



CANADIAN FERTILIZER INSTITUTE
INSTITUT CANADIEN DES ENGRAIS

Fertilizer:

The Solution
to Feeding
Our Hungry
Planet



2012
ANNUAL REPORT

Our Vision

Play a leadership role in the global fertilizer industry in meeting the challenge of feeding the world with safe and nutritious food.

Our Mission

As the unified voice of the Canadian fertilizer industry, promote safe, responsible, and sustainable, globally competitive fertilizer production, distribution and use.

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Chairman's



Norm Beug

CFI Chairman
The Mosaic Company



Forum canadien sur les produits fertilisants



Letter

Fellow members,

This has been an exciting year for our industry and the Canadian Fertilizer Institute (CFI). This past year CFI has developed new programs and leveraged existing ones. This year CFI under-went a strategic review, which lead to the development of a new vision and mission. The new vision and mission will lead the association into its next chapter.

For the past two years CFI has developed and extended its sustainability program. With the world population reaching seven billion in 2011, the agriculture industry needs to remain innovative, strategic and sustainable in order to feed nine billion people in 2050.

One of the keys to CFI's successful sustainability program is stakeholder engagement. Over the past year CFI maintained existing relationships with stakeholders such as the Canadian Lung Association, and the Canadian Wildlife Federation, while engaging new partners including Canadian Feed the Children. During the annual legislative forum, this year held in Toronto, CFI invited John McArthur to speak about

fertilizer's role in the developing world. Our industry has to look at how current practices can be taught to farmers in the developing world to better nourish their soils.

Over the past year CFI has continued to work with the International Plant Nutrition Institute (IPNI) and The Fertilizer Institute (TFI) promoting the 4Rs - the Right Source @ Right Rate, Right Time, Right Place® Best Management Practice (BMP) system. The 4Rs encompass the three pillars of sustainability - economic, social and environmental – for both agricultural and urban audiences. CFI has been working with provincial agricultural and watershed groups over the last year to officially adopt 4R Nutrient Stewardship. The Lake Friendly program in Manitoba officially adopted the 4Rs as a way to improve water quality in Lake Winnipeg. Also in Manitoba, Keystone Agricultural Producers (KAP) have also officially endorsed the 4Rs and are working with CFI in promoting nutrient stewardship BMPs in the province.

This past year CFI has been awarded two grants, the first from Agriculture

and Agri-Food Canada and the second, in partnership with ClimateCHECK from the Ontario Centres of Excellence. The grant from Agriculture and Agri-Food Canada was for the submission to the Agriculture Greenhouse Gas Program titled "Utilizing 4R Nutrient Stewardship to Reduce Greenhouse Gas Emissions from the Application of Fertilizer and Other Crop Nutrients" totalling \$700,000 over three years. This project will provide producers across Canada with science-based information and advice on how to use beneficial management practices under the 4R Nutrient Stewardship system to reduce emissions of greenhouse gases (GHGs) when they apply fertilizer or other crop nutrients on their fields.

The Ontario Centres of Excellence awarded \$50,000 for ClimateCHECK and CFI's collaborative project "Agri-Innovations web based extension tools for Agriculture 4R Nutrient Stewardship extension strategies for the Grand River watershed management plan" the project will establish web based extension tools to support the 4R Nutrient Stewardship program for the Grand River watershed management plan. This innovative approach will allow watershed stakeholders to participate in information exchanges for web enabled extension tools for nutrient BMP.

The International Communicators group, comprised of CFI, TFI, Fertilizers Europe, the Brazilian industry and

the International Fertilizer Association (IFA), who have been working together for the past three years, launched the Roots for Growth campaign. The Roots for Growth campaign aims to raise awareness and dialogue around fertilizer's role in supporting global food security and sustainable agricultural production, while encouraging greater dialogue and fostering further opportunities for partnerships with key partners around the world, including farmers, environmental leaders, agronomists, scientists and governments.

This year marks the 50th anniversary of mining potash in the province of Saskatchewan. CFI has been working with the Museum of Science and Technology in Ottawa to set up an exhibit exploring how the potash and fertilizer industry works.

