



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!