



CANADIAN FERTILIZER INSTITUTE
INSTITUT CANADIEN DES ENGRAIS

**SAFE, DEPENDABLE AND
SUSTAINABLE FERTILIZER
MANUFACTURING,
PRODUCTION AND USE**

ANNUAL REPORT 2011

Chairman

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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HUGH LOOMANS

CFI Chairman
President, Sylvite Group
of Companies



Urban
Fertilizer
Council

Canadian Fertilizer
Products Forum



Forum canadien sur
les produits fertilisants

Crop Nutrients Council



Conseil des Nutriments Cultureaux



Fertilizer Safety & Security Council
Conseil de la sécurité en fertilisation

NUTRIENTS
FOR LIFE



NUTRIMENTS
POUR LA VIE

n's letter

Fellow members,

The last two years have seen a fundamental shift in the way our industry does business in Canada. We are well on the way to becoming a sustainable industry. Our vision is to be a global leader in sustainability, recognized as an essential part of a profitable, environmentally and socially responsible, abundant and healthy food production system. CFI has been diligently implementing a sustainability program which is built on existing safety, security, and environmental programs that set challenges for our companies to do better for future generations to come.

In the last year I was proud to tell our sustainability story at events including GrowCanada®, TFI's Annual Marketing and Business Meeting, as well as during CFI's Annual Parliamentary Forum in Ottawa. Officially launched at the 66th Annual Conference in Quebec City, the sustainability program assures the Canadian public that we are committed to working toward a clean environment, economic profitability and sufficient food to feed a growing population.

One of CFI's most innovative programs – the Ammonia Code of Practice – came into full force on January 1, 2011, following the first two-year mandatory audit cycle. With a completion rate of 99 per cent, this is something that retailers and members of the fertilizer industry should be very proud of. The Ammonia Code is the first of its kind in the world – and having both sectors working together for the safety of Canadians reaffirms that the Ammonia Code of Practice is the right tool to have in place.

After six years of consultations with Transport Canada, CFI reached an agreement to ensure that farmers receive timely delivery of spring and fall liquid fertilizer and anhydrous ammonia, while setting a new standard of safety for truck drivers. As part of this program, CFI



launched an online training program for commercial truck drivers and managers. This was the first initiative of its kind in the world, and the results are impressive. CFI will continue to develop courses which will give members of the fertilizer industry and those who work with our products the opportunity to expand their knowledge of their profession.

Part of the Sustainability program is CFI's commitment to promoting the *Right Source @ Right Rate, Right Time, Right Place*® Best Management Practice system. The 4R Nutrient Stewardship program gives farmers the ability to use farm specific Best Management Practices for the efficient use of fertilizer. That means farmers get more value for their fertilizer dollar and protect the environment at the same time. CFI is working in partnership with The Fertilizer Institute, The International Plant Nutrition Institute and the International Fertilizer Industry Association, to make 4R Nutrient Stewardship a global reality. The more everyone in agriculture embraces the 4Rs, the better.

The Nitrous Oxide Emission Reduction Protocol or NERP, for short, is another

example of CFI's commitment to put the 4Rs into action. By adopting 4R best management practices set out in the NERP, farmers can reduce their greenhouse gas emissions dramatically. NERP sets out the rules that will allow farmers to sell carbon offsets for reducing on-farm emissions of nitrous oxide in a quantifiable, credible and verifiable way. This is an exciting Canadian initiative, which has now been formally adopted in Alberta and has the potential to be used throughout Canada and around the world.

These past two years have been ones of growth for both our industry and the Canadian Fertilizer Institute. CFI has expanded the expertise of its staff by adding three additional staff members. The CFI staff is committed to delivering innovative initiatives such as 4R Nutrient Stewardship, the Nitrous Oxide Emission Reduction Protocol, the Codes of Practice and other Fertilizer Safety and Security Council. Working together with the Institute to promote these programs, our industry will further improve our environmental footprint and leave a sustainable tomorrow for future generations to enjoy. ■

President'

"CFI HAS ENSURED THAT OUR MEMBERS' INTERESTS HAVE BEEN MET IN OTTAWA, THROUGHOUT CANADA, ACROSS NORTH AMERICA AND AROUND THE WORLD."



ROGER LARSON
President

Dear CFI members,

Over the last twelve months the Canadian fertilizer industry continued to demonstrate that it is a global leader. CFI has ensured that our members interests have been met in Ottawa, throughout Canada, across North America and around the World.

