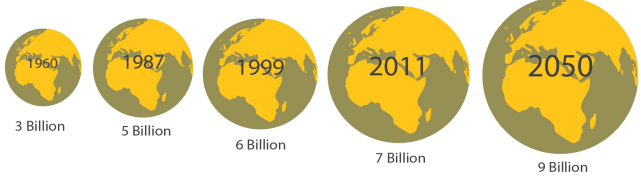


# FARMING 4R FUTURE

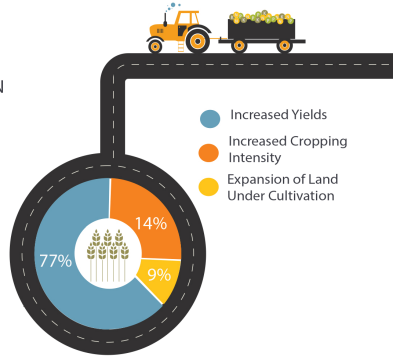
THE WORLD'S POPULATION IS EXPANDING & FOOD PRODUCTION **MUST** RISE



BY 2050 WE WILL NEED TO **INCREASE** FOOD PRODUCTION BY 70%

HOW DO WE ACCOMPLISH THIS WITHOUT A **MASSIVE** EXPANSION OF FARMLAND?

77% OF FUTURE GROWTH IN CROP PRODUCTION IS EXPECTED TO COME FROM INCREASED YIELDS - OF WHICH FERTILIZER IS KEY



THROUGH SUSTAINABLE ACTIONS, WE CAN **PROTECT** OUR SOIL, WATER AND AIR FOR SOCIETY

CLIMATE



AIR QUALITY



DRINKING WATER



WATERSHED



**FARMING 4R FUTURE** WORKS TO EMPOWER FARMERS WITH THE KNOWLEDGE & RESOURCES THEY NEED TO UTILIZE 4R NUTRIENT STEWARDSHIP FRAMEWORK



**FARMING4RFUTURE.CA**  
Stewardship Today,  
to Feed Tomorrow

4R NUTRIENT STEWARDSHIP CAN **HELP** GROW CROPS SUSTAINABLY

THE 4RS WORK TO INCREASE PRODUCTION/PROFITABILITY FOR FARMERS WHILE ENSURING THE FUTURE OF THE AGRICULTURAL INDUSTRY

RIGHT  
N P  
K  
SOURCE

RIGHT  
N P K  
TIME PLACE

RIGHT  
30  
TIME

RIGHT  
PLACE

# FARMING 4R FUTURE

## **4R Nutrient Stewardship System Right Source @ Right Rate, Right Time, Right Place®**

4R Nutrient Stewardship works to increase production/profitability for farmers while enhancing environmental protection and improving sustainability. To achieve those goals, the 4R's incorporate the: Right Source of fertilizers that are in - or are easily converted to - compounds best used by the target crop. Apply the Right Rate of fertilizer to match nutrient supply with crop requirements. Apply fertilizer at the Right Time so nutrients will be available when crop demand is high. Apply or maintain fertilizer in the Right Place where the crop can access the nutrients most effectively.

Through sustainable actions, we can protect our soil, water and air for society, enhance the productivity and profitability of our farmers, and ensure the future of the agricultural industry. Crop nutrients, including fertilizers, have positive and negative impacts on the amount of greenhouse gas in our atmosphere. Utilizing beneficial management practices under the 4R Nutrient Stewardship Plan can help improve economic and environmental concerns including the potential to reduce emissions of greenhouse gases when fertilizer or other crop nutrients are applied on fields.

**To learn more about Farming 4R Future stop by our tradeshow booth to hear from 4R researcher and scientist, Dan Heaney.**

**Tuesday: 8:30, 10:30, 12:45, 3:00, 5:00**

**Wednesday: 10:30, 12:45, 3:00, 5:00**

**Thursday: 8:30, 10:30, 12:45, 3:00**

**[www.farming4Rfuture.ca](http://www.farming4Rfuture.ca)  
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