



# Why Some *Do* and Others *Don't*

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Managing the Carbon Cycle - 2006 -

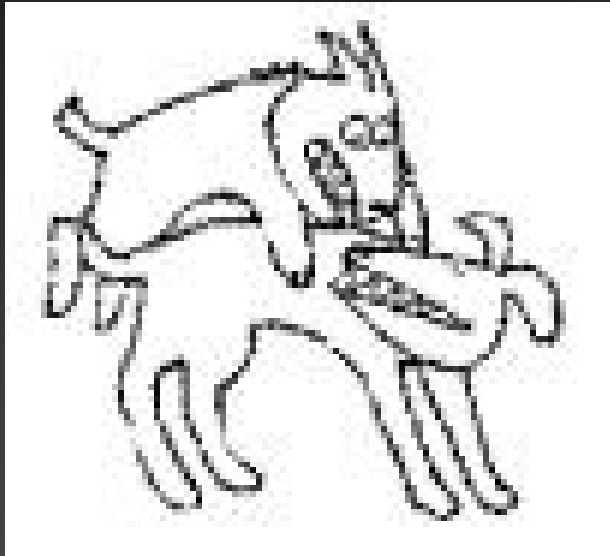
pennie scott  
White Knuckle Marketing

# Why Some *Do* and Others *Don't*

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- Language is the most common tool of communication
  - The written and spoken words dominate the way we create and distribute messages to each other
  - We have become so practiced at speaking we rarely take time to deconstruct how it happens
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# Why Some *Do* and Others *Don't*



Could we be confused.....?

Communicating takes many forms, including the art of body language.



# Why Some *Do* and Others *Don't*

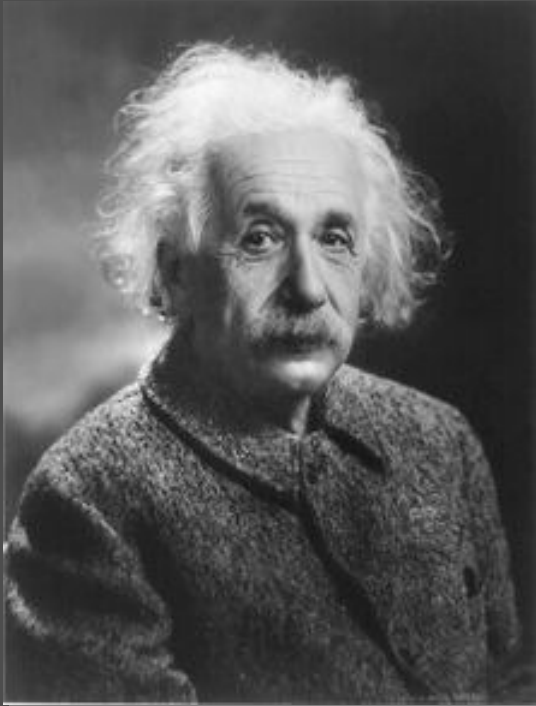


Ludwig Wittgenstein (1889 - 1951)

The limits of my language  
are the limits of my mind.

Sounds do not become words until a meaning has  
been put into them, and this meaning embodies the  
thought of a community (Thomas Kuhn's *paradigms*)

# Why Some *Do* and Others *Don't*



**Albert Einstein** (1879 – 1955)

The significant problems we have cannot be solved at the same level of thinking with which we created them.

# Why Some *Do* and Others *Don't*

## Agri-culture & Eco-Rat

Hegemonic language is based on economic rationalism which is competitive, win-lose, linear, eradicate, terminate, dominate, units of utility, power, yield, commodities, agribusiness.....

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*The frequency with which we use words builds belief systems..... which underpin behaviours and ACTIONS*

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Why Some *Do* and Others *Don't*

**Kawasaki**

Let the good times roll.

**BRUTE FORCE 4X4I**



# Why Some *Do* and Others *Don't*

**Start strong. Finish on top.**

It's amazing what a difference a good start can make. Crops that start strong often finish ahead in terms of performance and yield. The faster a crop grows in the early stages, the less vulnerable it is to early insect damage and competition from weeds. Nothing beats Pacific Seeds' hybrids or triazine tolerant varieties for vigour.

**So if you want a head start, choose Pacific Seeds**



# Why Some *Do* and Others *Don't*



Dual Gold has both barrels  
blazing on Toad Rush

## CADENCE

**Totally tough. Totally flexible.**

CADENCE 700 WG is the most powerful, most flexible post-

emergent herbicide for the control of broadleaf weeds in a wide range of crop situations. Its hard-hitting and fast-acting properties go to work immediately to provide unequalled control.