As our industry continues to make headlines it is important that we continue to tell our story. The coming year at CFI will bring new opportunities for the Institute.

I look forward to my final year as Chairman of the Board.

Norm Beug

President's Report



Roger Larson
President

Over the past year, The Canadian Fertilizer Institute embarked on a comprehensive strategic review. This Member driven review gave CFI staff a firm direction on how our resources should be focused over the coming years.

Following the strategic review CFI has developed a new mission statement and vision. To fulfill this mission CFI has developed three strategic initiatives: Product stewardship; Abundant, healthy food and Public policy development. These strategies will ensure that the Canadian Fertilizer Institute is the integrator and leader in the agricultural industry.

The first strategic priority for CFI is to continue to develop CFI product stewardship programs and to assist farmers and the industry to implement them effectively. This priority will include the continuation of the current 4R Nutrient Stewardship program, establishing measured and reported sustainability industry standards, the development and enhancement of new and existing Codes of Practice,

continued support for Transportation of Dangerous Goods and establishing and promoting the safety, efficacy and quality of fertilizer products and new technologies.

The second strategic priority is to fulfill the industry's role in providing abundant and healthy food globally. To achieve this priority, CFI will define its position on global food security and safety and develop a comprehensive strategy to address this position. CFI will establish the scientific basis for fertilizers' contribution to human health, including food safety and security. As we work toward a sustainable future this priority will become increasingly more important. CFI staff will need to set out significant definitions and perimeters to follow in order to communicate the industry's role in meeting the pressing global need for an abundant supply of healthy food.

The International Roots for Growth campaign highlights the important role which fertilizers play in addressing global food security responsibly, efficiently and sustainably. Roots

for Growth will allow for more opportunities for the fertilizer industry to partner with farmers, environmental leaders, agronomists, scientists, and governments to share knowledge, develop further innovations and improve farmers' access to markets, both locally and globally.

Maintaining and increasing agriculture's position on the global political agenda is vital to getting our 4R Nutrient Stewardship system universally adopted. This year, CFI's Vice-President, Strategies and Alliance's Clyde Graham, attended the Rio +20 conference in order to promote the Roots for Growth campaign and the 4R Nutrient Stewardship program. CFI's attendance at these meetings is extremely important. These conferences allow for dialogue with world leaders while bringing awareness of our industries issues to new audiences.

