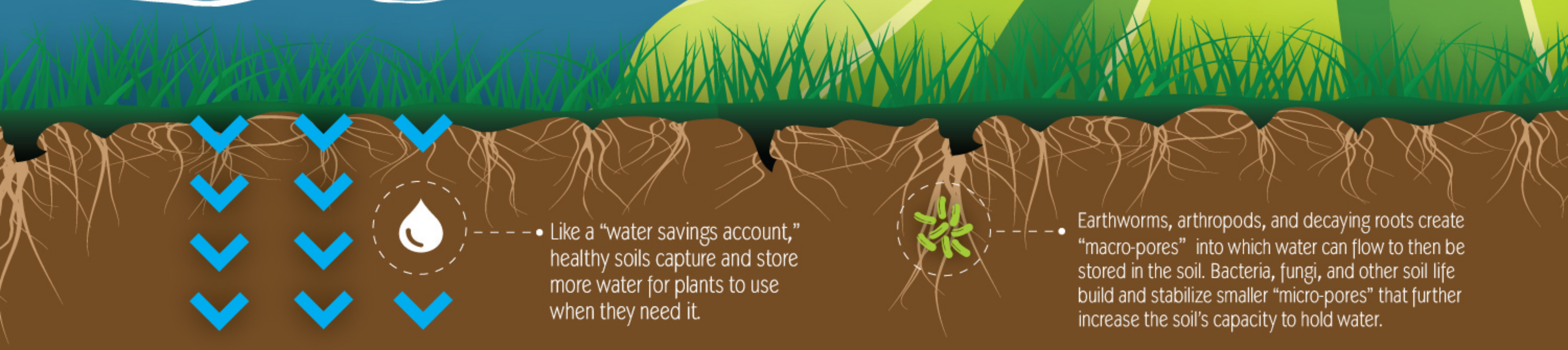
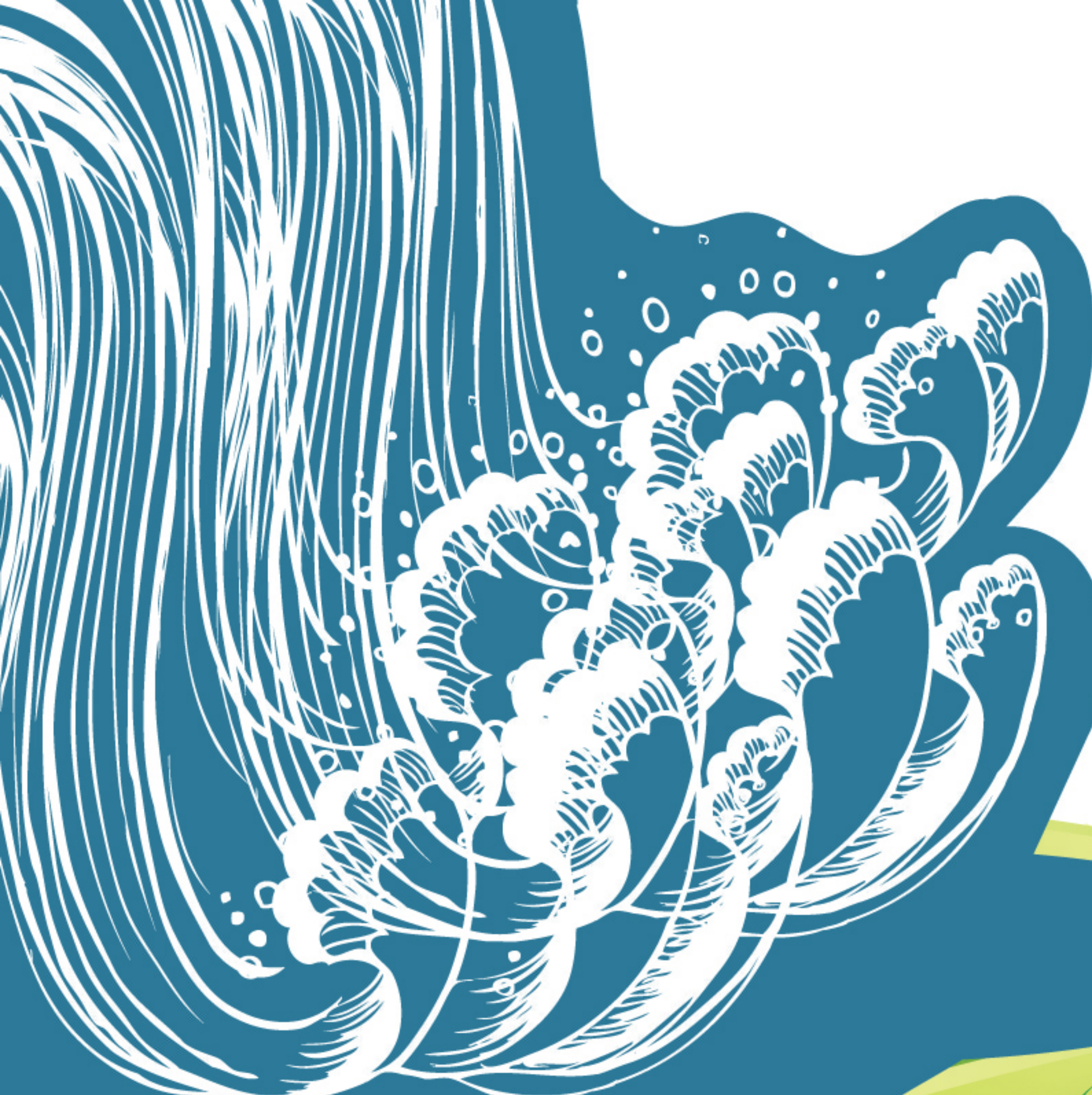


# DID YOU KNOW?

unlock the  
SECRETS  
IN THE  
SOIL

FOR EACH **1%** INCREASE  
IN *organic matter*  
U.S. CROPLAND COULD STORE THE  
AMOUNT OF *water* THAT  
FLOWS OVER NIAGARA FALLS  
IN **150** DAYS



• Like a “water savings account,” healthy soils capture and store more water for plants to use when they need it.

• Earthworms, arthropods, and decaying roots create “macro-pores” into which water can flow to then be stored in the soil. Bacteria, fungi, and other soil life build and stabilize smaller “micro-pores” that further increase the soil’s capacity to hold water.

Calculation based on approximate averages for diverse soils as follows:  
U.S. Cropland = 400 million acres  
ADDITIONAL water holding capacity per acre with each 1 percent organic matter increase = 25,000 gallons  
400 million acres x 25,000 gallons = 10 trillion gallons  
Average water over Niagara Falls per day = 65 billion gallons  
(758,000 gallons per second x 60 seconds x 60 minutes x 24 hours)  
The math: 10 trillion gallons / 65 billion gallons = 152

Natural Resources Conservation Service  
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