



Healthy Soils Week

Digital Communications Toolkit

Overview

California's [Healthy Soils Week](#) (December 2–6) and World Soil Day (December 5) have been growing in prominence in recent years and have been directing more attention to California's agricultural landscapes. This year's theme, "**A Circular Economy for Healthy Soils,**" reflects the state's commitment to supporting sustainable practices that not only enhance soil health but also support the food system, climate resilience, and California's economy.

A circular economy is one that uses waste streams for production and adding value. Many such opportunities exist in agriculture and are increasing in importance. They include, but are not limited to, applying compost made from green waste, food waste or agricultural waste to cropped fields; mixing wood waste, such as chipped orchard trees, into soils to increase their organic matter; applying wood chips or nut shells to save water as mulch; and using manure as fertilizer and a soil amendment.

CDFA supports a circular economy by incentivizing farming practices like composting, mulching and whole orchard recycling. To date, HSP has funded soil health building practices on 130,000 acres across California. Farmers and ranchers can apply for 3-year grants to adopt soil management practices tailored to their unique needs, offsetting extra costs that they might see as "risks" if they are new to the practice or implementing it in a different system.


As we celebrate Healthy Soils Week, the CDFA invites Californians to join in learning about how a circular economy approach to soil health brings broad advantages, from environmental sustainability to economic vitality. Let's work together to amplify these benefits, providing farmers and communities with updates, connections, and resources to support California's mission for a climate-smart, sustainable future.


Share this important message with our easy-to-use, adaptable copy, images, and social media posts. Tag @calclimatesmartag (IG), @CDFAClimateNews (X), and CDFA Office of Environmental Farming & Innovation (FB) and use #HealthySoilsWeek2024 on the channels of your choice.

Newsletter Blurb

Our friends at the California Department of Food and Agriculture (CDFA) are celebrating Healthy Soils Week from December 2–6, with World Soil Day on December 5! This year’s theme, “A Circular Economy for Healthy Soil,” highlights how turning "waste" materials into resources supports soil health, strengthens California agriculture, mitigates greenhouse gas emissions, and builds climate resilience. To help you get involved, CDFA has created a Healthy Soils Week Toolkit, packed with key information on soil-friendly practices, customizable newsletter and website copy, social media assets, images, and more. Use these resources to engage your community and spread the word about how a circular economy can nurture our soils, conserve resources, and pave the way for a more sustainable future. Let’s join the conversation and make a difference!

Social Media Posts

Post Example 1	Instagram Copy
 <p>The graphic features a close-up of a hand holding a small amount of soil. Overlaid on the image is the text 'HEALTHY SOILS WEEK' in large, bold, black letters. Below this, a yellow banner contains the text 'December 2 - 6'. In the bottom right corner of the image, there is a small CDFA logo.</p>	<p>We’re excited to join the California Department of Food and Agriculture (CDFA) in kicking off Healthy Soils Week! This year’s theme, “A Circular Economy for Healthy Soils,” is all about turning “waste” into resources that help California’s soil thrive.</p> <p>Why does this matter for California? By improving soil health, we’re building a more sustainable California, able to withstand climate challenges, mitigate greenhouse gas emissions, and ensure a strong future for agriculture and our communities alike.</p> <p>#HealthySoilsDay #SustainableAg #SoilHealth #ClimateResilience #WorldSoilsDay</p>

Post Example 2	Instagram Copy
 <p>WHAT IS A CIRCULAR ECONOMY?</p> <p>An economic system designed to save money, eliminate waste, and improve sustainability.</p> <p>Examples Include</p> <ul style="list-style-type: none"> • Composting • Mulching • Manure Compost • Whole Orchard Recycling • Recycling Plastic 	<p>This week, our friends at CDFA are celebrating Healthy Soils Week! 🌍 It's a great time to recognize the important connection between healthy soils and a circular economy. By turning "waste" into resources like compost and mulch, we can nourish our soil, mitigate greenhouse gas emissions, and support sustainable agriculture.</p> <p>#HealthySoilsDay #SustainableAg #SoilHealth #ClimateResilience #WorldSoilsDay</p>

Post Example 3	Instagram Copy
 <p>Happy World Soil Day!</p> <p>HEALTHY SOILS WEEK A Circular Economy for Healthy Soils</p> <p>cdfa</p>	<p>Happy World Soil Day! 🌍 Today, we are joining California’s farmers, gardeners, and environmental stewards in celebrating the importance of healthy soils. Healthy soils are the foundation of everything we grow—they support our food, help conserve water, and even mitigate greenhouse gas emissions! With sustainable soil management practices like composting, mulching, and recycling organic materials, we’re working toward a more climate-resilient future for all.</p> <p>Let’s keep learning and taking small steps that make a big difference. Together, we can protect our soil, support our food system, and help our planet thrive.</p> <p>#HealthySoilsDay #SustainableAg #SoilHealth #ClimateResilience #WorldSoilsDay</p>

