

Eco-Friendly Christmas Trees

By [Darragh Worland](#) | Wednesday, December 9, 2009 3:49 PM ET

Share:



Add a comment

Now here's a business idea out of Southern California that just warms the very cockles of our hearts. If you're anything like us, the thought of hacking down a perfectly healthy tree only to watch it slowly die in your living room doesn't exactly invoke the spirit of Christmas. And a fake tree is just gross (sorry, but it is) and besides, it lacks that oh-so-comforting pine needle scent.

So what's an evergreen-loving person to do?

Enter the [Living Christmas Tree Company](#) in Redondo Beach, Calif. Founded last year by Scott Martin, the company will deliver a potted tree to your door and pick it up when the holidays are over to lovingly replant it in their nursery until next year.

"Maybe it doesn't look like the Christmas tree you had in the past, but it's a more sustainable way to move forward and it's alive," Martin tells [Fox 11 in LA](#).

Customers rent the tree, choosing from five different types, ranging in size from 2 feet to 8 feet tall. Of course, as in most cases, this eco-friendliness comes at a cost, running anywhere from \$50 to \$180 — but that does include delivery and pickup. (Oh, and the trees need to be watered, too, adding a little extra responsibility.) This year, however, Living Christmas Tree is partnering with Goodwill, so they will pick up any clothing and other donations along with your tree.



Just about everything this business does is done with the environment in mind. The trees are grown locally in brownfields (abandoned industrial land), using reclaimed water and organic fertilizer and delivered via bio-diesel truck 20 to 30 at a time, keeping the carbon footprint to a minimum. Then, when the trees grow too big (over 8 feet tall), they're re-purposed and planted through an urban reforestation process. The company keeps people in mind, too, offering volunteer opportunities and internships at the nursery for the elderly and handicapped.

As if that weren't enough, the company has now expanded into other areas, offering up eco-friendly LED lights and ornaments to decorate your eco-friendly tree.

And business, says Martin, is booming. Last year they had just 120 trees; this year, their crop has swelled to 7,500. Their Web site, where customers can order trees directly, averaged nearly 1,000 unique visits a day the first week of December with over 80 percent of them first-timers, Martin tells [DigitalCity.com](#).

Dare we say, we hope this idea catches on like wildfire across the rest of the country?

Photo courtesy of Living Christmas Tree Company.

Related stories:

[Kyle Hepp: Be the Change](#)

[Is it possible to make money and make the world a better place?](#)

[Ali Hewson: Trade Not Aid!](#)

[Eco-Shoes Sneaking Up On You...](#)

[An Interview With a Garbage Mogul!](#)

More like this in:

[Business](#), [Organic](#), [Water](#), [Eco-Friendly](#), [Carbon Footprint](#), [Christmas](#), [Trees](#), [Elderly](#), [Fertilizer](#), [Southern California](#), [Goodwill](#), [Handicapped](#), [Brownfield](#)

Darragh Worland is a New York-based writer and multimedia journalist.



Share:



Add a comment

Sign up now for the Daily Tonic! We ship a dose of goodness right to your inbox every day.

Signup

connect with tonic



RSS



Twitter



Facebook



YouTube



[Click here to download plugin.](#)

Tonic and Citta: Celeb Sutra Scarves

Growing a 'stache for November...Week 1

Haute Dog Howl'oween Parade for charity

most popular stories

- [1. Wrong Number Brings Thanksgiving Miracle](#)
- [2. The Future Is Now: Virgin Galactic Unveils SpaceShipTwo](#)
- [3. Hubble Goes Deep](#)
- [4. From a Cave to an Estate: Homeless Brothers Set to Inherit Billions](#)
- [5. Boxed Wine Beats Corked Wine](#)



or

[f Connect with Facebook](#)

Log in to Facebook to post your comment

sūtra pashmina
scarves
by citta

Introducing the exclusive tonic
sūtra hand-knit pashmina
scarves by citta.org [learn more ▶](#)

available in camel and grey

[Buy Now ▶](#) [Buy Now ▶](#)

sites we like

Good [Wired.com](#)
 Style.com [Slate](#)
 Ode [DarynKagan.com](#)
 National Geographic [Intent.com](#)
 People.com [WhyHunger.org](#)
 Alex and Ani

precycle [learn more ▶](#)

Stop postal junk mail and that's not all...

news categories | news contributors

us education kindness politics & policy regional/local	world africa americas asia australia/new zealand europe mideast	business autos economy employment good ideas personal finance retail stocks & investing	social responsibility activism development events fundraising giving human rights volunteerism	technology cutting-edge gadgets green tech tech does good	science energy environment healthcare innovation & discovery life sciences physical sciences space	entertainment books celebrity events movies music sports stage tv	life & style animals & pets culture diy family fashion food & drink health & fitness home & garden relationships	travel business travel destinations eco-travel leisure travel voluntourism
---	--	---	--	--	--	--	--	--

[about tonic](#) / [faq](#) / [contact us](#) / [jobs](#) / [tonic precycle](#) / [terms of use](#) / [privacy policy](#) / [sitemap](#) / [rss feeds](#)

© Copyright 2009 Tonic. All rights reserved