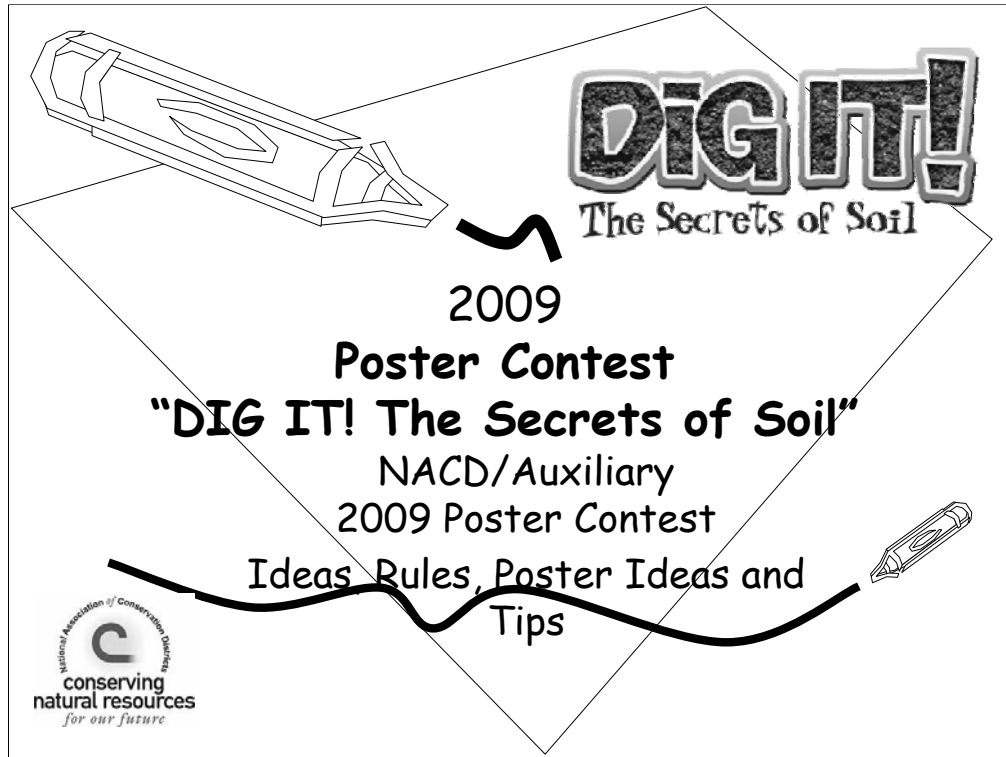


DIG IT! THE SECRETS OF SOIL -  
POSTER CONTEST OVERVIEW



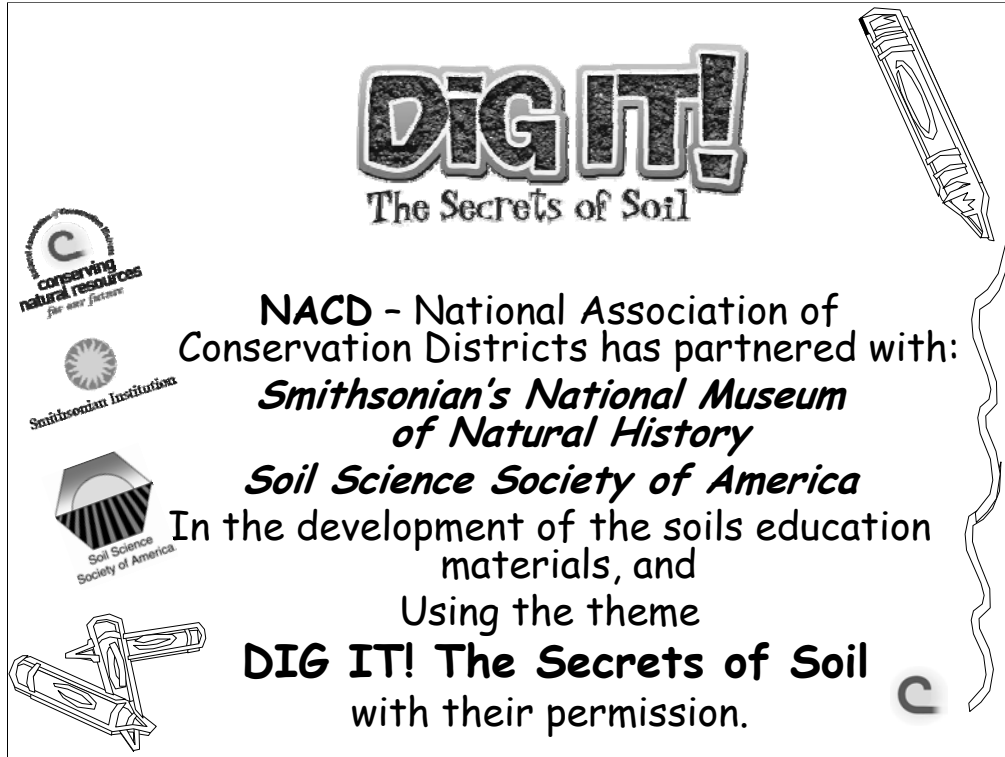
DIG IT! The Secrets of Soil

2009 Theme for the NACD Poster Contest

Sponsored by

NACD – Auxiliary and Stewardship & Education committee members

DIG IT! THE SECRETS OF SOIL -  
POSTER CONTEST OVERVIEW



**NACD** – National Association of Conservation Districts has partnered with:  
**Smithsonian's National Museum of Natural History**

&

**Soil Science Society of America**

In the development of the soils education materials, and

Using the theme DIG IT! The Secrets of Soil with their permission.