This year Canada was selected to host the International Fertilizer Industry Association (IFA) 79th Annual Conference in Montreal, May 23-25, 2011. CFI and Nutrients for Life were featured throughout the event with two prominent booths and three presentations on Canadian programs: Nitrous Oxide Emission Reduction Protocol (NERP), Sustainability and Nutrients for Life. All three presentations informed the international industry on how the Canadian industry is working with agriculture industry stakeholders, provincial and federal governments and environmental groups. The IFA conference was an opportunity for CFI to showcase its globally leading programs and to once again confirm its position as an industry leader. The gala dinner, co-hosted by CFI, featured a presentation from Canada's Cirque-du-Soleil performers.

s report

An important aspect of our global success has been through the development of influential relationships between CFI, TFI, Fertilizers Europe and IFA. Focusing on the issues affecting the European, North American and international industry, the associations are able to understand and adapt to the different strategies of each association and come together for the common goals of the industry.

CFI has continued to work with our Canadian stakeholders while looking to expand our current scope. The Ammonia Code of Practice, which came into full force in January, brought together CFI and the Canadian Association of Agri-Retailers (CAAR) for a common goal. I am very pleased with the progression of this relationship and look forward to working on new projects with CAAR in the near future. This year CFI saw the development of new relationships with the Canadian Lung Association, on our work with the Industrial Air Emissions regulations, as well as the Canadian Wildlife Federation, which is working with CFI on our Sustainability program.

CFI's commitment to sustainability has been showcased through the year during various events, from GrowCanada® to the IFA Annual meeting. Our new tagline "We're Growing Sustainability"® is a commitment

to achieving economic, social and environmental goals. Although the Canadian industry has proven itself as a leader in sustainable initiatives, over the coming years we are going to have to challenge ourselves to do better. We will have to take a close look at our day-to-day business transactions and evaluate how we can improve. We will need to expand our horizons when looking at stakeholder relationships, engaging with those who we traditionally have not. This is a challenge to our industry. It is time to embrace sustainability, engage non-traditional stakeholders and show the world why the Canadian fertilizer industry can help lead the way to the future.

This year CFI developed an online training platform – GrowZone – where various levels of the supply chain can engage in furthering their knowledge on a variety of issues. The first course was launched in April for fertilizer truck drivers and dispatchers on fatigue management. A second followed shortly after for retailers on the safety procedures for selling and storing ammonium nitrate. The success of these courses has validated the need for continued education for our industry and all those we work within the supply chain. In the coming years CFI will develop a variety of training programs, including 4R Nutrient Stewardship training for farmers and a fertilizer bulk blending course. The

potential for online learning is vast and we hope to develop programs which you and your employees will find useful and provide an industry standard for all.

In closing I would like to thank outgoing Chair Hugh Loomans, who has been a tireless supporter of CFI and Nutrients for Life over the last two years. We have valued his leadership, input and willingness to step forward to speak to others with commitment and enthusiasm. It has been a pleasure to work with Hugh and I want to thank him for his contributions to raising the bar at CFI.

CFI is committed to providing world-class programs for our members, retailers and farmers. The Canadian fertilizer industry is developing a life-cycle ethos that makes us unique.

We will continue to build partnerships to deliver new value in the best interests of our member companies in Canada, North America, and globally. ■



Fertilizer safety & security

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



SETTING A GLOBAL STANDARD
FOR PROTECTING THE PUBLIC,
FARMERS, OUR EMPLOYEES AND
EMERGENCY PERSONNEL

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.

“We’re encouraged to see the fertilizer industry going beyond what is simply required by law. The Ammonia Code will help first responders work hand-in-hand with agri-retailers in protecting our communities”

— Don Warden, Executive Director of the Canadian Association of Fire Chiefs.

- Canada’s fertilizer industry set a new global standard for fertilizer safety in 2011. More than 400 agri-retail sites across Canada successfully passed rigorous safety audits under the fertilizer industry’s mandatory Ammonia Code of Practice, which came into force on January 1. Under the code, retailers who supply farmers with anhydrous ammonia fertilizer must meet stringent requirements for emergency prevention, preparedness, and response. And they must review these provisions with local emergency responders every year. All anhydrous ammonia agri-retail sites in Canada must be compliant with the Ammonia Code of Practice to continue receiving product from CFI member companies. Anhydrous ammonia is an important nitrogen fertilizer used by farmers to grow food. Ammonia is a naturally-occurring crop nutrient, but when transported or applied as a compressed gas, anhydrous ammonia is corrosive until it binds with water in the soil. Public and worker safety and security were top priorities in writing the Code and avoiding accidental release was a primary objective.
- In May, CFI launched an Ammonium Nitrate security online training course, offered in both French and English. The course provides retailers who sell ammonium nitrate fertilizer with critical information regarding the security measures which are required under federal regulations and the industry’s Ammonium Nitrate Code of Practice. Following a suspicious sale of Ammonium Nitrate in May 2010, CFI committed to reviewing the Ammonium Nitrate Code of Practice.
- An audit of the Code took place in the summer of 2010. During CFI’s Annual Conference Natural Resources Canada and King-Reed security consultants, presented a report reviewing the security program. Recommendations focus on updating of code and supporting documentation, proposed training services, as well as the proposed changes to the Restricted Components Regulations. Ammonium nitrate is a valuable fertilizer product used by farmers to grow wholesome food. However, it can also be used as a component in explosives. This is the reason the industry treats any possible misuse of ammonium nitrate very seriously.
- The FSSC continues to actively participate in activities with the Canadian Association of Fire Chiefs (CAFC). In September Dave Finlayson spoke at their conference in Saint John, New Brunswick. CFI was also involved with Transportation of Dangerous Goods discussions in collaboration with CAFC and Transport Canada.
- FSSC updated the Farmer Training Manual for anhydrous ammonia. The manual can be found on the FSSC website. ■

