



CANADIAN FERTILIZER INSTITUTE  
INSTITUT CANADIEN DES ENGRAIS

# We're Growing Sustainability



## 2010 Annual Report

## Our Vision

A globally competitive fertilizer industry contributing to the supply of safe and nutritious food.

## Our Mission

To be the recognized and unified voice of the Canadian fertilizer industry by promoting the responsible, sustainable and safe production, distribution and use of fertilizers.



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# Chairman's Letter

Fellow members,

As the global economy is starting to show the signs of recovery, agricultural markets are beginning to stabilize and the outlook for the fertilizer industry is improving. While the last two years have been economically challenging, the future of the fertilizer industry is bright.

During this period, CFI completed an extensive strategic review to ensure that our industry is positioned to take advantage of these opportunities and to meet emerging challenges. Collectively, we examined the major issues facing our industry today and those we are likely to face over the next five years. The CFI Board approved a new business plan for 2010 – 2014, with seven new strategic objectives for the association:

- develop effective government relations in six core provinces
- build urban fertilizer membership and programming
- strengthen relations with major farm groups
- promote 4R Nutrient Stewardship
- foster supply chain consensus on product stewardship
- implement sustainability reporting
- implement a Science Cluster

These objectives will ensure that CFI will continue to deliver world-class programs and initiatives and continue to strengthen relationships with industry stakeholders. As you will see throughout this report, we have already made significant progress toward these objectives.

All of the strategic objectives promote, directly or indirectly, environmental stewardship and sustainability.

Environmental stewardship and sustainability are not new ideas for our industry; nor are they for the farmers who have long embraced best management practices in their operations. For example, the 4R Nutrient Stewardship program promotes the adoption of precise fertilizer application to maximize economic yields and support fertilizer use in emerging markets. Based on the 4Rs, CFI has developed the Nitrous Oxide Emission Reduction Protocol (NERP) to reduce emissions in a quantifiable, credible and verifiable way. We are nearing approval of the protocol in Alberta, the first jurisdiction in North America to establish a regulated carbon trading market. We are hopeful that Saskatchewan will follow.

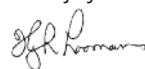
Sustainability means we must also manage risks to people, property and the environment.

The Fertilizer Safety and Security Council effectively promotes the safe and secure manufacturing, handling, storage, transportation and application of fertilizers.

After six years of development and consultation, the Council is nearing the conclusion of the first formal audits for the Ammonia Code of Practice.

On June 14, following an undocumented sale of ammonium nitrate in southern Ontario in late May, the Canadian Fertilizer Institute announced that it will be working with industry, farmers, government and police to review regulations, the industry Code of Practice, the *On Guard for Canada* awareness campaign, training programs and business procedures for ammonium nitrate. The federal regulations for restricted components and the Ammonium Nitrate Code of Practice remain a solid security structure. We believe that a review is in order to see if some adjustments can make the system even stronger.

We are proud to be part of an industry that serves farmers in Canada and feeds people around the world. Working together to promote our industry and these programs, we will leave a sustainable tomorrow for future generations to enjoy.



Hugh Loomans  
CFI Chairman  
President, Sylvite Group of Companies



# President's Report

Dear CFI members,

I am looking forward to a year of leadership and achievement for our industry. We are implementing an exciting new strategic plan. In 2010-11 we will reach some major milestones for the Ammonia Code of Practice and Nitrous Oxide Emission Reduction Protocol, at the same time that we introduce a new Science Cluster and a Sustainability Program.

Canada's fertilizer industry will be in a position in the fall of 2010 to implement a comprehensive **Sustainability Program**. An assessment and path forward will be ready for approval by the CFI Board in November.

Fertilizer industry sustainability must be built on partnerships with a broad range of Canadians who are impacted by our business. The responsibilities facing our industry are evolving and expanding. We have to give our stakeholders more than just agricultural economics and environmental stewardship. Farmers need to document how they produce food. They need to show other stakeholders how they, and the products they are using, are delivering improved environmental performance and greater social benefits.

