

Home Grown Organic Foods

Halifax, NS

"Businesses will try to provide consumers with whatever they ask for. By making consumers aware of the benefits associated with buying sustainable products entrepreneurs will promote environmental stewardship."

Geordie Ouchterlony, Owner
Home Grown Organic Foods

Home Grown Organic Foods (HGOF) is dedicated toward satisfying the growing demand for healthy, locally grown, affordable and ecologically sustainable organic food. According to owner Geordie Ouchterlony, Home Grown Organic Foods differs from most agrifood businesses in that every decision is weighted heavily by environmental and social implications.

Ouchterlony believes he has a greater impact educating his consumers and promoting sustainability as an entrepreneur, than as a consumer. For example, the packaging used at HGOF to deliver food is reusable and the business also composts and recycles on a regular basis. As an entrepreneur Ouchterlony has the opportunity to educate potential customers on the benefits of eating organically grown foods which, among other benefits, indirectly promotes the value of sustainable farming practices.



Future environmental initiatives for Home Grown Organic Foods include cooking classes. As a chef this will provide Ouchterlony with the opportunity to encourage others to use organic food as well as to demonstrate how an environmentally conscious person operates a household.

Ouchterlony believes that environmentally conscious entrepreneurs who are trying to make their business more eco-efficient should research, talk with experts, keep it simple and have fun!

To learn more about Home Grown Organic Foods visit www.hgof.ns.ca (E)