Environment

Environment Committee Chair: Russ Holowachuk, CF Industries Inc.



CLEANER AIR AND A SMALLER CARBON FOOTPRINT

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.

- CFI is working with federal and provincial governments, health advocates and environmental groups to set national standards for managing air emissions from potash and nitrogen fertilizer production. The industry has committed to an extensive program to develop Base Level Industrial Emission Requirements, or BLIERs, for the fertilizer industry in 2012. CFI and fertilizer producers have committed more than \$100,000 to research fertilizer industry emissions and control technologies. The research will focus on particulate matter and oxides of nitrogen lost to the atmosphere. This will lead to measures to reduce in air pollutants beginning in 2015.
- CFI is continuing its commitment to further reduce greenhouse gas emissions from fertilizer production. The industry is already in compliance with industrial GHG emission regulations in Alberta and is participating in consultations for proposed regulations in Saskatchewan, Manitoba and Ontario as well as potential federal industrial performance standards.
- The fertilizer industry is urging the federal government to do more analysis before implementing a greenhouse gas policy that would require coal-fired power plants to a Natural Gas performance standard. The federal government had dismissed concerns that the policy could negatively impact natural gas markets. A report by Ziff Energy Group, commissioned by CFI, warned of serious price increases if all coal-fired power generation in North America converted to natural gas.
- Potash producers have standardized their mine tailings sampling and analysis programs under new reporting requirements for the National Pollutant Release Inventory. A report by the Saskatchewan Research Council commissioned by CFI on the analysis of potash mine tailings was published and has provided key new information. ■

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.



Dave Downey at MP breakfast
with Roger Larson, Brad Trost

- CFI held a Breakfast on Parliament Hill that was sponsored by Brad Trost, MP for Saskatoon-Humboldt. Dr. David Downey, the founder and the Executive Director of the Center for Agricultural Business at Purdue University in Illinois presented on “Our Changing Agriculture Environment” which outlined how leading Canadian farmers are adapting to changes in the agricultural marketplace so they may remain competitive in a global economy.
- The Rail Freight Service Review Panel completed a Final Report in late 2010 that was released by the Government this past March. Combined with the Report and the Government’s response it appears CFI’s lobbying efforts have achieved initial results. The Report singled out CFI as one of the advocates of a Commercial Dispute Resolution provision. Key highlights include:
 - initiate a six-month facilitation process with shippers, railways and other stakeholders to negotiate a template service agreement and streamlined CDR process
 - table a Bill to give shippers the right to a service agreement to support the commercial measures
- CFI was successful in our application to Transport Canada for a limited hours of service exemption for spring and fall delivery of liquid fertilizer and anhydrous ammonia. This exemption applies in the spring from April 1 through to June 20, and in the fall season from September 20 up to November 1. The exemption is valid starting April 1, 2011.
- In order to improve safety for fertilizer truck drivers CFI completed the development of a fatigue management training program which is now posted on our GrowZone web site (growzone.cfi.ca). This represents CFI’s first ever online training course. ■



