



# BLUE MARKET AK

UNPACKAGED FOR A HEALTHY PLANET

Refill.  
Not Landfill.

[www.bluemarketak.com](http://www.bluemarketak.com)

Granola bar / candy wrapping

Ziplock bags

Produce bags

Garbage bags

- What disposables (plastic or otherwise) do you use?

The dreaded clamshells

Bread bags

To-go food utensils

Coffee cups & those pesky plastic lids

To-go food boxes

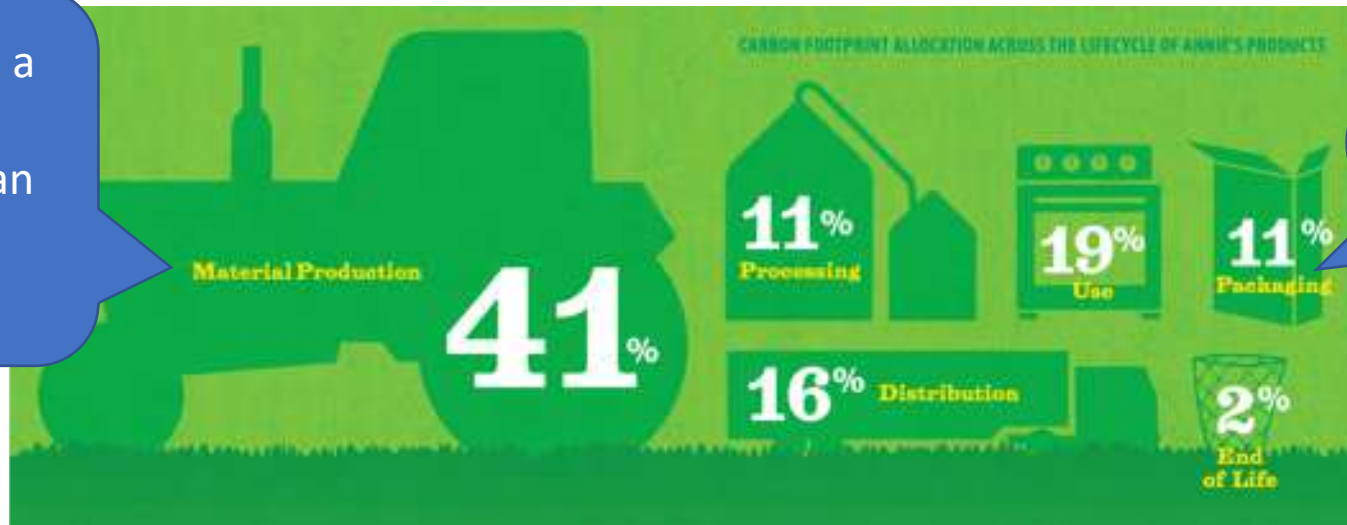
Cardboard packaging  
(like for crackers)

Dog poop bags

Cellophane bags (chips, etc.)

# How can we affect greenhouse gas emissions & solid waste by changing our habits?

on average, organic wheat production has a 40% lower global warming potential than conventional wheat production.



Annie's packaging is minimal – glass, cardboard, wax paper.

- **Materials / Ingredients / Processing**
- **Packaging (type, amount)**
- **Shipping / Distribution**
- **Recycling / Garbage / Compost**

# Blue Market AK Standard

We Vet  
Our  
Vendors  
with these  
Standards

## 6 Standards & Criteria



### LOCAL

- ✓ AK COMPANY
- ✓ AK INGREDIENTS
- ✓ AK WILD HARVESTED
- ✓ AK MANUFACTURED



### SHIPPING

- ✓ CARBON-AWARE
- ✓ BULK/LARGE QUANTITIES
- ✓ RECIRCULATED CONTAINERS
- ✓ "GREEN" PACKING MATERIALS



### PACKAGING

- ✓ NAKED (NO packaging)
- ✓ NO PLASTIC
- ✓ RE-CYCLED -PURPOSED -USABLE
- ✓ COMPOSTABLE



### COMMUNITY-MINDED

- ✓ COMMUNITY INVOLVEMENT
- ✓ DONATIONS
- ✓ EDUCATIONAL OPPORTUNITIES
- ✓ PARTNERSHIPS



### ECO-FRIENDLY


- ✓ ANIMAL FRIENDLY
- ✓ NON-TOXIC
- ✓ HANDMADE
- ✓ BIODEGRADABLE



### HUMANITARIAN

- ✓ FAIR TRADE / HR PRACTICES
- ✓ SMALL BUSINESS
- ✓ SOCIAL ENTERPRISE
- ✓ WOMAN/MINORITY-OWNED

**zero-waste  
mantra**



A million people doing  
it imperfectly is far  
more important than a  
few people doing it  
perfectly.