Is soil important to your daily life? Name some of the ways

Have students list how soil impacts their lives each day

Possible answers:

- 1) Home – school – business are built on it
- 2) All the food they eat grows in it.  
Name some of the foods
- 3) Cotton clothing like blue jeans – t-shirts come from the soil  
cotton plants grow in the soil
- 4) Trees give us oxygen and grow in soil

And more..



**Soil** in your community

Seeds, Plants are planted into soil

**Grass** grows in soil – and that soil

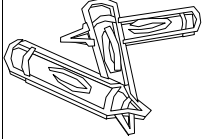
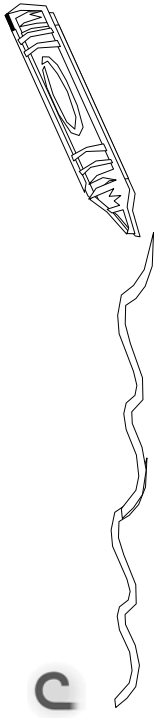
Filters the water when it rains, or you wash your dog or car

**Cotton** grows in soil- and then is spun into thread, woven into cloth

To make your jeans, t-shirts and other clothing.

Cotton could not be made without soil.

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POSTER CONTEST OVERVIEW



- ADD PICTURES FROM YOUR COMMUNITY
- Examples:
- Crops, animals, parks, schools, etc.



Look Around do these things come from soil?

**Your notebook paper?**

Yes – Paper comes from trees – which grow in the soil

**Pencils** – Wooden pencils come from trees which grow in the soil

What other items in your room can you trace back to soil?

List -



What about chocolate? does it come from soil?

The best chocolate in the world comes from cocoa trees grown in volcanic soils.

Cocoa from which chocolate is made comes from a cacao tree, which produces cacao beans from which we get chocolate!

What countries would there be volcanic soils?



Places Cacao Trees grow are  
**places near the equator**

**Cocoa is produced in countries within 10°N and 10°S of the Equator where the climate is appropriate for growing cocoa trees. The largest producing countries are Côte d'Ivoire, Ghana and Indonesia.**

**Climate Conditions**

**Large Cacao Producing Countries are**

Ivory Coast

Indonesia

Ghana

Nigeria

Brazil

Cameroon

Ecuador

Dominican Republic

Papua New Guinea

Malaysia

Mexico



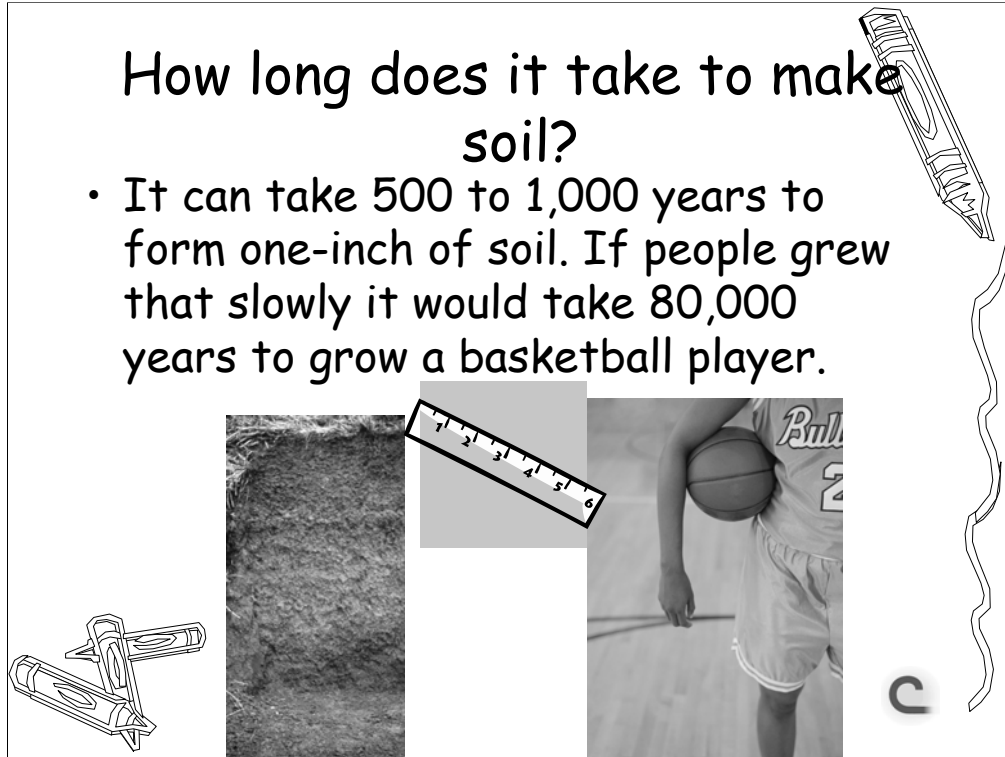
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POSTER CONTEST OVERVIEW



Dirt's a lot  
more fun  
when you add water!  
Hank Ketcham (creator of Dennis the Menace)

There is a difference between dirt and soil.

