

BIOGRAPHY Rob Grand



Rob Grand is the owner of Grassroots Environmental Products, Canada's largest green lifestyle retailer. Prior to opening Grassroots in 1994, Rob spent many years working with non-profit environmental organizations in various capacities: educator, spokesperson, organizer, project manager, and media liaison.

During this time, Rob recognized a lack of alternative, earth-friendly products in the marketplace. Determined to effect change, Rob had all the motivation he needed to create Grassroots – a business that would offer consumers low-impact choices for a healthy, sustainable future while providing him with a platform to continue his passionate work for the environment.

In his 18 years of environmental work, Rob has become a leading advocate, spokesperson, and educator on green lifestyle products and issues. He has served as a director of several non-profit environmental organizations, such as the Toronto Environmental Alliance, TD Friends of the Environment Foundation, Earthroots Foundation, Friends of the Don East, and the Toronto Recycling Action Committee. He currently volunteers as a director with the Coalition for a Green Economy, Green Enterprise Toronto, and the Local Flavour Plus Foundation. Rob has also been a guest lecturer at a number of grade schools, colleges, and universities.

As a spokesperson for green products and environmental issues, Rob has appeared in every major radio, print, and television media outlet in Canada.