

RACHEL CARSON & NANOCLAY

SUSTAINABLE FARMING OF THE FUTURE



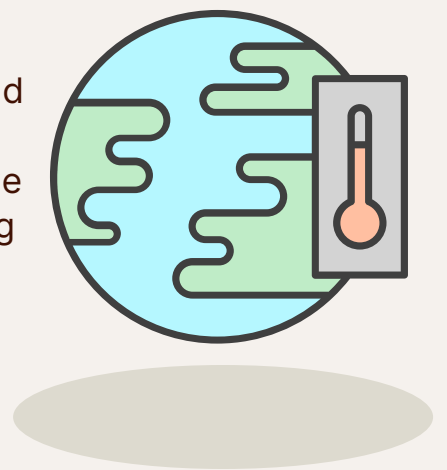
WHO IS RACHEL CARSON?

- American marine biologist
- One of the first to draw attention to the topic of conservation
- Her book *Silent Spring* and other works advanced the environmental movement

BACK TO THE FUTURE

Freshwater has always been a precious resource that ensures the survival of all life on Earth. However, with climate change and global warming, extreme weather and droughts have made freshwater sources even more scarce. As a result, we need a better solution to conserve our water and prevent water shortages, especially during irrigation for agriculture.

Rachel Carson would be a strong advocate to push new and innovative ways for agriculture to prevent soil degradation and complete water depletion, especially in developing countries with minimal resources.



WHAT IS NANOCLAY?

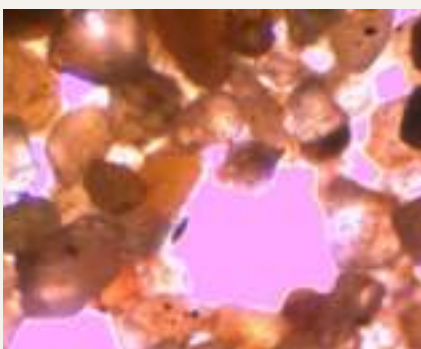


NANOCLAY



Nanoclay at Work

Nanoclay works to revive sandy areas and create a more suitable area for farming. Clay surrounds each sand particle to create a snowflake-like formation. This increased surface area allows water and nutrients to stick to the sand and chemically combine with it rather than being lost as run off through the soil.



Microscopic Picture of Nanoclay



BENEFITS



Nanoclay provides a more sustainable route for farming, increasing farmland and allowing for more land to be used for producing crops, especially in more rural, dry areas.