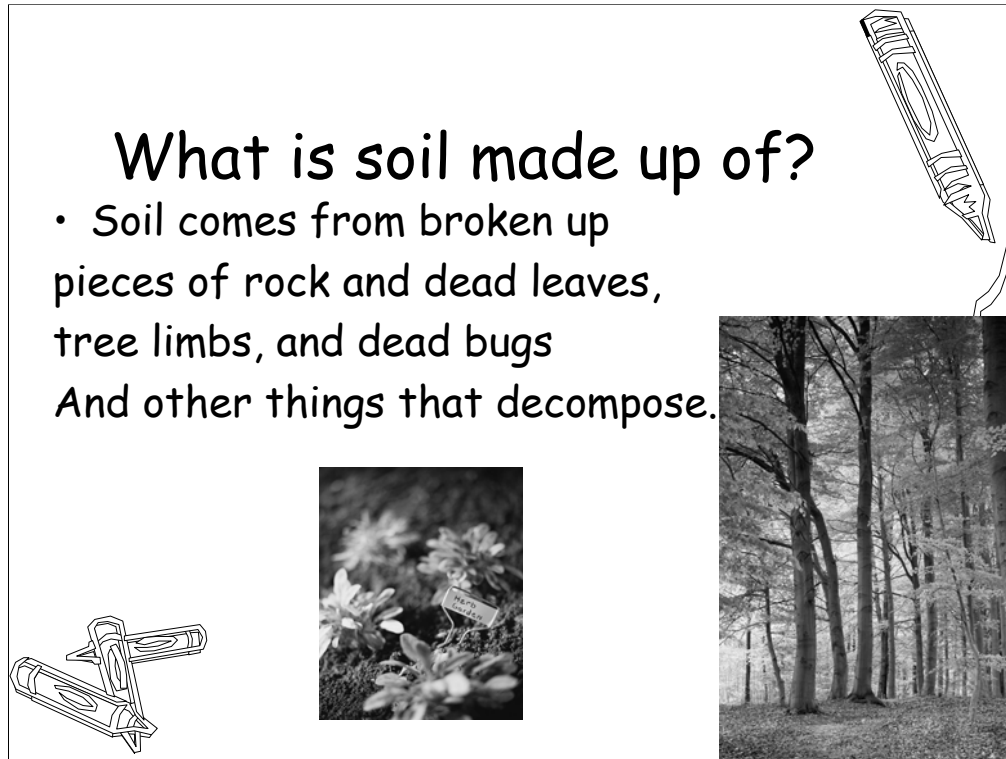
We don't want to treat our soil like dirt!  
Soil is what we grow things in, and dirt would be  
What you would sweep up off of the floor and it does  
Not the have nutrients to grow anything!



How long does it take to make soil?

It can take 500 to 1,000 years to form **one-inch** of soil. If people grew that slowly it would **take 80,000 years to grow a basketball** player.

Source: <http://www.nrcs.usda.gov/feature/education/squirm/skQ11.html>



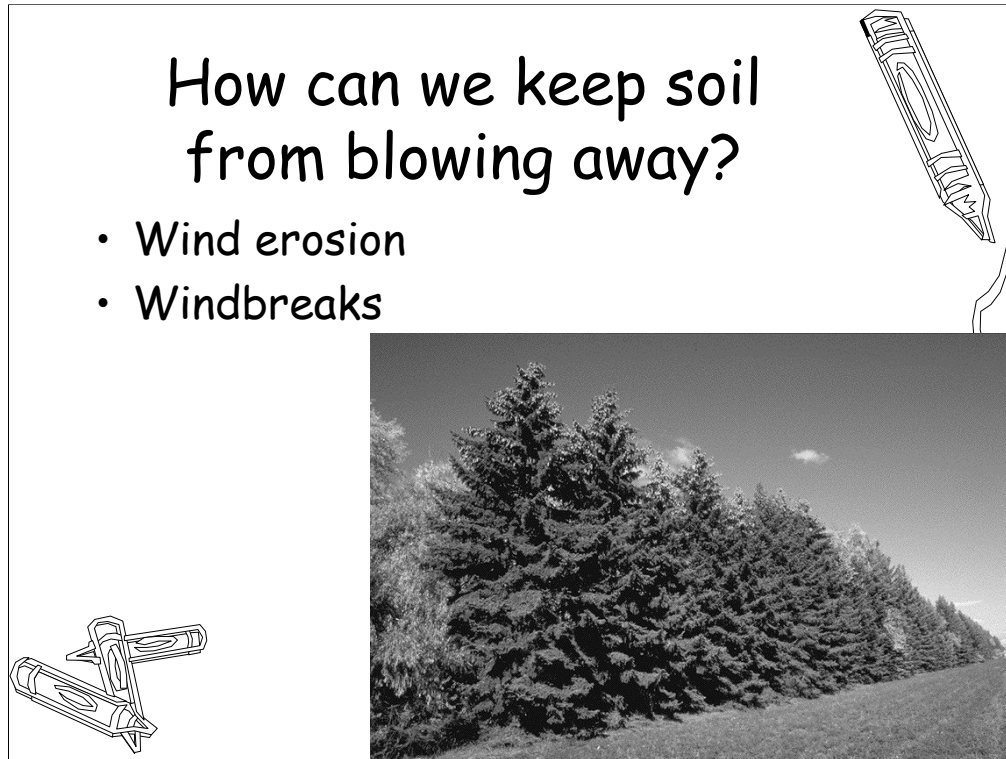
## What is soil made up of?

- Soil comes from broken up pieces of rock and dead leaves, tree limbs, and dead bugs And other things that decompose.

What is soil made up of?

Soil comes from broken up pieces of rock and dead leaves, tree limbs, and dead bugs-those kinds of things.

Source: <http://www.nrcs.usda.gov/feature/education/squirm/skQ1.html>



Wind erosion is what it is called when soil blows away.