Nutrients

Nutrients Committee Chair: Doug Beever, Agrium

Canadian Fertilizer
Products Forum



Forum canadien sur
les produits fertilisants

IMPLEMENTING NUTRIENT STEWARDSHIP IN CANADA AND AROUND THE WORLD



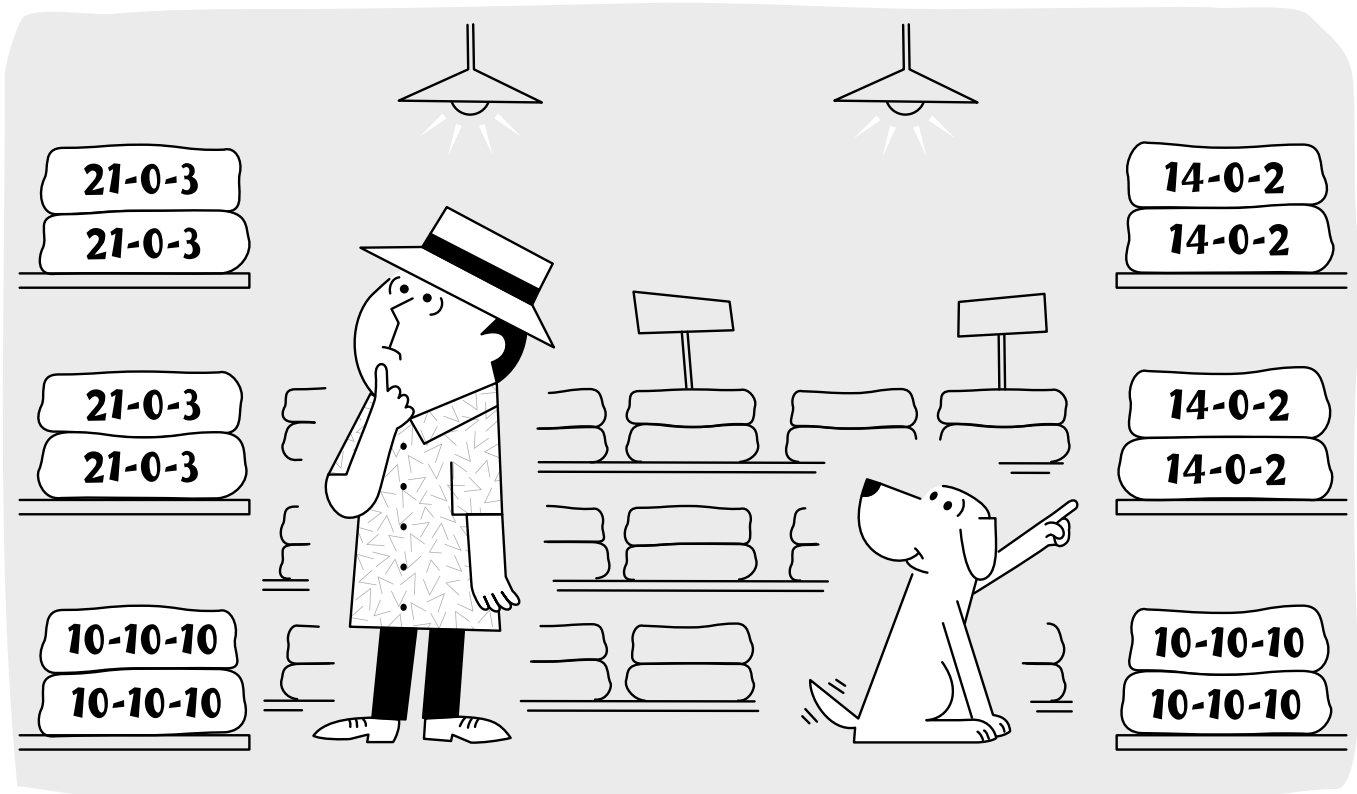
Over the past several years, CFI has played a lead role in developing the *Right Source @ Right Rate, Right Time, Right Place®* framework for nutrient best management practices (BMPs). This framework has proven useful for policy development and addressing nutrient management issues in both domestic and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

- 4R Nutrient Stewardship has been the foundation for CFI's Nitrous Oxide Emission Reduction Protocol (NERP), the CFI Science Cluster and the Nutrients for a Greener World consumer education program.
- CFI continues to promote the 4Rs with federal and provincial governments. An online training program for farmers and Certified Crop Advisors is scheduled for release in fall 2011.
- CFI participants took part in a North American 4R summit in Chicago, June 1-2, which was hosted by CFI, TFI, IPNI, the American Society of Agronomy, and the Agricultural Retailers Association. Through several presentations and much discussion the session allowed participants to directly engage in issues the industry is facing with nutrients in the environment and how to engage the entire agricultural industry to adopt the 4R mindset.

