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Abe's Market - Like Your Local Co-op Only Online

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Every day it seems like another new all-natural and organic brand hits the market. It's hard, and kind of a hassle, to try to track down the story and to verify that all of these products really are made with TLC ... and *not* BPA!

It used to be that you could take a stroll or bike ride down to the local food co-op and chat with the folks behind the counter to get scoop on all the products sold there. Often you could even meet the producers or farmers, because practically everything was sourced locally.

For better or worse, times have changed and we have literally the entire world at our finger tips. And soon we will have a resource that blends that co-op feeling with the convenience and choice of the internet. [Abe's Market](#) is a new online marketplace where you can shop for all-natural beauty, food, kids' stuff, and home and garden goods, plus participate in a community to exchange information and tips. It's sort of like the co-op with the bulletin board except you can go there at 3 a.m. if you feel like it, *and* have it all delivered to you.

Starting with just 50 brands, each seller on Abe's Market will have a page with the story behind the brand including photos and videos. It sounds like one of my favorite aspects of [Sephora's site](#), where you can learn about the philosophy of the company, which is just as important to me as the ingredients when I'm making a purchase decision.

From the screenshots and graphics I've seen so far, it also looks like a sophisticated and easy to use e-commerce site, which would be a welcome change. I can't believe the number of all natural sites out there who seem to believe that fuzzy pictures and weird navigation gives them some kind of granola-cred. Finally a site for all-natural products that isn't afraid to be slick!

The site is slated to launch at the end of August, and as a way to build and engage a community from the very beginning, they're taking suggestions for brands to include in the first wave of 50 sellers. Got a brand you feel passionate about? ~~Tack up a 3x5 card~~ Submit your idea to on the [Abe's Market site](#).