

Celebrating the Newdale Clay Loam – Manitoba's Provincial Soil

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Abstract

The Newdale clay loam is the provincial soil of Manitoba and since its proclamation in 2010 a number of celebratory activities have developed a near cult-like following. Those promotional activities and products include: Newdale soil jewelry (necklaces, rings, earrings, bracelets and key chains), presentation plaques, laminated mini-monoliths, a ballad (to the tune of "New York, New York"), an informational kiosk at the town of Newdale, destination tours to dig and photograph the Newdale and a number of factsheets and posters. This poster will showcase these various activities.

The lead group in these activities is the Manitoba Soil Science Society (MSSS).

Newdale Jewelry

The Newdale soil is a jewel. And so some MSSS members learned how to share this memorable keepsake as jewelry – either rings, bracelets, ear rings, belt buckles or key chains. This story card of Newdale accompanies each jewelry item.



Early recipients of this art were invited speakers at conferences, but demand has grown to where they are now sold as a fundraiser for the MSSS. Several groups have also requested workshops on making their own soil jewelry. Some 600+ jewelry items have been made since 2011.

The jewelry has been a winner, a Blue ribbon at the local Carman fair.

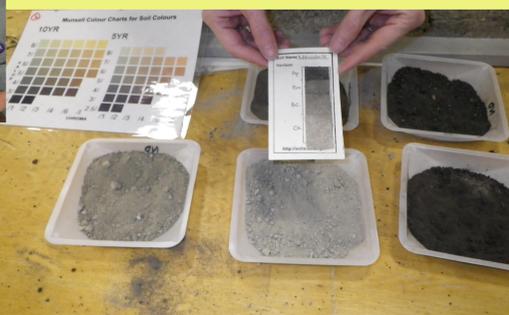


Mini Monoliths

Many of our soil focused youth education events include production of a mini monolith or soil profile of the Newdale. The procedure follows that of the USDA NRCS Soil Profile¹ exercise.



These mini monoliths are made by students and then laminated as cool souvenirs or gifts. They help fulfill the soils component in the Manitoba curriculum of Grade 3 and 10 and for the Boy Scout badge in Soil and Water Management Challenge.



Newdale Plaques

Wall mounted plaques of the Newdale, showing distribution and real soil mini profiles, have been produced and presented to various conference speakers and soil science retirees.



Destination Tours

The Newdale soil is regularly featured at area extension events and on the annual Manitoba Soil Science Society Summer tour, most recently in 2016.



A Newdale pit for soybean extension.



Extracting a Newdale monolith.



MSSS bus tour participants in 2016.

Newdale Soil Kiosk



Manitoba's Minister of Agriculture and Minister of Growth, Trade and Enterprise join local dignitaries to unveil the Newdale Soil kiosk on June 17, 2017.



The kiosk features the soil development, distribution, productivity, impacts by man and the settlement of the town Newdale for which the soil was named.

Ballad of the Newdale Clay Loam

(to the tune of "New York, New York")

Start spreading the news
It's been proclaimed; Hooray!
Our provincial soil is the
Newdale, Newdale!

An organic-rich A
Over a Bm and Ck
Mile after mile
Make a striking profile

Start sampling in random
Hopping quarter to quarter
From north of Brandon
To the Sask border

Geographically named
Moderately to well drained
Infiltration is slow
But that's how it goes
(when you're...)

A cultivated clay loam
Where the bison did roam
A deep Orthic Black
(but what rhymes with)
Chernozem?

Her body so lithe
Stretched out on a monolith
Made from till calcareous
She drives the boys delirious

From more than a thousand
soils
Over 19 million acres
Queen of the hill!
Top of the heap!
Not just a series in
classification
But an entire association!

Start spreading the news
It's been proclaimed;
Hooray!
Our provincial soil is the
Newdale, Newdale!

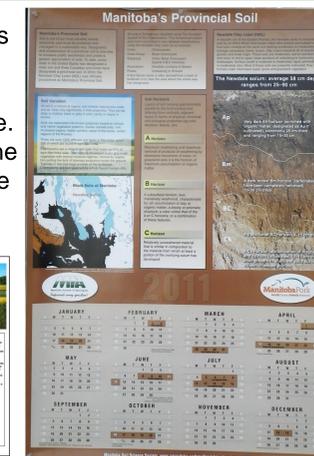


Lyrics by crooner M. Timmerman, with live performances at 2 conferences, pictured at left with our Miss Newdale Clay Loam monolith

Factsheets and Soil Calendar

One of our MSSS outreach activities is annually publishing a 2'x3' poster sized soils calendar featuring an aspect of soil science. The 2011 calendar showcased the 2010 proclamation of the Newdale soil (right)

A Newdale –Manitoba Provincial Soil factsheet² has been written in format similar to the State Soil³ factsheets by USDA NRCS.



Media coverage

Media coverage, through print and social media, has been overly generous from the proclamation in 2010 through to the kiosk unveiling.



References

- ¹Soil profile. USDA NRCS https://www.nrcs.usda.gov/wps/portal/nrcs/detail/soils/edu/?cid=nrcs142p2_054308
- ²Newdale – Manitoba Provincial Soil http://www.manitoba-soils.ca/content/Newdale_provincial_soil_factsheet.pdf
- ³State soils. USDA NRCS. <https://www.nrcs.usda.gov/wps/portal/nrcs/detail/soils/edu/?cid=stelprdb1236841>