

# PUR\$L

The other day a friend of mine  
Came to me and said: -  
“I want to have a word with you.  
You must be off your head!

“PUR\$L? What the hell is that?  
And why that Dollar sign?  
Don't give me any bullshit now  
Of Triple Bottom Line!  
“Don't tell me you can make a buck  
From all this salty land.  
Productive Use? – Don't make me laugh!  
I'll lay you half a grand.

“I know your type – you'll con us all  
With stories that you tell.  
I want to know how you can boast!  
I know you all too well!”

I looked at him, my face was flushed.  
My count to ten was slow.  
I stood and calmly talked with him.  
This was the way to go.

“But all we've done is nothing more  
Than turn this land around.  
We've brought it back from near the brink.  
It's now productive ground.

“Economics play a part,  
It's why that Dollar sign.  
And yes, it is the driver of,  
That Triple Bottom Line.

“Farmers need the confidence  
That they can make it pay.  
They have to get their money back.  
There is no other way.

“We need a greener attitude,  
To show the world we care  
We want this land in better shape  
To leave when we're not there.

“We need to know what we do now

Won't cause some future pain.  
We hold this land in sacred trust,  
Not for selfish gain.

"The Social side's important, too.  
More people need to stay.  
Should we just ignore this land –?  
Give up and walk away?"

"With ev'ry salty farm that's sold  
To neighbours down the road,  
It's one more family that has gone –  
One less to share the load."

He just stood there and stared at me.  
His face all racked with pain.  
"You're bloody mad," he blurted out,  
"It's money down the drain!"

As stubborn as a mule, he turned  
And quickly strode away.  
Try as we might, he won't change.  
His mind we'll never sway.

But we have seen production come  
From all this salty land.  
Wool and meat, seed and fish,  
It's time we made a stand.

Those of us who've walked this road  
Must tell of what we've done.  
We must continue on ahead  
Until the race is won.

And so it is Productive Use  
With Triple Bottom Line.  
And yes, it's PUR\$L, through and through,  
And keep that DOLLAR sign.

*Michael J Lloyd ☺*  
*September 2002*