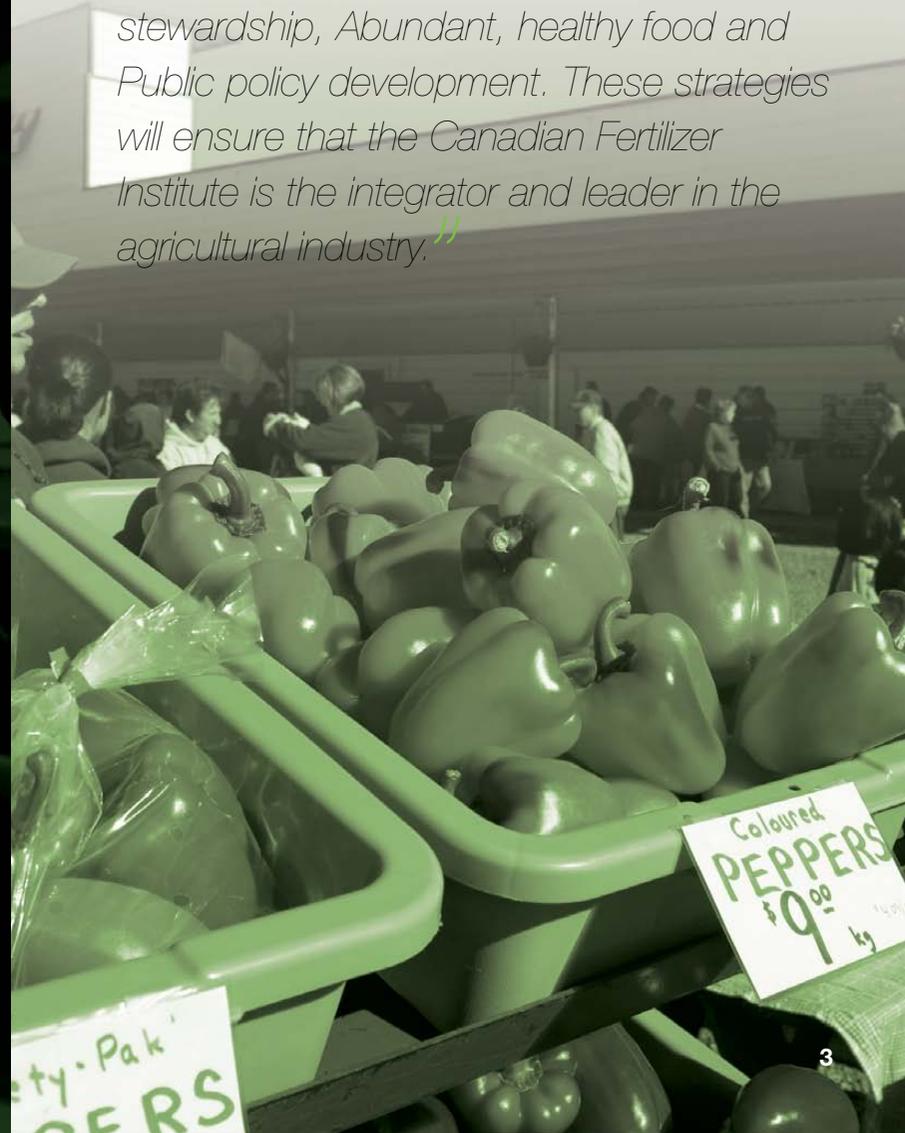
Sustainability is not only about what CFI is doing globally, it is also important to look at the impact that our industry has at the local level. This year CFI was the gold sponsor at the Baskets with Panache fundraising event at the Canada Agriculture Museum. Proceeds from this event enable children with financial or physical challenges in our community to attend the Museum's school programs and summer day camps and have an unforgettable hands-on farm experience.

Since the Conservative Party has won majority in the House of Commons, CFI has worked to strengthen our relationship with Members of Parliament. We are also working on developing a relationship with the NDP party. As we continue our work federally, in shaping public policy and industry regulation it is important that we also forge relationships with Provincial Governments. We have been working with both the Prince Edward Island and Manitoba governments on Memorandums of Understanding for official adoption of the 4Rs. Gaining provincial recognition for the Codes of Practice is also an important milestone CFI is looking to achieve in the 2012/13 year. It is important that all levels of government recognize the value that the fertilizer industry brings to the economy, trade, GDP and employment throughout Canada.

In closing I would like to recognize the leadership that Norm Beug has given CFI over the past year. He is leading our industry in a new and exciting direction. I look forward to the coming year as CFI continues to showcase how fertilizer will feed our hungry planet.

Roger Larson

“Following the strategic review CFI has developed a new mission statement and vision. To fulfill this mission CFI has developed three strategic initiatives: Product stewardship, Abundant, healthy food and Public policy development. These strategies will ensure that the Canadian Fertilizer Institute is the integrator and leader in the agricultural industry.”



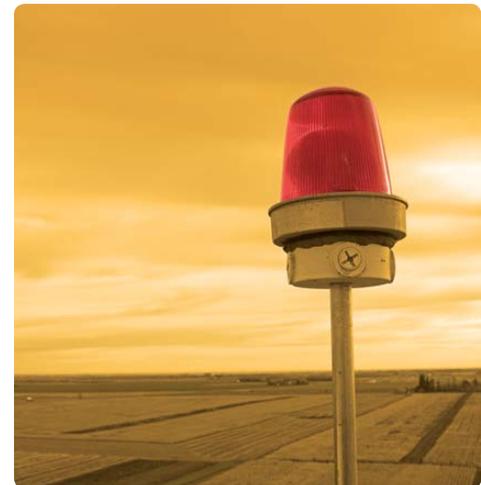
“Setting the standard for the safety and security of fertilizer products”

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.

