

JOIN US SATURDAY, APRIL 16TH FOR

CUSTOMER APPRECIATION

SALE

SHOPPING FOR A GOOD CAUSE?

WE FOUND ONE!

Each year, Jimbo's identifies a unique non-profit organization to serve as the beneficiary of our Customer Appreciation Sale. This organization will receive 5% of the entire day's sales from all five stores. When customers save 5% on their grocery bill, they also have the option of donating their savings to this organization. We are proud to present ECOLIFE as the beneficiary for this year's event.

ECOLIFE SCHOOL AQUAPONICS PROGRAM PLANTING SEEDS OF INNOVATION!

The conversion of forests into farmland is the primary cause of deforestation worldwide. In addition, inefficient farming practices drain water supplies and pollute our environment with toxic chemicals. These issues ultimately affect the health of our communities and the future of our children. As the global population grows past 9.5 billion people in 2050, these challenges are only going to increase, risking dangerous consequences on our planet. ECOLIFE Conservation sees opportunity for change and works with communities to help balance their needs with needs of the environment.

ECOLIFE's School Aquaponics Program takes the unique approach of teaming up with students to envision and develop aquaponics systems to help solve these realworld problems. So, what is aquaponics? It is a sustainable method of food production combining aquaculture and hydroponics. When combining these grow methods, fish waste acts as a natural fertilizer for plants, plants take up those nutrients and return clean water to the fish. Perfect harmony! This farming method uses 90% less land and water compared to conventional farming, while keeping waste out of our watersheds.

ECOLIFE utilizes aquaponics as a tool to educate youth on the importance of growing organic and reducing our footprint on the environment.

MAKING A POSITIVE IMPACT

"Sustainability" is a relatively contemporary term, especially in regard to agriculture. But it has become very clear that developing sustainable farming methods is crucial to the Earth and its inhabitants. ECOLIFE's School Aquaponics Program teaches classrooms how to balance the use of natural resources through hands-on experiences, research, and educational workshops.

Through their efforts, ECOLIFE reduces the amount of water,

land, and resources required to produce food in an organic and ethical manner. They provide simple, sustainable solutions to classrooms in order to create a promising future for all.

WITH YOUR SUPPORT:

- They are training classrooms about the importance of growing organic and Non-GMO food.
- Students are designing, budgeting, engineering, building, and maintaining an outdoor aquaponic system which will serve as a community garden for their school.
- Our future farmers will have the knowledge and tools necessary to reduce hunger and their impact on our environment.
- Classrooms will receive an aquaponics workshop, an indoor ECO-Cycle Aquaponics Kit, and STEM teaching curriculum.
- Students discover interest in sustainable and healthy food production practices.



MEET THE ECOLIFE AQUAPONICS EDUCATIONAL MANAGER: KAIT COLE

Kait is a native San Diegan, who aims to live a sustainable lifestyle. It was her grandfather who sparked her interest in growing organic food and connected her genuine care for our planet, which brought her to ECOLIFE. Here she became immersed into the world of aquaponics and found enthusiasm for this sustainable grow method.

Since Kait was in elementary school, she has worked with a broad range of students from developmentally disabled to gifted, all of whom continue to inspire her. Her experiences with children as well as her degree in Psychology and Com-

munication, primed her with important insight on how to interact with others. Kait finds purpose in spreading the word on sustainable practices and enjoys sharing this powerful message to create positive changes. As a leader in Aquaponic Youth Education, she has found passion in educating the next generation on how to incorporate green practices into their everyday lives.

Thanks to Jimbo's...*Naturally!* and your generous donations, San Diego students and our environment will live a more sustainable future!


ECOLIFE
Saving Ecosystems. Saving Lives.

