



SOUL Website Updates and a New Organic Advocates Directory

We are preparing to launch an outreach project to help build public awareness and support for organic urban land care practices in communities across Canada.

As an important component of this we have added a community page with a web-based copy of the Organic Land Care for Your Community guide to the SOUL website and a new Organic Land Care Advocate directory for people to find advocates and experts in their communities.

At launch, the directory includes all current SOUL professional members. We will be actively working over the coming weeks and months to supplement the listings with organic advocates, experts and activists who are available to support, participate in or offer their experience or resources toward local efforts to increase the adoption of organic land care practices within their communities. This is a distinct list from our Land Care Professionals list, which is still prominently and distinctly listed under the Land Care Professionals tab on the website.

Two new information categories have been added to the member profiles and we would like to encourage you to log in and update your profile.

The two items are Areas of Expertise, where you can select any items from the list that apply to you (if you would like suggest additional options, please let us know by email) and a new category called Your Contact Email Address. This can be the same address you set up your account with or an alternate email. It will remain hidden from the public but will be visible to other SOUL members when they log in to their accounts so that SOUL members can connect directly with each other.

Both of these new categories are optional. Because they did not exist when you originally created your profile they are, by default, set as hidden in your privacy settings so when you update your profile, please take the time to check your privacy settings and adjust them to suit your personal preferences.

If you have a website for your business or a blog about your experiences with organic land care please also include the address in your profile update.

You can find the new Community pages at organiclandcare.ca/Community

We will be in touch again shortly with an email invitation for potential directory members that we will encourage you to forward on to any of your contacts that you feel would be good advocates or allies on the path toward organic land care becoming the standard in all of our communities.

Thank you,

Sundaura

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