MEDIA ADVISORY

TO: Media Professionals

FROM: Jenna Higgins Rose/Soil Health Partnership
       (573) 808-0815, jenna@rosemedia.biz

DATE: November 29, 2016

RE: World Soil Day, December 5, 2016

---

World Soil Day is Dec. 5!

What’s happening in your community to protect soil?

Did you know World Soil Day is December 5? In 2002, the International Union of Soil Sciences made a resolution proposing the 5th of December as World Soil Day to celebrate the importance of soil as a critical component of the natural system and as a vital contributor to human wellbeing.

At the Soil Health Partnership, we couldn’t agree more! We have more than 65 farmers enrolled in our data collection program, including many in Iowa, Illinois and Indiana.

Would you be interested in interviewing a farmer in your area who is enrolled in the Soil Health Partnership for a World Soil Day story?

We are in our third year identifying, testing and measuring farm management practices that improve soil health. These practices include:

- Growing cover crops
- Conservation tillage (no-till or strip-till)
- Advanced nutrient management techniques

The program’s goal is to quantify the benefits of these practices from an economic standpoint, in addition to positive environmental benefits, like protecting water.

See videos of Soil Health Partnership farmers
View our photo library

To mark World Soil Day, the SHP has released an educational and fun white board video, “Farmers to the Rescue: How Healthy Soil Can Save the Planet.”

I would be happy to help you set up an interview if you are interested!