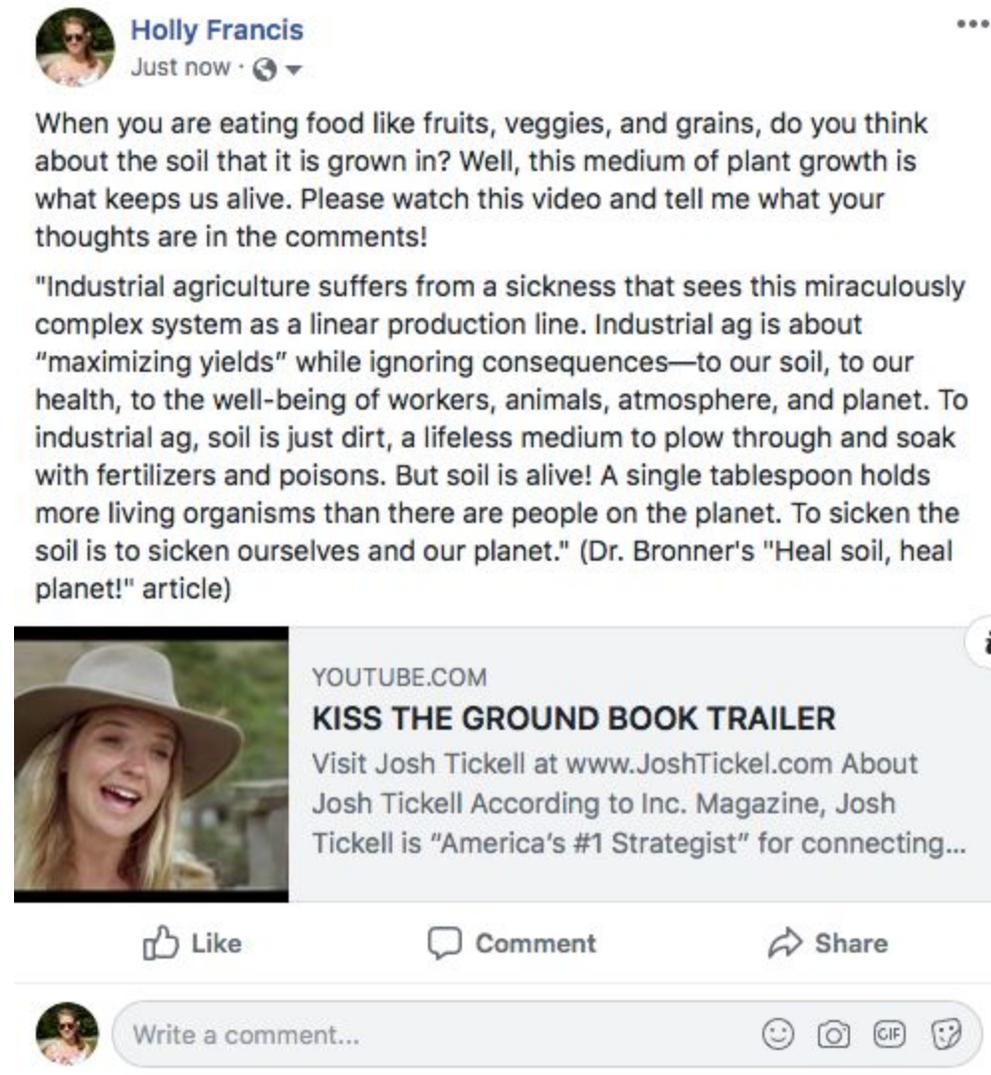


Ca\$h Money
Holly.francis
holly.francis@mymail.champlain.edu
Champlain College

Day 16: Greenest

When I was given this task, my initial reaction was, "But I'm so busy today!" This made me realize that I will likely always be saying this, and that shouldn't be an excuse to not teach people. So, instead of giving a mass lecture that would take a lot of preparation and planning, I have been using smaller methods of dispersing the information. I both live by teaching by example as well as being a direct teacher for others on a daily basis. Consequently, I took this goal of mine into today's challenge.

As this whole process has shown, technology and social media is a crucial platform. I posted this on Facebook to fuel a conversation in the comments:



Holly Francis
Just now · 🌐

When you are eating food like fruits, veggies, and grains, do you think about the soil that it is grown in? Well, this medium of plant growth is what keeps us alive. Please watch this video and tell me what your thoughts are in the comments!

