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Good News

Spotlight



Kerri Kent,
event rider
and CEO
of Kerrits

Can a horse lover ride her horse and help to sustain Planet Earth at the same time? "Yes," Kerri Kent says. Kerri is the founder, the CEO and the designer of Kerrits Riding Apparel and its green offshoot, the g.r.a.s.s. line of high performance clothing for riders.

"Ours is a whole corporate commitment to sustaining our environment," Kerri explains. "The g.r.a.s.s. concept occurred to me five years ago. Its fabrics are environmentally friendly, antibacterial, antimicrobial, durable and lightweight. The polybagging is recycled plastic. Even the tags!"

The Waste-Not Riding Tights are made of 12% spandex/88% recycled poly, for example. "For every yard of recycled poly made, we are keeping eight plastic bottles out of a landfill," the g.r.a.s.s. website says. The t-shirts are made of organic cotton. Other g.r.a.s.s. shirts and breeches are made of bamboo fibers, which are variously soft, biodegradable, antibacterial and UV-resistant. The bamboo plant takes in five times the greenhouse gasses and produces 35% more oxygen than a similar stand of trees.

"This line offers a streamlined, slimming, stylish-in-the-saddle look," Kerri notes. "Wear these clothes to ride when you want to look professional, in the saddle and everywhere else!"

An internet-surf yields not only websites for Kerrits and g.r.a.s.s., but also a host of green ideas: recycled materials for arena footings, eco-friendly fly repellents, and green ways to surface and maintain parking lots, stables aisles and pastures.

Kerri urges, "Start thinking, 'How will this decision affect the future?' For equestrian apparel or anything else you purchase, does your decision positively affect the future? It can." ■