# “RE-THINK” is arguably the Most Important “R-”

- **Refuse, Reduce**

- possibly the most difficult to accomplish

- **Rot (Compost)**

- **Re-use, Re-purpose**

- Plastic, metal, cardboard, glass
- Shop “Unpackaged” w/your containers

- **Recycle Correctly**

- So important that it’s done right!



-- or --



# Shop Locally – one way to affect positive change

- Blue Market AK
- Market Juice AK
- Hoarding Marmot
- Thrift Stores
- Consignment Stores
- Habitat ReStore
- Anchorage ReMade
- Sustainable Wares (Homer)
- Denali Dreams Soaps
- Alpenglow Skin Care
- Alaska Flour Company
- Farmers Markets
- Spice and Tea Exchange
- Fairbanks Co-op Market
- Alaska Pasta Company
- Indigo Teas
- Summit Spice and Tea
- Arctic Harvest
- Seeds of Change
- The Roaming Root Market
- Johnny's Produce
- Great Harvest
- Fire Island Bakery
- Uncle Leroy's Coffee
- Bambino's
- Frontiersman Sourdough
- Beachtribe Sodaworks
- Local breweries
- That Feeling Co.
- Local coffee roasters
- Mat Su Farm Coop
- Pam's Carrots
- The Goods
- Alaska Mill & Feed
- And so many more....

Jen's Story – When was this passion born?