On January 1, the **Ammonia Code of Practice** will be in full operation. This ground-breaking industry stewardship program, six years in development, is among the most ambitious projects ever undertaken by the Canadian fertilizer industry. The task for the Fertilizer Safety and Security Council has been huge: develop the code and guidance documents, consult with retailers and other stakeholders, establish an audit system, and provide auditor and retailer training. The result is a program that safeguards employees, farmers, first responders and communities. Agri-retailers must successfully complete rigorous Ammonia Code of Practice audits before 2011 in order to continue to receive anhydrous ammonia. CFI members have agreed to refuse to distribute or sell to any agri-retailer who is not in compliance with the Ammonia Code of Practice. Throughout the past year the Fertilizer Safety and Security Council continued to inform agri-retailers of the pending deadline and assist them with their compliance.



The **Nitrous Oxide Emission Reduction Protocol (NERP)** is ready for implementation in Alberta in 2010-11 pending final provincial approval. The protocol is the result of a two-year collaboration of dozens of leading soil scientists, farm groups, four provincial governments and the fertilizer industry. Under the NERP, farmers will be able to sell greenhouse gas offset credits if they implement 4R Nutrient Stewardship according to the protocol. Research shows that emissions of nitrous oxide, a powerful greenhouse gas, can be dramatically reduced by applying fertilizer using the 4Rs.

CFI's new **Science Cluster** will be in full operation in 2010. Financed by fertilizer manufacturers, the Science Cluster will fund research partnerships to further the science regarding nitrous oxide emissions from the application of nitrogen fertilizer on Canadian farms. The aim is to have projects in place in each of the Prairie provinces and Ontario. Projects for Manitoba and Ontario have already been identified.



CFI continues to develop and maintain strong government relations at the Federal government level. This year, CFI staff resources were reorganized to address the emerging importance of **Provincial regulations**. In recognition of the growing role of provincial governments in 2010-2011, CFI has expanded its government relations in six key provinces: Ontario, Alberta, Saskatchewan, Manitoba, Quebec and Prince Edward Island.

In 2008, global market disruptions and the recession put a strain on our relations with farm groups. Over the past two years CFI has met with farm group leaders across the country and increased sponsorships. In 2010-2011, we will continue to **strengthen relations with major farm groups**.

Nutrients for Life Foundation Canada is an important new partner in building coalitions with a common desire to promote science-based education. This year the Foundation elected Terry Baker, a Saskatchewan farmer, as the Chair of the Board of Directors.

A major milestone for the Foundation was receiving charitable status. One of the major advantages of obtaining charitable status is that Nutrients for Life can now issue receipts for income tax purposes. I am asking everyone in our industry to consider whether a personal donation fits within their personal charitable plans so that Nutrients for Life will continue to increase awareness of the important role that plant nutrients play in growing food.

With the economics of our industry and agriculture looking increasingly stable, improving the environmentally-sustainable use of our products and meeting society's social needs are gaining global momentum. For example, 2010 is the International Year of Biodiversity, an important pillar in sustainability. Biodiversity needs agriculture to maximize food production on the most productive land, providing natural spaces for wildlife and recreation. This fits well with modern, high-intensity agriculture, which is supported by **4R Nutrient Stewardship**.

The need for **new partnership models** applies within the fertilizer industry as well. Last fall, the Atlantic Fertilizer Institute decided to alter its structure and set a new path forward with CFI. On April 1, 2010 CFI assumed management of the Atlantic Fertilizer Council and designated Dave Thompson as the regional representative. Also, CFI has created a fertilizer membership class for companies that manufacture and distribute lawn and garden fertilizers. Funds will be used to finance the activities of the Urban Fertilizer Council, which is working to become the industry voice on lawn and garden issues.

Over the next five years CFI will continue to deliver the quality services that our members deserve. To meet the new business plan CFI will be increasing our resources. Over the next year, our staff and programs will be expanding. CFI remains committed to promoting the responsible, sustainable and safe production, distribution and use of fertilizers.



