

**FOR IMMEDIATE RELEASE**

## Large Organizations Increase Green Purchasing TerraChoice releases 2008 EcoMarkets™ green purchasing study

**OTTAWA, July 15, 2008** – TerraChoice Environmental Marketing publicly released its *EcoMarkets 2008 Summary Report* today, informing clients, partners and public audiences about the attitudes and practices of North American buyers toward environmentally preferable purchasing. More than \$78 billion of purchasing power is represented in this study.

“We regularly reach out to our exclusive panel of North American procurement experts to identify key factors driving purchasing decisions and to analyze trends in environmentally preferable purchasing and supply chain management,” says Scott McDougall, President and CEO of TerraChoice Environmental Marketing. “EcoMarkets research studies provide the essential product and sector-specific market intelligence our clients need to be competitive.”

The report summarizes research conducted in 2007 and 2008 in partnership with the North American Commission for Environmental Cooperation and with the Responsible Purchasing Network at the non-profit Center for a New American Dream.

“Smart buyers are realizing the benefits of green purchasing, as demonstrated by the growth reflected in the new EcoMarkets report. Governments, businesses, universities, hospitals, and other institutional purchasers, are all growing increasingly aware of the need to go green -- but their greatest challenge is in implementation. RPN works with our members to turn the promise of green purchasing into practice,” says Chris O’Brien, Director of the Responsible Purchasing Network.

The *EcoMarkets 2008* findings include:

- Sixty-eight percent of North American organizations increased their green purchasing in the past 12 months and 91% of purchasers believe they will become more active green purchasers over the next two years.
- The majority of survey respondents (72%) believe eco-labels contribute to better purchasing decisions.
- In 2007 and 2008 approximately one third of survey respondents indicated that at least 40 percent of their spending is influenced by environmental factors.

“The EcoMarkets Survey provides valuable insights into the opportunities and emerging challenges to greening trade and North America’s economies” said José Carlos Fernández, manager of the CEC’s Environment and Trade program. “Organizations across North America will be able to use this tool to better identify markets for environmentally preferable products and services.”

To get a free copy of the *EcoMarkets 2008 Summary Report*, email Melissa Peneycad at [ecomarkets@terrachoice.com](mailto:ecomarkets@terrachoice.com).

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