

Organic Cotton: Make the Scene in Clean Green Jeans

Most people know why organic food is beneficial to your health, but what's the deal with cotton? You don't eat it, so why should you choose organic?

The deadly answer is pesticides. Cotton is the most heavily sprayed crop in the world, accounting for a whopping 10% of pesticide use. To put this into perspective, it takes 1/4 pound of pesticides to create one non-organic T-shirt, and 2/3 pound to make a pair of conventional jeans. Once you comprehend the environmental problems that pesticides cause, you'll know why you should opt for organic cotton. Pesticide use on cotton crops causes:

- irreparable damage to the natural world;
- respiratory illnesses and pesticide poisoning among farm workers who work around cancer-causing chemicals;
- contaminated produce, meat, dairy products and water.

Organic cotton, on the other hand, is produced without using chemical fertilizers, and must be pesticide-free for three years. It contributes to healthier ecosystems by deterring erosion, and allowing nature to heal soil damaged by pesticides and chemical fertilizers. You can find fashionable organic clothing at many of the shops in our Get Style coupon section.

For the ultimate one-stop shop offering you a vast selection of eco-apparel, visit Portobello West Market. Held on the last Sunday of every month from March to November and with a special holiday market in mid-December, Portobello West makes eco-apparel accessible, particularly from Vancouver designers. Find one-of-a-kind fashion and art from over 100 local creators each month, selling stylish eco-friendly options.

www.portobellowest.com



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