 19 from 10AM-12PM at INDIGO. Fee for class to be determined and limited class size so please RSVP to educationdept@indigogreenstore.com

ENDOCRINE DISRUPTORS IN OUR ENVIRONMENT PART 2

Continuing the discussion, this class extends the discussion from the first talk, and introduces paradigm shifts that may need to be made as a society to address problem of pervasive chemicals. Building on information from the first discussion, Thea

Edwards will lead an exploration on local and personal solutions to this global problem. Join us **Saturday, August 2nd at INDIGO from 10AM-12PM**. Free and unlimited class size but please RSVP to educationdept@indigogreenstore.com

RAW FOODS CLASS

Raw and Living Foods are foods that contain enzymes which are important because they assist in the digestion and absorption of food. In general, the act of heating food over 116 degrees F destroys enzymes in food. And while all cooked food is devoid of enzymes, further cooking of food changes the molecular structure of the food and may render it toxic. It can also just be better for you and the environment as living and raw foods also have enormously higher nutrient values than the foods that have been cooked, can almost all be sourced locally, and don't use as much energy to prepare. Come join certified raw foods chef and teacher Alice McCormick of The Organic Gourmet on **Saturday August 16th from 11AM-1PM at INDIGO**. Free and unlimited class size but please RSVP to educationdept@indigogreenstore.com

A special THANK YOU to all of the teachers and businesses who donate to the cause of community education: our local organic coffee roaster, Reggae Shack, Flaco's, 2nd St. Bakery, Satchel's, The Jones, and Leonardos By The Slice.

THINK ABOUT YOUR IMPACT. TEACH GREEN.
INDIGO.

Locally owned & operated. Locally committed.

Hours: Tues-Fri 10am-6pm, Sat 10am-5pm, Mon by appt.

322 SW 4th Ave, Gainesville, FL 32601

www.indigogreenstore.com

352.378.2285