



North Columbia Environmental Society Green Business Award

Talisman Fibre & Trading Company

www.talismantrading.org

It really does feel like every dollar you spend is a vote for what you believe in when you shop at Talisman Fibre and Trading Company. Janet Pearson has chosen her inventory with a variety of questions in mind, such as is the product locally made, is it made from organic fibres, is it fair trade produced, is it benefiting humanitarian initiatives? It all equals an amazing and superior shopping experience for Revelstokians, one unprecedented in other small communities.

The story of hemp is an especially appealing one for Pearson and a favorite product in her inventory. "I stock natural and organically grown hemp fibre clothing. When growing it, requires no pesticides and needs little water, yet it renews the soil with each growth cycle. Its long roots prevent erosion and help retain topsoil. Hemp grows readily in most temperate regions. Cotton on the other hand is the most heavily pesticide dependent crop in the world, with 25% of all pesticide used world wide used on cotton.(1 cup of chemicals for every T shirt.) By buying hemp we get a strong, beautiful fibre and we give the planet a break too," explained Pearson. "I love the depth of local artists that have work for sale in the store, from photographers to painters, and then there is USED seatbelt purses, the most original and visually appealing product I have seen in a long time. We also sell products that support women's work projects and family operated businesses from other countries," commented Pearson.

When asked to explain what inspires her, Pearson's answers are stark but poignant; "I love my children and am concerned for them in their futures. I believe that there is a collective mind out there, and that if enough people are made aware of the positive environmental alternatives and the dangers of some of the things that are common place then that positive change will happen. Like Coco Love says, there's hope for the world."

Interestingly these thoughts are evident when a person walks into Talisman. There is an aura of love and caring. It comes through in the care that has been taken in each item, not just its display but in its very essence of the beauty that is in each product and in Talisman owner, Janet Pearson.

The eternal challenge for retailers is the b-a-g swear word. What to do about bags? Pearson has come up with a most interesting idea to deal with the issue at Talisman. She is trying to secure a source for bags that would benefit children and families half the world away in India. Pearson explains, "I'm trying to get paper bags that are made from used newspapers (the crossword is sometimes even done for you!). The bags are made by street kids from around the New Delhi train station. The money generated allows the children to go to school and play rather than pursue the traditional jobs of homeless children; like shoe polishing, and rag collecting. The program was started by a group of street children and now those original children are adults but the program continues to be successful."

Talisman Fibre and Trading Company offers a lovely shopping experience and one that allows the customer to make their money go far beyond the local environment of Revelstoke.