CADENCE is a high quality, extremely stable, water-soluble granule formulation, which has excellent compatibility with other herbicides to provide economical control options for hard to kill weeds

# Why Some *Do* and Others *Don't*

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**All this language has a common theme.....**

it's a battle out there against the elements....

beat the pests into submission.....

there are winners and losers.....

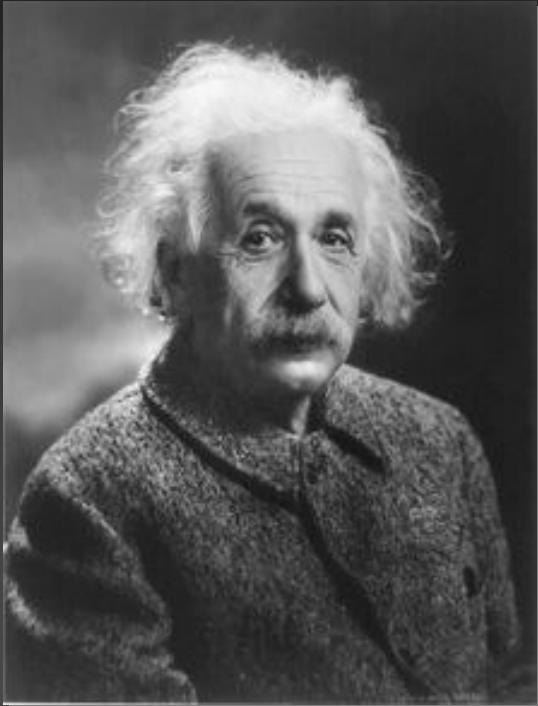
against the odds.....

victory is a harvest!

(Western) **masculine gender-characteristics**

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# Why Some *Do* and Others *Don't*

## The Language of Regeneration ~

Do you make a living with the land **OR**  
do you make a living from the land?

holistic management.....  
diversity.....  
complexity of Nature.....  
cycles.....  
partnership with Nature.....  
humility.....  
biota & organic matter.....  
soil carbon & biomass.....  
harvesting sunshine & lunar cycles.....

# Why Some *Do* and Others *Don't*

Another common theme.....

nurturing & supportive .....

co-existing & partnerships.....

consistent.....

observers.....

celebrations.....

Nature-cyclical & respectful.....

healers.....

co-operative.....

curious.....

patterns & rhythms.....

relationships.....

# Why Some *Do* and Others *Don't*

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These terms are most  
commonly associated with

Feminine  
gender  
characteristics

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# Why Some *Do* and Others *Don't*

## “Winona”

- The measurement of tonnes of fertiliser per hectare has been replaced by measuring tonnes of organic matter instead.
- The stocking rate now includes sheep, microbes and earthworms.
- Fungi are no longer pests to be sprayed into extinction; mycorrhizal fungi are excitedly welcomed as an indicator of soil health and function.
- Plant health rather than plant yield is the primary focus as one follows the other..... when given the chance.

# Why Some *Do* and Others *Don't*

“Winona” continued.....

- The scope of the soil food-web is enhanced with the re-establishment of birds, reptiles and plants that once thrived in this area but had been forced into dormancy and re-location by previous inhospitable treatments of the soils and vegetation.
- The accumulation of soil carbon (new term) is increasing exponentially now that perennial grasses can truly express themselves – and be perennial!
- The wealth of life in the soil is treated with awe and respect as previously unknown systems are steadily increasing the available nitrogen.

# Why Some *Do* and Others *Don't*

## “Winona”

Since the advent of Pasture Cropping on 'Winona', profitability (\$'s) has increased in a variety of ways –

- Costs of production have reduced as in-puts are virtually not used any more;
- The carrying capacity of the property has increased from 3,000 head pre-1979 on 'improved pastures' to 4,000+ on native perennials and timed grazing;
- There is 100% living ground-cover 100% of the time which provides biomass, prevents erosion, improves plant and soil health and provides fodder all year for the stock;

# Why Some *Do* and Others *Don't*

## Conclusion:

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If we want to nurture and support the eco-system services upon which we rely to generate incomes from land-based resources, we need to change the dominant language of eco-rat which endorses the mining and exploitation of these resources.

By expanding vocabularies to include the language of regeneration, the ability to create new thoughts and ideas is made possible, translating into farming practices which will enhance our lives, profitability and our relationships with the Earth and with each other.

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# Why Some *Do* and Others *Don't*

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When you are in  
partnership with Nature,  
there is time to enjoy all  
the wonders of life!

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