

Save our Soils

Presentation & Toolkit



Topics

- 2015 – International year of the Soils
- The Save our Soils Campaign
- Soil Weeks and Event
- Save our Soils Toolkit



“A nation that destroys its soil destroys itself”
(Franklin D. Roosevelt)



“To forget how to dig the earth and tend the soil is to forget ourselves”
(Gandhi)



International Year of the Soil

The IYS 2015 (initiated by the FAO) aims to increase awareness and understanding of the importance of soil for food security and essential ecosystem functions.

Furthermore IYS 2015 aims to:

- Educate the public about the crucial role soil plays in food security, climate change adaptation and mitigation, essential ecosystem services, poverty alleviation and sustainable development;
- Promote investment in sustainable soil management activities to develop and maintain healthy soils for different land users and population groups





Why all this attention for Soil ?



Food and Agriculture Organization of the United Nations



HEALTHY SOIL IS THE KEY TO FOOD SECURITY AND NUTRITION FOR ALL



95% OF OUR FOOD COMES FROM OUR SOIL



Every minute we lose the equivalent of 30 soccer fields of fertile soil



Food and Agriculture Organization of the United Nations

SOIL IS TEEMING WITH LIFE



SOILS HOST A QUARTER OF OUR PLANETS BIODIVERSITY



World Soil Day
December



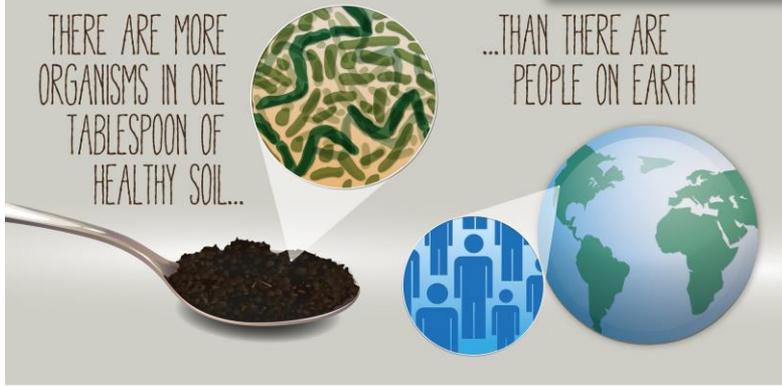
Food and Agriculture Organization of the United Nations



THERE ARE MORE ORGANISMS IN ONE TABLESPOON OF HEALTHY SOIL...



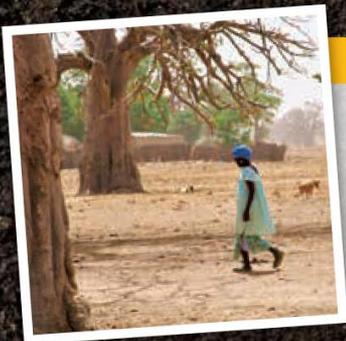
...THAN THERE ARE PEOPLE ON EARTH




The Save our Soils Campaign

Together with the FAO, other partners and celebrities we have been campaigning for healthy soils since 2013.





THE SOIL IS THE LIMIT

According to the United Nations every minute 30 soccer fields of soil are lost, mostly due to irresponsible farming techniques. This is alarming particularly if you consider that more than 90% of our food comes directly and indirectly from the soil. On top of that soil acts as a water filter and helps to store carbon.

The United Nations, Nature & More and many other organisations around the world are now calling for action!

ORGANIC IS THE SOLUTION

Buy organic! Healthy food starts with healthy soils. Millions of organic farmers around the globe are turning the tide and saving soils by:

- restoring degraded soils and preventing erosion.
- fighting climate change by increasing carbon storage.
- making the soil more resistant to droughts and floods.
- stimulating biodiversity.



BECOME A SOILMATE

1. Become an urban farmer and help save soils.
2. Film it, Youtube it and above all make a buzz.
3. Win a trip to Greece to see how organic citrus growers are helping to restore soil!



Scan for more information

www.saveoursoils.com



saveoursoils.com

Three Key Campaign Messages

Under the Save our Soils umbrella more than 120 international partners are helping to share the important message of soil



Soil Weeks and Events

Although Soil will be on our agenda throughout the year, there are four focus periods when we and our partners will give the subject extra focus and attention.



