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### **Author**

Adams, Sue

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Peer reviewed

**Review: Co-Op America's National Green Pages,  
1995 Directory**

Reviewed by Sue Adams  
St. Francis Xavier University

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*Co-Op America's National Green Pages, 1995 Directory.* Washington, DC:  
Co-op America, 1994. 134 pp. US \$5.95 paper ISSN: 1064-8729.  
Recycled paper.

The Co-Op America's National Green Pages is a a magazine-style directory of "products and services for people and the planet," intended to serve as a ready reference for anyone interested in participating in the emerging green economy. It catalogs over 1200 companies which have committed to the Co-op America Green Business Ethics Pledge of operating in an environmentally sustainable manner.

Entries are grouped topically and provide a brief description of the products or services offered, as well as the company's mailing address and telephone and fax number(s). Often the entries are accompanied by a philosophical statement of the company's aims. The overall layout is reminiscent of the traditional Yellow Pages, with some entries boxed or capitalized for added emphasis. Several of the companies have also inserted attractive advertisements.

Although fascinating for browsers, the directory also serves the more systematic information seeker. Here it excels, providing a range of indexes unseen in the traditional Yellow Pages. The table of contents outlines the directory's topical headings and includes helpful "See" references. Separate geographical and alphabetical indexes aid the reader in locating entries for particular regions or specific companies.

For those looking for more substantial text, Co-Op America's National Green Pages offers a half-dozen articles and numerous brief clips about the green economy. Examples are a salute to cooperatives, hints on "greening your life," and several inspiring accounts of socially and environmentally responsible projects.

This excellent resource is useful to anyone interested in responsible consumerism, but most of the entries seem to be aimed at a "fortyish" crowd with significant disposable income. In the table of contents,

women, gays/lesbians, students, children, and babies all merit their own product sections, but nowhere do disabled or older consumers appear. It would be encouraging if future editions included more listings appropriate to these groups. The geographical coverage is also, understandably, uneven. Although explicitly a "national" resource, the directory does include three entries from Canada, and one each from Puerto Rico, South Africa, and the UK. Hopefully, more businesses in these and other countries will be encouraged to join Co-op America's Business Network, making the Green Pages an effective "international" resource.

Emerging Web sites for green consumers provide an interesting complement to this directory, but they are a long way from supplanting it in either content or format. Co-Op America's National Green Pages is recommended for both public and university libraries. Its inexpensive format makes it an equally attractive purchase for individuals concerned with sustainable development.

*Sue Adams <[sadams@juliet.stfx.ca](mailto:sadams@juliet.stfx.ca)> is a librarian at the Coady International Institute, St. Francis Xavier University in Antigonish, Nova Scotia, Canada.*