Roger Larson  
President



# Fertilizer Safety & Security

**FSSC Co-Chairs:** Bruce Hope, Yara Belle Plaine  
Bill McEwen, Agrium



Fertilizer Safety & Security Council

Conseil de la sécurité en fertilisation

CFI launched the Fertilizer Safety & Security Council (FSSC) in 2003 to promote the safe and secure manufacturing, handling, storage, transportation and application of commercial fertilizer. FSSC priorities include the Ammonia Code of Practice, the Ammonium Nitrate Code of Practice and the On Guard for Canada campaign, issues related to transportation of dangerous goods (TDG) legislation, and safety and security training resources for farmers, retailers, carriers and first responders.

## Highlights:

- The suspicious sale of ammonium nitrate in southern Ontario in late May lead to over a dozen television and radio interviews with the Council's Executive Director. The media attention offered a unique opportunity to profile the Council's programs and partnerships. While federal regulations and our Ammonium Nitrate Code of Practice provide a solid security structure, a public commitment was made to review the Code in the spirit of continuous improvement.
- The CFI Board dealt with a number of issues regarding implementation of the Ammonia Code of Practice, in particular:
  - ✓ a refreshed compliance opinion of the Competition Bureau advising that the Ammonia Code and its "no ship" policy do not raise an issue in relation to the revised provisions of the Competition Act relating to agreements among competitors,
  - ✓ reaffirmation of the "no-ship" policy to emphasize that the deadline for compliance with the code will not be extended,
  - ✓ a conditions of sale policy was proposed to safeguard against code non-compliance by importing ammonia.
- Consistent with the new business plan, Dave Finlayson presented the industry's position regarding on-farm storage of liquid fertilizer at the Southwest Agricultural Conference, attended by some 200 farmers.



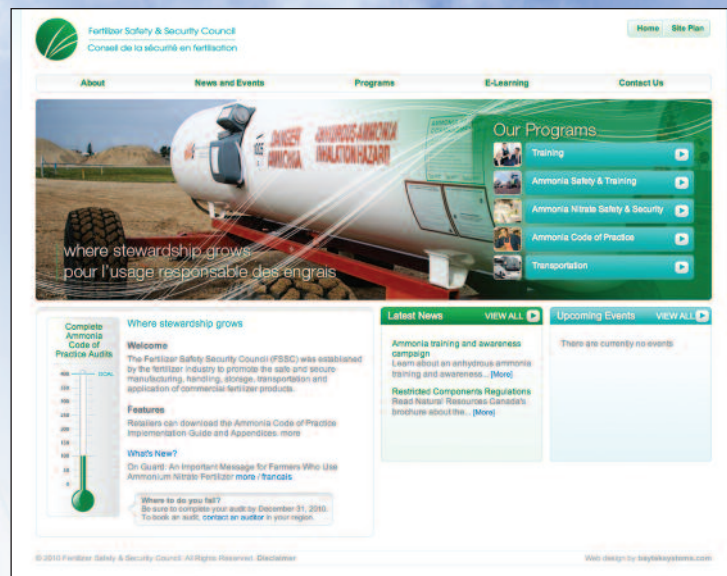
- The Council's partnership with the Canadian Association of Fire Chiefs (CAFC) continued to mature.

- ✓ During the CAFC annual conference Dave Finlayson met with the CAFC President and Executive Director regarding Phase II of the Ammonia Reclassification commitments (operations-oriented training program).

- ✓ CAFC members were asked to recognize and look for compliance with the Ammonia Code of Practice as part of their ongoing liaison with agri-retailers.

- A task force on trucking hours of service was convened to initiate data compilation in preparation for relief from the federal hours of service rules. CFI's application to Transportation Canada for an exemption from the rules requests flexibility from the current rules during the spring and fall fertilizer seasons. CFI member representatives met with key MPs during the Parliamentary Forum including Brian Jean, Parliamentary Secretary for Transport and secured support for the request at the political level.

- The new Fertilizer Safety and Security Council website was publicly launched on April 27.



