



Myths, Lies and Video Tape;
The Sustainable Truth
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What is sustainable? Walmart made headlines when it announced that it would carry organic food products. How is it that shrimp shipped all the way from Vietnam is organic? Many home magazines host a huge variety of products that are "green". Isn't it interesting how almost any product you can think of is just now marketing itself as being environmentally friendly?

There are many myths out there regarding sustainability. Are you hearing some of these myths and who is perpetuating these?

Myth #1: Sustainability is expensive, difficult and high maintenance

Truth: How much did your car cost? What is it worth after a few years? There is always an investment to anything worth having. Do you want a sustainable property to enhance your lifestyle and increase in value every year? My own property, that has many sustainable features, has appreciated in resale value alone by at least 10% a year. Sorry, I won't be selling it soon because the benefits I receive from the property every day far exceeds the resale. Do you want your property to fit your lifestyle so it is actually fun and fulfilling? If your lifestyle is part of a sustainable system; you will be spending less time on maintenance. What do you want to do with this extra time?

Myth #2: Sustainability does not need systems or infrastructure; do it in an afternoon with help from friends.

Truth: Would you even think about preparing a meal without the ingredients, a recipe and a kitchen to work in? There are many government units, agencies and writers that would have you believe that creating a sustainable property is a simple do-it-yourself project. Do the people that are promoting this concept have lifestyles, homes and places of work that exemplify what they are teaching? Did they use their own self-help manuals successfully? At Eco-Building & Forestry we provide the plans, the materials and the installation for sustainable systems that return long-term value and benefits. We can't do it in weekend. Often we will spend

up to four hours planning and preparing for each hour actually spent installing our systems. If you don't have the systems in place or the infrastructure; will the results be what you hoped and will they be just right for your lifestyle?

Myth #3: Sustainability is all about saving the planet.

Truth: It's all about you! How can you be good to the environment when your needs are not being met? When your needs are met in a sustainable way the benefits of personal and environmental health are inseparable. We heat our home with a masonry heater that uses wood from trees we grow. It is the most fuel efficient way to heat in cold climates. Because of very low emissions and since we grow more trees than we use, the environment benefits. We benefit because we don't have to work very hard to stay warm and we have clean air to breath. What needs do you have that are not being met inside or outside your home? When you arrive home after work can you simply pick the ingredients for supper on the way into the house? Is your home as warm or as cool as you would like? Why not? Do you have to pack the car up and crawl through snarled traffic to get away from it all? How could your home and property better fit your needs?

Will you settle for the real thing; green, organic and sustainable or just a cheap substitute that doesn't fit you? At Eco-Building & Forestry we can help you achieve all of the benefits that fit your lifestyle and reflect your concern for the environment.