

The Self-Sufficiency

Shoppe

Newsletter

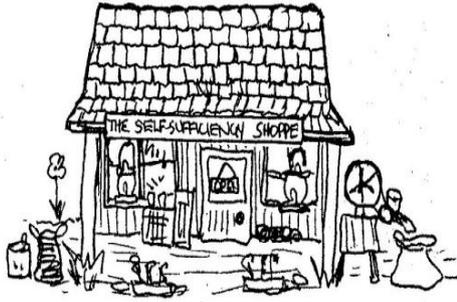
Issue 21

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Our Relationship with Earth

It's really difficult right now to know what is the right thing to do for planet Earth. We are being pulled in every direction to 'do this' and 'do that' for 'climate change'. Our emotions (and our money) are 'played with' via advertising and the media with such phrases as 'Buy green', 'Buy carbon credits to off-set carbon emissions', 'Install the latest energy-saving gadget', etc. As difficult as it is for us to face, the environmental problems of the planet are huge – and no matter how much money we spend the problem will continue and environmental exploitation will not be resolved! Why? Because it's a vital part of the culture of our current society and many of our environmental practises are 'necessary' in order to maintain our 'lifestyles' (i.e. petroleum to run our vehicles, coal for electricity, etc.). What might be 'corrected' in one part of the globe by changing our ways is completely obliterated by wastefulness in another part of the globe. And who are we to tell developing countries that they cannot aspire to the same privileged standard of living of the more developed cultures?

There really is very little we, as individuals, can do on a global level to deal with these huge environmental issues. However a personal level there is much we can do.

For earth-conscious individuals focussing on the big issues will only lead to disappointment and dire concern about what the future holds for humanity and instil a feeling of 'hopelessness'. The solution is to focus on our unique personal relationship with Earth. Our 'power' lies in how we relate to our planet on a personal level – and I really believe that that is what Earth is

asking of us. It's about changing the 'little, irrelevant' things – use less resources, buy less packaged goods, eat home-cooked meals, buy second-hand, resist purchasing the latest technology when what we have right now works OK, consider the source from which goods have come, re-use what we all ready have, etc – the list is huge. It does not matter how much money we spend or the magnitude of what we do on a global or technological level – it's about simple behavioural change – making sacrifices (not necessarily financial) for the planet. And the individual 'energy' of what we have done in a positive sense will see us through under the 'protection' of Planet Earth. It's shifting to this attitude that will 'heal the Earth' and pave the way for a better tomorrow.

What's really special about this approach to planetary responsibility is that it is open to **everyone**. It does not matter your level of wealth, where you live, what you do, your circumstances – it's STILL possible to make simple changes to our daily lifestyle so that we use less planetary resources. That way EVERYONE has a choice – and it's not just for those who can afford it or informed about how to use it.

In my travels talking to people and running workshops I have noticed a growing feeling of 'inadequacy' in earth-conscious people that they feel unable to meet the standards being set to do what's right for the planet. Such things as buying carbon credits (when balancing the family budget and coping with price increases are the limit of their finances), installing grey

water systems or solar power (when renting or building a new home within tight budgetary constraints) or switching to green energy when it incurs added costs that just cannot be afforded at this point in time, are just beyond the reach of most people. I say to these people that it does not matter whether you are able to comply with these standards – what really matters to planet earth is your ‘effort’, your intention – that you do your very best within the confines of your own circumstances – and for that the planet will smile upon you and offer thanks!

The ‘Power’ of Advertising

I recently came across this newspaper item. It talks about how product advertising is ‘manipulated’ into an environmental theme (even though the product does not have one!) to entice customer sales – therefore exploiting and profiteering from the genuine environmental concerns of customers. It typifies the problem we have with ‘commercialism’ and ‘profit’. It’s an attitude that ‘profit, wealth and progress’ must be ‘aspired to’ at all cost. And even if environmental constraints are recommended or placed upon the business or company it’s about finding a way to ‘skirt around’ the issues and ‘look good’ whilst still practising the same exploitative behaviour. It is disappointing to see the ‘environmental awakening’ in humanity (that is happening on the planet at present) being turned into a commercial enterprise for the profit for business. Although some business representatives can see the importance of total respect for the planet there are others that see it in terms of a quick way to increase sales and profit. To me, the future of the planet: the environment, humanity and all living things (from plants to animals) are a sobering, serious issue that should not be used for the purpose of manipulation, profit-making or down-right lying. It makes me wonder where all this is leading us?

“The market is failing to provide consumers who want to go green with reliable information about which products have a lower environmental impact.” CHOICE MAGAZINE

Exposed: Shoppers fooled by ‘greenwash’

CLARE PEDDIE
ENVIRONMENT REPORTER

GREEN claims on product labels should be subject to a mandatory Australian standard, says the consumer watchdog Choice.

