



**Submitted by:** John Lukens, [jlukens@ontf.com](mailto:jlukens@ontf.com)

**Company/Organization:** The Terra Firma Company

**Type of organization:** Business

**Number of Employees:** 48

**Category:** Environment

**Challenge or Opportunity:** Compounding industries have been challenged to find mineral reinforcements which are both sustainable and improve compliance for their workers, customers, and communities. Mineral reinforcements are a necessary component of many coatings, plastics, and construction formulations; however, there exists limited availability of suitable materials.

**Approach or Solution:** Our management team located and secured a compliant material for future growth. We recently executed a contractual agreement with Hudson Resources of Greenland to supply GreenSpar anorthosite into the US. GreenSpar enables the formulation of lower toxicity architectural paints, protective coatings, thermoplastics, and low carbon white cement.

**Impact:** This “Green” deposit offers hope for companies striving to increase regulatory, worker health, and environmental compliance. With the untapped supply of Greenland minerals, reserves ensure sustainable supply for many decades to come. No matter who really owns the country, Greenland will be making a difference in the USA!