



**FERTILIZER CANADA**

**FERTILISANTS CANADA**

907 – 350 Sparks, Ottawa ON K1R 7S8

T (613) 230-2600 | F (613) 230-5142

info@fertilizercanada.ca

fertilizercanada.ca | fertilisantscanada.ca

## **FOR IMMEDIATE RELEASE**

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### **Toolkit Simplifies 4R Designation for Agri-Retailers**

**OTTAWA, ON** – Canadian agri-retailers and their accredited professional staff play an integral role in supporting growers to achieve productivity goals for safe and nutritious food. With sustainability and environmental stewardship also at the forefront of conversation, growers across Canada are turning to their agri-retailers for ways to reduce their impacts while maintaining yields and profitability.

With the launch of Fertilizer Canada's new [4R Designation toolkit](#), it is now easier than ever for agri-retailers to provide advice on the gold-standard for sustainable agriculture by aligning their businesses with the principles of 4R Nutrient Stewardship – a globally recognized, Canadian-made program that encourages growers to use the right source of fertilizer at the right rate, right time and in the right place.

4R Designation is a voluntary program created by Fertilizer Canada that allows agri-retailers and their grower customers to solidify their commitment to sustainable agriculture through 4R Nutrient Stewardship. Becoming 4R Designated takes just four steps:

1. **Education:** Certified Crop Advisors take Fertilizer Canada's 4R Nutrient Stewardship Training through our eLearning platform
2. **4R Attestation:** Formalize the commitment to 4R Nutrient Stewardship by submitting the 4R Designation Attestation form included in the toolkit
3. **Speaking to Your Grower Customer:** Use the forms and guidance included in the toolkit to help advise clients on 4R Nutrient Stewardship best practices and create tailor-made 4R Nutrient Management Plans
4. **Get Your Acres Counted:** Report acres advised under 4R Nutrient Stewardship to Fertilizer Canada

Fertilizer Canada offers the program as a better measure of performance to address economic, environmental and social considerations. Further, food companies and sustainable supply chain initiatives recognize the value of the 4R Nutrient Stewardship framework to assist growers in accessing new markets for their products and realize the vision of moving from the world's fifth to its second largest agriculture exporter.

"4R Nutrient Stewardship is quickly gaining recognition with decision makers, agriculture groups and growers as the gold-standard for on-farm nutrient management," said Garth Whyte, President & CEO of Fertilizer Canada. "In 2016, 56



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per cent of farmers surveyed said they rely on their agri-retailer to provide advice on the 4Rs. Getting agri-retailers 4R Designated is the first step in expanding the reach of sustainable agriculture in Canada.”

By aligning their businesses with 4R Nutrient Stewardship and by becoming 4R Designated, agri-retailers are also helping to quantify the advancement of sustainable agriculture in Canada. Acres advised by 4R Designated retailers are counted toward Fertilizer Canada’s goal of capturing 20 million acres under 4R Nutrient Stewardship by 2020.

“Capturing 20 million acres across Canada under 4R Nutrient Stewardship represents one quarter of our farmland being managed sustainably,” Whyte said. “By reaching this goal, we will ensure Canada remains a leader in on-farm environmental stewardship.”

For more information, or to find out how to become 4R Designated, visit [fertilizercanada.ca/nutrient-stewardship/4r-designation](http://fertilizercanada.ca/nutrient-stewardship/4r-designation).

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***Fertilizer Canada*** represents manufacturers, wholesale and retail distributors of nitrogen, phosphate, potash and sulphur fertilizers. The fertilizer industry plays an essential role in Canada’s economy, contributing \$23 billion in economic activity annually and over 76,000 jobs. The association is committed to supporting the fertilizer industry with innovative research and programming while advocating sustainability, stewardship, safety and security through standards and Codes of Practice. Please visit **[fertilizercanada.ca](http://fertilizercanada.ca)**.

**MEDIA CONTACT:**

Kelly McCarthy

Communications Coordinator

[kmccarthy@fertilizercanada.ca](mailto:kmccarthy@fertilizercanada.ca)

613-786-3035