An investigation of non-food supermarket products found 637 green claims on 185 items, an average of more than three claims each.

The report stated that many of the claims could not be backed up with evidence, were poorly explained or irrelevant.

The situation was “out of control” on supermarket shelves, Choice said. The worst product categories were household cleaners and paper/tissue products.

“The market is failing to provide consumers who want to go green with reliable information about which products have a lower environmental impact. It doesn’t have to be his way. A system that could fix the problem is within reach.

“We’re in the middle of a reenwash arms race, with consumers and the environment losing out.”

Since the last survey of reenclaims was conducted in 1996, there has been an explosion in marketing activity and “greenwashing”.

“The range of claims has



PRODUCTS AND THEIR CLAIMS

Woolworths Select brand toilet paper and tissues “Recycled or sourced from sustainable forests” but Products turned out to be supplied by an Indonesian paper company accused of illegally clearing rainforest.

Shower Power “Meets or exceeds Australian Standard AS1792/1976 for bio-degradability” but that Australian standard was withdrawn in 1998.

Glad brand council bin liners “Up to 40 per cent recyclable plastic”

but that is vague as it could be as low as 1 per cent.

Ambi Pur plug-in air freshener “Biodegradable” but fine print reveals the claim relates to the box and not the product.

Sorbent’s “gold opulence” toilet paper Five logos on the wrapper but only one is a genuine accreditation for recycling.



SIX SINS OF GREENWASH

North American marketing firm TerraChoice has defined “six sins” of greenwash:

- Vagueness
- Giving no proof
- Fibbing
- Hiding environmental trade-offs
- Simply being the lesser of two evils
- Irrelevance

From ‘The Advertiser’ 14/5/08. If you would like a full size copy of any of the newspaper items that appear in the Shoppe newsletters please email The Shoppe or send a Self-addressed stamped envelope The Shoppe address.



Getting started in changing your ways

The 'Chemical-Free Household' booklet set is the best source of information for making simple behavioural changes and using alternatives that have less planetary impact.



Chemical Free Options Booklet Set

The specifics about living chemical free and environmentally friendly
7 e-Booklet titles: No. 4 – Making Beeswax Products, No. 6 – Making Whitewash, No. 20 – Natural Insect Repellents, No. 18 – Homemade Glues, Pastes & Putties, No. 75 – Natural Colours and Dyes, No. 55 – Handyman Hints, No. 35 – Natural Pet Care. **Price: \$59.00***

One of the most productive ways to lessen our impact on the planet is by 'Green Cleaning'. Commercial cleaning products contain chemicals – the production of which depletes the planet's resources and leaves residual by-products in the environment, plus every commercial product purchased comes in a container that again depletes the planet's resources and adds to the already huge amount of discarded containers on the planet. In fact by making just a few simple behavioural changes it is very easy to avoid purchasing all commercial cleaning products. When shopping I never venture down the cleaning lane as there is absolutely nothing I need – I do all my cleaning with just four items: bicarb soda, bar of soap, vinegar and eucalyptus oil. These booklets ('Green Cleaning' set) will explain how:



Green Cleaning Booklet Set

Safe, easy-to-follow suggestions and alternatives for commercial cleaning products. All environmentally friendly.

Contains 10 Booklets: No. 23 Green Cleaning, No. 24 Back-to-Basics Cleaning, No. 9 Amazing Bi-carb, No.10 The Humble Lemon, No. 5 Homemade Polishes and Cleaners, No. 33 Versatile Vinegar, No. 51 Uses for Eucalyptus Oil, No. 50 Recycling Soap, No. 47 Making the Most of Your Soap-saver, No. 59 Caring for Natural Woods & Fibres. **Price: \$69.00***

***All booklets available for immediate download from www.theshoppe.com.au or send payment (plus \$2 for printing and postage) to The Self-Sufficiency Shoppe**



Setting Up a 'Green Cleaning' Display

(at a school event, meeting, discussion group, market, etc.).

If you feel strongly about the fate of the planet here's a way to help: Green Cleaning is the easiest and most approachable way to educate and encourage people to change their ways to benefit the planet. By displaying items used for Green Cleaning it catches people's attention and interest to make changes to their lifestyle. There are five basic items needed for the display: a (small) box of bicarb soda, a bottle of vinegar, a bar of soap, a lemon (optional) and a bottle of eucalyptus oil. Line them up with a sign behind (preferably on green card or paper) stating GREEN CLEANING – it's easy and cheap!