***"Fire Rescue Canada was a great success this year. Thanks to contributions from companies such as Canadian Fertilizer Institute, the conference attracted a variety of attendees from across the country. The members and Board of Directors of CAFC appreciate your contribution to this year's training and educational experience. "***

***– Vicky Roper, Canadian Association of Fire Chiefs***



# Environment

**Environment Committee Chair:** Russ Holowachuk,  
CFI Industries Inc.

Our member companies have made significant investments over the years to improve manufacturing energy efficiency and to reduce air emissions. CFI works diligently to ensure that our voluntary efforts to improve energy efficiency and reduce emissions are recognized by the federal and provincial governments.

## Highlights:

- CFI staff shifted focus in 2009/2010 from Federal Climate Change protocol to provincial greenhouse gas (GHG) emissions and climate change issues, especially in Alberta, Saskatchewan, and Ontario. Alberta already has a greenhouse gas plan in place, while Saskatchewan and Ontario are developing regulations to implement their Cap and Trade laws. The Canadian federal government put its plans for reductions on hold until the United States agrees on a plan for reducing GHG emissions.
- CFI submitted a brief to the Saskatchewan government on April 23, 2010 recommending a flexible Cap and Trade system for reducing greenhouse gas emissions.
- On Friday, December 4, 2009 the Ontario government circulated Ontario Regulation 455/09 under the Toxics Reduction Act, 2009. The regulation came into effect on January 1, 2010. As feared, the government rejected CFI's appeal for an exemption or context for ammonia and phosphorus as fertilizers. This is despite a very intensive fertilizer lobbying campaign, including multiple meetings with ministerial staff, Members of Provincial Parliament and departmental levels and the engagement of Temple Scott consultants. We were advised in advance by many other industrial sectors about the inflexible approach of the Ontario government on environmental matters. Although this was not the outcome that CFI had hoped for, we have dramatically increased our profile and awareness with the Ontario government throughout all levels and gained a better understanding of the challenges we are facing going forward.
- Fertilizer facilities from manufacturing to agri-retail in the province of Ontario, which already required to report emissions under the federal National Pollutant Release Inventory (NPRI), will have to file toxics reduction plans under the Ontario government's new Toxics Reduction Act and Regulations. The toxics reduction plans do not require actual reductions, but a summary of the plan will have to be made public.
- CFI has been consulting with the Alberta Environment Department, which is in the final stages of review of the Nitrous Oxide Emission Reduction Protocol following a final public comment period. Development work for implementation is continuing under project management of KHK Consulting with support from IPNI and Climate Check.
- Clyde Graham participated in the climate change conference in Copenhagen and used the opportunity to get the word out about the Nitrous Oxide Emission Reduction Protocol. While the protocol was well received by farm groups, there are some obstacles to spreading the protocol outside Canada. A number of scientists oppose "practice-based" offsets, which rely on science-based coefficients to estimate GHG reductions. They prefer performance-based offsets based on GHG reduction measurements.
- CFI's potash producers worked in partnership with Environment Canada on a stack sampling study to test new monitoring protocols. A side-by-side sampling of particulate emissions was undertaken using a technique developed by Environment Canada and a standard method conducted by the Saskatchewan Research Council on behalf of CFI. A subsequent meeting was held with Environment Canada to compare and contrast results obtained from the two sampling methodologies. Further parallel sampling has been planned as this cooperative research continues.





## Nitrous Oxide Emission Reduction Protocol

The Nitrous Oxide Emission Reduction Protocol (NERP) is intended to reduce on-farm emissions of nitrous oxide (N<sub>2</sub>O) in a quantifiable, credible and verifiable way that would allow farmers to earn carbon credits. This protocol was developed in Canada by CFI in partnership with the International Plant Nutrition Institute and ClimateCheck.

- A Nitrous Oxide Emission Reduction Protocol (NERP) brochure has been produced and distributed to government agencies, as well as delegates at the United Nations Climate Change Conference in Copenhagen which was attended by Clyde Graham.
- Roger Larson outlined the Nitrous Oxide Emissions Reduction Protocol to global sister associations at the International Fertilizer Association's annual conference in Paris.

