

Become an

eARTh SUPPORTER
AND SAVE MONEY ON ALL YOUR FOOD
AND WINE AT THE GREENHOUSE

The Greenhouse is offering 10% off all your shopping at the Greenhouse, when you sign a standing order to eARTh

As an eARTh supporter you can have a discount/savings card. For every £1 you spend on food, drinks and cards in the shop, we will credit your card with 10p. You can set this against your next food or wine purchase, or save for a special event.

Please post the Standing Order Mandate to:
The Greenhouse Trust – 42-46 Bethel Street
Norwich Norfolk NR2 1NR,
So that we can forward the mandate to your bank and
arrange your discount facility

If you choose not to use the savings card, this will increase your support of the eARTh campaign.

STANDING ORDER MANDATE

Please pay by banker's standing order, canceling any previous instructions regarding this recipient.

Green City Central Ltd. (not for profit trading company of the Greenhouse Trust) c/o: Norwich Co-Operative – 69 London Street, Norwich, NR1 1HT. Sort code: 08 90 14.
Account Number:

PLEASE CIRCLE THE AMOUNT YOU WISH TO PAY

Amount: **£10** **£15** **£20**
 TEN POUNDS FIFTEEN POUNDS TWENTY POUNDS

Date of First Payment:
Payment Due Date:

Frequency: **MONTHLY** - Until further notice and debit my account:

My Bank:

Bank Address:

Name of my Account:

My Sort Code:

My Account Number:

I hereby authorise my bank to set-up this standing order payment from my account:

Signed:

Date:

Name:

Address:

Telephone:

E-mail:

eARTH



eARTH is a way for artists, environmentalists, writers and citizens to learn and work together, developing the personal creative skills and communication processes that define the collaborative nature of the work and the cultural engagement the exhibitions generate.

From the point of view of tackling Climate Change: a 0.4% increase in global soil carbon would deliver annual carbon savings equivalent to the current total anthropogenic emissions of CO₂. Though hypothetical, this gives an illustration of how important soils are as a carbon store.

From the point of view of providing healthy food: it is clear how destructive the physical and chemical consequences of industrial farming are, and how we need to turn-around the biological degradation of soil. Agricultural intensification reduces the abundance of soil organisms and changes the way that soil ecosystems function. The reasons for this include:

- *Inorganic fertilizers are a major contributor to greenhouse gas emissions.*
- *Reliance on inorganic fertilizers, which reduce levels of organic matter and habitat quality for soil organisms.*
- *Repeated cultivations, which physically disrupt soil organism habitats.*
- *Increased monoculture use, which fails to provide the diverse conditions needed for soil organisms to thrive.*

- *Pesticide use, which kills not only the intended target but also beneficial organisms.*
- *Several pesticides are known to persist in soils long after cropping. For example, the three neonicotinoids, currently under an EU moratorium, which are known to affect bees and other pollinators (clothianidin, imidacloprid and thiamethoxam) also reduce soil biodiversity and produce poorer soils.*

These impacts adversely affect soil biodiversity. The more inorganic fertilizer applied, the more dependent on it the soil becomes. Reducing the percentage of organisms in soils reduces its natural ability to provide nitrogen to crops. Non-organic farms in the UK use around 31,000 tonnes of chemicals every year to kill weeds and insects and control disease. In contrast, organic farming methods actively maintain soil health and nutrients. Previous UK Governments have said that organic farming is better for wildlife, causes less pollution from spraying, produces less CO₂ and fewer dangerous wastes.

At the heart of the cultural conversation here is the key role that soils can play in reducing CO₂, and improving environmental and human health. Peter Melchett, (Policy Director of the Soil Association) has become the patron of eARTH, a project which promotes both the Soil Association's campaign to increase the organic matter in our soils (by 20% over the next twenty years) alongside the promotion of the organic food and drinks that our trading company provides.