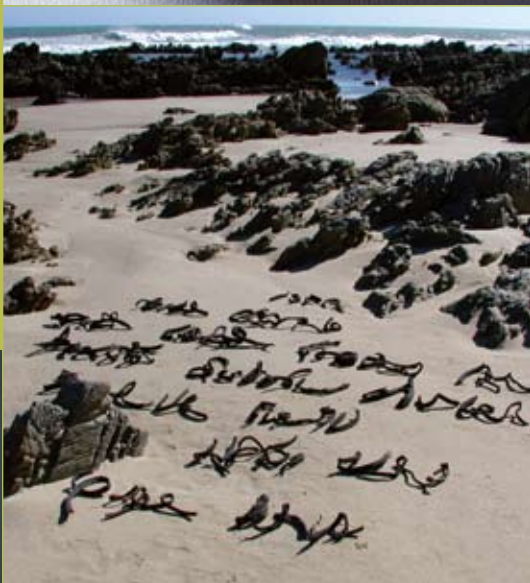




Sustainable stomachs wear 4-rth  
2010's most sustainable chef  
Earth art designed to blow away  
Indian Harvest redefines  
organic and fair trade  
Real bikers ride bamboo



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## Dating sites go green

Even the most ardent eco-advocates probably have more than the environment on their minds from time to time. For earth stewards seeking like-minded companions, the Internet offers the perfect solution: dating and social networking sites.

Take GreenSingles (<http://greensingles.com/>), for example. All of its members, regardless of their race, religion or sexual orientation, have been screened by the GreenSingles team, explains Lee Schulman, president and co-founder of GreenMatch LLC. "We only accept those members who show a genuine interest in green living according to our criteria. We look for things such as green values, earth-friendly lifestyles, and other compatible interests and activities."

GreenSingles can choose from free, full or credit memberships that provide a varying number of messages that members can send to prospective "Green Soulmates." Husband and wife Lee and Kim Schulman launched GreenSingles in 1985 as a paper newsletter. "It was a fluke," Lee says about the launch of GreenSingles. "A local singles magazine went out of business and we thought we could create something to take its place."

Twenty-five years after its inception, GreenSingles has 15,000 members whose relationships turn strangers



into friends and some into spouses (Lee estimates that 500 marriages are the result of GreenSingles connections).

For vegans, organic farmers, recyclers, animal rights activists and a slew of other "ecosexuals" seeking like-minded counterparts, there's more to online matchmaking sites than GreenSingles. Competitors such as [www.green-passions.com](http://www.green-passions.com), [www.ecodaters.com](http://www.ecodaters.com) and [www.planetearthsingles.com](http://www.planetearthsingles.com) also provide singles with a shot at romantic pairings, forums, chat rooms, videos, games — even opportunities to publicize their businesses and services — all of which give new meaning to the term "eco-friendly."

## An organic spin on cycling

Baby T-shirts made of bamboo? Sure.

Baseball bats made of bamboo? Sure, why not?

Bicycles made of bamboo? Surely you jest.

If a plant-based form of two-wheel transportation sounds suspect, then get ready to put your skepticism into low gear. Yes, there are bicycles made of bamboo. In the U.S., bike maker Calfee Design ([www.calfeedesign.com](http://www.calfeedesign.com)) near Santa Cruz, Calif., has built high-end machines for the likes of Tour de France winner Greg LeMond. Craig Calfee's bamboo bikes evolved from clunky, pedestrian rides to enviable, expensive ones. Newsweek magazine reports that sales of Calfee's \$2,700 bamboo road frame grew at just under 10 percent in 2005 but more than 33 percent in 2007. Calfee, by the way, pioneered the use of carbon fiber, the gold standard for elite bicycle frames since the '90s.

A cyclist who wants a truly special bike can build his or her own by purchasing the bamboo frame and all of the components needed to make a multi-gear or single-speed machine. Retailers like Bamboo Bike Studio ([bamboobikestudio.com](http://bamboobikestudio.com)) in Brooklyn, N.Y., provide not only the parts but expert guidance throughout the building process. The company's bamboo bike-building classes were full through April.