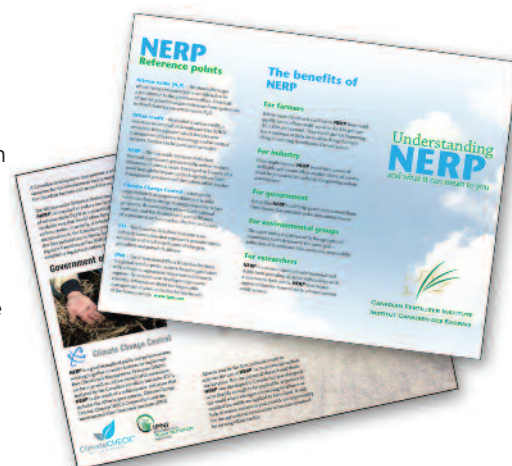
## Science Cluster

- The focus of the Science Cluster will be to fund research relating to fertilizer use and greenhouse gas reductions.
- The Science Cluster has approved spending of up to \$150,000 in each of the next two years for NERP research projects in Alberta, Saskatchewan, Manitoba and Ontario. Projects in Manitoba and Ontario have already been identified. Science Cluster funding will be provided by a levy of CFI member companies classified as GHG Large Final Emitters.
- A longer term goal is to establish a partnership under the federal contribution to the Global Agricultural Research Alliance for greenhouse gas reduction.

## Sustainability

Sustainability is the capacity to endure. It is the potential for long-term maintenance of well being, which in turn depends on the well being of the natural world and the responsible use of natural resources. In 2009 CFI launched its sustainability initiative. Over the next year the program will continue to develop.

- In December a five-year plan for CFI's sustainability initiative was presented to the Board of Directors. The Board agreed to a one-year timeframe to further develop a sustainability program. CFI has completed an analysis of sustainability elements currently implemented by CFI and gaps that should be considered in building a well-rounded program.
- CFI's sustainability program goals over the next year:
  - ✓ Agreement on program objectives and approach
  - ✓ Develop sustainability vision and principles
  - ✓ Identify and decide how to address sustainability issue gaps
  - ✓ Determine how member performance will be gauged
- A sustainability open house was held in conjunction with CFI's Parliamentary Forum; guest speakers included Mr. Gordon Peeling, President of the Canadian Mining Association, and Dr. Robert Slater, Vice-chair of the National Round Table on the Environment and the Economy.
- CFI's Sustainability Steering Group held its inaugural meeting on March 24 in Ottawa. Brainstorming on sustainability and challenges for CFI, and a disciplined approach to issue prioritization were key agenda topics.
- Roger Larson highlighted CFI's sustainability initiative in a report at the North American-Europe Directors Breakfast during IFA's annual conference in Paris. The presentation focused on how sustainability can build global credibility for the fertilizer industry. The 4R Nutrient Stewardship – the *Right Source @ Right Rate, Right Time, Right Place*® best management practice is a foundation of our sustainability efforts.



# Nutrients

## Nutrients Committee Chair: Doug Beever, Agrium

Over the past several years, CFI has developed the *Right Source @ Right Rate, Right Time, Right Place*® framework for nutrient best management practices (BMPs). This framework, developed in partnership with IPNI and TFI, has proven essential for policy development and addressing nutrient management issues in both domestic and international circles, and is highly effective in promoting our industry's commitment to stewardship.

### Highlights:

- CFI nutrient efforts were focused at the provincial level in Manitoba, Ontario, Quebec and Prince Edward Island where significant regulatory pressures are present or growing.
- In Quebec, the Committee on Transportation and Environment (CTE) of the National Assembly launched an online consultation on the status of lakes in Quebec in terms of cyanobacteria.
- The Crop Nutrients Council was able to establish a good working relationship with the new Environment Branch of Agriculture and Agri-Food Canada (AAFC) during a one-day workshop. Two directors general were in attendance – Rick Butts and Greg Strain. AAFC is considering incorporating 4R Nutrient Stewardship BMPs into their messaging and become engaged in the Nitrous Oxide Emissions Reduction Protocol.
- CFI and the Research Branch of Agriculture Canada are working together to identify nutrient research priorities following a successful one-day joint workshop in Ottawa. CFI advanced its research agenda related to 4R Nutrient Stewardship and the NERP. Key issues discussed included reactive nitrogen, ammonia, watershed protection, cyanobacteria, nitrates in groundwater, changing climate and environmental stewardship. The workshop had three goals: to share information, identify where the gaps/issues are currently and what areas we should focus on in the future and finally, how can the two organizations work together in the future more efficiently.



