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For Immediate Release

A Dirty Shame: Soil Needs Our Help! Purple Cow Soilmobile to the Rescue

Experts Share Secrets for Healthier Gardens, Tastier Food

Platteville, WI (May 16, 2016) – Maybe children who play in the garden and make “mud patties” are onto something. It turns out adults ought to pay more attention to soil, too, because the trick to starting a great-tasting, healthy dish isn’t in a cookbook. It’s in the soil that grows our food.

Healthy soil containing strictly organic components supports growth of healthy foods with naturally good taste. Consumers of all ages can learn secrets for creating the best soil conditions – easily, organically and at home– when the Purple Cow Organics Soilmobile rolls into Southwest Wisconsin at the Driftless Market in Platteville, June 1 from 10am-Noon.

The distinctive touring bus – featuring a smiling purple cow and driven by Sandy Syburg, the company’s president – is on a cross-country educational mission to help home gardeners of all ages become more successful at growing plants and food.

“The key to life as we know it is healthy soil, and if a nutrient is missing from soil it is not in the food we eat,” Syburg says. “Plants take nutrients from soil, and our soils are often depleted of the nutrients that plants, animals and humans need. Therefore our soil needs to be rejuvenated.”

The repurposed school bus runs on alternative fuels, and brings creative, interactive tools and concepts to each location on its journey. At each destination on the multi-city tour, which runs from April through August, Syburg will present hands-in-the-soil sessions on a variety of topics relevant to today’s home gardener. Among Syburg’s messages: Instead of loading soil

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with chemical fertilizers to make up for nutrients, microbes and organic matter lost over time, replace them organically.

“Once you replace depleted organic components, your garden will be relatively low maintenance and will need much less attention,” Syburg says. “It’s now a healthy, living, breathing, self-regulating ecosystem.”

In particular, urban soil can become especially degraded over time due to pollution, disturbance or compaction that reduces the amount of oxygen reaching plants’ root systems. In the average suburban or rural garden bed, overusing soil year after year can leave the pH, minerals and microbes off-kilter.

“It can take hundreds of years to create just a small plot of healthy soil and less than two decades to destroy its usefulness,” Syburg says. “With soil under siege, everyone should be involved in learning and implementing ways to improve this vital ingredient in growing healthy plants and food.”

For more information about Purple Cow Organics – including soil tips and “how-to-grow” videos and recommendations – visit the website at www.purplecoworganics.com. For a list of Soilmobile destinations this growing season, visit the website and follow the company on [Facebook](#).

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About Purple Cow Organics

Purple Cow Organics believes the quality of the food we eat is directly related to the quality of the soil in which it is grown. The Wisconsin-based company produces premium composts, growing medium and soil amendments for consumers and farmers across the country. Products are registered with the Organic Materials Review Institute (OMRI). Materials listed by this organization of independent scientists can be used in and around organic gardens and farms. For more information visit www.purplecoworganics.com.