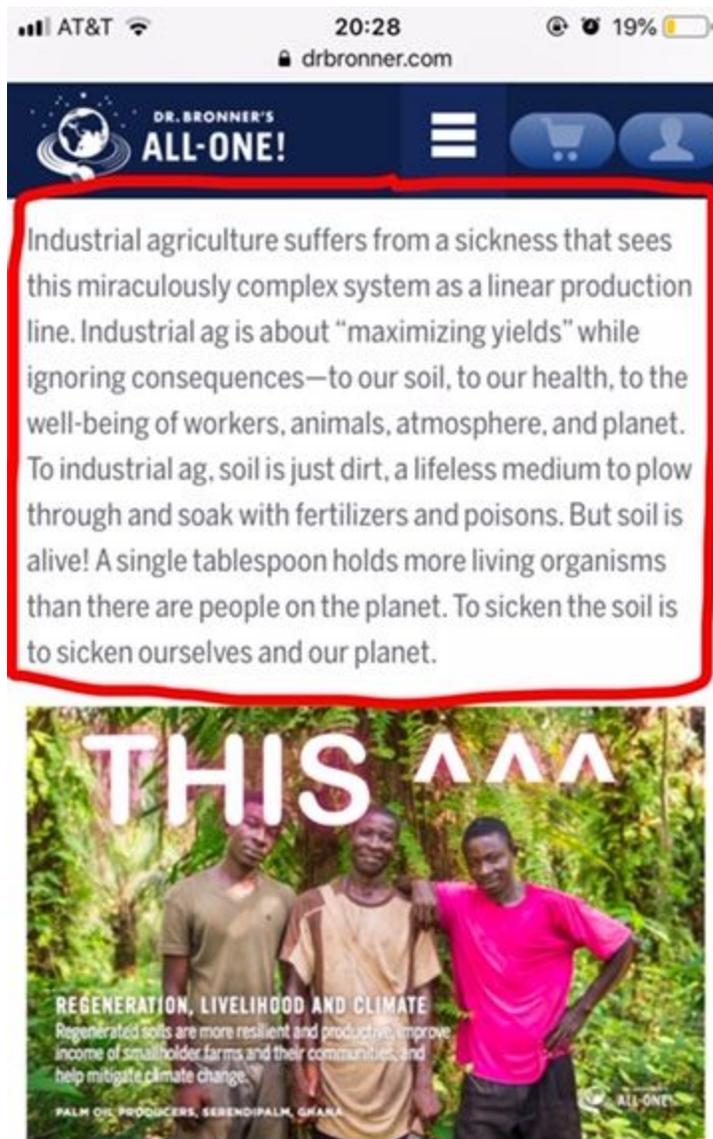
"Industrial agriculture suffers from a sickness that sees this miraculously complex system as a linear production line. Industrial ag is about "maximizing yields" while ignoring consequences—to our soil, to our health, to the well-being of workers, animals, atmosphere, and planet. To industrial ag, soil is just dirt, a lifeless medium to plow through and soak with fertilizers and poisons. But soil is alive! A single tablespoon holds more living organisms than there are people on the planet. To sicken the soil is to sicken ourselves and our planet." (Dr. Bronner's "Heal soil, heal planet!" article)

 **YOUTUBE.COM**
KISS THE GROUND BOOK TRAILER
Visit Josh Tickell at www.JoshTickel.com About Josh Tickell According to Inc. Magazine, Josh Tickell is "America's #1 Strategist" for connecting...