Story Images

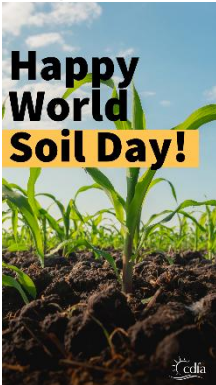
Story 1



Story 2



Story 3



Tweets

1. Happy #HealthySoilsWeek2024! We're joining @CDFAClimateNews and @CDFANews in celebrating the circular economy for soil health. By turning waste into resources like compost, we're building resilience and sustainability for California's future. #SoilHealth #CircularEconomy #ClimateResilience
2. It's #HealthySoilsWeek2024! Healthy soils mean stronger crops, cleaner air, and resilient water systems. 🌍 Let's make "waste" work for us through composting, mulching, and organic recycling! #SoilHealth #CircularEconomy #ClimateResilience
3. Celebrating #WorldSoilDay with @CDFAClimateNews and @CDFANews during #HealthySoilsWeek2024! Healthy soils are key to a climate-resilient future, capturing carbon and supporting our food systems. Let's dig into soil health! 🌱 #SoilHealth #ClimateResilience
4. Did you know healthy soil practices can mitigate greenhouse gases? From compost to cover crops, soil is at the heart of a sustainable, climate-ready California. #HealthySoilsWeek2024 #SoilHealth #CircularEconomy @CDFAClimateNews @CDFANews
5. This #HealthySoilsWeek2024, we're highlighting the circular economy for soil! By transforming organic waste into resources, we're not just supporting crops—we're creating a more resilient planet. 🌱 #SoilHealth #ClimateResilience @CDFAClimateNews @CDFANews
6. Thrilled to kick off #HealthySoilsWeek2024 with @CDFAClimateNews and @CDFANews! Turning waste into resources helps build a healthy ecosystem and ensures our soil can withstand climate challenges. Together, let's grow a sustainable California! 🌍 #SoilHealth #CircularEconomy
7. Healthy soil is the foundation of a strong food system. By recycling organic materials, we're creating a circular economy that keeps California's soil thriving. Join us in celebrating #HealthySoilsWeek2024! 🌱 #SoilHealth #ClimateResilience @CDFAClimateNews @CDFANews
8. What is soil health all about? It's about creating sustainable solutions that last. Healthy soils sequester carbon, conserve water, and support our communities. This #HealthySoilsWeek2024, let's honor the power of healthy soil! #CircularEconomy #ClimateResilience @CDFAClimateNews @CDFANews
9. California's soil health matters—for agriculture, climate, and our future! This #HealthySoilsWeek2024, join us, @CDFAClimateNews, and @CDFANews in recognizing the


importance of turning waste into resources to build resilient soils. 🌍 #SoilHealth #CircularEconomy #ClimateResilience

10. Healthy soils are vital for sustainable agriculture and climate resilience! This #HealthySoilsWeek2024, we're celebrating the role of compost, cover crops, and more in creating a circular economy that strengthens our communities. #SoilHealth #CircularEconomy @CDFAClimateNews @CDFAnews

Top 6 Data Points on the Healthy Soils Program (HSP)

1. **Funding Impact:** \$177 million awarded through 1,467 Incentive projects, 72 Demonstration projects, and 14 Block Grant Recipients across the state to date. The number of projects will continue to grow as our block grantees roll out additional projects.
2. **Environmental Benefits:** Projects have sequestered 1.1 million metric tons of CO₂e and counting, equal to removing 240,000 cars from the road for a year.
3. **Land Coverage:** CDFA has funded over 130,000 acres of farmland and rangeland to adopt new healthy soils practices.
4. **Funding Sources:** Supported by the Greenhouse Gas Reduction Fund, the California State General Fund, and Proposition 68 (the 2018 Parks and Water Bond).
5. **Soil Health Benefits:** Improves water infiltration, reduces erosion, enhances nutrient cycling, increases climate resilience of agricultural lands, and supports sustainable farming.
6. **Technical Assistance:** CDFA funds nine organizations to provide technical assistance to farmers and has partnered with the University of California Agriculture and Natural Resources (UCANR) to maintain a statewide Climate Smart Ag team. Together, these efforts support outreach, grant applications, and project implementation.

Teams Backgrounds

Background 1 - Vineyard

Background 2 – Cows



Background 3 - Vineyard



Background 4 - Grazing



Additional Resources

1. [Why We Should Compost](#) *CalRecycle*
2. [Compost and Mulch Use in Agriculture: Organic Materials Management](#) *CalRecycle*
3. [Home Composting](#) *CalRecycle*
4. [Tips to Start at Home Composting](#) *CalRecycle*
5. [A Quick Guide to Backyard Composting](#) *CalRecycle*
6. [Making More Compost Available for Farmers](#) *CalRecycle*
7. [On-Farm Compost Resources](#) *CDFA*

Best Practices for Posting

- **Hashtags**– In post copy for Facebook and Instagram, use 3-5 hashtags per post. Include these 3 hashtags (#HealthySoilsWeek2024 #SoilHealth #ClimateResilience #CircularEconomy).
- **Emojis**– Use no more than 4 related emojis at a time. Emojis can be used as bullet points or as punctuations.
- **Length of Copy** – Copy on image posts should be kept at a minimum to increase organic performance. Recommended character counts are listed by platform as follows:
 - Facebook: 80-100 characters
 - Instagram: 125-150 characters
 - X (Twitter): 100-280 characters