Products

- The Canadian Food Inspection Agency is reviewing the fundamental regulations governing fertilizer and supplement products in Canada including: Schedule II, efficacy standards and the basic principles of the Fertilizers Act. The CFIA is under pressure to reduce costs and avoid unnecessary regulation wherever possible. Canadian Fertilizer Products Forum has put a priority on the future of the efficacy standard for fertilizers and supplements and the need to modernize the list of well-established fertilizer materials under Schedule II.
- Two CFPF working groups, on the Schedule II review and efficacy standards have been established to work cooperatively with CFIA to update these portfolios. The two committees will publish interim reports at the annual CFPF conference in October 2011, the final reports will be completed in 2012.
- Carol Swan, President of the Canadian Food Inspection Agency, expressed her strong support for the Canadian Fertilizer Products Forum regulatory approach on issues such as modernizing Schedule II of the Fertilizer Regulations and further streamlining efficacy standards during a meeting with CFPF Chair Peter McCann, and CFI staff. ■

Urban Fertilizer Council

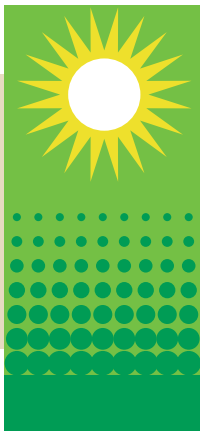


USE IT, SHARE IT, STORE IT

The Council was established to help homeowners understand how to look after their lawns safely and properly.

Highlights:

- Meet “Buddy” and “Turf” the focus of a public campaign on the urban use of the 4R Nutrient Stewardship program. Buddy is the homeowner who receives lawn care advice from his dog, Turf. Buddy and Turf appear in a series of advertisements that give lawn owners tips on how to follow the 4Rs – *The Right Source @ Right Rate, Right Time, Right Place*®
- The urban campaign launched in May focusing on the Ontario consumer, with a website – www.greenerworld.ca – and local media. Since the launch in May the campaign has reached over seven million homeowners across Canada. A fall campaign will be launched in September. ■



Urban
Fertilizer
Council

Science Cluster



CFI's new Science Cluster is funding research into reducing greenhouse gas emissions by using 4R Nutrient Stewardship on Canadian farms. The Science Cluster has total funding of up to \$400,000 over the two years to provide matching support for scientific research projects in Ontario, Manitoba, Saskatchewan and Alberta.



UNIVERSITY
OF MANITOBA

UNIVERSITY
of GUELPH



UNIVERSITY OF
SASKATCHEWAN

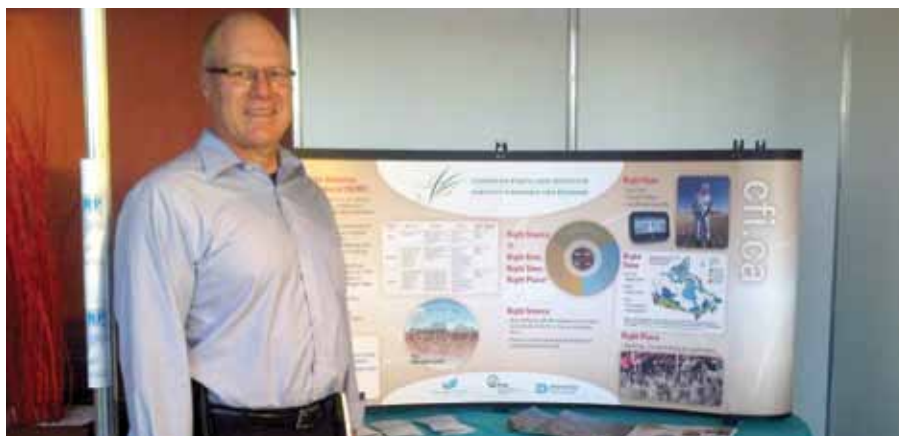
- The Science Cluster research program will measure the impact that best management practices under the *Right Source @ Right Rate, Right Time, Right Place*®, 4R Nutrient Stewardship system can have on reducing nitrous oxide (N₂O) emissions in crop production. By refining the scientific understanding of nitrous oxide emissions when farmers adopt best management practices. The research could result in increased Nitrous Oxide Emission Reduction Protocol payments per acre.
- Dr. Mario Tenuta from the University of Manitoba is developing Manitoba specific best management practice emission-modifiers associated with improved source of nitrogen fertilizer, rate of nitrogen fertilizer application, timing of fertilizer application and the placement of nitrogen fertilizer.
- Dr. Claudia Wagner-Riddle from the University of Guelph is examining the knowledge gap by quantifying the magnitude of nitrous oxide emission reduction associated with on-farm emissions. The project will provide measurements of nitrous oxide emissions from corn in a comprehensive field trial designed to evaluate the long-term effects of timing and rate of nitrogen fertilizer on grain corn yield potential.
- Dr. Richard Farrell of the University of Saskatchewan and Dr. Reynald Lemke from Agriculture Canada will undertake an additional Science Cluster research program in Saskatchewan that will focus on both fertilizer and manure. ■

Nitrous Oxide Emission Reduction Protocol

The Nitrous Oxide Emission Reduction Protocol (NERP) is intended to reduce on-farm emissions of nitrous oxide (N₂O) in a quantifiable, credible and verifiable way that would allow farmers to earn carbon credits.