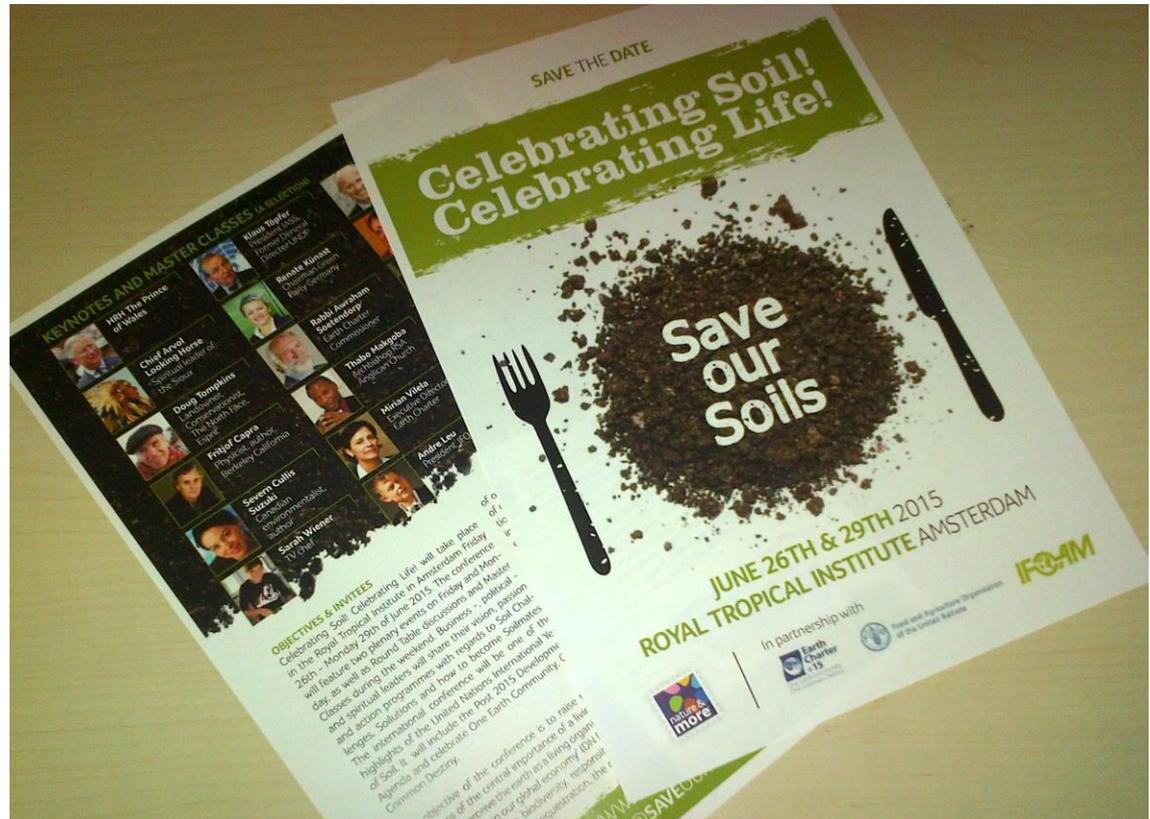
- Global Soil Week: 19 – 23 April
- Celebrating Soil Event: 26 – 29 June
- Healthy Soil Week: 5 – 12 September
- World Soil Day: 5 December



Celebrating Soil ! Celebrating Life !

The **Celebrating Soil ! Celebrating Life !** Conference (26 – 29 June) is one of the highlights of the International Year of the Soil.

It will feature two plenary events as well as round table discussions and weekend master classes.





SOS Customer Toolkit

In order to help you share the important soil message we have developed an SOS toolkit including:

Off Line Material

- Help growers save soils
- Soil Enhancing Placemats
- In store posters & flyers
- Soilmates
- Soil Recipes

On Line Material

- Website Banners & Infographics
- Soil Video's & Special SOS Rap
- Interview with FAO
- Website and Logo use





Help Nature More Growers save Soils

Collect SOS campaign logo's and help growers around the world to save soils. Through the campaign we hope to raise € 100,000 which we will invest in soil fertility training & advice & compost production.



A full Soil card with 5 logo's is worth € 25.
Every like on Facebook is worth € 2.50
Make a real difference !



Soil Enhancing Place Mats

Soil Seed paper placemats full of organic seeds that (after use) help improve the soil structure and give beautiful flowers!



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WWW.SAVEOURSOILS.COM

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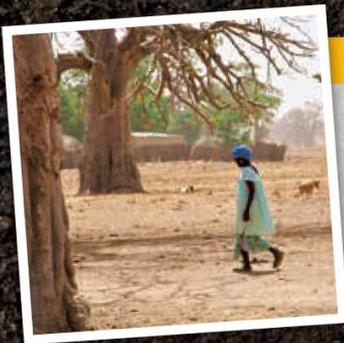
- Restoring degraded soils and preventing erosion.
- Fighting climate change by increasing carbon storage.
- Making the soil more resistant to droughts and floods.
- Stimulating biodiversity.