Fertilizer Safety & Security

FSSC Co-Chairs: Bill McEwen, Agrium , Bob McNaughton, Sylvite Agri-Services

- Bob McNaughton replaced Bruce Hope as the Co-Chair of the FSSC Executive Committee. CFI would like to thank Bruce for his years of service.
- Agri-retailers across Canada who sell anhydrous ammonia received an updated print version of the Code of Practice with a number of amendments in early 2012. The revised Code is also available on the FSSC website. The updated code came into effect May 1, 2012.
- The CFI Board of Directors amended the FSSC Ammonia Code of Practice audit appeals process. Agri-retailers who lose an appeal of a Code audit decision will be eligible for reimbursement of the appeal fee. The reimbursement will be at the discretion of the Code's Appeals Committee's Hearing Panel in the event that the appellant has raised a significant issue, such interpretation of the Code.
- The Board Task Force on Security completed their assessment of the Natural Resources Canada (NRCan) proposed publications on chemicals. The publication lists urea among other common products on a watch list.
- Close to 100 individuals took part in two ammonium nitrate workshops in 2012 – one in St. Hyacinthe, Quebec and the second in London, Ontario. These workshops focused on describing the Ammonium Nitrate Code and its review, the GrowZone online training course, and relevant Federal Regulations. A representative from Natural Resources Canada explained current provisions, and changes to the Restricted Components Regulations. Officials from Environment Canada presented information on the Environmental Emergency Regulations which were recently amended to include ammonium nitrate in the schedule of regulated substances.
- RCMP officer Robert Zwerbny met with CFI to discuss the Suspicious Incident Reporting (SIR) program. Zwerbny asked CFI to assist with contacting chemical manufacturing plants, who deal with products listed on NRCan's restricted components list, which includes ammonium nitrate. He also asked them to join in the SIR program. This program facilitates direct contact with the RCMP in the event of a suspected security threat.



Environment

Environment Committee Chair: Russ Holowachuk, CF Industries Inc. Services

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

- Canadian nitrogen and potash manufacturers reached an agreement with government as well as health and environment groups, such as the Canadian Lung Association, on new base standards for air pollution control. The agreements were reached on a code of practice for potash emissions management and a design standard for NOx abatement equipment.
- Health Canada has been mandated to carry out sector-based industrial assessments of air quality impacts and potential health impacts of industrial emissions and they have identified the fertilizer manufacturing industry as one such sector. Health Canada officials spoke to CFI's Environment Committee on January 26 and asked for volunteers to participate in the study.
- The potash and nitrogen fertilizer sectors opened discussions with the Federal Government on a regulatory approach for achievable reductions in greenhouse gas emissions. The effort will support Environment Minister Peter Kent's goal of a 17 per cent reduction in all Canadian GHG emissions by 2020.
- CFI is working with provincial governments to ensure that the federal plan will mesh with existing and proposed provincial greenhouse gas regulations.
- CFI urged the Federal Government to ensure that a proposed greenhouse gas regulation that will encourage coal-fired electric power plants to switch to natural gas doesn't lead to a long-term rise in natural gas prices. The major lobby effort was supported by a CFI-sponsored impact report developed by Ziff Energy.



Economics

Economics Committee Chair: Darrell Zwarych, The Mosaic Company Services

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

- CFI has asked the Government to maintain their scheduled corporate tax cuts, encourage industry-government partnerships for Research and Innovation as well as immediately implement Railway Service Level Agreements subject to Commercial Dispute Resolution.
- CFI filed a brief to Environment Canada after aligning with key provincial governments, including Saskatchewan, urging greater flexibility in the regulation to ensure that power plants have options other than natural gas for compliance.
- CFI put forward its proposal for a Rail Customer Charter to Jim Dinning, the Government-appointed facilitator who led a six-month process to enhance rail freight service. The Charter outlined CFI's vision for Service Level Agreements (SLAs) backed by Commercial Dispute Resolution (CDR). Kathy Jordison, was CFI's representative during the process. The Railways and the shipping community struggled to find an agreement on how to resolve service problems through service level agreements and a dispute resolution process.
- The Canadian Government has recently lifted most trade sanctions on Myanmar (Burma) that were imposed in 2007. Minister of Foreign Affairs John Baird made the announcement after recent developments in the last few months that showed significant reform in the country. Burma, with a population of approximately 55 million people, is the largest country in Southeast Asia and is an export opportunity for Canadian fertilizer companies.





