

Green Notes

Ellsworth To Be Completely Powered by Wind

RAMONA, CA—Ellsworth Bicycles has received approval from California's Department of Energy to install three wind turbines at the company's headquarters in Ramona, California. Once the turbines are installed, which should be completed by Thanksgiving, Ellsworth's headquarters will be a producer of 100 percent sustainable energy. Ellsworth already generates electricity via solar energy, and with the addition of wind, the entire operation—including the headquarters, warehouse, onsite organic avocado grove operations, owner Tony Ellsworth's home, as well as the ability to charge electric vehicles—will be off the grid. "Our network, our e-mail, even our Web site will be running with 100 percent solar and wind sustainable clean electricity," Ellsworth said. The wind project has been in the works since last fall. The most time-consuming part of the process was researching and figuring out how to get the project reserved with the Department of Energy and the county of San Diego, Ellsworth said. Ellsworth has long focused on sustainability. Its headquarters was built with recycled poly-steel insulated concrete forms, which eliminates the need for air conditioning and heating; company vans and trucks run on biodiesel; and its Washington manufacturing facility reduced consumption of raw materials by 30 percent with horizontal milling stations. "It feels good to be free from conversations about rising energy costs by leading the way with regard to environmental stewardship. I hope companies with a larger carbon footprint will follow suit, and they will if people specifically look for products that are made from companies committed to environmental stewardship and social responsibility," Ellsworth said.



Balance Bar Joins the Bar Wrapper Brigade

BERKELEY, CA—Balance Bar has joined TerraCycle and Clif Bar in their goal to reduce the number of energy bar wrappers going into landfills. The effort, dubbed the Energy Bar Brigade, turns used wrappers into a material used to make backpacks, gym totes and other products, which will be sold in stores next year. Clif Bar and TerraCycle launched the program earlier this year to educate people about the benefits of reusing waste material. Every year, millions of energy bar wrappers are tossed out. Together these two energy bar giants want to make reuse, not disposal, the standard for used wrappers. "We're very excited to take our sustainability efforts to a new level with the Wrapper Brigade program," said Carly Lutz, Clif Bar brand manager. "From using organic ingredients in our bars to selling them in recycled paperboard caddies on store shelves, we are mindful of the importance of trying to reduce our footprint on the planet." Anyone can sign up for the free program by visiting www.terracycle.net/brigades. Within three weeks of joining, consumers receive four collection bags that hold 200 wrappers each. For each wrapper returned, TerraCycle will donate two cents to charity.

Shared-Bike Scheme Planned for Melbourne

MELBOURNE, Australia—Melbourne is the latest city to embark on a shared-bike scheme. Melbourne's Department of Transport's walking and cycle branch is working on a public bike service that would be similar to a program in Copenhagen, Denmark, according to Australia's *The Age* newspaper. In Copenhagen, cyclists deposit a coin to unlock a bike, which must be returned to one of the city's 110 bike racks. Paris started its successful bike share program, called Velib, a year ago, and so far, locals and visitors have made 27 million bicycle trips, representing a 70 percent increase in bike traffic, *The Age* reported. Melbourne's program, which is part of a city-wide bicycle plan, is set to be in place by the end of the year.

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