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Cargill's BiOH Polyols or products containing them may be right for you. Call your foam, furniture or mattress manufacturing companies directly to inquire about products they make with soy-based BiOH polyols. Or call 1-877-POLYBIOH (1-877-765-9246) or e-mail bioh@cargill.com.

Greenwashing: Separating Fact From Hype

Today's consumers are overloaded with advertising and communications promoting environmentally-friendly goods and services.

Many experts agree that it's in a company's best interest to tout environmental initiatives, yet marketers face a challenge in how to best state their claims without overstating their impact. Here's an inside look at facing this challenge.

As environmental awareness and interest in eco-friendly products has piqued in recent years, so have green claims by marketers. This has led to an increased awareness of greenwashing across industries.

A combination of the words "green" and "whitewash," the term greenwashing was coined in the late 1980s to describe misleading claims deliberately designed to enhance or distort an organization's environmental position.

"Greenwashing is bad because it leads to skepticism and cynicism on the part of consumers, who already are trying to balance their desire to 'buy green' with their innate suspicions of companies' authenticity and sincerity," says Joel Makower, executive editor, GreenBiz.com, and author of *Strategies for the Green Economy*. "And it leads to a false sense of security—that we can shop our way to environmental health."

SHADES OF GREEN

Spotting greenwashing often depends on how you define it, says Makower. "There's very little outright fraud. What's more prevalent is sloppiness and overreaching, where companies make bigger claims than they should make, or make claims that aren't well documented, or simply engage in hyperbole. In most cases, these are committed by well-meaning companies who just don't take the time to put things in perspective, or to do their homework about what makes for believable environmental marketing claims."

VALIDATING GREEN CLAIMS

The proliferation of green marketing hype is due in part to a lack of standards. A variety of groups monitor green claims in advertising, including the Federal Trade Commission (FTC). The FTC is in the process of updating its Guides for the Use of Environmental Marketing Claims, also known as the Green Guides. Last reviewed in 1998—before terms such as "sustainable" and "carbon-neutral" were popular—the guides are intended to help marketers avoid making unfair or deceptive environmental claims.

"We've been holding workshops on a number of green marketing topics," says Janice Frankle, attorney in the division of enforcement at the FTC. "The first one in January was on carbon offsets. Then we had one in April on packaging claims and a third workshop in July on green building and textile claims. Information about all of these is available on our website."

MARKETING GREEN

For marketers, greenwashing is a tricky road to navigate. While many experts agree that it's in a company's best interest to tout eco-friendly initiatives, overstated claims may be viewed as greenwashing. Makower suggests being specific, providing proof and putting things in context.

"Consumers are looking for 'good' and 'green' companies from which to buy, but they understand that no company can be really green, so they're willing to accept imperfect products from imperfect companies—if the company is honest with them and doesn't try to convince them that buying their product will 'save the earth.' Consumers know that it won't, and that engenders distrust."



Joel Makower

The Progressive Farmer Idea House in Minnesota Showcases Green Trends: Look for Ideas in November Issue

Many products, including ones featuring Cargill BiOH Polyols, make this home liveable and stylish.



Looking for a few good ideas? *The Progressive Farmer* magazine hopes you'll search out their Idea House, both online and in the pages of its November issue. *The Progressive Farmer* built the house according to LEED standards and the home is packed with architectural, design and style ideas as well as agricultural-based products suited to today's country lifestyle.

Open to the public September 19 through October 19, the stylish home near Lake City, Minn. featured many trendy products—including some with BiOH polyols. LEE Industries provided four chairs for two

seating areas in the home and Comfort Solutions showcased a mattress from its new Perfect Contour Green Collection containing soy foam in one of the home's bedrooms.

Unlike previous homes in *The Progressive Farmer* program, this residence was built and furnished to the specifications of its new owner... so every feature was chosen in the context of creating a "real world" of green living. Designed by architect Jean Rehkamp Larson, the home features designs and inspirations for every level of green home enthusiast.

The Progressive Farmer editor Dan Miller says one of his favorite features is a cupola on the top of the house that "functions a little like a chimney." It uses passive ventilation to pull hot air up from the bottom of the house and draw in cool air from open windows in the main level below, creating an updraft on warm days. The windows in this cupola also create a "light well" where light filters down into the house from the cupola, making it brighter and more inviting.