Nutrients Committee Chair: Doug Beever, Agrium

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.

- The Board of Directors has authorized CFI to negotiate agreements with provincial governments, farm associations and conservation groups to spread 4R Nutrient Stewardship. CFI can provide up to \$150,000 over three years for farmers training and community involvement in each province. Discussions are underway in four provinces.
- CFI, the International Plant Nutrition Institute (IPNI) and The Fertilizer Institute (TFI) have been working together to increase awareness and adoption of 4R nutrient stewardship within the fertilizer industry and on the farm. An update on this was provided at an "Industry Alignment and 4R Nutrient Stewardship Efforts" Lunch and Learn during TFI's Business Marketing Meeting. While each organization carries out individual initiatives, the organizations also work together to ensure an aligned strategic effort.
- 4R Nutrient Stewardship has been officially recognized by the Lake Friendly program in Manitoba as a way to improve water quality in Lake Winnipeg. The Lake Friendly program is financed by municipalities in the Lake Winnipeg region, federal and provincial governments and the Royal Bank's Blue Water program.
- Keystone Agriculture Producers (KAP) and Professional Advisors in Crop Nutrition (PACN) have official endorsement of 4R Nutrient Management in the provinces of Manitoba and Quebec.
- CFI presented to the Senate Standing Committee of Agriculture and Forestry about the 4R Nutrient Stewardship and the Nitrous Oxide Emission Reduction Protocol (NERP). The Senate Committee is using the presentation material as part of their upcoming report on Innovation and Sustainability in Agriculture.
- CFI's online GrowZone training course for crop advisors who will approve 4R Nutrient Management plans under NERP is available online. Participating in the course is free however there is a charge for taking the exam. CFI is confident there will be sufficient agricultural professionals trained in Alberta to allow farmers to undertake NERP projects.

Fertilizer Products Forum (during CFPF) October 19-20, 2011 in Ottawa. The Forum, which is now in its fifth year, had 55 industry representatives in attendance.

- The Canadian Food Inspection Agency has identified the *Fertilizers Regulations* for a comprehensive review as part of an agency wide reform initiative. In a letter to the Canadian Fertilizer Products Forum, Executive Director Tony Ritchie acknowledged the Agency's excellent working relationship with the CFPF and the important progress already underway.

"The Agency acknowledges that the Fertilizers Regulation has remained virtually unchanged for thirty years, and merits review to reflect current market realities and the needs of the regulated sector. In recognition of the strong fertilizer/supplement stakeholder support for CFIA Fertilizer Program modernization, and the momentum generated from the Schedule II review, the Agency has identified a review of the Fertilizer Regulations on a comprehensive basis as a priority."

- Four working groups have been established under the CFPF: Safety, Efficacy, Labelling and Market Access and Definitions and Exemptions.

Products

- Modernization of Schedule II, bio-solids regulation, a dioxin and furan safety standard, product stewardship, bulk blending training and quality standards and electronic filing were among the key issues discussed at the Canadian

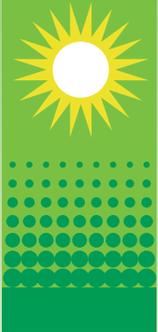
"The Canadian Fertilizer Institute (CFI), the International Plant Nutrition Institute (IPNI), and The Fertilizer Institute (TFI) have been engaging in efforts to increase awareness and adoption of 4R nutrient stewardship within the fertilizer industry, at all government levels, throughout the agri-retail community and on the farm. During the last year, the organizations have launched 4R initiatives aimed at providing the tools and resources necessary to boost 4R knowledge and implementation. Because in the end, it is our industry's responsibility to educate retailers, farmers and the general public on what the 4Rs are, how to implement them into their day-to-day activities and how they can benefit by using this best management practice."