## Urban Fertilizer Council

The Council was established to help homeowners and turf management professionals understand how to look after their properties safely and properly.



### Highlights:

- The Ontario Municipal and Hazardous and Special Waste (MHSW) plan was approved by Ontario Environment Minister John Gerretsen without any changes requested by CFI and the lawn fertilizer industry. Fertilizers in bags up to 30 kg are included in the regulation. This places a stigma and significant costs on urban fertilizer and smaller farming operations. CFI will be pushing to get industry consensus on a strategy to discourage homeowners from disposing product in the MHSW waste system. CFI is working with OABA to extend the farmer exemption to small farmers and horticulture.



# Products

**Products Committee Chair: Rigas Karamanos, Viterra**



Canadian Fertilizer  
Products Forum

Forum Canadien sur  
les produits fertilisants

## Highlights:

- Approximately 60 participants attended the Canadian Fertilizer Products Forum (CFPF) annual meeting Oct. 14 and the Oct. 15 CFIA consultation meeting. CFIA member companies attending included Agrium, Viterra, Sylvite, Agronomy Company, Nexus, Agrotain and Yara. This year's forum discussed new and emerging industry issues, working group reports, and allowed members direct input to Canadian Food Inspection Agency. An afternoon workshop was held on regulation of imported products in the Canadian marketplace.
- The Canadian Food Inspection Agency, Agriculture and Agri-Food Canada and the meat packing/cattle industries are assessing options for disposal of the specified risk material (SRM) from cattle that can contain the prions that cause BSE or mad cow disease. An issue paper prepared by CFIA indicated that there is no new science to support lifting the ban on use of SRM as a fertilizer, which can remain for up to five years in soil. The CFI Board passed a resolution supporting the current CFIA regulations:

***The Canadian Fertilizer Products Forum provides agri-retailers with improved access to new products, and has promoted the safety and efficacy of the fertilizers and supplements that are sold and provides insight into the future needs of customers and emerging market opportunities.***

**Motion:** The following conditions must be met before changes are made in the current regulations and policies regarding SRM in fertilizer:

- ✓ A science-based risk assessment
- ✓ Full consultation through the Canadian Fertilizer Products Forum
- ✓ Absence of significant long-term subsidies
- ✓ An economic cost benefit analysis including trade implications



# Economics

## Economics Committee Chair: Darrell Zwarych, The Mosaic Company

CFI is committed to helping establish and maintain favourable operating conditions for our member companies. We are active on economic policy files such as fertilizer costing, taxation, energy, and transportation.

### Highlights:

- CFI contracted Barrie Bain, Fertecon Ltd., to give a presentation to Members of Parliament, senators and farm leaders, to inform them about the current global fertilizer supply and demand. The event was sponsored by Pat Davidson, Member of Parliament Sarnia-Lambton. CFI continued to address farm groups on fertilizer costs.
- Roger Larson attended the Canadian Canola Growers' Association Board of Directors meeting where he addressed global fertilizer supply-demand. There was a high degree of interest in on-farm fertilizer safety and security, the costs of potential regulations and what initiatives the industry was undertaking to address the regulations.
- The House of Commons Agriculture Committee completed its report on competitiveness in Canadian agriculture. CFI sent the Fertecon presentation to the committee clerk for distribution to the committee before the finalization of the report.
- Canadian National Railway employees issued a strike warning in late November. CFI sent a letter to Labour Minister Rona Ambrose urging her to intervene to prevent the strike. On November 30, Minister Ambrose introduced legislation to end the strike and send the issues to binding arbitration.
- CFI participated on a Port Metro Vancouver Gateway Improvement Fee (GIF) task force. This involved several meetings to determine the financial model used by the Port to cost-recover \$167 million in port infrastructure.