“This initiative provides Alberta farmers with another opportunity to capitalize on their good management practices to produce carbon offset credits. We look forward to other provinces adopting the NERP in their future offset systems.”

— Don McCabe, Co-Chair of the Canadian Federation of Agriculture’s Environment and Science Committee.



Rob Janzen at COP16 with NERP booth



Accredited Professional Advisors for the NERP

Highlights:

- The Canadian fertilizer industry worked with farmers, soil scientists, and governments to develop a program that would meet the demands of government and the public. Canada’s fertilizer manufacturers have limited potential for significant reductions at potash mines and nitrogen plants. Helping farmer customers improve their greenhouse gas performance is an attractive alternative. CFI developed the Nitrous Oxide Emission Reduction (NERP) protocol to help reduce on-farm emissions of nitrous oxide in a quantifiable, credible and verifiable way that would allow farmers to earn carbon credits.
- NERP is approved in the Canadian province of Alberta, the first jurisdiction in North America to actively regulate greenhouse gas emissions and establish a regulatory carbon trading market. NERP is based on applying fertilizer using the 4R nutrient stewardship system applying the *Right Source @Right Rate, Right Time, Right Place*®.
- The first six Accredited Professional Advisors for the NERP were trained during a rigorous Beta session in Red Deer on April 12-13 to test materials for the online training program. All six passed the online exam. ■



TURNING SOIL SCIENCE INTO
AN ECONOMIC OPPORTUNITY

Sustainability

Sustainability Working Group Chair: Bill Johnson, Potash Corp.



The Canadian fertilizer industry supports 4R Nutrient Stewardship, effective product standards, safety and security codes and healthy green spaces to ensure a sustainable future for our customers and communities where they live.

"The future of the agriculture industry is a bright one. With the global economy regaining momentum, it is time for us to focus on investing in the future. Through sustainable actions, we can protect our soil, water and air for society, enhance the productivity and profitability of our farm customers, and ensure the future of our industry."

— Hugh Loomans

- The Board of Directors' officially adopted CFI's Sustainability Vision and Principles in October 2010.

CFI Sustainability Vision

- Our vision is for the fertilizer industry to be a **leader** in sustainability, recognized as an **essential part** of a profitable, environmentally and socially responsible, **abundant and healthy food production system**.

CFI Sustainability Principles

- We base our decisions and actions on **sound science**.
- We promote best practice in on-farm **nutrient stewardship**.
- Our **products are safe**, environmentally responsible and **effective**.
- Our production, distribution, handling and transportation of products is safe, secure, environmentally responsible and **responsive to community needs**.
- We **communicate openly** and work in partnership with our stakeholders.
- We encourage **transparency** and performance reporting.
- We act with **integrity**.
- On April 19, CFI hosted this year's first "Industry Association Sustainability Leadership Forum". The forum provides an opportunity for associations to learn of each other's sustainability initiatives and at this meeting included presentations and discussions on risk communication, building trust with stakeholders, the role of innovation in industry associations. ■

MAJOR EVENTS 2010-2011

Highlights:

- CFI's 65th Annual Conference was held in Quebec City, Quebec, August 9-11, at the Fairmont Le Chateau Frontenac. This year there was a concern that attendance would slip due to the Eastern Canadian location, however, attendance was up this year with 145 delegates attending the conference, 127 of which were paid delegates. The business session featured Steve Wilson, CF Industries, Claude Lafleur, La Coop Federee and Patricia Mohr, Scotiabank. 73 delegates attended the Sustainability Lunch, moderated by Garrett Lofto, JR Simplot. The growing importance of sustainability was highlighted by a panel comprised of Rob Hannam, Synthesis Ag., Shane Gabor, Ducks Unlimited and Garnet Etsell, Canadian Federation of Agriculture. Collectively the speakers presented context and relevance of sustainability initiatives in the agri-food sector and their implications for CFI. CFI's new trademark "We're Growing Sustainability" was showcased throughout the conference.
- CFI Product Technology Forum: This new event at the Annual Conference was well attended with



about 25 participants, who heard presentations on agri-retailer demand for new productions, regulatory challenges and nano-technology. General feedback has been very positive for this new program.

