

# RIPPLE EFFECT

Healthy soil means good quality crops, more jobs, stronger communities, economic stability and ultimately, a better world.

## Here's how it works ...



**A GOOD CROP**  
= a family is fed



(extra food is sold)



**MONEY**  
= improvements made to farming operations



**IMPROVED FARMING OPERATIONS**  
= local businesses sell more goods and services



**INCREASED PROFITS** =  
more jobs + higher wages



(a healthy economy)

**HIGHER INCOMES**  
= investment in environment + local infrastructure



(stronger communities)

**BETTER INFRASTRUCTURE**  
= improved access to markets



**ACCESS TO MARKETS**  
= economic growth,  
expanded knowledge + access to  
**GLOBAL MARKETS**



**GLOBAL MARKETS** =  
access to products and services from  
around the world, a global community  
and **A BETTER WORLD**

(happy, healthy people!)