



Please help us to expand the SOUL network

Dear SOUL members;

I'd like to ask for your help in building SOUL's new Organic Land Care Advocate directory.

Can you please reach out to your professional network and invite anyone that you think would be a positive addition to the organic land care movement to sign up at organiclandcare.ca as an organic land care advocate?

To help you with this we have drafted an email which you can find at the bottom of this newsletter or that you can download at our [outreach material page here](#).

We have also developed a new tri-fold pamphlet introducing SOUL, organic land care and some of what we have to offer to horticultural professionals and the general public. A printer friendly copy can be downloaded [here](#). If you would like to distribute copies, please [email us](#) with your preferred mailing address and the quantity that you would like and we will be happy to mail you some professionally printed copies.

Our next project is developing additional resources for our members and the general public. We are starting with information sheets that you can use when introducing peers and clients to the basic principals or organic land care.

We would love to get some input from you about what other tools or resources you need and have have posted some questions on our [Facebook page](#) asking about what would me most helpful to you. Please take a moment to provide your feedback to help guide the development of the rest of the new resources.

Thank you!

Sundaura Alford-Purvis

Executivedirector@organiclandcare.ca

Email Template

(Please feel free to customize this to suit your contacts.)

The Canadian Society for Organic Urban Land Care is compiling an online directory of Canadian landscape and garden service providers and experts who offer organic services and we would like to invite you to add your information to the directory.

We are working on this for a few reasons, including:

- To create a place for people who are working with the Organic Land Care in Your Community guide (<https://organiclandcare.ca/Community>) to find local professionals and experts in organic practices.
- To make it easier for professionals to find others in their field to share expertise and resources and help build the organic horticulture community across the country.
- To increase awareness of the resources and documents that SOUL has developed in response to the growing need for ecologically responsible land care practices.

To be added to the directory please visit the SOUL website and sign up for an Organic Land Care Advocate membership. There is no fee for the membership and it requires annual renewal to help ensure that the contact information in the directory remains current.

We will not use the information you provide to us for the marketing of products or services to you and we will not sell or share your information, beyond publishing it the publicly accessible online directory. Your name, province and town, business name, areas or expertise and website address will be visible on the website. Your contact email will be visible to other SOUL members when they are logged into the site but will not otherwise be visible to the general public.

If you have any questions about the directory, what SOUL is or how you can become involved, please don't hesitate to let us know.

Optional additional information about SOUL:

What is SOUL?

The Canadian Society for Organic Urban Land Care (SOUL) is a non-profit Canadian organization. It was formed in response to the growing need for ecologically responsible land care practices. An Organic Land Care Standard was first introduced by SOUL in 2003 to address the need for a tool to support a successful transition toward sustainable land care practices by individuals, community, industry and government. You can find the Standard here: <https://organiclandcare.ca/page-18167> Our Mission:

We cultivate knowledge of organic land care and support its practice.

Our Goals:

- To foster and promote the practice of organic land care
- To provide opportunities for education in all aspects of organic land care.
- To establish and promote guidelines, standards and specifications for all aspects of organic land care.
- To establish procedures for certification of organic land care practitioners
- **To establish and develop a means for the exchange of information and ideas between the public and the organic land care industry**