



Sponsored Feature

SHOP LOCALLY AND TRAVEL LIGHTLY WITH THE HOOK AND GO

Ever wondered how you can improve your health, help the environment and support rural communities? Easy - Visit your local farmers market with a Hook and Go - the best thing since reusable shopping bags.

A Farmers' Revolution

As more and more shoppers become aware of sustainable growing practices they are adapting their shopping routines. We're not pushing trolleys down supermarket aisles, but trawling through weekly farmers markets with our re-usable bags, looking for the best organic produce available.

Shopping locally is one of the most important changes one can make to join the sustainable revolution. Farmers markets support local agricultural communities while helping the environment by minimising the need for transport, excessive packaging or extended refrigeration. Plus, they provide the best quality produce that is always fresh and in season. In Australia, farmers' markets are on the rise, with over 110 farmers' markets registered with the Australian Farmers' Market Association (AFMA) across the country, up from just 40 in 2002.

Farmers' markets serve to strengthen local communities while ensuring growers of best practice sustainable principles have a forum to highlight their contributions. 'Shopping in food markets is healthy, educational and fun and provides a vital link between the country and city,' says AFMA spokesperson, Jane Adams. 'What's more, it helps support sustainable food systems and local food.'

Shoppers can do even more by embracing sustainable practices in their own lives. This means reducing waste, transport and packaging from the farmers' market to the dinner table. eco diseno offers a range of beautiful products that have been designed to be stylish, functional and enhance your market experience.

Their extensive range of products including re-usable snack and sandwich wrappers, produce bags, carry bags, and now the revolutionary Hook and Go shopping trolley, means you can shop locally and save the planet in style. Sustainability doesn't have to come at the expense of functionality or comfortable living.

Lighten your environmental load

The Hook and Go trolley was designed by the aptly named Vancouver based designer John Hook and debuted by Bobby Winston at the San Francisco's bustling Ferry Building Market, instantly captivating and winning over shoppers galore. It is now a cult item at San Francisco and Beverly Hills markets, and has been internationally heralded in Canada and the UK.

Today, eco diseno is proud to bring the sensational Hook and Go to our shores, revolutionising our market experience. The Hook and Go is designed to be a part of the shared farmers' market community with easy-to-use and compact mechanism that can hook up to eight

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shopping bags over its loading arm for easy manoeuvrability. Like the name suggests, you simply hook your bags on and go, making grocery transport a breeze. Now you can make short trips to the store without the car - saving you time and helping our planet.

The revolutionary product is now available in Australia, exclusively through eco diseno. eco diseno also offers a compatible and stylish range of re-usable bags that can be used with your Hook and Go, including all-natural jute bags from BANG consortium or colourful and ethically sourced bags from Envirosax.

Visit their website: www.ecodiseno.com.au for more details.

Green isn't a label - it's a way life

At eco diseno, what we buy, where we buy it and how we transport it, are all seemingly small steps to a greener world. However, when taken collectively, these steps can have a big impact. Plus, you can reduce your footprint in style! eco diseno has always been dedicated to bringing unique, clever and innovative products into your life. We care about the people who make the products we offer. We prefer to source products from ethical and environmentally aware companies preferably with certification. It is important to us that the products we offer are re-usable, recyclable, biodegradable or fair trade. We are also committed to greening our own operations by re-using, recycling and using second hand alternatives whenever possible. We also donate 2 percent of our annual profit to Earthwatch Australia, a scientific research centre that develops its projects around pressing and global environmental issues. At eco diseno, we believe you don't have to trade your conscience to operate a successful business and as such we proudly support other small businesses, we believe in giving back to the community. Green isn't a label or catchphrase - it's a way of thinking and of living.



The Hook and Go can:

- carry up to 8 bags of fresh produce and other groceries without squashing your produce
- stands out amongst competing devices with its smart design
- easily collapses to a convenient carry and store size
- sturdy and easy to use when expanded
- less strain to use because load is balanced over wheels
- greater capacity achieved by suspending bags
- no damaged goods caused from stacking bags on top of one another