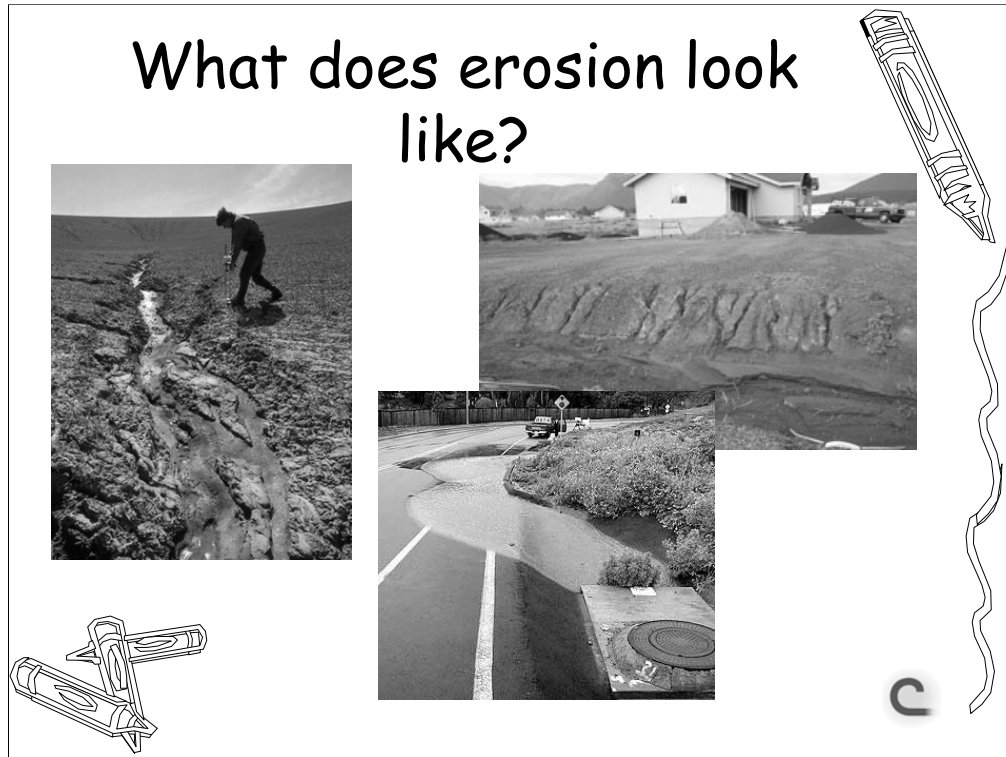
We use plants and native grass to hold the soil in place. Farmers have ways to keep their soil on the land so they can keep on growing food for us. One way is windbreaks, rows of trees that are planted beside fields to keep the soil from blowing away.

Source: <http://www.nrcs.usda.gov/feature/education/squirm/skQ12.html>



Grass waterways and other conservation practices help hold soil in place so it does not erode.

The next time you're out driving with your family or on the school bus, take a look at the farmland and business areas and see all of the ways people are trying to keep soil in place.



What does soil erosion look like?

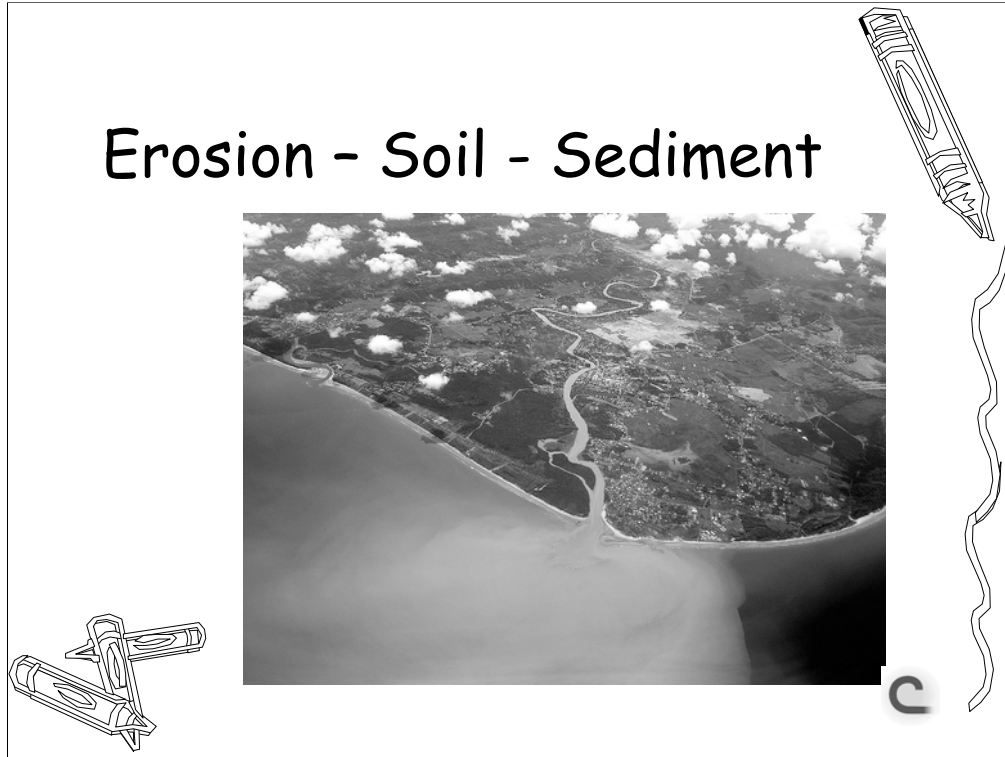
It can come from **agriculture land**,

It can come from **building of new home or business**

Erosion can send **soil (sediment)** into your **local** rivers and streams through storm drains.

Remember it takes 500 to 1000 years to make 1 " of top soil!

We want to keep it in place.



Erosion can travel from place to place.

Soil in water is called sediment.

From the air – soil/sediment is very visible.

DIG IT! THE SECRETS OF SOIL -  
POSTER CONTEST OVERVIEW

Design your posters using some of these ideas:  
Soil as a natural resource used in your  
everyday life and its importance to your  
community.

**Discuss and share your  
information with others!**



Design your posters using some of these ideas:


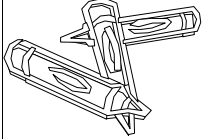

Soil as a natural resource used in your everyday life and its importance to your  
community.

