

# Organic Business

## Doing Business Sustainably

Sustainable businesses, or green businesses, operate in ways that solve, rather than cause, both environmental and social problems.

These businesses adopt principles, policies, and practices that improve the quality of life for their customers, their employees, communities, and the environment. They participate in environmentally-friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that meets the needs of the present world without compromising the ability of the future generations to meet their own needs.

### Triple Bottom Line

The triple bottom line, or People, Planet, Profit, captures an expanded spectrum of values and criteria for measuring organizational (and societal) success: economic, ecological and social. *(Continued on page 2)*

## PizzaSalad is a Sustainable Business

PizzaSalad, The Organic Choice, is a pioneer of sustainable business. Beginning with a menu which is more than 95% USDA certified organic, PizzaSalad conducts earth-friendly business operations such as using 100% bio-degradable food and beverage containers, hybrid delivery vehicles, 100% organic cotton employee uniforms, cleaners and sanitizers which are non-toxic to the earth. For more on PizzaSalad's sustainable business practices, visit [pizzasalad.com](http://pizzasalad.com).



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*In this issue, we consider  
the meaning of green  
business.*

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## Doing Business Sustainably

*(continued from page 1)* “People” (human capital) pertains to fair and beneficial business practices toward labour and the community and region in which a corporation conducts its business. “Planet” (natural capital) refers to sustainable environmental practices where a business endeavors to reduce its ecological footprint by, among other things, carefully managing its consumption of energy and non-renewables and reducing manufacturing waste as well as rendering waste less toxic before disposing

of it in a safe and legal manner. “Profit” is the bottom line shared by all commerce, conscientious or not. In the original concept, within a sustainability framework, the “profit” aspect needs to be seen as the economic benefit enjoyed by the host society. It is the lasting economic impact the organization has on its economic environment.

In conclusion, the Triple Bottom Line approach to measuring the performance of a business is viewed as a more holistic method of assessment. Monetary profit is just as important as ethical treatment of employees and reduction of waste produced by business activities.

*For each and every business decision, PizzaSalad considers the short and long-term impact to its employees and customers, the surrounding community, and our environment.*

### PizzaSalad’s TBL

How does PizzaSalad measure up when considering a Triple Bottom Line approach?

**People:** PizzaSalad’s mission is to enable everyone to live healthy offering options for discerning palettes and those following restrictive diets.

**Planet:** In addition to offering an organic menu, PizzaSalad’s numerous earth-friendly business practices such as using Energy-Smart restaurant equipment, indoor and outdoor furniture made of sustainable materials, and actively recycling minimize its carbon footprint.

**Profit:** At PizzaSalad profit means increased quality of living for its customers, employees, and community. This translates into providing every customer organic gourmet food with excellent service while respecting our earth’s health.

PizzaSalad’s TBL rates favorably!

### Invest in Green Business

You don’t need to hire a financial portfolio manager to invest in green business. You can invest by supporting businesses in your community which are implementing “green” business operations.

Making earth-conscious business decisions may mean paying a little bit more for packaging, shipping and delivery, or raw materials. This, in turn, forces a green business to relay some of the added expense onto their pricelist. Consumers should recognize however that a slightly higher price for an organic salad or an organic bouquet of flowers is part of their investment in a healthier earth.

Investing in green business has never been easier! Start by supporting those businesses in your community which are “green”.

### PizzaSalad, The Organic Choice

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