Bamboo bikes might be novelty items in the U.S., but they are essential parts of the transportation system in some developing countries. At the February 2010 North American Handmade Bicycle Show in Richmond, Va., attendees learned about Bamboosero. Craig Calfee taught techniques for joining specially treated bamboo with epoxy-soaked wraps of natural fiber to this group of independent bamboo frame builders throughout the developing world. Builders work with local bamboo and local fiber, impart their own style to the frames and sell them locally or through [www.bamboosero.com](http://www.bamboosero.com). The affordably priced bamboo bikes help to create jobs and a fledgling bicycle industry.



# Clothier with a conscience

The West Coast hub of the apparel industry, otherwise known as the Los Angeles Fashion District, spans 90 blocks and houses thousands of businesses. When it comes to the ubiquitous clothing companies that make up the district, generalizations are inevitable, but one particular company defies stereotypes.

Founded by former banker turned clothing designer Doug Donehoo,



*4-rth clothes are casual, comfortable and designed for performance.*

4-rth (pronounced “for earth”) is a one-of-a-kind enterprise specializing in eco-friendly, sustainable clothing, all manufactured with a small carbon footprint in the LA Fashion District.

“I’m really passionate about the environment and I wanted to make a difference,” explains 39-year-old Donehoo. “My whole philosophy is that there will be no other causes without the environment. We’re not going to be here on the planet if we don’t start taking care of it.”

He launched 4-rth in 2009 with a basic sportswear line and an emphasis on yoga and Pilates clothing. With heavy demand for sustainability, 4-rth fulfills orders from across the globe.

Donehoo’s passion for the environment has a long history. After graduating from Carnegie Mellon University and receiving an MBA from

New York University, Donehoo enjoyed a successful, decade-long career in wealth management. A couple of years ago, his banking career brought him to Los Angeles, and the environmental motivation he’d long been nurturing began to grow.

Donehoo is passionate as he discusses rising sea levels and the fact that our water — and our very world — is filthier every day. He cites the fact that the textile industry is the second most polluting industry on earth. With 4-rth, Donehoo is able to offer organically grown fabrics such as bamboo, which doesn’t require herbicides or pesticides and absorbs greenhouse gases, but is comparable in feel to cashmere and silk.

A typical day sees him handling everything from custodial services to modeling the line. “This is my baby and I’m extremely hands-on,” he says.

His plans include an underwear and swimwear line, which would move the company toward the full lifestyle brand that he seeks. But he’s quick to point out that he doesn’t want to become a mass producer; rather, he’d like to expand strategically within the yoga shops and boutiques that currently buy his goods.

“I’d like to be the Nike of eco-friendly fashion,” he says. “Those (types of) companies are constantly in pursuit of the latest and greatest, but they’re not trying to use organic cotton or anything like that. And there’s a huge market out there for eco-friendly sportswear.” Donehoo calls himself a “total tennis junkie” and is an avid player and follower of the sport.

Additionally, he recently appeared on Bravo TV’s “The Millionaire Matchmaker,” where host Patti Stanger attempted to help him find love with another eco-conscious man whom she had hand-picked. Sparks didn’t fly, however, and Donehoo quickly turned his attention back to his environmental endeavors.



*4-rth founder Doug Donehoo*

In addition to his corporate efforts at 4-rth, which include a 100 percent, solar-powered Web host provider, Donehoo lives his daily life with the good of the environment in mind. He drives a hybrid car and advocates small changes, such as turning off the water during hand washing and teeth brushing, and using reusable shopping bags rather than plastic ones.

“It’s a constant thing and people need to be more aware of what’s happening,” he concludes. “Every day, everything you do has an impact.”

*Donehoo’s line focuses on sportswear.*





# Globally speaking

What makes a work of art “environmental”? A careful study of the literature on the subject reveals the thing that makes art environmental is also the thing that makes art beautiful, or valuable, or desirable: the eye of the beholder. Duchamps said as much with “Bicycle Wheel,” but this spins toward digression. Environmental art can be any number of things — a fabric that floats in the wind, biodegradable pigments, a relic resuscitated or colossal crop art. So rather than give you the facts, which tend to be loosey-goosey, we simply present three artists who have their own take on art that celebrates Mother Earth.