For more, visit http://www.progressivefarmer.com/farmer/house/2008_house/takethetour.html



Home Furnishings Companies Give Back

Our BiOH Polyols business believes that making the journey towards products that leave a smaller environmental footprint is a worthwhile goal. But it's not the only thing. What overall societal impact does a company make?

With that in mind, we thought it would be inspirational (and fun) to begin highlighting companies in the home furnishings and bedding industries who are making a social impact. Our second spotlight takes us to Michigan's Art Van Furniture.

ART VAN FURNITURE GIVES YEAR-ROUND

With a rich history of community involvement, Michigan's Art Van Furniture sets an example for giving throughout the year.



Trick-or-Treat collection bags. A favorite community program during the holidays is the Marine Toys for Tots Foundation—where each store collects new toys and gifts for children in need from customers and employees.

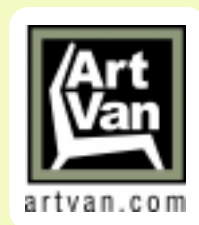
In addition, this retailer sponsors events such as blood drives, winter coat drives, health expos, gardening and design classes, and participates in local festivals and parades across the state.

It's no surprise that this organization's civic commitment starts at the top. "Healthy communities are essential to sustaining a healthy business, giving back just makes good business sense," says Art Van Elslander, chairman and CEO of Art Van Furniture. "I also believe strongly that, if you are fortunate enough to be successful, it is your responsibility to give back."

Family-owned retailer Art Van Furniture began in 1959 with one small location. Now a 30-store operation, this Michigan-based retailer has made giving a priority.

Art Van's annual community events calendar is as packed as Santa's toy bag. Unique activities designed to support charitable organizations occur throughout the year at a number of store locations; many offer a seasonal hook. Take for example its new "Pillow Program" this fall. The retailer is offering a collection of 27 throw pillows in a variety of colors and designs with a portion of the proceeds going to support breast cancer research at the Van Elslander Cancer Center at St. John Hospital and Medical Center.

At Halloween, Art Van invites kids to show off their costumes and provides complimentary Safety Reflective



Sage Award Finalist Walking the 'Green Carpet' at AHFA Sustainability Summit

Companies who are leading the journey to greater sustainability, social responsibility and profitable growth will be recognized at the first annual Sage Awards.

The winner will be announced at AHFA's Sustainability Summit, November 13. A green carpet made with partially renewable-based backing by Tandus welcomes the finalists.



Designed to recognize excellence in the home furnishings and bedding industries through a commitment to sustainable business practices, social responsibility and profitable growth, the Sage Award will be given by AHFA at a reception honoring finalists and is sponsored by Cargill's BiOH Polyols. Following a tribute highlighting the accomplishments of the finalists, the 2008 winner will be announced.

GREEN IS THE NEW RED

Look out Oscar®, there's a new color in town. While celebrities continue their tradition of walking the red carpet, this year's Sage Award finalists will be walking the 'green carpet.' Literally! Finalists will enter the



award reception at AHFA's Sustainability Summit by way of a carpet that's green inside and out.

Designed in conjunction with eco-conscious floor covering manufacturer Tandus, the broadloom carpet features a unique

ErgoStep™ Backing designed to reduce its environmental footprint.

Tandus is the first carpet company to partner with Cargill to coat their carpet with a cushion backing that incorporates BiOH polyols. The ErgoStep Backing is also made in part with post consumer recycled content—making the carpet more green from top to bottom.

HOST HOTEL FEATURES GREEN DESIGN

The site of this year's AHFA Sustainability Summit, the Proximity Hotel in Greensboro, N.C., is designed to be one of the country's most eco-conscious. Created to follow the guidelines of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™, the hotel is on-track to receive Platinum certification.

Guests can expect to encounter sustainable practices, custom-designed furnishings, commissioned art and innovative design in every corner of the 147-room luxury hotel—all without sacrificing comfort or amenities.



In addition to being constructed of building materials with recycled content, the hotel features more than 70 ongoing sustainable practices.

The hotel ...

- Consumes 41 percent less energy than a conventional hotel by using ultra-efficient materials and the latest construction technologies.
- Heats about 60 percent of its hot water for the hotel and restaurant with solar energy captured by 100 solar panels covering 4,000 square feet of rooftop.
- Features North America's first Regenerative Drive model of the Otis Gen2 elevator—a unique elevator that reduces net energy usage by capturing the system's energy and feeding it back into the building's internal electrical grid.

