

Your action matters!

Frigel for the “WORLD SOIL DAY”

Each year on December 5th, World Soil Day (WSD) highlights the importance of healthy soil. This day celebrates the importance of soil as a vital contributor to ecosystems' functioning, food, water and energy security, and as a mitigator of biodiversity loss and climate change. World Soil Day aims to connect people with soils and raise awareness of their importance in our lives.

No Soil, No Water.
No Water, No Food.

One of the biggest concerns for the environment is soil degradation. Degradation is when soil health declines due to improper use or poor management. Soil erosion causes massive dust storms in many region of the world.



Through the years, farmers learned their lesson. They began to practice better soil management. Unfortunately, however, there are still concerns about soil health. Throughout the world, the soil is eroding at a rapid rate. Every 5 seconds, the equivalent of one soccer field of soil erodes. If soil erosion continues, the earth will no longer be fertile. In turn, global food supplies and food safety will be threatened.

When soil is lost, it takes years to replace. It takes up to 1,000 years to produce just 2 to 3 cm of soil. It's believed that up to 90% of the world's land will be degraded by 2050.

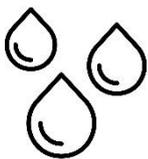
The situation is dire, which means there is no time to waste when it comes to saving our soil.

What is Frigel doing for “SOIL CARE”?

We are a manufacturer of cooling solutions since 1960 and we specialize in innovative cooling technology.

We created the most evolved Adiabatic Cooling Technology and it:

Reduces water consumption by 95%



Our cooling solutions are used in important industrial processes, worldwide. *Comparing the traditional evaporative solutions, our ECODRY LDK series and new CoolPad almost eliminate water consumption. Adiabatic mode is activated only when ambient conditions calls for it.*

The more water our systems save, the more water our customers don't waste and take from the world's soil, in Asia, America, Europe, Africa. We're proud of that.

How much water can save our solutions compared to others? Learn how our innovative cutting-edge adiabatic technology, reduces operating cost of large cooling systems in the industry. Discover more at https://bit.ly/LDK_HVAC



Here above a screen shot taken from the FAO.org video titled “What does water mean to you?”. See it now: <https://www.youtube.com/watch?v=lZ6ZldIgv2A>

How can you participate to the World Soil Day?

- Learn about the importance of soil health and how it affects our future
- Watch videos and documentaries about soil
- Commit to caring for the soil in your community by composting, planting cover crops, saving water and building terraces to prevent soil erosion
- Share this day on social media with #WorldSoilDay

World Soil Day History

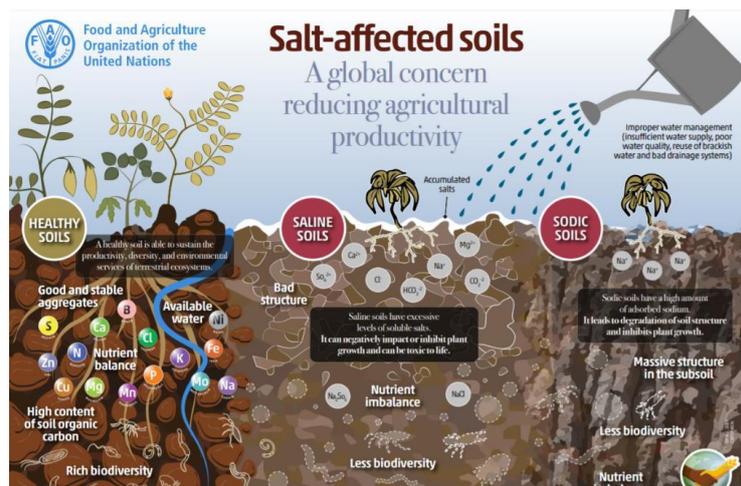
In 2002, the International Union of Soil Sciences (IUSS) recommended an international day to celebrate soil. Under the leadership of the Kingdom of Thailand, the FAO supported the establishment of WSD. In 2013 the FAO Conference formally endorsed WSD. In December 2013, the UN General Assembly officially designated December 5th

as World Soil Day, commemorating the birthday of the late H.M. King Bhumibol Adulyadej. He was the King of Thailand and one of the leading proponents of this initiative.

You can make a difference every single day.
Don't miss a single day.
Celebrate with your friends, today!

Halt soil salinization, boost soil productivity WORLD SOIL DAY 2021

Soil salinization and sodification are major soil degradation processes threatening ecosystem and are recognized as being among the most important problems at a global level for agricultural production, food security and sustainability in arid and semi-arid regions. World Soil Day 2021 (#WorldSoilDay) and its campaign "Halt soil salinization, boost soil productivity" aims to raise awareness of the importance of maintaining healthy ecosystems and human well-being by addressing the growing challenges in soil management, fighting soil salinization, increasing soil awareness and encouraging societies to improve soil health.



2021 FAO.org Poster for Salt-affected soils

Sources: <https://www.fao.org/world-soil-day/en/> - <https://nationaldaycalendar.com> - <https://www.earthreminder.com>