- CFI hosted an international conference for fertilizer industry communicators and government relations professionals October

5-7, 2010 in Wakefield, Quebec. The aim of the meeting was to assess the communications challenges and opportunities facing the global industry and to develop an integrated two-year strategic plan. About 25 professionals from TFI, Fertilizers Europe, IFA, CFI, OABA, AFC and a number of fertilizer companies participated. A draft report is being finalized. The Communicators agreed to coordinate communications efforts such as:

- Promoting nutrient use stewardship such as the 4R program
- Developing approaches for eco-labelling for foods grown with nutrient stewardship
- Improving industry capacity and use of social media such as facebook, twitter and linkedin
- Fostering partnerships with farmers and other key stakeholder groups

- In conjunction with the Communicators Conference, CFI hosted the CFI/TFI/Fertilizers Europe Senior Management Meeting where strategic issues affecting European and North American industry were discussed.
- CFI's Legislative Forum was held in Edmonton, Alberta on October 27-28. CFI took this opportunity to meet with various Alberta Government departments and officials to inform them on several key CFI Issues, including ADM of Alberta Transport Shaun Hammond on the

CFI Technology Forum

August 8-9, 2010 – Quebec City, Quebec

65th Annual Conference

August 9-11, 2010 – Quebec City, Quebec

Atlantic Fertilizer Council Annual Conference

September 15-16, 2010 – Lunenburg, Nova Scotia

CFI Communicators Conference

October 5-7, 2010 – Wakefield, Quebec

Canadian Fertilizer Products Forum Conference

October 18-19, 2010 – Ottawa, Ontario

Provincial Legislative Forum

October 27-29, 2010 – Edmonton, Alberta

GrowCanada®

November 30 – December 2, 2010 – Ottawa, Ontario

Canadian Lunch in conjunction with TFI's Marketing Meeting

February 9, 2011 – Scottsdale, Arizona

Parliamentary Forum

March 21-23, 2011 – Ottawa, Ontario

federal Hours of Service application, and the Ammonia Code of Practice. CFI also met with Deputy Minister of Alberta Municipal Affairs Ray Gilmour on Alberta Rail Infrastructure Tax changes. The Legislative Forum breakfast featured speakers on the Nitrous Oxide Emissions Reduction Protocol (NERP) and its approval in the province of Alberta. Deputy Minister of Alberta Agriculture John Knapp spoke to guests that included the CFI Board, industry representatives and members of the Alberta farm community.

- CFI Chairman of the Board Hugh Loomans participated in a sustainability roundtable at GrowCanada, which included the Soil Conservation Council of Canada, Canadian Federation of Agriculture, Grain Growers of Canada and the Canola Council of Canada. Each association gave its perspective on what sustainability is and how they are working toward a sustainable future. Minister of Agriculture and Agri-Food Gerry Ritz opened the session.
- Clyde Graham, Rob Janzen (ClimateCheck) and Bill Herz (TFI) attended the United Nations and Climate Change meeting in Cancun Mexico. CFI hosted an informal breakout session on NERP during the *Agricultural and Rural Development Day*. Nitrous Oxide Emission Reduction Protocol continues to gain international exposure.



- CFI and CropLife held an afternoon session during the 2011 Canadian Association of Agri-Retailers Convention. Roger Larson presented an update on FSSC and CFI activities. Larson took the opportunity to congratulate retailers for their continued commitment to safety with an impressive 85 per cent audit pass rate as of January 31, 2011.
- CFI participated in a Farming First, an International Fertilizer Industry Association (IFA) co-sponsored event, at the Global Agriculture, Sustainability and Climate Change Conference. The session was attended by approximately

70 international delegates, in The Hague, Netherlands.

- This year's CFI Parliamentary Forum took place March 21-23, 2011. CFI met with a total of 42 MPs (18 MPs individually and a further 24 at CFI events). This included meetings with the Ministers of Agriculture, Transportation and Western Economic Development and with senior officials of the Departments of Environment and Agriculture as well as the Deputy Commissioner of the RCMP. This year, Members were assigned to teams that raised specific issues with MPs and government officials. The teams concentrated on agriculture, rail & truck transportation, safety and security, and the fertilizer caucus. As part of the Forum, CFI in partnership with Ontario MP Pat Davidson hosted a breakfast in the House of Commons Parliamentary Dining Room on March 22. The keynote speaker, Mr. Jean Lebel, Director of Agriculture and Environment for the International Research Development Center, presented on the "Intensification of Farming in the Developing World". Kristian Stephens spoke on the "Intensification of Farming in Canada."
- CFI Chair of the Board, Hugh Loomans presented CFI's Sustainability Program at The Fertilizer Institute's Annual Conference in Scottsdale, Arizona. The presentation highlighted CFI's programs and stakeholder relationships which are helping drive the program forward. ■



2010 Honorary Member



Jason Ramsay with McCain Fertilizers, and Hugh Loomans at CFI's Annual Conference in Quebec City, Quebec with CFI's newest Honorary Member, Jack Cutcliffe

Honorary 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 as our newest honorary member in 2010, Jack Cutcliffe.