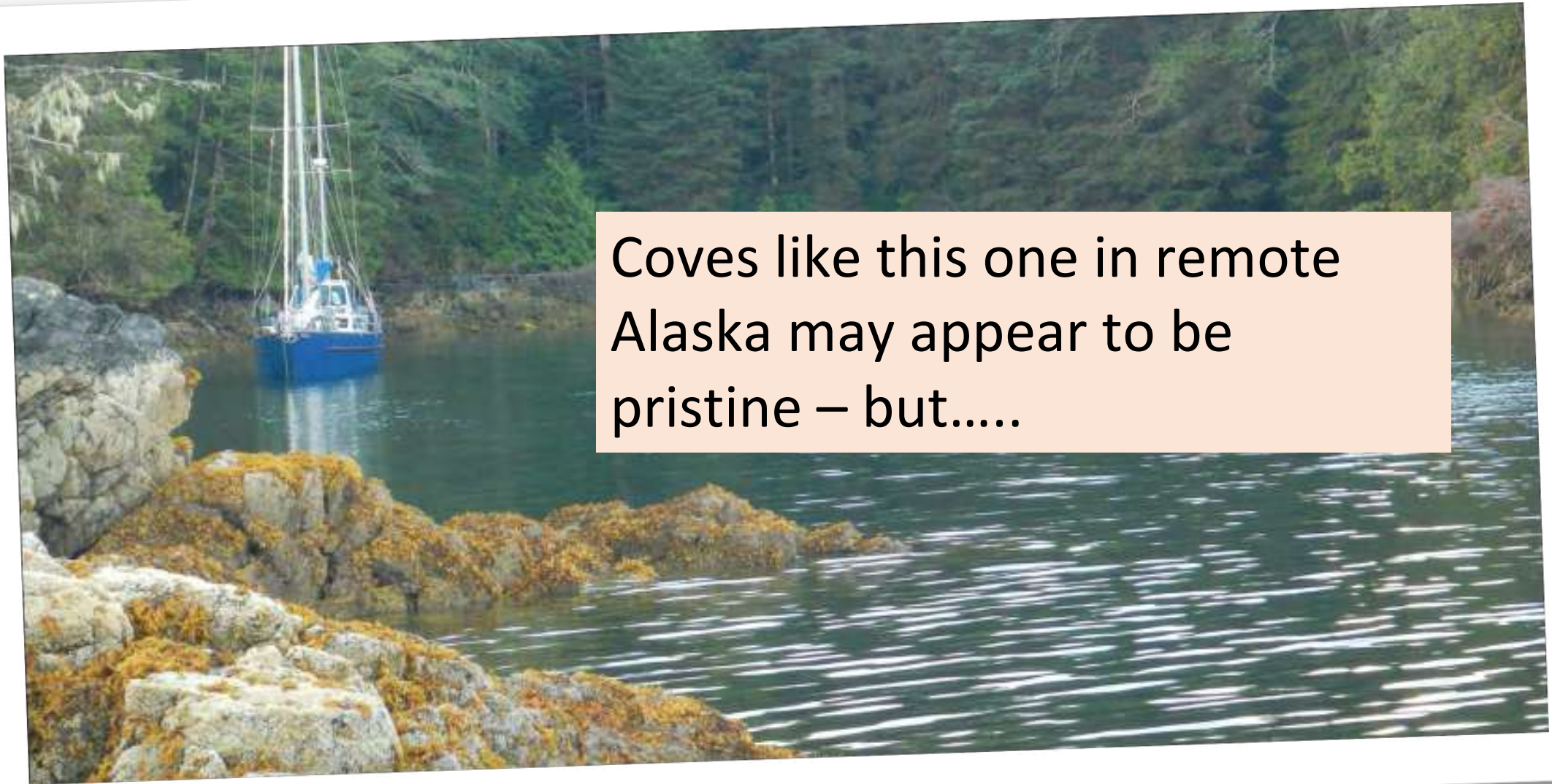


In 2012,  
We sailed 8,000  
nautical miles – and  
saw a LOT of plastic

Seldovia, AK  
to  
Huatulco, Mexico







Coves like this one in remote Alaska may appear to be pristine – but.....

