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**Living Soil Documentary Reaching New Audiences and New Highs**

**August 30, 2021, Morrisville, North Carolina** — The Soil Health Institute (SHI), the non-profit charged with safeguarding and enhancing the vitality and productivity of soils, is proud to announce *Living Soil*, the organization’s ground-breaking soil health documentary, has been viewed more than 3 million times on YouTube. SHI is also expanding its reach to audiences around the globe, with *Living Soil* now available with closed captions in 20 languages, including Spanish, Portuguese, French, Italian, Cantonese, German, Swahili, and Zulu.

“The Soil Health Institute has a global mission. Our goal is to scale adoption of regenerative soil health systems around the globe to benefit farmers, the environment, and society,” explained Dr. Wayne Honeycutt, SHI’s President & CEO. “We’re humbled by the success of *Living Soil*, which is attracting about 2,500 unique views each day. We’re excited to have shared this knowledge with more than 3 million viewers and hope this documentary inspires more people around the globe to begin their soil health journey.”

**About Living Soil**

*Living Soil* tells the story of farmers, scientists, and policymakers working to incorporate regenerative agricultural practices to benefit soil health for years to come. *Living Soil* takes the viewer on a journey from the lush landscapes in Oregon, sunbaked fields of California, and vast green acres of the Midwest to the waterfront farming and fishing communities in and around the Chesapeake Bay. Each farmer shares a story as unique as the soil they manage with a universal theme that resonates throughout the film: Soil is a special resource everyone should cherish and strive to protect.

Decades of conventional farming practices have done well to feed the increasing population of the world but have depleted soils of nutrients and organic matter. The agronomists in *Living Soil* explain how regenerative soil management practices can improve soil health as well as benefit air, water, and public health in the process.

Released in November 2018, *Living Soil* was directed by Chelsea Myers and Tiny Attic Productions based in Columbia, Missouri, and produced by the Soil Health Institute through the generous support of The Samuel Roberts Noble Foundation.

The film is available to stream for free at soilhealthinstitute.org/livingsoil or search for “Living Soil” on YouTube.

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**About the Soil Health Institute**

The Soil Health Institute is a global non-profit with a mission to safeguard and enhance the vitality and productivity of soil through scientific research and advancement. We bring together leaders in soil health science and the industry to help farmers, ranchers, and landowners adopt soil health systems that build drought resilience, stabilize yield, and benefit their bottom line. The Institute’s team of scientists, holding doctorates in various soil science and related disciplines, has developed highly effective soil health targets and standardized measurements to quantify progress at achieving regenerative and sustainable agricultural systems, and leads the cutting-edge fields of carbon sequestration and decoding the soil microbiome. Healthy soils are the foundation for rejuvenating our land. Together, we can create a secure future for all, mitigate the effects of climate change, and help agriculture and organizations meet production and environmental goals at scale. Visit www.soilhealthinstitute.org to learn more and follow us on [LinkedIn](https://www.linkedin.com/company/soil-health-institute/), [Twitter](https://twitter.com/soil_institute), and [Facebook.](https://www.facebook.com/soilhealthinstitute/)