Here’s how it works...

- **A GOOD CROP** (extra food is sold) = a family is fed
- **MONEY** = improvements made to farming operations
- **IMPROVED FARMING OPERATIONS** = local businesses sell more goods and services

- **INCREASED PROFITS** = more jobs + higher wages

- **HIGHER INCOMES** = investment in environment + local infrastructure

- **BETTER INFRASTRUCTURE** = improved access to markets

- **ACCESS TO MARKETS** = economic growth, expanded knowledge + access to GLOBAL MARKETS

- **GLOBAL MARKETS** = access to products and services from around the world, a global community and A BETTER WORLD

Healthy soil means good quality crops, more jobs, stronger communities, economic stability and ultimately, a better world.