BOTTLE CAPS FOUND AT GORE POINT, ALASKA. COLLECTED AND ANALYZED BY NICHOLAS MALLOS, OCEAN CONSERVANCY

# Gore Point, Alaska



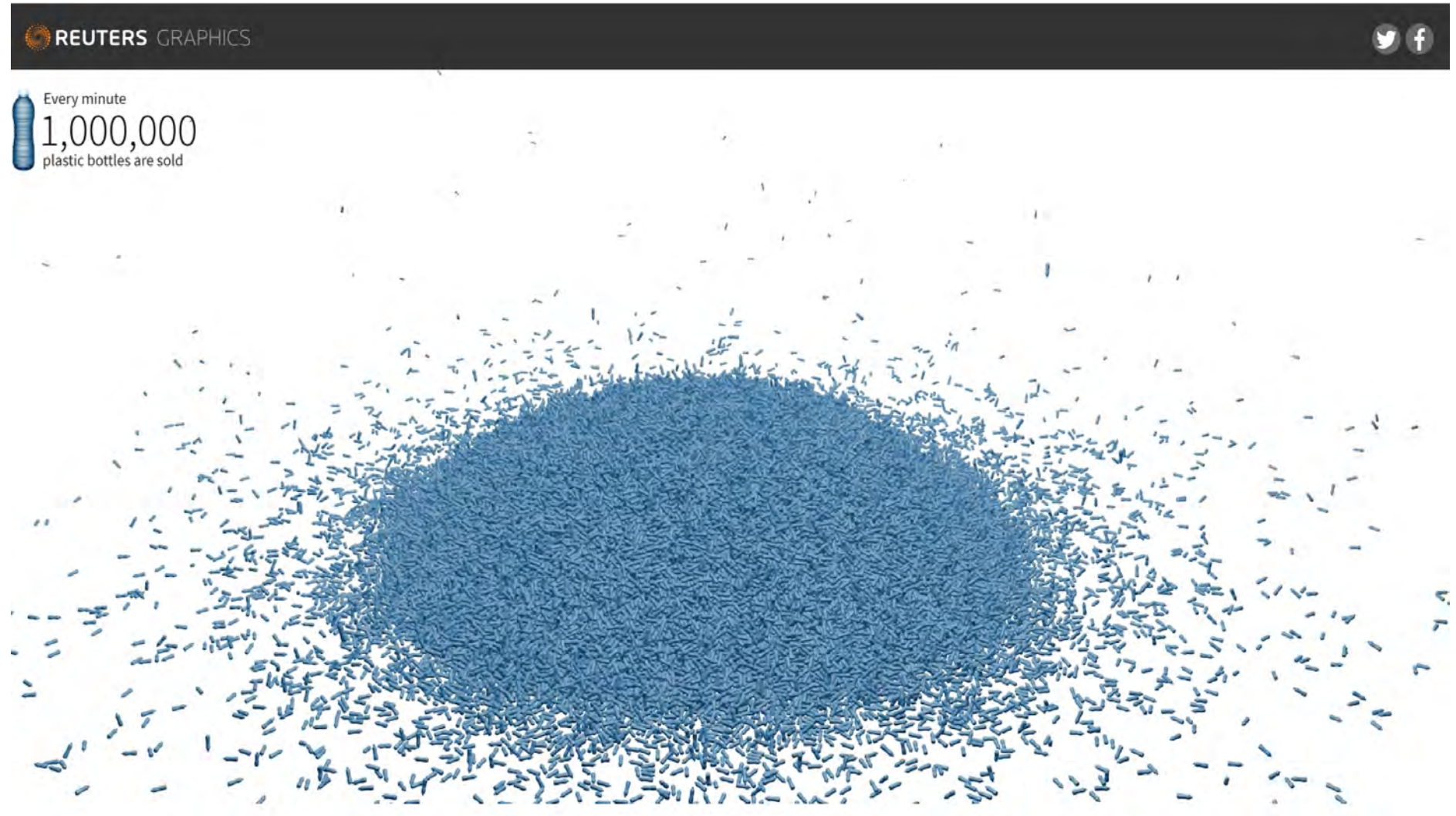
\*SPECIFIC AREA UNDETERMINED

[Courtesy of Anchorage Museum]

2 minutes  
on a  
Mexican  
beach



1 Million  
plastic  
bottles are  
sold every  
minute!



<https://graphics.reuters.com/ENVIRONMENT-PLASTIC/0100B275155/index.html#:~:text=4%20trillion%20bottles&text=The%202018%20annual%20figure%20of,more%20than%2050%25%20since%202009>

# A Challenge from a friend - Shop for a month without buying single-use plastic



My grocery cart  
without any single-  
use plastic  
packaging

---

(well, almost)

And....  
Blue Market AK  
was born!

Refill Grocery  
Model supports:

Refuse, Reduce,  
Rot, Reuse,  
Repurpose,  
Recycle



Anchorage's "old world"  
green grocer & refillery

- A community-centered social enterprise founded by Jess and Jen, a Spenard-based "mom and mom" team with a passion for keeping our **earth green** and our **oceans blue**.
- **A REFILLERY:** Bring your own empty containers (or use provided repurposed ones) and refill them.
- **Essential household products, groceries and toiletries** (such as dish soap, olive oil, shampoo, and rice just to name a few).
- **"ZERO-WASTE" PHILOSOPHY:** Products provided in eco-friendly packaging or "naked" (no packaging at all).
- **Convenient eco-friendly choices for conscious consumers** who wish to minimize waste, shop locally, give back and eliminate single-use plastics.



[www.bluemarketak.com](http://www.bluemarketak.com)  
907-677-2583 (BLUE)  
1406 W. 31st Ave. in Spenard

Open Wed-Th-Fri-Sat 11:00-6:00 & Sun 11:00-4:00. Online shopping also available.

# Why? Because . . .



- 5 Trillion per year
- 160,000 per second
- 700 per year per person

<https://www.theworldcounts.com/challenges/planet-earth/waste/plastic-bags-used-per-year/story>



50 Billion water bottles  
bought in the US  
per year

[Source:  
[http://www.back2tap.com/resources/  
get-the-facts/  
bottled-water-consumption/](http://www.back2tap.com/resources/get-the-facts/bottled-water-consumption/)]

