

# Celebrate Soil and Water Conservation Week!

Sunday, April 30 - Sunday, May 7, 2017

2017 Theme:



*Below are ways to celebrate:*

## 1. Handful of Soil Campaign!

Take a photo of someone's hands (clean, dirty, callused, manicured) holding some healthy soil with an Iowa plant (prairie seedling, cover crops, corn, etc.) in it. See photo example to the right. Use hashtag #HealthySoilsAreFullOfLife on social media or send it to [catherine.delong@cdiowa.org](mailto:catherine.delong@cdiowa.org) by **April 21** to share!



## 2. Dirt-y Drawers!

CDI will provide instructions and materials to create a Dirt-y Drawers Display for just \$15! Email [admin@cdiowa.org](mailto:admin@cdiowa.org) by **April 19** to place your order! Brand new, 100% cotton underwear are buried 5 inches deep in the soil for 6 weeks under different conditions.



Underwear buried under tillage conditions could practically be washed and worn but there will hardly be anything left of the pair buried under no-till and cover crops. In those healthy soils full of plant roots, the soil biology of earthworms, bacteria, fungi, and protozoa devour the buried cotton.

## 3. Utilize NACD and CDI Materials!

Visit the link [HERE](#) for free promotional materials to download and print in house or at your local print shop to distribute in your county. Visit the link [HERE](#) to download additional resources and activities available from NACD. Visit the link [HERE](#) to download a proclamation, template press release and talking points from CDI. Use these materials in your county and share them with your partners.

## 4. Spread the Word!

Call your local radio, newspaper, environmental/commodity publication or news station and talk about soil and water conservation. **Use the talking points provided.**

## 5. Let us know about your Activities!

Email [tracy.bruun@iowaagriculture.gov](mailto:tracy.bruun@iowaagriculture.gov) and [admin@cdiowa.org](mailto:admin@cdiowa.org) to let us know how your celebrating! Events and additional resources are available [HERE](#).