

SHORTCUTS

NEIGHBORS



Photo: Kelli Urdall

Monterey Business Makes Sustainability Feel Simple

BY RENEE BRINCKS

Jackie Barnes started The Green Directive last year. She sells nontoxic, sustainable, fair trade products online and also delivers local orders—sometimes via bicycle.

Though she's always been sustainably minded, Jackie Barnes' interest in environmental action evolved after she watched the 2016 documentary, "A Plastic Ocean." The film inspired her shift toward a low-waste lifestyle. While waiting for the delivery of some plastic-free purchases, however, Barnes wished for a local source.

"I realized, why wait for someone else to do it? I should start my own store," she says.

Barnes launched The Green Directive in October. Her catalogue features sustainable, fair trade items such as bar shampoos, bamboo toothbrushes, biodegradable sponges, stainless steel straws and responsible cleaning products, plus zero-waste home starter kits. In addition to pop-up events at Monterey's Dirty Girl

Plant Co. and elsewhere, Barnes offers delivery options—including bicycle delivery—for online orders shipped within 10 miles of Monterey.

Barnes recommends that families start their own low-waste journey with a month-long trash audit. Then, make small changes. Purchase farmers' market produce instead of packaged items. Trade plastic bags for reusable totes. Embrace the feeling of clean that comes from natural products, rather than harsh chemicals.

"When you're getting rid of waste, take it slow," Barnes says. "One of the big things with behavior change is doing things one step at a time."

Please visit www.thegreendirective.com for orders and information.