It's a great talking point and really gets people thinking! You can take it one step further by offering a few relevant Shoppe booklets for sale to interested people. Booklets can be purchased wholesale. Contact The Shoppe for more information.

-Containers-



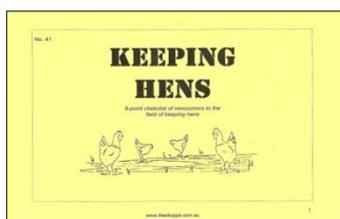
I do not usually encourage people to purchase containers as I believe that there are sufficient discarded containers already on Planet Earth! However 'The Shoppe' does offer a few specific 'hard-to-get' containers that might interest you... Pam

Spray Mist Bottle – 100ml recyclable plastic bottle with sprayer. Just the right size for homemade sprays (deodorant, room freshener, etc.) (Difficult to find & very popular!).

Cosmetic jar – recyclable 60ml amber glass with black lid. Ideal for homemade cosmetics, etc.

Glass Jar – recyclable 20ml small clear glass with white lid. Suitable for lip salve, cosmetic samples, etc.

See www.theshoppe.com.au for prices. (Postage extra)



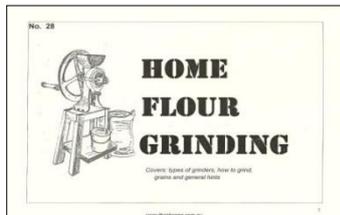
Useful e-Booklets:

Here's a couple of popular-selling booklet titles that offer something different in terms of information:

No. 41 – Keeping Hens. A easy-to-follow 8 point plan for keeping hens in city or country. **Price: \$8.00**

No. 28 – Home Flour Grinding. Information about different types of grinders, how to use them and cooking with home ground flour. **Price: \$8.00**

To purchase: Download from www.theshoppe.com.au or send payment (plus \$2 for postage & printing) to The Self-Sufficiency Shoppe



Thank-you

Many thanks to people that sent postage stamps for the cost of mailing the newsletter. Your consideration is very much appreciated. If you are receiving the Newsletter by post and have an email address please email me so that I can transfer you to the Shoppe emailing list and save a few cents on postage.

Following on from last Newsletter I mentioned that I had been nominated for a business award for The Self-Sufficiency Shoppe. Some people have enquired about the outcome. Well, I was one of the eight finalists but not quite the winner. It's good to see that environmental issues are so to the forefront now that concepts like The Self-Sufficiency Shoppe are accepted and considered 'eligible' for a business award! Many thanks to the people that nominated and supported me. Pam



Shoppe Mailing List

Receive Newsletters, updates and other information by email by adding your name to The Shoppe Mailing List.

Simply send your email address to theshoppe@tpg.com.au. Back issues of newsletters are available at www.theshoppe.com.au. **Receiving The Shoppe Newsletter by mail:** Not all issues of the Shoppe Newsletter are posted to mailing list recipients – mail-outs depend on the availability of finance and time. Newsletters are free but postage is not. If you would like to have the newsletter mailed to you on a regular basis send 6x 60c postage stamps to The Shoppe address to cover postage of 6 issues (i.e. one full year)



Your Questions & Comments

I receive lots of encouraging letters and emails from people – it's these supportive people that inspire me to keep going and believing we can change the way things are for planet Earth. Thanks! Pam

Hi Pam,

I have just bought the Workshop Intro. Package. There is just so much amazing information in it. Thank you so much for The Shoppe and what you do! Finally I have found something that thinks like me about the environment and our wonderful planet. You are so right in what you say – and I believe it is our future. Reading the Package information I feel so connected to what you say and know that I will have a part of play in working to change the planet.
Thanks. Judy, Wangaratta Vic

Dear 'Shoppe',

After much searching I came across your website. Wonderful. There is nothing else like it that I can find. What a pity you are based in Aust.! I've learnt so much already just reading the information on the website. Graeme, USA (via email)

Good morning Pam.

*Received brochures in the post yesterday - thanks so much - these will give me hours of reading!! I'm looking forward to switching to these remedies and recipes!
Wishing you a wonderful day.*

Selina, Brisbane

Send your recipes, comments and questions to: The Self-Sufficiency Shoppe, P.O. Box 390, Park Holme 5043 or email: theshoppe@tpg.com.au



Natural Skin Care Workshop @ Home

Make your own facial skin care products using ingredients from the home and garden!