Cutcliffe began his career as a Crop Specialist with the Ontario Department of Agriculture in 1954 where he worked for eight years. In 1962, he went on to work, and continued to work for the next 28 years, as a Research Scientist with Agriculture and Agri-Food Canada in Charlottetown PEI.

During his 28 years as a Research Scientist, Cutcliffe published more than 50 papers in scientific journals and over 200 technical reports, mostly on the effects of rates, placement and time of application of various crop nutrients on vegetable and berry crop yields. He made numerous contributions to the understanding of fertility requirements of broccoli, brussel sprouts, cauliflower and rutabaga. Cutcliffe received industry acknowledgement for his development of management practices to produce a maximum yield of high-quality, single-harvest broccoli. And in particular, his research has improved the understanding of hollow stem in broccoli.

Jack was influential in the development of the processing pea industry in PEI and his research on plant spacing, fertility and cultivars for this crop was acknowledged by the industry during

the 1960s when acreage increased from 2,000 to 9,000 acres. Jack's research on the use of gypsum as a soil amendment was of great interest to vegetable production in Atlantic Canada and beyond.

Over the span of his career and retirement, Cutcliffe has contributed to many association meetings and still had time to volunteer in his community. He served as President and Registrar of the PEI Institute of Agrologists; President of the Canadian Society of Horticulture Science; and National Councillor for the Agricultural Institute of Canada. He has been a member of long standing with both the American Society for Horticultural Science and the International Society for Horticultural Science.

In 1993 the Canadian Society for Horticultural Science presented Cutcliffe with an Honorary Life Membership and recently the Agricultural Institute of Canada conferred their highest honour, a Fellowship Award for professional distinction worthy of national recognition.

Cutcliffe is well respected in the agricultural community for his breadth of knowledge and experience and for his scientific achievement and leadership. He has served the industry with distinction and integrity. ■

2010 President's Award of Merit



Roger, Peter in Quebec City

Each year, CFI staff recognizes individuals who have rendered exceptional service to the industry on a specific project or issue. The 2010 recipients was Peter McCann, Chair of the Canadian Fertilizer Products Forum.

In 2006, CFI submitted an application to the Advancing Canadian Agriculture and Agri-Food (ACAAF) program to create the Canadian Fertilizer Products Forum over a two-year period. The creation of the CFPPF would provide a framework for consultation among diverse stakeholders and facilitate consensus-based advice to the government on fertilizer and supplement policy and regulation. The CFPPF also serves as a vehicle for communication about the fertilizer and supplement industry to the public, media, government, and other audiences.

As a founding member of the CFPPF, McCann helped establish Working Groups with broad cross-sectoral mandates to build the foundation for on-going dialogue and discussion on relevant regulatory issues. The objective of each working group is to develop consensus-based recommendations to government on a broad range of regulatory issues.

The leadership of the CFPPF developed an aggressive work plan, and with excellent participation from industry, other stakeholders, and the regulatory agency they were able to reach many milestones and accomplishments. Some of the accomplishments include:

1. An open, honest, and productive working relationship between stakeholders and the Canadian Food Inspection Agency (CFIA) Fertilizer Section
2. Engaging farmers in the CFPPF process which brought new innovation to the farm
3. Lobbying efforts of the CFPPF encouraged CFIA management to deal with the human resource shortfall in the Fertilizer Section.
4. CFIA made changes in fertilizer efficacy policy as a result of consultations with the CFPPF
5. CFPPF completed a nation-wide survey of 400 farmers about their attitudes, perceptions and usage patterns for fertilizer and supplement products.

In 2008 after the two-year funding period was completed the CFPPF, under McCann's leadership, decided to continue its work through ad hoc industry led Working Groups, without direct financial support of any kind.

Peter is part of the Executive Committee that includes Brian Gilbertson, Wendy Omvlee, Paul Lefebvre, Susan Antler, Adrian Toth, Geoff Gyles, Darrin Qualman and Richard Phillips. ■



CFI currently has 38 active members, 8 affiliate members and 16 associate members. The business and affairs of CFI is administered by its Board of Directors, which includes representatives of the manufacturing, wholesale, import and retail sectors of the industry. Directors are elected each year at CFI's Annual General Meeting. For a complete list of our member companies, visit our website at www.cfi.ca.



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About CFI



From left to right (top row) Kristian, Clyde, Monique, Roger, Elizabeth, Tim, Dave, (Front row) Tanya, Yelena, Robert, Catherine.



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