



# FOR THE LOVE OF THE EARTH™



Looking ahead, twenty-five years can seem like ages of time. With tons of days to fill.

But when looking back, twenty-five years seem like a split second in time, summarized with big moments and turning points that directed paths, action (and sometimes created roadblocks) and all our lives.

As organics recycling advocates, we are amongst a rare group – privileged to be able to pursue what we believe in, challenged to live up to our own & Society's expectations and responsible for not taking "no, it can't be done" as the answer.

From the simple concept of "recycle your organics", our collective world of doing what needs to be done has unfolded.

We have taken blank pages and created symphonies.

Sometimes wrong notes have been played. But we have persevered, always with the end in mind: creating a new reality where organic wastes are wastes no longer. Instead, they are regarded as valuable materials – essential Life forces, in fact – that must caringly be returned to our soils for the benefit of all.

We are thrilled that, for the 25<sup>th</sup> Anniversary of International Compost Awareness Week, we are celebrating it with the message of "FOR THE LOVE OF THE EARTH ... POUR L'AMOUR DE LA TERRE ... COMPOST !"

As organics recycling advocates, we are a modest lot – focused on the tasks that can turn our visions into reality rather than taking centre-stage ourselves. And that's ok.

But it is also important to do a bit of celebrating with positive shouts to "spread the compost" message.

And that is what International Compost Awareness Week is all about. Sure, we have 52 weeks each year to work on that "COMPOST!" message but, during the first full week of May each year and for the past 26 years (with Canada having started "the week" in 1995, thanks to the popularity of a great image that became a sweatshirt as speakers' gifts at a workshop which then turned into "COMPOST AWARENESS WEEK"), we have the opportunity to sing and shout in harmony with colleagues around the world.

So – turn your backyard composter, plant a row, bake compost cookies, sample your compost, tell your stories and celebrate your team and efforts.

It's not about you.

It's all about "FOR THE LOVE OF THE EARTH – POUR L'AMOUR DE LA TERRE .... COMPOST !"

Susan

PS Hope you love our poster this year as much we do --- the whole world turns because of the simple action of returning organic matter to our soils. A lot depends on us humans to step up and care enough to RECYCLE ORGANICS.



1995 COMPOST WEEK POSTER

**Celebrate Compost Awareness Week 2020 = May 3 - 9**

**Célébrez la Semaine de sensibilisation au compost 2020 = Le 3 au 9 mai**

