



Canadian Society for Organic Urban Land Care Annual General Meeting March 1st, 2022

Executive Director Annual Report for 2022 AGM

As awareness of ecological and climate stresses grows, the discussion around, and demand for, land care centered spaces, services and resources continues to gain ground with both the public and the horticultural industry. To support this, SOUL will continue in our work:

- 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.

SOUL's Activities in 2021 and going into 2022

The SOUL discussion series on the Role of Horticulture in Cultivating Social and Land Equity wrapped up in April of 2021 with a total of 168 individuals participating in the series. The recordings of the six sessions are now posted on the SOUL website. <https://organiclandcare.ca/equity>

The Organic Park Certification Committee developed and launched the Greener Greenspace program, a recognition program for sites from across Canada that exemplify greener greenspace stewardship. The aim of the program is to showcase examples of ecologically-focused land care as a means to inspire others and to further the movement across Canada.

To be recognized as a Greener Greenspace, the site must be cared for using land care practices that:

- Increase biodiversity and support plant health
- Improve soil health and protect air and water quality
- Take steps to minimize waste and energy consumption
- Actively avoid the use of synthetic pesticides and fertilizers

26 Greenspaces were recognized and are being profiled and promoted on the SOUL website, which includes a map of the locations, and through social media. <https://organiclandcare.ca/2021-Greenspaces>

The 2022 season will open for submissions at the start of summer.

The Membership and Public Engagement committee developed *SOUL's 2022 Year of the Ecological Garden*, a year-long series promoting ecological land care and sharing the expertise of SOUL members

Episodes are will be live every Tuesday at 3:00pm Eastern, Noon Pacific through 2022. Monthly themes and recordings of some sessions can be found at https://organiclandcare.ca/2022_Series and guests and specific topics are announced on SOUL's Facebook and Twitter accounts if you'd like to help spread the word.

SOUL relies heavily of the support of our members and volunteers and we are grateful for all of your ongoing work and support in the promotion and application of organic land care practices.

Thank you,

A handwritten signature in black ink, appearing to read "S Alford-Purvis". The signature is fluid and cursive, with the first letter 'S' being particularly large and stylized.

Sundaura Alford-Purvis, CLD, BCIN

Executive Director

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