## Judith Steinberg

American-born artist Judith Steinberg was educated at Sarah Lawrence College and has attended workshops at Yale University. She believes in the importance of recycling materials in order to preserve our environment, and feels that reducing eco-footprints is something high on nearly everyone’s radar these days. Steinberg explains: “It’s hard not to think about the effect art materials have on both the environment and one’s own health. Since we really don’t know how much of a toxic material might be too much, the smart choice is to stay away. Often, this can seem like a true sacrifice in the studio.” Upon examining Steinberg’s portfolio, it’s immediately evident that sacrifice does not “visually” come into play.

The works portrayed, “Roc” and “Argonaut,” are part of a series of paper sculptures that combine Steinberg’s love of form and drawing. This series was also the beginning of

*“Roc” and “Argonaut” by Judith Steinberg*



*“Open Loge-Pole-Pines” by Urs-P. Twellmann*

an ongoing studio recycling process. While creating these works, Steinberg rediscovered earlier charcoal artworks and recycled them. She explains: “Much to my surprise, when glue was applied to the surface of these drawings, the drawn line remained clear, while the excess charcoal formed a lush, sensual surface. The challenge and joy of recycling artwork has become an integral part of my creative process. For example, an etching that might not quite work on its own will have strong elements that can become part of a collage or a sculpture in the future.”

Steinberg stresses: “I don’t think anyone chooses a career as an artist; doing art is something that chooses you. I began sculpting following a major personal trauma. It has been a life saver.” Steinberg hopes her work will allow viewers to see the world a bit differently than they might have before, to open thoughts about possibilities that might be.

## Urs-P. Twellmann

Next, we travel to Switzerland and examine land art and art in nature by sculptor Urs-P. Twellmann. He attended the Academy of Arts in Berne, and both the Art Students League and Manhattan Graphic Center in New York City.

Twellmann is a modern nomad inspired by foreign worlds. His land-art portfolio includes small indoor sculptures and mighty outdoor ones. He creates lavish installations and fleeting interventions globally, in which landscapes and



*"Moso Take" by Urs-P. Twellmann*

seasons are beautifully integrated in the creative process.

Wood is the primary medium in Twellmann's works. Preoccupying himself with the material, he allows full immersion with its versatility; he breaks, chops, saws, analyzes and eventually brings it into new arrangements and connections. Twellmann also researches the tension-filled area between chaos and order in the wood and this is the very center of his creative process.

"Postcard," featured on the cover, is part of the "Letters From Faraway" series. Based in Cape Recife, Port Elisabeth, South Africa, it symbolizes the 11 languages spoken in South Africa. "Opened Loge-Pole-Pines" is in the Okanogan Mountains of British Columbia, Canada. Twellmann explains: "Here I experienced days with more bears than people around. Upon identifying two dry pines in front of a clear sky, I decided to divide them with the chainsaw, which is always with me when I'm traveling the world." His third work, "Moso Take," based in Takenabe, Kyushu, Japan, depicts how Kyushu bamboo often grows as tall as the pines. Twellmann stressed how glad the farmers were when he cut some in their forests because they displace the pines.

Twellmann views bringing land art to the people as a public offering. "Everybody is free to feel and think what they want, but of course I'm glad when my work helps to increase the respect and the gratefulness for the beauty and the importance of nature."



*"Nasturtium Flowers" and "Clearing Circles Underneath the Jacaranda Tree" by Strijdom van der Merwe*



## Strijdom van der Merwe

Stellenbosch, South Africa is home to land artist Strijdom van der Merwe. He is the recipient of the Jackson Pollock-Krasner Foundation Grant, a Medal of Honor winner recognized by the South African Academy of Arts and Science, and was nominated for the Daimler Chrysler award for Sculpture in Public Spaces 2008.

Using materials provided by each chosen site, van der Merwe's sculpture takes shape in relation to the landscape. It requires working with the natural world using grass, flowers, water, wood and rocks. He explains: "I shape these elements into geometrical forms that participate with their environment, continually changing until their final probable destruction. All that is left is a photographic documentation."