*Barrie Bain at breakfast for Members of Parliament*

- CFI sent a letter to all Liberal Members of Parliament urging them to defeat a private member's bill that would ban the use of replacement workers by federally-regulated employers such as railways and ports. CFI worked with other business associations to defeat the bill before its second reading.
- CFI submitted a brief to the Rail Freight Service Review Commission on April 30. It focused on CFI efforts to establish an effective and balanced Commercial Dispute Resolution system for rail freight rate and service issues. CFI was the leader in the CDR negotiations in 2006-07 when these issues first arose, and we are seeing significantly more momentum towards the CDR approach this time. The key challenges will be the Canadian railway's ability to impose a system that unduly favours their own interests, and opposition of the U.S. Association of American Railroads (AAR) to commercial solutions.



# Major Events

## 2009/2010 Major Events

### North American Fertilizer Transportation Conference

August 9–10, 2009 Whistler, British Columbia

### 64<sup>th</sup> Annual Conference

August 10–12, 2009 Whistler, British Columbia

### Canadian Fertilizer Products Forum Conference

October 13–14, 2009 Ottawa, Ontario

### Provincial Legislative Forum

November 30–December 2, 2009 Toronto, Ontario

### Parliamentary Forum

March 23 – 25, 2010 Ottawa, Ontario

## Highlights:

- The North American Fertilizer Transportation Forum was held in Whistler, B.C. August 9-10. There were 90 delegates. We received positive feedback from the delegates on the speakers program.
- CFI's 64<sup>th</sup> Annual Conference August 10-12 had 142 delegates including staff. The business session included Paul Ferley, Royal Bank of Canada, Mike Rahm, The Mosaic Company and Michael Zenker, Barclays Capital. During the Gala Banquet, Olympian Shannon Rempel highlighted the time and training commitments that are involved when preparing for an Olympic event. CFI presented Shannon with a donation to help her in her 2010 Vancouver Olympic goal.
- CFI held its Annual Parliamentary Forum in Ottawa March 23–25. This year CFI focused on group meetings with Members of Parliament. CFI members met with 42 Members of Parliament (MP) and six senators in addition to officials from the Prime Minister's Office, Statistics Canada, Environment Canada, Natural Resources Canada and Agriculture and Agri-Food Canada. Pat Davidson, MP from Sarnia-Lambton sponsored the Parliamentary breakfast, which focused on educating MPs and senators on the benefit of the 4R Nutrient Stewardship program, and promoting the Nitrous Oxide Emissions Reduction Protocol (NERP): 16 MPs and two senators attended the breakfast.



*Shannon and Rick Rempel*

- This year's Legislative Forum was held in conjunction with the Ontario Agri-Business Association's annual conference in Toronto, Ontario, November 30–December 2, 2009. A joint reception was held at Queen's Park for Members of Provincial Parliament and OABA and CFI delegates. Hugh Loomans gave his final presentation as Chair of Nutrients for Life to OABA and CFI executives. During the Forum, Nutrients for Life held a Board Meeting and their AGM.
- CFI, CropLife and the Canadian Seed Association held an afternoon session during the 2010 Canadian Association of Agri-Retailers Convention. Hugh Loomans, Chair of CFI's Board of Directors, outlined CFI's sustainability objectives and goals for the fertilizer industry.



## 2009 Honourary Members

Honourary memberships in CFI are awarded to individuals who have made significant lifetime achievements and contributions to the success of our industry. CFI was pleased to welcome Gene Rurak as our newest honorary member in 2009.

Gene joined Westco in September 1968, and worked in the shipping department in a union position. In 1973 Gene took a salaried position as a shipping clerk. Throughout his career he worked in various positions in the marketing and transportation departments. In 1987 he became the Vice-President of Marketing and Distribution. In 2001 he became the Chief Operating Officer of Westco. Gene was a member of the Board of Directors of Western Canada Fertilizer Association and was President for the 1993-94 term. Gene was also active at CFI, and was a member of the Board of Directors and served as Chairman in 2004- 2005. In 2008 Gene retired from Westco.