Complete natural facial skin care regime (cleanser, astringent, moisturiser) using affordable, safe and environmentally friendly ingredients

Recipes and procedures for making ♦ Facial cleansers ♦ Facial scrub ♦ Oatmeal bag
♦ Herbal astringent ♦ Antibacterial astringent ♦ Herbal moisturiser ♦ Lip salve
♦ Lipstick ♦ Lavender Hand cream ♦ Bath-salts

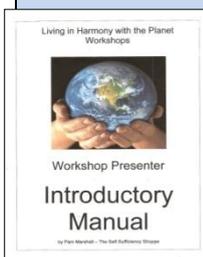
The Basics: *For this workshop you'll need:* Oatmeal, honey, herbs (from the garden), almond or grape-seed oil, cider vinegar, coconut oil, olive oil, rock salt, beeswax, food flavouring & colouring, recycled jars.

Price: \$25.00

To order download from www.theshoppe.com.au or

contact: pam@theshoppe.com.au OR send \$25.00 (plus \$3 postage for printing and postage) to:
The Self-Sufficiency Shoppe, P.O. Box 390 Park Holme 5043

BECOME A WORKSHOP PRESENTER



Natural Skin Care - Green Cleaning - Make Your Own Body Environmentally Friendly Living - Old Time Kitchen Skills - Soap Making Full Packages available for download

FREE DOWNLOAD: Workshop Presenter Introductory Manual
Go to: 'Becoming a Workshop Presenter' - www.theshoppe.com.au



Your Favourite Recipes

Spinach (or silver-beet) is in abundance this time of the year and it's 'good for you' – so don't waste a morsel! It has lots of uses – in stir-fries, stews, quiche, scrambled eggs, etc. Blanch it and freeze for later in the year when it's not so abundant. Here's some wonderful recipes to stimulate your appetite.....

Cheese & Spinach Pie

Contributed by Julie, Salisbury SA

Pastry:

250 grams plain flour
½ teaspoon salt
175 grams butter
2 tablespoons cold water
¼ teaspoon lemon juice

Filling:

2 tablespoons butter for frying
1 onion, chopped
1 large bunch spinach (chopped)
½ teaspoon salt
⅛ teaspoon nutmeg
3 eggs
2/3 cup sour cream
1 cup cooked rice

Topping:

½ cup grated cheese

Method:

1. Rub butter into sifted flour and salt. Add sufficient water and lemon juice to form a firm dough. Chill 1 hour.
2. Grease a 23cm pie dish. Roll out pastry to fit dish. Bake at 200°C for 10 minutes.
3. Fry onions and spinach in butter. Combine all ingredients. Place in pie dish. Top with grated cheese. Bake for a further 40 minutes at 180°C or until firm.

Spinach Dip

Hi Pam – Here's a dip recipe containing spinach that is really yummy- even the kids eat it! from Jenny Rostrevor SA

Mix together 1 cup tightly packed blanched spinach (or use a packet of frozen spinach), 1 small container sour cream, ¾ cup mayonnaise, 2 tspns Dijon mustard (or similar), ½ cup minced almonds or cashews, 1 small finely chopped red onion, plus salt and pepper to taste. Refrigerate ½-1 hour before serving with crusty bread. *I'm a bit of a*



lazy cook – I like recipes that are quick and easy without too much fuss. So here's a few of my 'Quick & Easy Spinach' recipes. If you have the spinach already blanched and ready to go from the freezer it's even quicker! Pam

Quick Spinach-Pasta Bake: Sauté chopped onion and garlic in a little oil in a large saucepan. Add a large bunch of chopped spinach – cover and steam 5 minutes. Meanwhile boil 250g pasta until 'al dente', drain. Mix pasta with spinach. Add 1 cup grated cheese (parmesan is best), ½ cup cream or milk, black pepper and salt (optional). Pour into baking dish, top with grated cheese, bake to brown top.

Spinach & Corn Muffins: Mix the following ingredients together: 1 ½ cups SR flour, 1 cup finely chopped and blanched spinach (well drained), 2 tablespoons wheat-germ, 1 small chopped onion, ½ cup corn kernels, 2 eggs, ¼ cup cooking oil, ½ cup each of grated carrot and tasty cheese, ½ tspn salt and approx ½ cup milk (add more or less milk as required). Mix well together for form a thick batter. Drop dessertspoonfuls into greased muffin tins. Bake 30-35 mins in moderate oven. Makes 24 muffins.

Quick Spinach & Fetta Pie: Line a large greased quiche dish or pie plate with 'Lavish' or Mountain bread (brush the bread with water to make pliable before moulding into dish). Mix in bowl: 5 eggs, 1 ½ cups finely chopped and blanched spinach (drained well), 1 medium chopped onion, 1 tspn minced garlic, 1x250g packet fetta (chopped), ½ cup cream, ½ cup tasty grated cheese (*the stronger the better – use parmesan if you have it!*), pepper to taste. Pour into lined pie/quiche dish. Top with grated cheese bake in 180°C oven 45 minutes to 1 hour.