"Nasturtium Flowers" was inspired by a patch of flowers in a forest. Van der Merwe realized he had to combine them in some way. His methodology consisted of picking grass on site, wrapping the grass around the tree, picking the flowers and finally placing them between the grass and tree. "Clearing Circles Underneath the Jacaranda Tree" was conceived when the tree begins to lose its flowers. This made a beautiful purple carpet from which van der Merwe took a broom and created the circles underneath the tree.

Van der Merwe believes continuous pressure is placed on environmental artists to show the public, through visual images, the dangers of global warming and desertification. He sees this as an opportunity to educate the public through art. Going forward, van der Merwe hopes to make people aware of the beauty of nature. He feels privileged to live in a country surrounded by natural beauty, diversity and cultures, all of which play a major role in his observation of nature and its ever-changing beauty.



Healthy foods like South American quinoa are part of the offering from Indian Harvest, and Chef Michael Holleman turns these unique ingredients into fun dishes like the quinoa and farro vegetarian sliders pictured above.

## Foods from Indian Harvest

A recent survey of more than 1,800 professional chefs reveals that sustainable food is the most meaningful, furthest-reaching trend on restaurant menus in 2010. Indian Harvest, a provider of premium grains and legumes, is focused on meeting that need with a wide variety of healthy and tasty products.

For example, its Eighth Wonder heirloom rices are organically grown and harvested by hand high atop the famed rice terraces on the island of Luzon in the northern Philippines. The company also focuses on the growth of specialty and heirloom crops that come from small farmers and growers.

When it comes to international sourcing, Indian Harvest buys directly

from growers or local brokers who know the region, know the farmers and are contributing to the community.

Yet, you won't find official labeling of "certified" or "fair trade" on Indian Harvest products, and that is for several reasons. Gaining certification from the U.S. Department of Agriculture is a costly process that is paid for by consumers, and many firms such as Indian Harvest would meet all the requirements but opt not to in order to save consumers money. Likewise, many companies pay fair prices to international farmers, even in areas where the Fair Trade organization does not reach, but have chosen to avoid the costly process of certification.

Incorporating sustainability into

### Sunrise Blend Jicama Tacos

Serves 6

8 ounces Indian Harvest Sunrise Blend with Quinoa Flakes  
 1 1/2 cups vegetable broth  
 18 slices jicama (roughly 1/16 inch)  
 1 cup mango, diced small  
 1 cup fresh roasted corn kernels  
 3/4 cup avocado, diced small  
 4 tablespoons green onions, minced  
 4 tablespoons fresh mint, minced  
 2 tablespoons fresh orange juice  
 2 tablespoons fresh lime juice  
 2 tablespoons extra-virgin olive oil  
 1/2 teaspoon ground black pepper  
 cilantro sprigs for garnish  
 Tomatillo salsa (recipe included)

#### Tomatillo salsa recipe

8 ounces fresh tomatillo, husked and washed, cut into quarters  
 2 cloves garlic  
 1/4 cup onion, diced  
 1 tablespoon olive oil  
 1 tablespoon jalapeno pepper, minced  
 2 tablespoons fresh lemon juice  
 1/2 cup cilantro, rough chopped  
 1 teaspoon ground cumin  
 1 teaspoon ground coriander  
 2 teaspoons rice wine vinegar  
 Sea salt and pepper to taste

Bring vegetable stock to a boil, add Indian Harvest Sunrise Blend and stir well. Wrap with plastic wrap and set aside for 20 minutes. When all liquid is absorbed, place on sheet pan and cool completely.

Place all ingredients for the tomatillo salsa into a food processor and blend until smooth. Season to taste and chill for service.

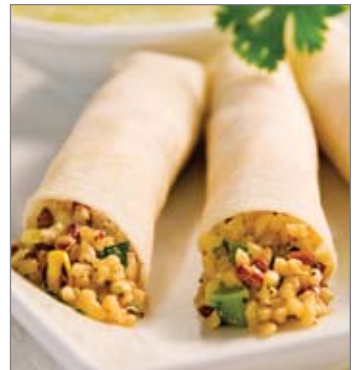
With all ingredients ready and measured, combine 2 cups Sunrise Blend, 3/4 cup of the mango (reserving 1/4 cup for garnish), corn, avocado, onions, mint, orange and lime juices, olive oil and pepper. Mix well, chill for 15 minutes.

