



Highlights for the fiscal year August 1, 2017 to July 31, 2018

Since the 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, we've continued to spread our reach. It's been a productive year with the 7th Edition Standard now available in a new Smartphone ready format. We continue to collaborate with old and new partner organizations that our new Executive Director will talk about in her report. Financially, it's been a stable year too. Looking ahead, we plan to continue cultivating knowledge of organic land care and supporting its practice, especially for industry and government. Our goals remain the same:

- 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.

Here is the year in review.

We hired a new Executive Director in November – Sundaura Alford-Purvis, is a Certified Landscape Designer, Architectural Technician, SOUL Accredited Organic Land Care Practitioner and owner of A Cultivated Art – a landscaping business. Sundaura upholds the vision and mission of SOUL. She brings extensive experience in the horticultural industry, along with 6

years as a board member in the Ottawa Chapter of Landscape Ontario Horticultural Trade Association. It has been a great 11 months working with Sundaura so far.

As mentioned, a new format for the 7th Edition of the SOUL Standard was launched. It's our face in the industry and public and we encourage you to print the Standard in booklet form to have as a tool when speaking about SOUL – but of course, it's totally Smartphone friendly. The board wishes to express gratitude for Jenna Monnington who donated her professional time to do this.

Numerous events across the country, too many to recount here, were attended by members with SOUL promotional materials being made available. We've seen activity on FB and Twitter increase and members at public and industry events are a great way to spread the word. Be us ever mindful, in all our dealings, that we always acknowledge whose land – the First Nations - we are on.

For promotion, there are table top posters, a new postcard and the Certification brochure available – just contact the office at least 2 weeks in advance.



Updated SOUL Postcard (left) and SOUL Accreditation/Certification brochure (right), are available to members for relevant events to spread awareness of SOUL. Contact the office at least 2 weeks in advance to have these shipped to you.



We look forward to serving you in 2018-2019, but we can't do it without our volunteers. We know you're passionate about organic, and some call it ecological land care. So if you have ideas that can help SOUL grow nationally, why not consider joining the Board of Directors! We meet virtually 4x per year and sometimes more often on project oriented sub-committees. In fact, the option of joining a subcommittee is a great way to start small.

To nominate someone (or yourself), please submit your name and contact info to the office – noting that you must be a member to vote. There are many membership types on the website www.organiclandcare.ca

We look forward to you joining us!