BECOME A SOILMATE
The Soil needs your help!

- Buy organic because a choice for organic is a choice for soil.
- Plant this soil friendly placemat. It is full of yellow mustard and phacelia seeds which are excellent for the soil and the bees will be grateful too.

Just dig up the soil, wherever you are, plant the placemat, cover and drench with water. On behalf of the soil... many thanks!

Please note, the paper and ink used to produce these Save our Soils placemats do not contain any metals and are completely soil friendly.



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Campaign Flyers



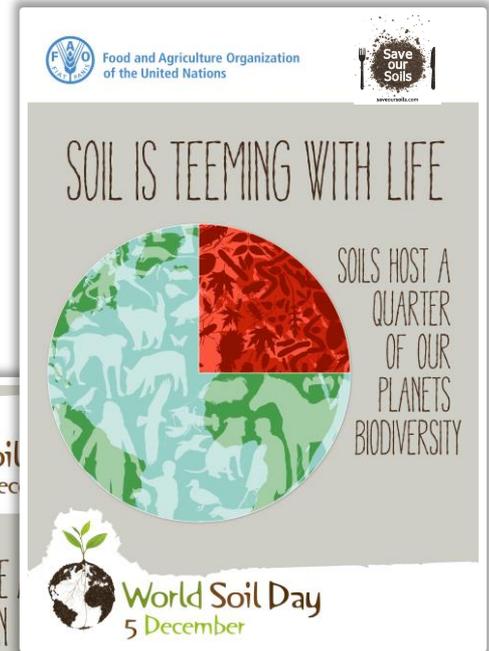
where ecology meets economy



Infographics and Posters



Every minute we lose the equivalent of 30 soccer fields of fertile soil



The Soilmate

- Organic Tomatoes
- Bag of organic compost
- Organic Basil Seeds
- Information about the Soil issue and how organic farming is the Soilution
- Invitation to join the campaign



Soil Food Recipe Cards

Delicious as Finger food or savoury supplement!

Mushroom Risotto Croquettes

crunchy Dutch classic with fresh mushrooms





Mushroom Risotto Croquettes

Crunchy Dutch classic with fresh mushrooms

- makes 12 delicious snacks
- 250 gr of mushrooms • 450 gr Arborio rice • 2 table spoons of olive oil • 1 finely chopped onion • 1 clove of garlic, finely chopped • 1.5 liter vegetable stock • 75 gr of grated parmesan cheese • 2 table spoons of finely chopped chives • flour • 2 eggs • breadcrumbs or Panko • salt and freshly ground pepper

Heat the olive oil and cook the onions for a very short period (don't let them become brown). Add the rice and stir well so the grains become shiny. Now add some stock and once it has been absorbed by the rice add a little more. Continue this but ensure the rice does not become too cooked. After 15 minutes the grains should still have a "bite" which is important.

Cut the mushrooms and fry them gently in a pan (not too hot and not too much stirring). When ready mix them through the risotto. Beat 2 eggs with a fork and pour into a deep plate. Add the flour to a second plate and the breadcrumbs to plate number 3.

Form the croquettes with your hand and roll them through the flour. Consequently dip them into the egg mix, cover completely and then roll them through the breadcrumbs. Repeat if you want a thicker crust. Now fry them for a few minutes in olive oil until they are golden brown.

Soil Fact # 1

More than 95% of all our food comes directly and indirectly from soil.

www.saveoursoils.com

12 Delicious "Soil Food" Recipes

Save our Soils Rap

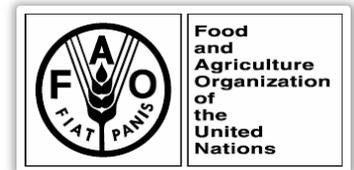
Earl Mentor (one of South Africa's most talented rappers) and his creative team have composed a rap for the Save our Soils campaign.

Check the following link or enter save our soils Earl Mentor on youtube.



Interview with Maria Helena Semedo (Deputy Director General FAO)

“The status of soil degradation is of global concern. The International Year of Soils (IYS) will hopefully will be the turning point as general public will be more enlightened about why we need to take care of our soils’ health. We are optimistic that IYS will trigger increasing investment on sustainable soil management and bring all stakeholders efforts towards healthy soils”.



Furthermore ...

we can supply

- website banners,
- links to soil video's
- Soil photographs,
- Press releases
- Facebook posts
- Soil studies
- And much more !





saveoursoils.com

Interested? Contact your account manager or campaign manager Michaël Wilde (michael@eosta.com)