**Discuss and share your information with others!**



## 2009 Categories

- Grades K-1
- Grades 2-3
- Grades 4-6
- Grades 4-6\*\* - Poster painted with soil paint
- Grades 7-9
- Grades 10-12
- Grades 10-12\*\* - Poster designed on computer



### 2009 Categories

Grades K-1

Grades 2-3

Grades 4-6

Grades 4-6\*\* - Poster painted with soil paint

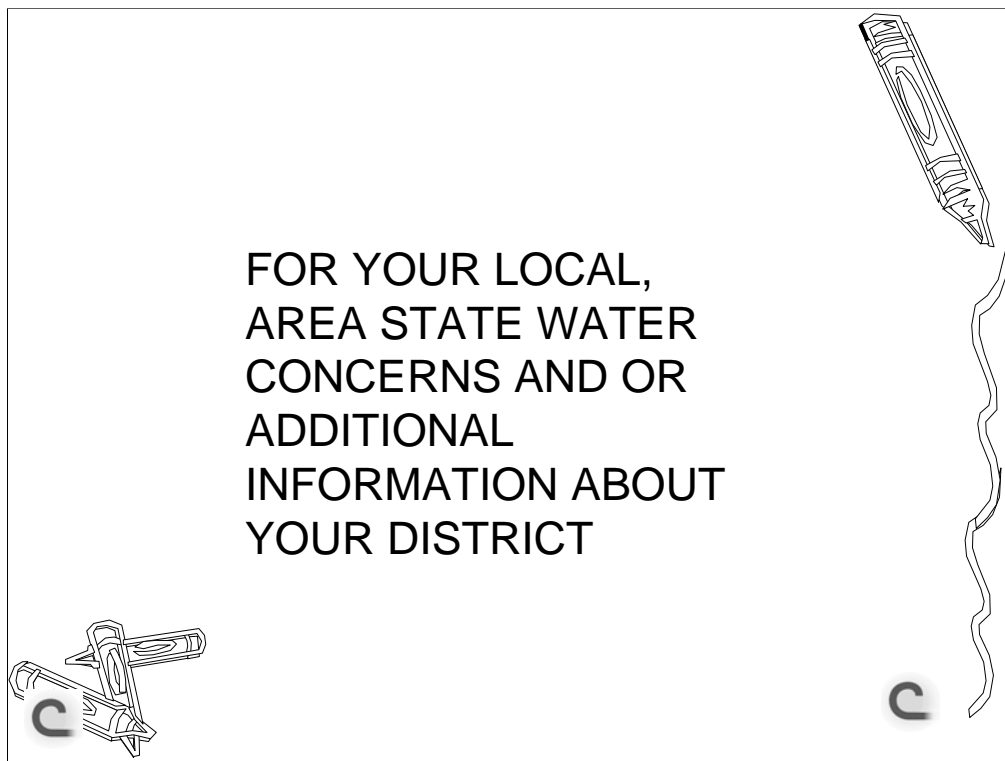
Grades 7-9

Grades 10-12

Grades 10-12\*\* - Poster designed on computer

*\*\*Special Category Posters - These categories are optional to state and local contests and not all will offer them. Local contests are welcome to offer the categories locally, but are encouraged to check and see if their state-wide contests will offer them at the state level. Please note, only posters that go through state contests are eligible for the national contest. Do not send posters directly to the national contest.*

DIG IT! THE SECRETS OF SOIL -  
POSTER CONTEST OVERVIEW



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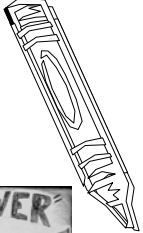
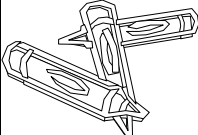
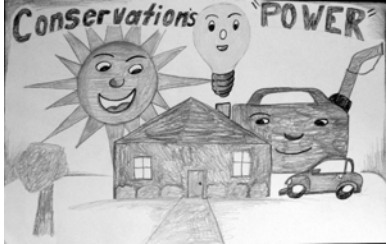


Poster Ideas

These are some past national poster contest winners

## What makes a good Poster?

- Attracts attention
- Is simple and clear
- Uses colors and white space to get and hold attention
- Letters are large enough to be easily read



Attracts attention

Is simple and clear

Uses colors and white space to get and hold attention

Letters are large enough to be easily read

**When forming ideas  
for your poster**

- Research the topic of the theme
- Brainstorm ideas and make a list
- Use the theme as your title

**DIG IT! The Secrets of Soil**



Research the topic of the theme

Brainstorm ideas and make a list

Think of the theme and use the theme as your title

## Tips to remember

- Don't use too many words
- Use a combination of illustrations and words
- Be as neat as you can
- Blend colors when using crayons or colored pencils
- Depending on design leave white space on the poster
- Make sure the poster is balanced



