



**October, 2016 - In This Issue:**

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## Working together to protect Lake Simcoe: for our future

Small businesses can do big things. It's businesses like yours that have built the local economy and it's you who can make it even greater - and greener.

We all love Lake Simcoe for its natural beauty. That's why we choose to live and work here, and it's why visitors keep coming back - to enjoy the pristine waters and outdoor recreation. In light of climate change and dwindling resources, we know we must protect Lake Simcoe, the very resource our tourism industry depends on.

This means taking responsibility for the impact of your business on the environment. Simple, low-cost actions to incorporate sustainability practices

## Building transparency about sustainability into business communications

What are customers looking for when they make socially-conscious purchases?

In order for consumers to "vote with their wallets," they need information. This requires business transparency. Communicating sustainable efforts sometimes falls to the bottom of the "to do" list behind other pressing business needs. Yet, consumers who want to support products and services based on certain principles need information to be able to evaluate those products and services against the criteria they see as important.

[Learn more](#)

## Adding more local food to the menu

*An interview with Cookstown Greens, local, organic food producer*

will reduce your operating costs and carbon footprint.

Together, we can move Lake Simcoe towards becoming a climate-friendly community. Your pocketbook will thank you and so will your customers. Did we also mention it's the right thing to do?

To see where you can improve on your triple bottom line download the free **Green Tourism Toolkit**. You can request one specific to your sector.

There are many reasons to support local food producers, ranging from exceptional taste, freshness of produce, shorter transportation routes, local economic stimulus, and protection and stewardship of local land. A conversation with Catriona French of Cookstown Greens, a certified organic and GMO-free farm in Alliston explores the importance of supporting local food producers. Ask your foodservice provider if they offer local options on their menu.

[Learn More](#)

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## Embedding sustainability--from product offering to packaging

*Ripe Juicery- healthy juice and food in a smart package*

Ripe Juicery in Barrie is taking the lead when it comes to food packaging and sustainable food options. From reusable bottles to organic food choices, read how this restaurant embraces sustainable principles.

[Learn More](#)

*Contact our Project Coordinator to assist you in implementing green initiatives suitable to your business*

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