

For Immediate Release

## PURCHASERS CONTINUE TO BUY "GREEN" DESPITE ECONOMIC DOWNTURN

*TerraChoice releases 2009 EcoMarkets™ green purchasing report*

OTTAWA – Sept. 17, 2009 – Green purchasing budgets will continue to rise and the current political administration in the United States will positively impact green spending, suggest findings from TerraChoice Environmental Marketing's 3<sup>rd</sup> annual EcoMarkets Summary Report released today.

"There is a conventional wisdom that green concerns go away in tighter economic times," says Scott McDougall, President and CEO of TerraChoice Environmental Marketing. "This year's EcoMarkets study – a sample of companies that spend over \$68 billion annually - proves this false. In fact, greener purchasing continues to accelerate."

Highlights from the EcoMarkets 2009 findings include:

- More than half of all purchasers (56%) have done more "green" purchasing in the last 12 months (during the recession) than ever before.
- The vast majority of purchasers (83%) predict more green purchasing in the next two years.
- Even amongst those purchasers that believe the North American economy has been in either recession or depression, 84% predict increases in "green" spending.
- More than three quarters of purchasers (76.3%) believe that the Obama Administration in the United States is having a positive impact on "greener" purchasing in North America.
- In the United States, Energy Star, Green Seal and EcoLogo are the top three most recognized eco-labels with recognition rates of 88%, 61% and 59% respectively. In Canada, the top three most recognized eco-labels are Energy Star, EnerGuide, and EcoLogo, recognized by 81%, 76% and 62% of purchasers respectively.

### About the Study

The EcoMarkets Report, an annual survey of green purchasing patterns across North America, was completed by more than 580 professional purchasers in the United States and Canada between April and July 2009. The study was conducted by TerraChoice Environmental Marketing in partnership with the National Institute of Governmental Purchasing (NIGP), the Purchasing Management Association of Canada (PMAC), and the BuySmart Network (formerly the Sustainability Purchasing Network). Collectively, the respondents are responsible for spending \$24 billion a year while their organizations spend more than \$68 billion annually.

This annual omnibus study is designed, analyzed, and distributed by TerraChoice to inform clients, partners, and broader public audiences about the attitudes and practices of North American buyers towards environmentally preferable purchasing in both business-to-business (B2B) and business-to-government (B2G) contexts.

### About TerraChoice Environmental Marketing

As North America's premier environmental marketing firm, TerraChoice Environmental Marketing helps grow the world's most sustainable companies. TerraChoice's practice converts knowledge of environmental science, markets, and marketing into winning, client-centered solutions to help sustainability leaders deliver results. For more information, visit [www.terrachoice.com](http://www.terrachoice.com).

To receive a free copy of the EcoMarkets 2009 Summary Report, go to [www.terrachoice.com/home/services/research](http://www.terrachoice.com/home/services/research). For more information about TerraChoice's market research services and the report, email us at: [ecomarkets@terrachoice.com](mailto:ecomarkets@terrachoice.com).

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