### **Tips to remember**

Don't use too many words

Use a combination of illustrations and words

Be as neat as you can

Blend colors when using crayons or colored pencils

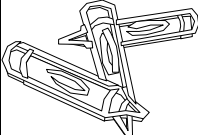

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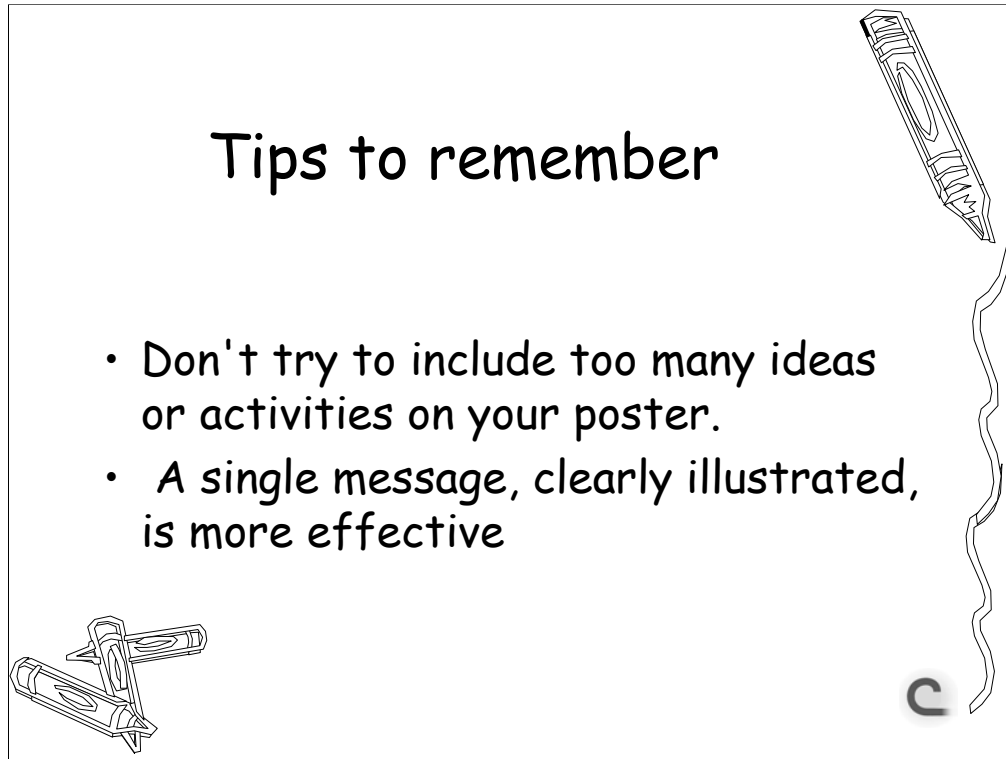
Choose colors carefully. Note the following general guidelines:

- - Black tends to be more formal, neat, rich, strong
- - Blue is cool, melancholy
- - Purple is considered royal, rich
- - Yellow tends to be warm, light, or ripe
- - Green is fresh, young, or growing
- - White means clean, and neat
- -Red attracts the eye, is high energy
- - Orange attracts the eye



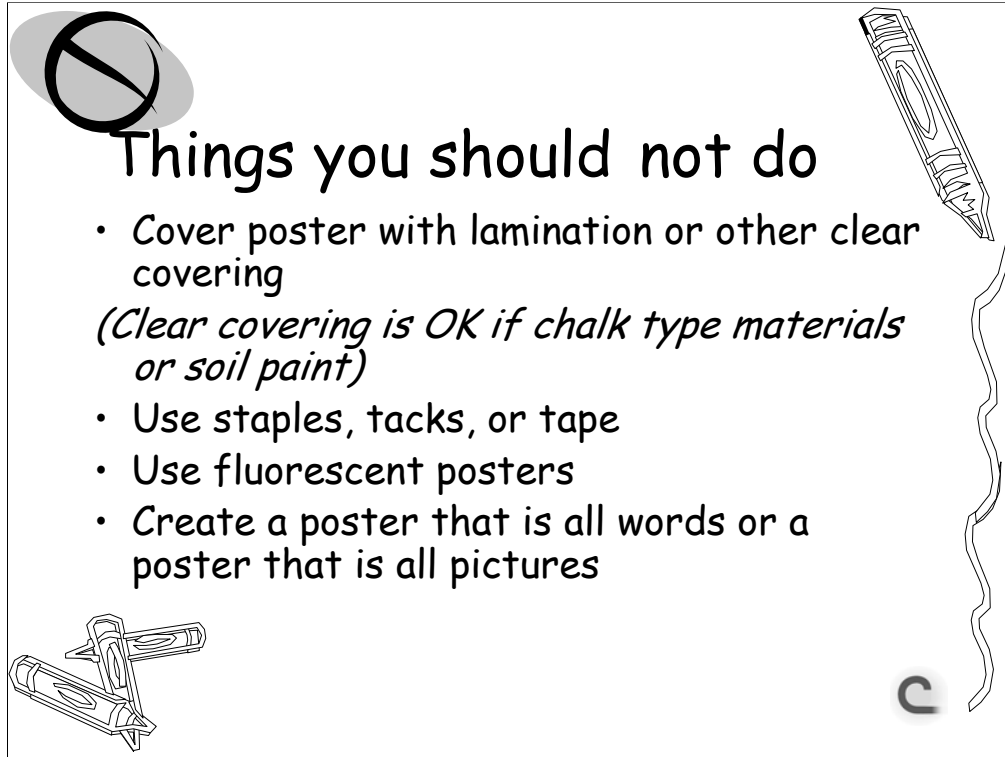
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Don't try to include too many ideas or activities on your poster. A single message, clearly illustrated, is more effective





**Things you should not do**

- Cover poster with lamination or other clear covering  
*(Clear covering is OK if chalk type materials or soil paint)*
- Use staples, tacks, or tape
- Use fluorescent posters
- Create a poster that is all words or a poster that is all pictures

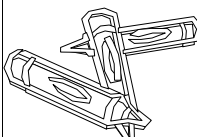

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## Steps to follow when making a poster

- Decide on information to include on the poster
- Research the theme topic
- Sketch out your idea
- Mark guidelines for lettering (lightly)
- Clean up the poster so it is neat. Erase any guidelines that are showing.

