



CANADIAN FERTILIZER INSTITUTE
INSTITUT CANADIEN DES ENGRAIS



FOR IMMEDIATE RELEASE

Province and Industry Promote Environmental Action and Agricultural Sustainability on 4R Farm Tour

New London, PEI (September 20, 2013) – For those who still take the time to gather at the dinner table, there may not be much thought about where the food on your plate comes from or how it is grown. The 4R Nutrient Stewardship Farm Tour, hosted today by the Canadian Fertilizer Institute; the government of Prince Edward Island (PEI); the PEI Federation of Agriculture; the PEI Potato Board; and the Kensington North Watersheds Association, offered a first-hand look at what Island farmers and the fertilizer industry are doing to link environmental action and agricultural sustainability with improved fertilizer use.

The Tour allowed over 50 farmers, government officials and stakeholders the opportunity to see what the 4R program is achieving as they toured two potato demonstrations, a watershed nitrate initiative, a phosphorus saturation study and a panel discussion on sustainable land management.

4R Nutrient Stewardship was established in cooperation with government, researchers, farmers, and the public. The 4R approach ensures that nutrients are applied using the Right Source @ Right Rate, Right Time, Right Place® through the adoption of Best Management Practices (BMPs) by producers to achieve economic, social and environmental sustainability.

“The 4R Program is the way we should all be looking at fertilizer application, and as an industry, agriculture needs to take a proactive approach to the environmental practices that we use and then tell consumers what we are doing and why it is good for a safe food production system,” explains Gary Linkletter, Chair of the PEI Potato Board.

PEI has a long, rich history rooted in farming. Second generation farmers, Shawn and Corey Birch, of Birch Hill Farms hosted one of the stops on the tour. “The goal on this farm is to increase farm profitability while remaining good stewards of the family’s land to maintain its value for generations well into the future,” explained Shawn “4R Nutrient Stewardship is a win, win situation for farmers, consumers and the environment. Everyone benefits when we can make sure our inputs, such as fertilizer, stay where they are placed.”

The Canadian Fertilizer Institute is committed to promoting the adoption of 4R Nutrient Stewardship by producers across Canada and will be working with farmers and other partners to set targets for bringing thousands of acres of Canada’s farmland under 4R Nutrient Stewardship.



***The Canadian Fertilizer Institute** is an industry association representing manufacturers, wholesale and retail distributors of nitrogen, phosphate, potash and sulphur fertilizers. Our mission is to be the unified voice of the Canadian fertilizer industry by promoting the responsible, sustainable and safe production, distribution and use of fertilizers. Our industry employs 12,000 Canadians and contributes \$12 billion annually to Canada's economy. Our products contribute to the supply of safe, nutritious food in Canada and around the world.*

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