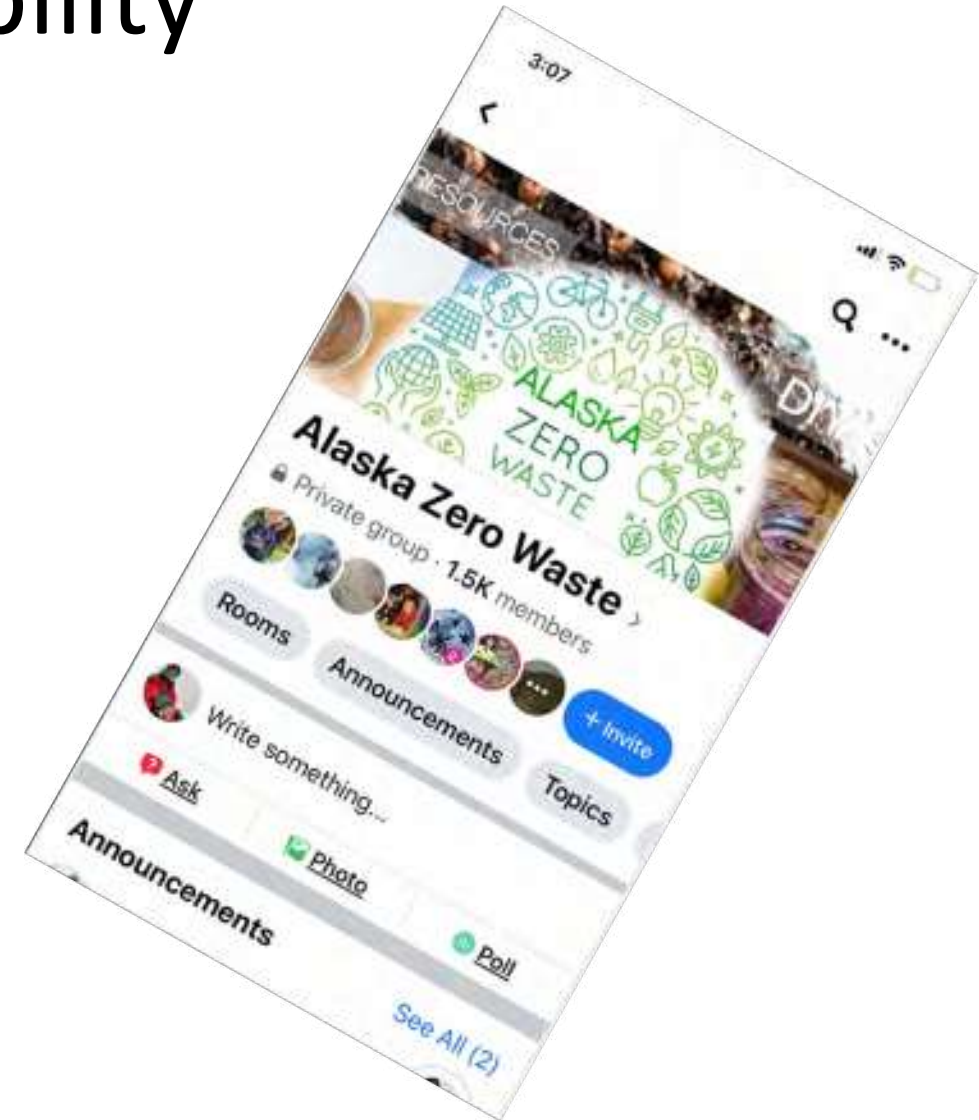


8 Million Tons of plastic  
enters the oceans  
per year  
(5 trillion plastic pieces)

[Source: National Geographic; February 13, 2015;  
Study in "Science" 2015 ]

# There is Buzz....People Care.... Local Resources for Sustainability

- Muni Recycling and Composting programs
- Buy Nothing FB Groups
- Alaska Zero Waste FB (1,500 followers!)
- Farm to table options
- UAF Composting/Food education
- Craigslist / FB Marketplace
- Conscious Retail stores
- Etc.





# Local establishments are changing



## Call to Action:

- Make conscious changes to your grocery shopping habits to reduce your purchasing of products packaged with single-use plastic.
- How can this change become a Middle-Out Action for our Community?

A Journey Of A Thousand Miles  
Begins With A Single Step  
-Confucius







[www.bluemarketak.com](http://www.bluemarketak.com)

info@bluemarketak.com

907-677-2583(BLUE)

1406 W. 31<sup>st</sup> St.