Layout the jicama slices. Place 2 tablespoons of the Sunrise Blend mix into the center and carefully roll them up like a cigar.

Repeat with all 18 slices, hold chilled until finished.

Using 3 tacos per order, arrange for service. Use 2 ounces of the tomatillo salsa in a decorative cup, and garnish the plate with the reserved mango and the cilantro sprigs.

Spoon the salsa over the taco.



Sunrise Blend Jicama Tacos

each stage of the growing and selling process, Indian Harvest continues to be one of the top suppliers of unique rice blends which are developed by renowned corporate Chef Michael Holleman. A considerable amount of energy goes into searching the globe for new rice, grains and beans to introduce to customers. The company's history includes an adventure undertaken by a plant manager when he climbed to the highest reaches of the Andes Mountains to personally purchase quinoa from the growers' market there.

Indian Harvest products can be purchased at [www.indianharvest.com](http://www.indianharvest.com), and while you are there, you can also find delicious recipes to try at home.



## Green giant



Chef Suzanne Goin

With her track record of eco-conscious culinary practices, there was little surprise from the awarding judges.

Goin began her career at the legendary Ma Maison in Los Angeles and has worked at LA's L'Orangerie, Al Forno in Providence and Le Mazarin in London. She eventually landed in Berkeley, Calif., at Chez Panisse, working under Alice Waters, who became her mentor and later, a friend. After a brief cooking tour in France, Goin returned stateside to be named "Best Creative Chef" by Boston Magazine during her first stint as a head chef. To be clear, Goin has garnered her share of honors, including being named the James Beard Foundation's best chef in California in 1996.

Goin and partner Caroline Styne opened Lucques in 1998. A year later, a Food & Wine article detailed Waters' influence on Goin, right down to returning all boxes she receives from farmers, refusing to buy plastic containers for storage and reusing other plastic containers.

"It's actually kind of sad that some of those practices we no longer use because of the health department and

Chef Suzanne Goin, recently named the 2010 Monterey Bay Aquarium's Chef of the Year, was surprised and honored to receive the annual accolade that recognizes chefs who promote sustainable food. Goin is a cookbook author and chef/owner of three highly touted California restaurants: Lucques, AOC and Tavern.

other government agencies — we used to reuse plastic containers and now we are required to use special approved containers," Goin laments. "We have continued with composting and really trying

to keep our purchasing as local as we can, especially with produce so we can reduce the amount of packaging that goes into the foods we use."

Goin's food at Lucques has been described as "Cal-Med-French bistro," but Goin is reluctant to categorize it. "I hate to put a name on it. I try to take what is best at the market and make something sensual and special with it while still respecting its innate beauty. I love traditional European food — especially from the Mediterranean regions but over time lots of local — California and ethnic influences have infiltrated as well."

Goin hits all three of her restaurants each day, writing menus, developing new dishes and working to perfect them. And she ends the week on a high note: preparing Sunday supper at Lucques.

"Fortunately," Goin says, "I still do get to cook."



Santa Barbara Spot Prawns With Tomato Confit is a favorite among Goin's fans.

### Yellow Tomato Gazpacho

Serves 6

2 1/2 pounds ripe yellow tomatoes  
 3 Persian or 1 hothouse cucumber  
 1/2 jalapeno, seeded and cut in half  
 4 springs cilantro  
 12 cilantro leaves  
 2 cloves garlic, coarsely chopped  
 2 tablespoons red wine vinegar  
 1/3 cup extra-virgin olive oil  
 3 tablespoons diced red or orange sweet peppers  
 3 tablespoons diced red onion  
 18 cherry tomatoes, cut in half  
 Super good extra-virgin olive oil  
 Kosher salt  
 Freshly ground black pepper

Blanch the yellow tomatoes in boiling water for 30 seconds. Cool the tomatoes in a bowl of ice water a few minutes, and then use your fingers

to slip off their skins. Remove the cores, and chop the tomatoes coarsely, saving all the juice. Reserve the ice water. Seed and dice three tablespoons' worth of unpeeled cucumber, as prettily as you can manage, for the garnish. Set aside. Peel and coarsely chop the remaining cucumbers.