*CFI's newest Honourary Member, Gene Rurak at CFI's Annual Conference in Whistler, British Columbia with Russ Holowachuk and Roger Larson, President Canadian Fertilizer Institute*

## 2009 Award of Merit

Each year, CFI staff recognizes individuals who have rendered exceptional service to the industry on a specific project or issue.

The 2009 recipient was Mark Coppicus of Viterra Inc. Mark has been front and centre in all aspects of our industry-leading stewardship and training initiatives under the Fertilizer Safety and Security Council and the Safety and Training Committee. He was instrumental in the development of farmer, carrier, handler and emergency response training materials, and has been a leader by example for incident reporting and sharing, as well as the adoption of safe practices. Not surprisingly, Mark was a key player in drafting the Ammonia Code of Practice and was the lead in training the auditors on the Code. No doubt Mark was the catalyst in ensuring that Viterra was the first facility to complete a formal audit under the Code. One of Mark's most valuable roles has been as a productive liaison between CAAR and CFI, helping to bridge communications between our two organizations and getting the word out to retailers about the code.

CFI currently has 43 active members, 10 affiliate members, and 17 associate members. CFI is governed by its Board of Directors, which includes representatives of the manufacturing, wholesale, and retail sectors of the industry. Directors are elected each year at CFI's Annual General Meeting.

The Board has several working committees, including Audit, Planning & Budget, and Industry Relations, to advise CFI staff on the focus and direction of CFI activities. In addition, the Board Executive Committee, comprised of the Chair, Vice-Chair, Past-Chair and CFI President, work to establish strategic direction and priorities for the association.

For a complete list of our member companies, visit our website at **[www.cfi.ca](http://www.cfi.ca)**.



## 2009-2010 Board of Directors

**Norm Beug**

*The Mosaic Company*

**Joe Giesler**

*Terra Industries*

**Russ A. Holowachuk**

*Canadian Fertilizers Ltd.*

**Don Kitson**

*International Raw Materials Ltd.*

**Sylvain Lavoie**

*Yara Canada L.P.*

**Garrett Lofto**

*J.R. Simplot*

**Hugh M. Loomans**

*Sylvite Group of Companies*

**Murray Martin**

*Agrico Canada*

**Andre Mercure**

*La Coop Federee*

**Vic Mudie**

*Dyno Nobel Nitrogen Inc.*

**Breen Neeser**

*Agrium*

**Wes Schock**

*Cargill Crop Nutrition*

**Gary Snyder**

*PotashCorp*

**Doug Wonnacott**

*Viterra*



*The Executive Committee at the CFI Annual Conference in Whistler.*

## Executive Committee

Chair:

**Hugh Loomans**

*Sylvite Group of Companies*

Vice-Chair and Secretary:

**Norm Beug**

*The Mosaic Company*

President:

**Roger Larson**

Past Chair:

**Russ Holowachuk**

*Canadian Fertilizers Ltd.*

## Audit Committee

Chair: **Don Kitson**, International Raw Materials

## Planning & Budget Committee

Chair: **Norm Beug**, The Mosaic Company

## Industry Relations Committee

Chair: **Murray Martin**, Agrico Canada

# CFI Staff



**Roger Larson**  
*President*

**Catherine King**  
*Specialist, Government  
Relations & Communications*

**Monique MacDonald**  
*Manager, Office Services  
& Finance*

**Tanya Black**  
*Nutrients for Life*

**Clyde Graham**  
*Vice-President, Strategy  
& Alliances*

**Yelena Perunov**  
*Office Administrator*

**David Finlayson**  
*Vice-President, Science  
& Risk Management*

## **Contact Us:**

Canadian Fertilizer Institute  
350 Sparks Street, Suite 907  
Ottawa, ON K1R 7S8  
T (613) 230-2600  
F (613) 230-5142  
[www.cfi.ca](http://www.cfi.ca)