



Soil is Alive at the Canada Agriculture and Food Museum

Ottawa, ON (December 4, 2015) – On World Soil Day, the Canada Agriculture and Food Museum, in partnership with the Nutrients for Life Foundation Canada, Fertilizer Canada and the Soil Conservation Council of Canada, announce a new exhibit - all about soil.

“The soil exhibit is an exciting opportunity for the Museum to build upon existing curriculum and enrich today’s youth about the essential link between soil and food security,” said Kerry-Leigh Burchill, Director General of the Canada Agriculture and Food Museum.

Scheduled to open in 2017, the exhibit will demonstrate both heritage and contemporary practices for maintaining soil health, taking a look at Canada’s fascinating landscape of rich and diverse soil.

“Our organization is deeply rooted in helping students explore and experience the science behind food production. The Soil Exhibit is an excellent opportunity for students to grasp key concepts of soil science and agricultural sustainability,” said Bob Adamson, Chair of the Nutrients for Life Foundation Canada.

The exhibit will act as an educational resource to help students understand how soil health is directly linked to human health as well as our ability to grow food, feed, fibres and fuels. Soil is truly the foundation for agriculture, and the world around us.

“Plants, just like people, require proper nutrients to ensure growth. We are excited to continue educating Canadians about the important role fertilizer plays in the health of soil and its contribution to food security,” said Garth Whyte, President & CEO of Fertilizer Canada.

In order to meet the growing demand for nutritious food, we will require the efficient use of soil valuable resources. To meet the demand for nutritious food we must ensure soil health is a priority.

“The history of Canadian agriculture teaches us that present and future generations rely on healthy soil. As we face a rapidly growing global population and food demand, we know that this education will be truly valuable to maintain a sustainable agriculture system,” said Don Lobb of the Soil Conservation Council of Canada.

Other details regarding the exhibit will be released in 2016, as development begins at the Canada Agriculture and Food Museum.

Fertilizer Canada represents manufacturers, wholesale and retail distributors of nitrogen, phosphate, potash and sulphur fertilizers. The fertilizer industry plays an essential role in Canada’s economy, contributing over \$12 billion annually and 12,000 jobs. The association is committed to support the fertilizer industry with innovative research and programming while advocating sustainability, stewardship, safety and security through standards and Codes of Practice. Please visit fertilizercanada.ca



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*The **Soil Conservation Council of Canada (SCCC)** is focused on the health and conservation of Canada's soil resource. Healthy soils are the foundation of sustainable food production, enhanced biodiversity and cleaner air and water. The Council is committed to working with all stakeholders on Canada's agricultural landscape to build a greater understanding of the importance of soil as an essential resource to society and to provide leadership in take appropriate actions to ensure this legacy for future generations. Please visit our web site at www.soilcc.ca.*

*The **Canada Agriculture and Food Museum** features Canada's unique agricultural heritage and future. Visitors are invited to explore the sights and sounds of farm life through animals, exhibitions, treasures from the collection, hands-on demonstrations, and delicious foods. The Museum is located on the Central Experimental Farm in Ottawa, a 425-hectare crop research station and National Historic Site.*

*The **Nutrients for Life Foundation Canada** is a registered Canadian charitable organization committed to bringing educational materials to the classroom, focusing on soil science and agricultural sustainability. Together, educators, community groups, scientists, and representatives from the agricultural sector, produce and distribute educational materials to meet Canada's school curriculum needs with science-based content of the highest quality. The Nutrients for Life Foundation supports the sustainable use of nutrients to increase the health and quality of our soil, improve production of nutritious food and preserve green spaces. To learn more, please visit www.nutrientsforlife.ca.*

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