

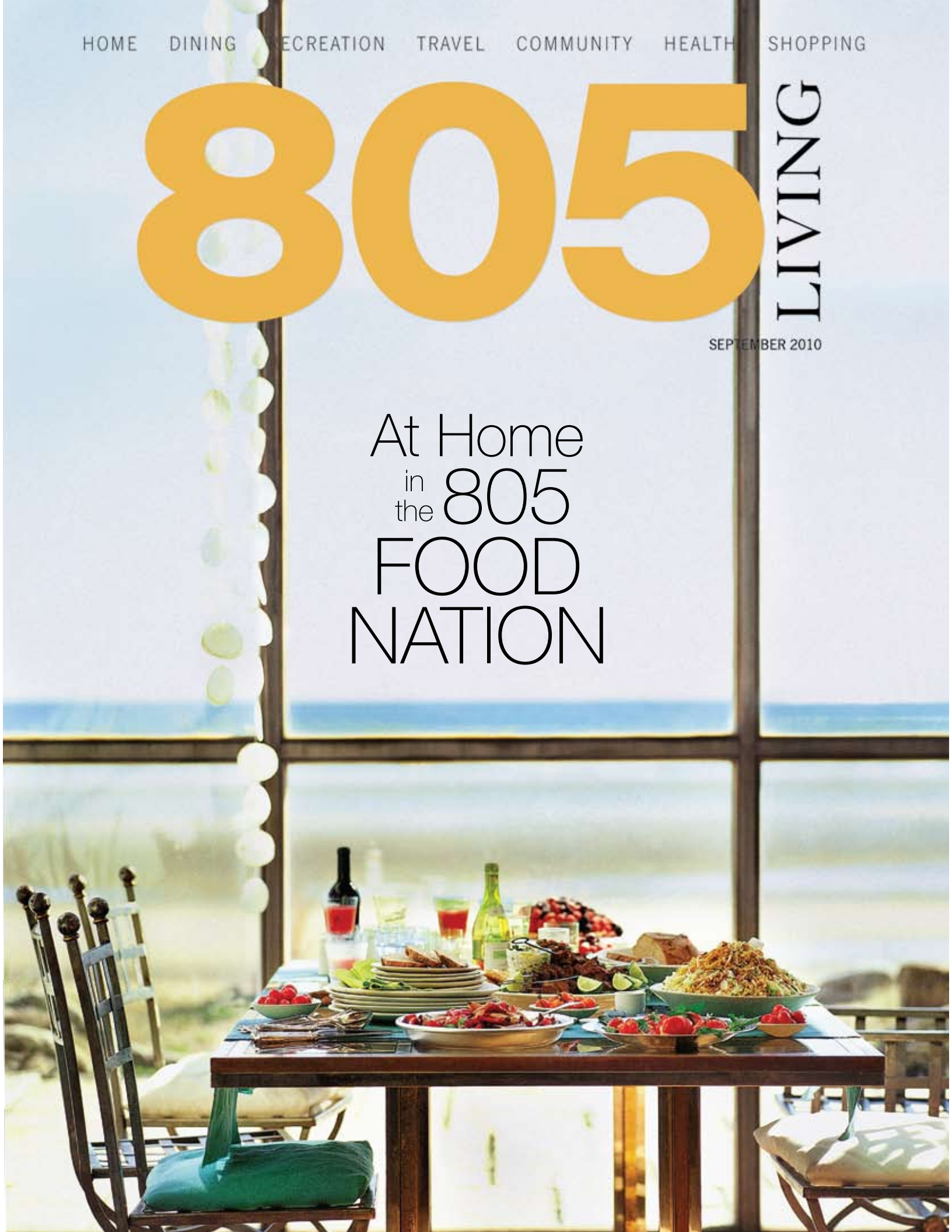
HOME DINING RECREATION TRAVEL COMMUNITY HEALTH SHOPPING

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LIVING

SEPTEMBER 2010

At Home in the 805 FOOD NATION





This page: Jennifer McColm with her chickens Spice and Red at her home in Calabasas. **Opposite page:** Chef Jamie West from Ojai Valley Inn & Spa uses garden-fresh veggies grown on-site in meals like this beet and arugula salad.

“I believe in honest labels.”

Jennifer McColm, founder of Jennifer McColm Living Green Enterprises

It's difficult to put just one label on what Jennifer McColm does, though all her efforts seem to branch out from a central passion for promoting a sustainable lifestyle. Under the umbrella of **Jennifer McColm Living Green Enterprises**, she runs 18 California Certified Farmers' Markets (ccfm.com). She runs the licensing agency Jennifer McColm Certified, granting her green stamp of approval on everything from food to products made from recycled or renewable materials—but only after applicants prove what they're selling is legit (“I believe in honest labels,” she says). With Raw Inspiration (rawinspiration.org), she helps to educate children and adults about the importance of a healthful diet—especially about getting enough fresh fruits and vegetables daily—through neighborhood markets. McColm began the “Just Do One Thing Green” (justdoonethinggreen.com) initiative four years ago to promote sustainable living. As founder of the “Gardens Into Schools” program, she funnels a percentage of farmers' market revenues to help build and cultivate organic gardens at local schools.

McColm herself got a very early start as a gardener, tending her own organic garden as a child, even setting up a stand to sell strawberries and other produce. She became a certified organic farmer in 1998; her Calabasas home garden feeds her three children. It's no wonder that McColm sees the next generation as the biggest opportunity for promoting sustainability. “I believe our kids are going to run with our agenda and make it work,” she says. “Twelve years ago I had one farmers' market; today I have eighteen. Just to know more and more people are eating healthier foods is really rewarding.”

—L.S.M. ■