Like Comment Share

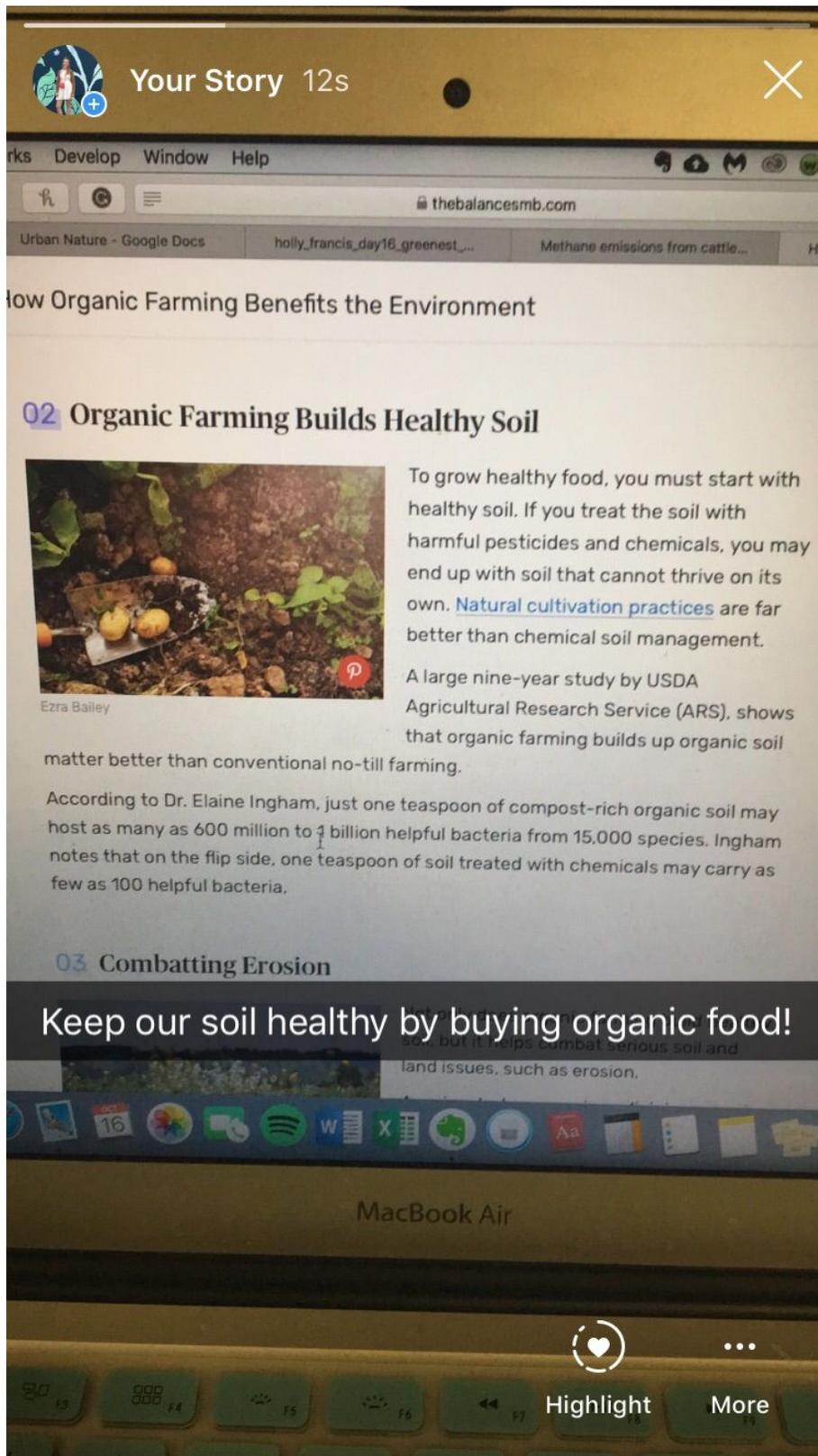
Write a comment...

Next, I put it on my snapchat story (because this is where much of my generation now goes):



The health of soil is one of the three principles of regenerative organic agriculture that guides the way we

Additionally, I added it to my instagram story which is apparently an up and coming form of our social media:



I also went around my campus throughout my day asking people, “If I told you that synthetic nitrogen fertilizers produce 60% of the global nitrous oxide (which is 300 times worse than carbon dioxide) what would you say?” or “agriculture systems contribute at least 30 percent of global greenhouse gas emissions” Here are some responses:

- Kayla: “I would say that’s pretty terrible!”
- Whitney: “Dang, that’s really bad. Where are they used?” (We then had a conversation about conventional agriculture. All it takes is a question)
- Ryan: “Wow that’s bad. Why are we using them?” (I then explained how we deplete soil with unsustainable farming practices and he replied, “Well then we are stupid, that’s going to backfire against us in the long run”)
- My mother: “That my family would like viable organic alternatives to nasty chemicals”
- My father: “Use natural fertilizer...”
- Nick: “That does make sense because I knew our agriculture was worse for our environment than our energy use. But it’s very startling, very upsetting. I’m very worried for the planet”
- Nathalie: “I mean, I’m not surprised, but I don’t know why we need synthetic fertilizers when there’s already so much bullshit coming out of the white house these days.”
- Desti: “That’s not good. We shouldn’t use that if that’s the case. Is that just general agriculture? Cause if so that sounds unavoidable unless we find more efficient ways to farm” (we discussed vegetarianism and organic agriculture)
- Isaac: “I would say it sounds like you’re well versed on the issue. I trust you.”
- Allie: “I would say that we should definitely try to find an alternative that is way less harmful and the the use of these fertilizers should be cut down significantly in order to lower the amount of nitrous oxide that is being emitted.”
- Lindsay (one of my teammates): “oh boy”

Debrief: while it was not a large lecture hall style teaching, I firmly believe to teach those you know or make contact with throughout time through influence and questions. There was one time where my father texting me saying he bought fair trade, organic coffee at the airport even though it was more expensive because I taught him to value that. I live by my values and enjoy teaching others tremendously. A good portion of the people I asked in the above section asked me questions in response which allowed for some great conversations. This experience taught me how valuable asking for people’s reaction to something is.