



## Sustainable Business Practices



### 'People are looking for business with a conscience' – More Than a Mouthful

Vivien Bortot, owner of More Than a Mouthful Luscious Pasta Sauces & Preserves has been in the business of manufacturing pasta sauces and preserves for the past six years.

More Than a Mouthful wholesales pasta sauces and preserves to a variety of retailers such as boutique supermarkets, greengrocers, butchers, bread shops, delicatessens and cafe's.

Vivien's decision to participate in the Ecobusiness Program facilitated by Whitehorse City Council was driven from her keen interest in environmental issues and to make a personal difference in the way she lived and operated her business.

The basis of the three workshops in the Ecobusiness Program was to provide businesses with an introduction to sustainability in business and green marketing, environmental management strategies and sustainable action and commitment.

Prior to the program, More Than a Mouthful had already been employing existing sustainable practices such as composting food scraps, saving water and recycling cardboard.

Upon completion of the program, the business has made further sustainable changes such as:

- Switching to 100% renewable energy;
- Purchasing a smaller, environmentally friendly motor vehicle;
- Purchasing carbon offsets;
- Installing a fuse switch to shut off computer and television equipment at the wall;
- Installing a device to reduce water tap flow; and
- Planning to install a new efficient freezer and growing more produce.

For more information on More Than a Mouthful Luscious Pasta Sauces & Preserves please phone 9888 5628. Please contact Council's Business & Economic Development Unit on 9262 6353 or visit [www.wbiz.com.au](http://www.wbiz.com.au) for information on upcoming programs and services.

## SUPPORT FAIRTRADE

Increasing access to Fair Trade products and developing a better understanding of Fair Trade principles will be the focus of the annual Fair Trade Fortnight held as of 1 May and concluding on 16 May.



Within this fortnight the Whitehorse Fair Trade Community Steering Group will be hosting a Fair Trade Information Stall at Forest Hill Chase to assist in promoting Fair Trade to the Whitehorse community. Other promotional activities include the Fair Trade logo design, colouring competitions and highlighting the profiles of local businesses within the local media, who promote, use or supply Fair Trade products.

Fair Trade is a growing international movement that ensures farmers and producers within poor and developing countries get a fair price for their product. The Fair Trade philosophy is not about stopping the sale of local products but making sure that farmers and producers are not exploited or underpaid.

As part of the accreditation process towards becoming a Fair Trade Council, Whitehorse City Council will have a range of support materials such as posters and information kits available for local businesses who want to start or increase their use or offer of Fair Trade products.

### Some workplace benefits could include:

- Gain positive publicity for your workplace about social responsibility;
- Demonstrates your workplace is willing to facilitate the development of ethical and sustainable business;
- Creating a stronger workplace through involvement in the programme, and
- Opportunities to network with other organisations and participate in Fair Trade activities.

Fair Trade products include coffee, tea, chocolate, cotton items such as clothing, T-shirts, tea towels and bags and hand-made fashion accessories, jewellery and home wares.

Make the swap to Fair Trade. Change today, Choose Fair Trade. If your business is planning on making the change to Fair Trade please let us know, simply email [greenercity@whitehorse.vic.gov.au](mailto:greenercity@whitehorse.vic.gov.au)

For information on Whitehorse's promotional activities and how to get involved or purchase Fair Trade products for work, school, your faith group or club, visit <http://www.fairtrade.com.au/get-involved> or call 9262 6157.