

## a note on the economy

several of our clients have asked us in recent weeks whether or not we think that green is likely to continue growing in the present economy. our answer is a resounding yes.

first, the economy didn't just go soft. it's been soft for a while now, but green products and services have continued to grow.

second, green has been a strong trend for more than one reason. yes, consumers are concerned about the environment and increasing numbers of them are willing to inconvenience themselves in order to behave more responsibly. however, green is also growing because many of the things people do in order to 'go green' save money. they are simple, practical solutions, and that makes them attractive.

here are a few examples:

- consumers are becoming more familiar with their bulk food sections (and they are buying slow cookers to prepare that bulk food)
- consumers will try everything they can think of to make their homes energy efficient this winter
- they continue to show great interest in cars that give them higher gas mileage
- parents will not stop preferring safe toys for their children
- the current economic crisis makes socially responsible investments more attractive