



Why NUTRO™ is Committed to Healthy Soil
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Published February 19, 2024
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Soil isn't just dirt, it's a life-giving resource: a living, dynamic ecosystem teeming with organisms.

Did you know there are more microbes in a handful of healthy soil than there are people on earth? Soil is more than the dirt beneath your feet - it's a vibrant, living ecosystem, teeming with organisms that are needed to support healthy crop production. Soil is a precious natural resource responsible for 95% of all food in the world.

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Unfortunately, we're facing a global soil crisis. Every five seconds, the equivalent of a soccer field of soil is lost to erosion. And if changes aren't made to help protect soil health, the UN warns that more than 90% of the world's soil could be degraded by 2050¹!

NUTRO believes the future of food – for our plates...and for our bowls – depends on healthy soil.

The magic of healthy soil goes beyond just food. Healthy soil also has the capacity to store carbon, retain nutrients and reduce erosion to help ensure the future of our food.

That's why, in 2022, we launched the GREATER GROUND™ program, our initiative to help grow awareness of the importance of healthy soil and encourage growers to adopt healthy soil practices. After all, healthy soil feeds our future.

¹ Food and Agriculture Organization, UN

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