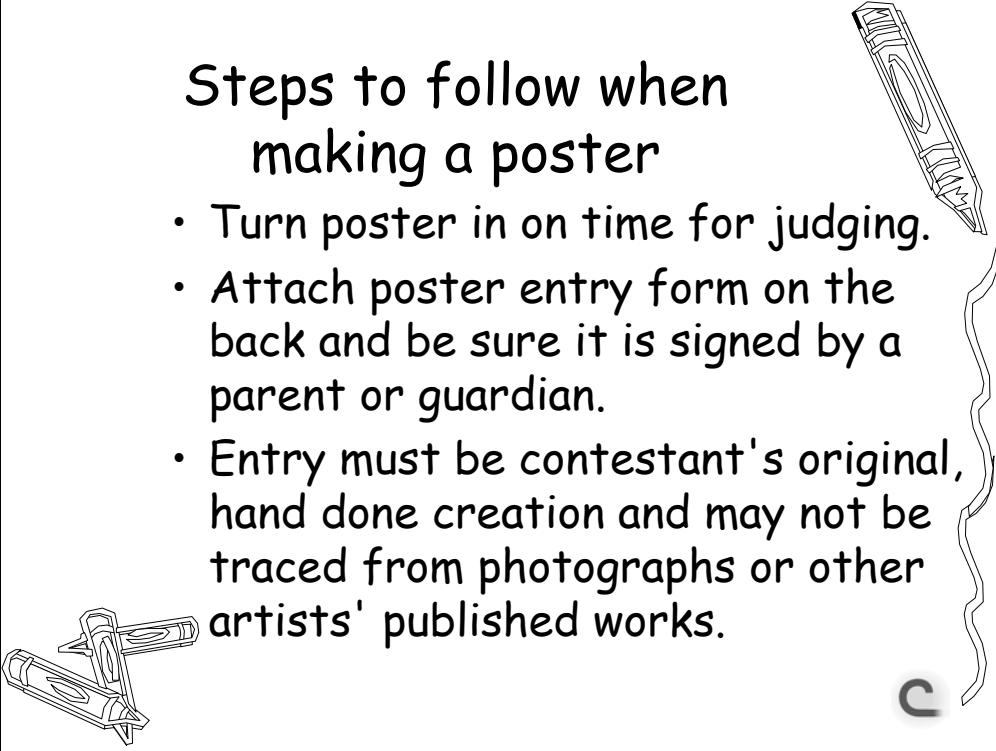
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An illustration of a pencil and a paperclip. The pencil is positioned vertically on the right side, with a wavy line extending downwards from its tip. The paperclip is positioned horizontally on the left side, with a small 'C' logo below it.

## Steps to follow when making a poster

- Turn poster in on time for judging.
- Attach poster entry form on the back and be sure it is signed by a parent or guardian.
- Entry must be contestant's original, hand done creation and may not be traced from photographs or other artists' published works.

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## Steps to follow when making a poster

- Any media may be used to create a flat or two-dimensional effect (paint, crayon, colored pencil, charcoal, paper or other materials).
- Poster size must be between 8.5" x 11" and 22" x 28". Or the size required by your local or state contest.


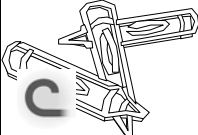


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What your poster will be judged on

- Conservation message—50 percent
- Visual effectiveness—30 percent
- Originality—10 percent and
- Universal appeal—10 percent.

