

Over the next week, we will be interviewing some Canadian eco-moms. Today is the first interview and we are talking to Julie Laursen, mom to one and the owner of [Little Monkey Store](#), an online cloth diaper store located just outside of Vancouver, BC. While pregnant with her little one, she found that there was limited information for eco-conscious moms and as a result decided to provide local (and Canadian) parents with the resources and information they need to choose cloth diapers for their little ones. As a mom, Julie knows how hard it can be to make eco-consumer decisions for your baby.



EC: When did you first become an ethical consumer and why did it become important at that time?

*Julie: I have always considered myself to be an ethical consumer, however it has been a slow progression over time as my family's needs have changed and grown. The most important turning point for me was when I found out I was expecting my son. Many of the decisions, such as cloth diapers and cloth wipes, were an easy decision for us. But, one thing we learned was that babies need a lot of gear and we had no idea where most of this was made. We took this time as an opportunity to educate ourselves and make ethical decisions over what we would or would not choose for our child. For us, buying locally became an important aspect in our purchasing decisions.*

EC: What are the three most important things you do - that others could do as well - to live your values as an eco-mom?

*Julie: 1. Cloth Diapers: for every cloth diaper we use, we are reducing the number of disposable diapers in the landfill. That's one less diaper sitting for 500 years in our landfills. We also use cloth wipes when we are at home and biodegradable bamboo wipes when we are out.*

*2. Baby Food: we make our own baby food. We buy locally grown organic fruit and vegetables to make our own. There are no glass jars to dispose of and our little one gets great quality food with no preservatives.*

*3. Walking: it is so tempting to just drive to the grocery store for a couple things. We chose to live in the neighbourhood we do because of the close proximity to shopping and the recreation centre. We walk everywhere we can.*

EC: What are your eco-weaknesses? Is there something you buy or do that maybe you shouldn't?

*As much as I try to buy locally made or organic products, sometimes it just isn't possible or our budget does not allow it. What I do in these cases is try to shop locally, from our small toy store a few blocks away rather than the big box toy store at the mall. As a small business owner, I support other small businesses as much as I can.*

EC: In a world full of consumerism and mass advertising, how do you pass on your values to your children?

*Julie: We limit exposure to television and other aspects of mass advertising. However, as our child gets older this will be far harder to control. I think the best plan of action is to talk to our child about what we are purchasing and involve them in the decision making process. By educating our child, we can help him become an ethical consumer. The best role models for our children are their parents.*

EC: Finally, what would you like for Mother's Day?

*Julie: Diamonds would be great! Just kidding. In reality what I would like is to spend time with my family, enjoying breakfast together and heading to the local park for the afternoon. Too often our lives are so busy we don't get a chance to spend quality time with our families, enjoying time together doing simple things.*

EC: Thanks Julie!

Look for more interviews later this week. In the meantime, enter to [win some Mother's Day goodies](#)

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