

# NORTHERN CALIFORNIA'S adventure sports JOURNAL

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The Home of Adventure Culture

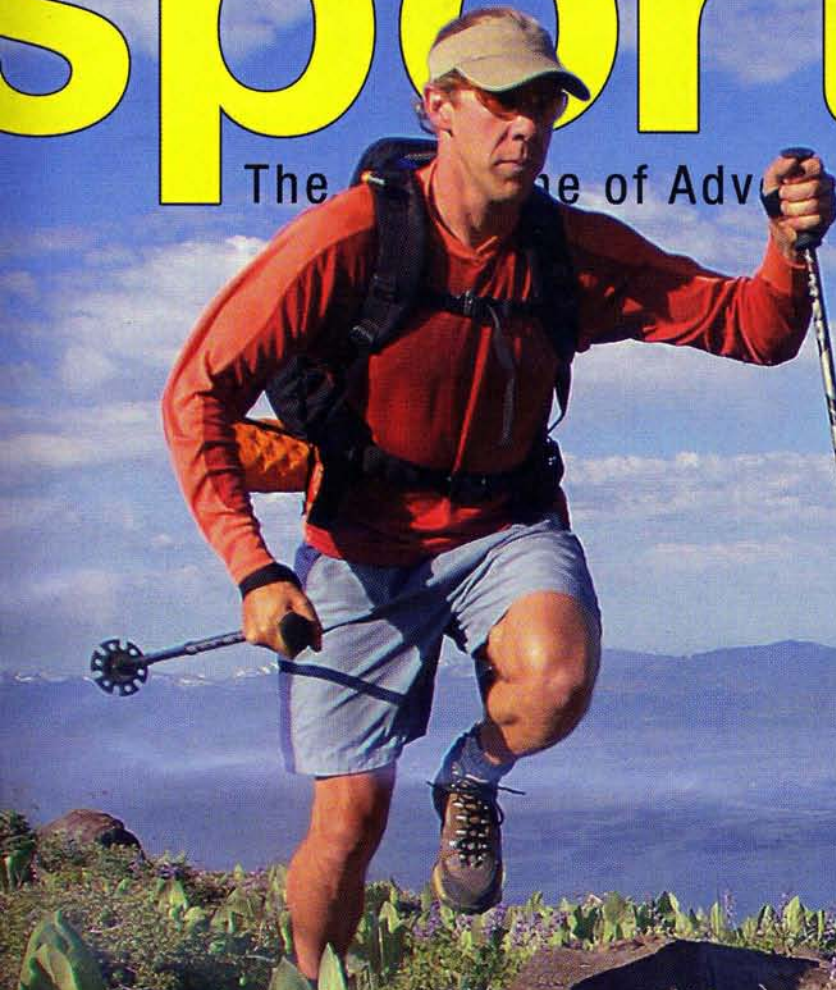
**Full Circle on the  
Tahoe Rim Trail**

**Wild & Scenic Bachelor Peak**

**Bouldering Zone Discoveries**

**Wandering Bishop Canyon**

**Spring Boost for Shorelines**





to figure out ways the Berkeley-based company can reduce their environmental impact. As a result, they've switched to 70% organic ingredients. They use recycled materials in packaging, moved their warehouse to the same city as their bakery (Reno to Los Angeles) to reduce shipping emissions, and eliminated shrink wrap, a move that eliminates 90,000 pounds of plastic per year.

For their employees, upper management instigated a Cool Commute Program that encourages staff to practice alternative commutes. It also provides incentives for hybrid and biodiesel purchases. They've also created Project 2080, where the company staff collectively donates at least 2,080 hours of volunteer time to charitable work.

Clif Bar is also a recent member of BICEP (Business for Innovative Climate and Energy Policy), a collection of companies like Nike and Timberland who are lobbying for strong global warming legislation this year. Putting their money where their mouth is, Clif Bar has financed the construction of 13 farmer-owned wind turbines.

Also impressive is their customer-based programs like the Two Mile Challenge, which encourages customers to replace one trip a week under two miles with a bike. Participants have offset 70,896 pounds of carbon so far.

### 3. Osprey

This small, independent backpack company – born in Santa Cruz in the mid-70s before moving to southwest Colorado in 1990 – is quietly becoming a leader in green design, largely because of their insistence in using more recyclable materials in their packs every year. Their Resource Series collection has up to 86% recycled materials.

As a company, they also get more aggressive about mitigating their impact. Osprey offers cash incentives for employees who carpool or use non-motorized transportation. The company has their own Volunteer Incentive Program, where employees can get paid for eight hours of volunteer service per year.

Their headquarters in Cortez, CO, is powered by renewable energy, and they've recently installed waterless urinals. It sounds like a small step, but it saves 19,000 gallons of water a year.

### 4. Organic Climbing

This small climber-owned manufacturer of bouldering crash pads proves that sometimes, smaller is better. Other than a few key retailers, Organic Climbing deals mostly direct to consumer in an attempt to focus on quality while eliminating the bulk of their greenhouse gas emissions.

Their pads are stuffed with soy-based and PVC-free foam, and the customized patterns are sewn from colorful scraps found on the cutting room floor. All manufacturing is done in-house: the Montana headquarters is 100% wind powered and all materials come from the U.S.

At the end of the week, Organic Climbing only



## Greenest Outdoor Initiatives

Buy a backpack, save the world. Okay, not exactly. But these innovative environmental initiatives might make you feel a little better about your next gear purchase.

### Trek's One World Two Wheels:

The bike company has committed \$1.6 million over the next few years to support the League of American Bicyclists Bicycle Friendly Community Program and to IMBA for trail development. They've also hired a full time advocacy director to help local retailers get more involved with community-based bike advocacy efforts. The goal is to increase U.S. bike trips to five percent from the current one percent. As part of the initiative, Trek issued a major grant to Freiker, a Boulder-based group that encourages kids to bike to school through incentives. [www.trekbikes.com](http://www.trekbikes.com)

### Oboz Gives Shoes Away:

All sample Oboz shoes are donated to the Uganda Orphen's Fund, and all single shoes are sent to amputees through the National Odd Shoe Exchange. And in a flagrant attempt to buy off your conscience, for every pair of shoes you buy, Oboz plants one tree in Central America, Africa and Asia. [www.obozfootwear.com](http://www.obozfootwear.com)

### Guyot Designs C-Minus Program:

We know carbon offsets often add up to nothing but hot air, but some offsets fund innovative projects, like the C-Minus which supports Commonwealth Resource Management, a company capturing methane gas from old landfills and converting it into energy. Plus, everyone should use a reusable, preferably stainless steel, bottle instead of package plastic-bottled water anyway. So this is a win, win proposition. Buy a Guyot Designs stainless steel bottle and the company buys



You just banked your last turn, finally realize that you've been grinning so long. You're buzzing. You can't help but laugh out loud.

This is when you appreciate your gear. For that brief moment, you forgot it was there. That's design perfection.

The new Big Zip SL™ is designed to be used with the most features of any hydration pack. It's so easy to use that it's, well...for everything we make, the only taste you'll find is pure freedom.

Available at:  
[DomsOutdoor.com](http://DomsOutdoor.com) - Livermore, CA |



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