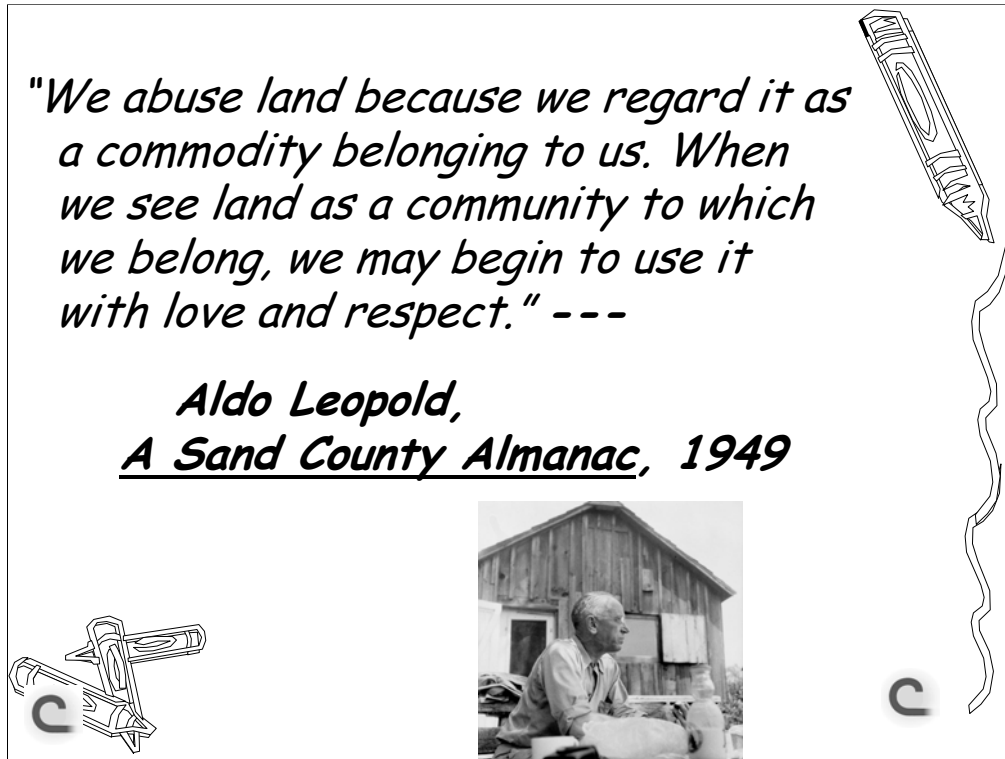


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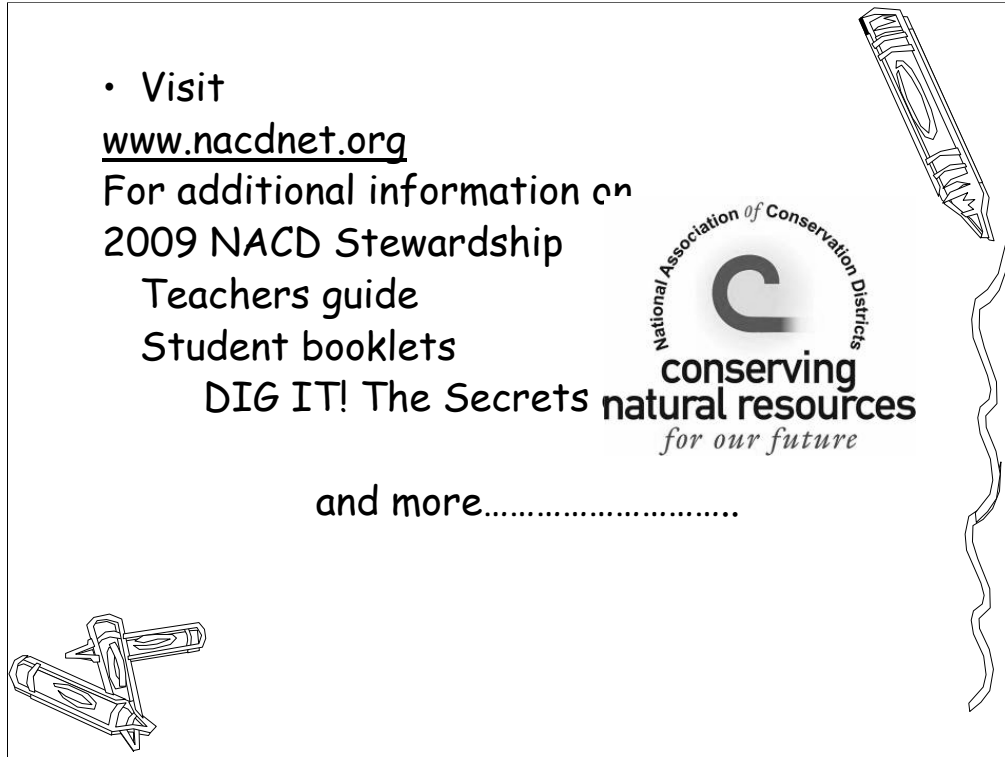
Universal appeal—10 percent



*"We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect." ---*

***Aldo Leopold, A Sand County Almanac, 1949***

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POSTER CONTEST OVERVIEW



Visit

[www.nacdnet.org](http://www.nacdnet.org)

For additional information on  
2009 NACD Stewardship

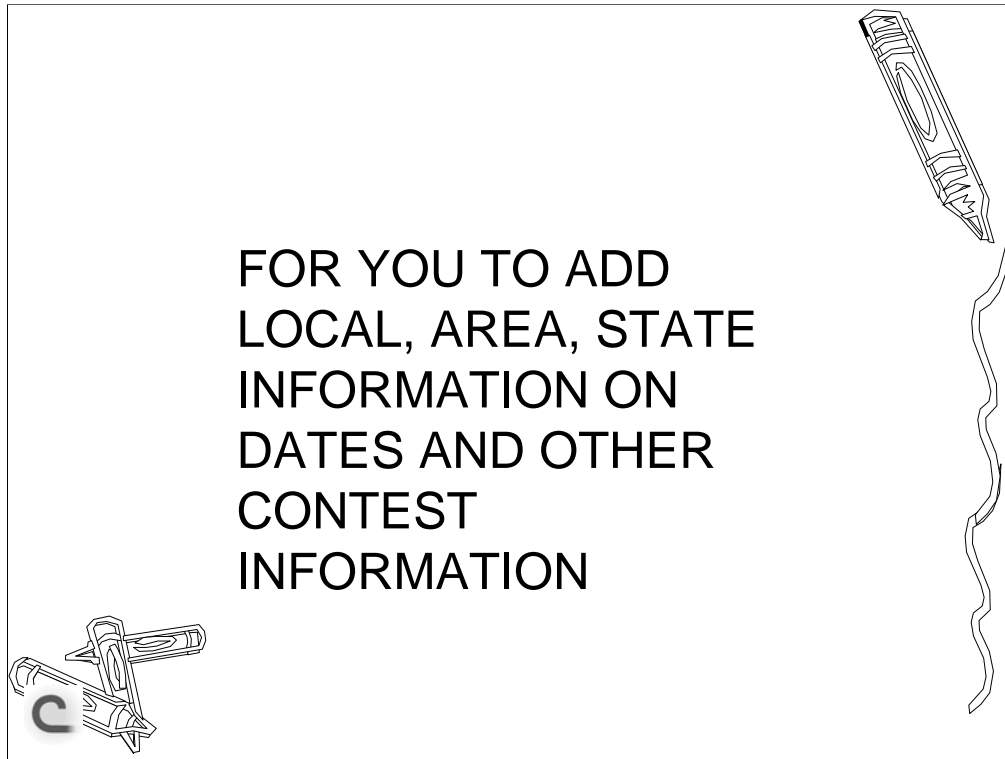
Teachers guide

Student booklets

DIG IT! The Secrets of Soil

and more.....

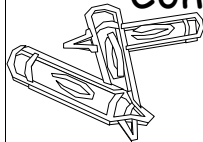
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## Speech

- Add information if you also hold a speech contest on the stewardship theme
- Date of Speech contest
- Open for grades
- Length of speech
- Contact Information



## Essay

- Add information if you hold an Essay contest on the Stewardship theme.
- Contest open to grades:
- Essay length:
- Due Date:
- Essays entries are to be sent to:
- Contact Information