You will need to make the soup in batches. Place half the yellow tomatoes, coarsely chopped cucumber, jalapeno, cilantro sprigs, garlic, vinegar and olive oil in a blender with 1 1/2 teaspoons salt and some pepper. Process at the lowest speed until broken down. Turn the speed up to high, and puree until the soup is completely smooth. If the soup is too thick, add a little of the reserved ice water. Strain the soup and taste for seasoning. Repeat with the rest of the soup ingredients. Chill the soup in the refrigerator; it should be served very cold.



Toss the diced peppers, diced onion and diced cucumber together in a small bowl. Pour the gazpacho into six chilled soup bowls and scatter the pepper mixture over the soup. Season the cherry tomatoes with salt and pepper and place three cherry tomato halves and two cilantro leaves at the center of each bowl. Finish each soup with a drizzle of super-good olive oil.

# From Earth to table

How in the world does a man with a brown thumb end up leading a green movement? Well, Chef Robert Brenner, a professor at Johnson & Wales University, is surrounded by people with an affinity for sustenance and sustainability. Among them are his colleague, professor Paul Malcolm, and culinary students at the university's campus in Charlotte, N.C. Together, they are why



*Chefs Robert Brenner and Paul Malcolm*

the university can now boast of a green initiative — a grassroots movement, if you will — that other Johnson & Wales campuses are sure to adapt in some form or another.

Brenner and Malcolm are part of the "Bucket Brigade," an array of faculty members and students who decided to utilize the waste that the school's 18 super-sized kitchens produce.

Since January, Johnson &

*A student member of the Bucket Brigade sorts through waste from one of the school's kitchens.*



Wales' professors (chefs) have placed buckets at each sink to collect anything that makes prime compost: vegetable and fruit scraps, eggshells, paper egg cartons and towels, bread and cake layers. The buckets are emptied into containers at the loading dock, where a company picks up the scraps and converts them to compost.

The Bucket Brigade has also converted the school's spire into a greenhouse where thousands of seedlings are germinating. And they've fenced in a concrete slab for a garden where those seedlings will be planted in buckets full of their compost, eventually yielding vegetables, fruits and herbs to use in the 18 kitchens. It's all part of an undertaking Brenner and Malcolm launched two years ago.

"The impetus came from our kids," says Brenner. "Some don't know what fruits and vegetables are. They don't know that good food comes from good earth." Of course, Brenner and Malcolm are well-versed in the origins of good food.

Malcolm's undergrad degree is in hotel and restaurant service management; he holds a master's degree in educational technology and is the former owner of a personal chef/consulting service. Brenner, a graduate of Johnson & Wales' former campus in Charleston, S.C., is well-versed in the origins of food. He earned his bachelor's degree in food service management and his master's in food styling, and he spent three years working as a chef in Germany and Ireland. "When I worked in Ireland specifically, everything came from down the road. So I knew what good quality (food) should be like."

Whentwostudentsapproached Brenner and Malcolm about building



*The process comes full circle with home-grown vegetables from locally made compost.*

a rooftop garden two years ago, they galvanized the chefs' intent to start a green revolution on campus. The chefs called Nadine Ford with the county's solid waste and recycling department, who suggested that Brenner and Malcolm learn the techniques at an overgrown, neglected garden plot near the center city.

So they, and some residents of the community where the plot is located, did.

"We were rookies," says Brenner. But he and his fellow neophytes are now growing vegetables at the site, and are planning to teach the residents about cooking, gardening and composting.

About Brenner's brown thumb, just how deadly is it? "I am like the worst gardener in the world," he says amiably. "I have killed more plants than I've saved, but I enjoy doing it (gardening, not killing plants). My wife was into gardening," so his interest "just progressed and progressed and progressed."

So has the interest among the administration at Johnson & Wales in the Bucket Brigade's endeavors. "We've been completely supported by the university, 150 percent," Brenner says. "And we're hoping that other campuses start doing it."