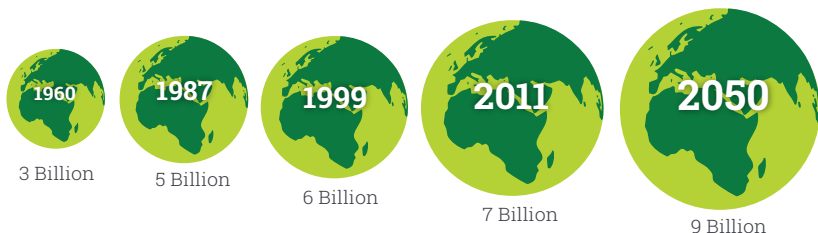


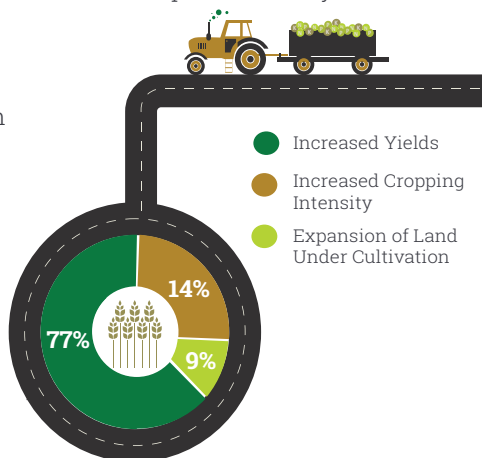
The world's population is expanding & food production **must** rise



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



**Fertilizer Canada** works to empower farmers with the knowledge & resources they need to utilize the 4R Nutrient Stewardship framework



**Economically, Environmentally, and Socially** Sustainable Crop Production.

4R Nutrient Stewardship works to increase production and profitability for farmers while ensuring the future of the agricultural industry

RIGHT



SOURCE

Matches fertilizer type to crop needs.

RIGHT



RATE

Matches amount of fertilizer to crop needs.

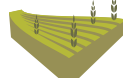
RIGHT



TIME

Makes nutrients available when crops need them.

RIGHT



PLACE

Keeps nutrients where crops can use them.

Learn more about 4R Nutrient Stewardship.  
[4r.fertilizercanada.ca](http://4r.fertilizercanada.ca)

