

THE UNSPOKEN SACRED TRUST

SOIL POETRY

Organic-based fertilizers are one of the solutions to improve soil health as part of regenerative agriculture. So, when Yara for the first time were launching organic-based products, it would be as the natural choice for farmers who care for and take pride in their land and soil.

Through dialog with farmers, we realized that farmers have an emotional connection to their soil, emotions that are seldom put into words. We wanted to tap into these feelings and ask farmers to express and share them.

In total, we asked more than 1000 European farmers to describe their relationship to their soil. Spending long days with nine of them – in Sweden, Italy and UK, we gathered quotes, portrayed them and the intimate relation between them and the soil. Before we selected, rephrased and curated our favourites.

The result? Soil Poetry.

Presented not only as a campaign, but also published as a 63-page poetry book, "The Unspoken Sacred Trust". Printed in 1000 copies, with a second circulation on its way, each poem is followed by equally honest, emotional and intimate photos from the farms.

A heartfelt and well-deserved tribute to what after all, is the farms' most valuable asset