- Significantly reduces its water consumption by using geothermal energy for the restaurant's refrigeration equipment instead of a standard water-cooled system.
- Utilizes low-emitting volatile organic compound (VOC) paints, adhesives and carpets and high-efficiency plumbing fixtures.

Take a virtual tour of the earth friendly features of the Proximity Hotel at (<http://intelligenttravel.typepad.com/it/2008/04/video.html>).

For more information about the Sage Award or attending the award reception, contact Susan Dosier at 704.364.8969 or sdosier@lkmideas.com.

Growth in Online Furniture Shopping Projected to Continue

Online researching and purchasing of home furnishings will continue to grow reports a 2008 Consumer Behavior report conducted by pricegrabber.com.

Consumers say the ability to compare prices and free home delivery are key motivators.

The majority of consumers polled (53 percent) identified websites as the primary source they use to help decide what and where they will make their next big-ticket furniture purchase.

RESEARCH AND PURCHASE BEHAVIOR



When it comes to actually buying online, of the 81 percent of survey respondents overall who say they research online prior to purchasing furniture or appliances, 31 percent indicate that they go on to purchase online. Motivating factors to purchase online include "free home delivery" (72 percent) and "free home installation" (28 percent).

So what makes the web the best place to shop? According to 43 percent of respondents, **it's the ability to compare prices**. Those who prefer to shop at a brick and mortar store (**54 percent**) cite the **need to see the actual product as the main reason** they would not make their next home furniture or major appliance purchase online.

As to whether the online shopping trend will continue, 39 percent of respondents stated they expect to buy more home and personal products online in the next 12 months, compared to just 23 percent of those who were asked the same question in August 2006.

Trends and data for this April 2008 Consumer Behavior Report were collected from a Home Furniture and Appliance Survey conducted in August 2006, with 1,417 online consumers, and again in late March 2008, with 1,945 online consumers.

For more consumer shopping insights, see the full report at https://mr.pricegrabber.com/April_CBR_Home_Furniture_and_ApplianceTrends.pdf

Green News You Can Use

The BiOH Bulletin highlights news bites and websites of relevance to the industry and to the sustainable movement. Have you found a clip you'd like to share? Let us know! Send suggestions to Jessica_Koster@cargill.com



CONSUMER BEHAVIOR

IKEA Consumers Bagged the Plastic Bag

The results are in: IKEA's "Bag the Plastic Bag" program launched last March was a hit and succeeded in reducing its U.S. stores' plastic bag consumption by 50 percent in the first year. Based on this success, IKEA no longer offers plastic bags. IKEA's consumer call-to-action is to use only reusable bags, and the store doesn't offer paper bags either. http://www.ikea.com/ms/en_US/about_ikea/press_room/press_release/national/blue_bag_thank_you.html



GREEN BUILDING

Remodeling Green Brings Higher Resale Value

Looking for a reason to make your upcoming remodeling project eco-friendly? You can expect more value per square foot and a shorter time on the market when you sell. Find out how to make your next remodel green. <http://blogs.wsj.com/developments/2008/05/19/five-easy-ways-to-green-your-next-remodel/?mod=WSJBlog>



INTELLIGENT TRAVEL

Latest J.D. Power Study Offers Consumer Insights on Lodging Industry

Smoke-free hotel environments increase in importance while guest awareness of property-initiated green programs declines. See more guest satisfaction study findings. <http://www.greenlodgingnews.com/Content.aspx?id=2424>



CORPORATE CITIZENSHIP

Assessment Tool Helps Companies Measure Impacts

A new tool helps companies measure and monitor their social and environmental impacts. Created by the World Business Council for Sustainable Development (WBCSD) the Measuring Impact Framework provides a guide for how to look at and assess your organizations' impact. <http://greenbiz.com/news/2008/01/01/assessment-tool-helps-companies-measure-impacts>



CONSUMER BEHAVIOR

Looking Good in Green: Decoding Eco Fashion's Claims

If you're ready to dress green but not sure how, here's a resource you won't want to miss. <http://online.wsj.com/article/SB121158336716218711.html>