Norm Beug

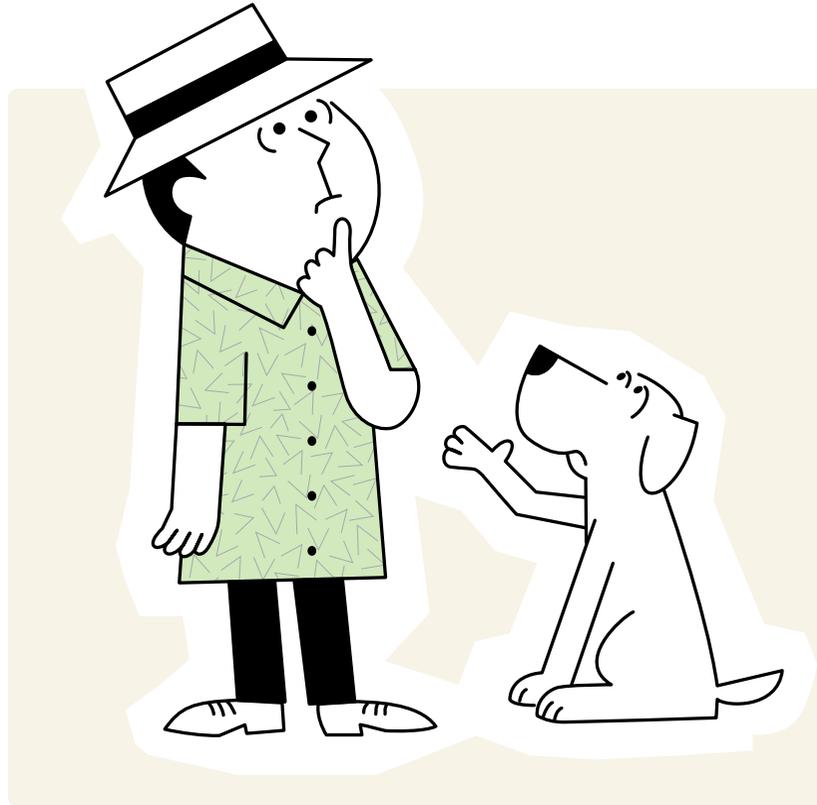
Urban Fertilizer Council

“Use It,
Share It,
Store It”

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



Urban
Fertilizer
Council



Highlights:

- GreenerWorld, CFI's lawn fertilizer education program featuring “Buddy” and his dog “Turf” has reached a total of the equivalent of 12 million households. CFI will be promoting the program with municipalities across Ontario this summer followed by a fall advertising and media relations campaign.
- CFI continues to work within the UFC to lobby the Ontario Ministry of Environment, Stewardship Ontario and Waste Diversion Ontario to remove fertilizer from the program, resolve the programs deficit allocation, and revise the flawed fee structure. CFI and the UFC asked the Ontario Government to remove fertilizers from the program, revise the flawed fee structure and to present a plan resolving the program's deficit allocation.

“Farming 4R Future”

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 next two years to provide matching support for scientific research projects in Ontario, Manitoba, Saskatchewan and Alberta.

Science Cluster

DR. MILES DYCK University of Alberta

The Research Study will be conducted under the direction of a principal investigator appointed by the University (the “Principal Investigator”) who will have responsibility for the scientific and technical conduct of the Research Study. The initial Principal Investigator is Dr. Miles Dyck of the University’s Department of Renewable Resources.

Dr. Richard Farrell of the **University of Saskatchewan** undertook additional Science Cluster research in Saskatchewan focused on both fertilizer and manure, in providing Saskatchewan-specific greenhouse gas reduction factors for Best Management Practices incentive development and adoption by Saskatchewan farmers.

Dr. Mario Tenuta from the **University of Manitoba** is developing Manitoba specific BMPs emission-modifiers associated with improved source of nitrogen fertilizer, rate of nitrogen fertilizer application, timing of fertilizer application and the placement of nitrogen fertilizer.

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 effect of timing and rate of nitrogen fertilizer on grain corn yield potential.

Dr. Robert Coffin 4Rs In Prince Edward Island

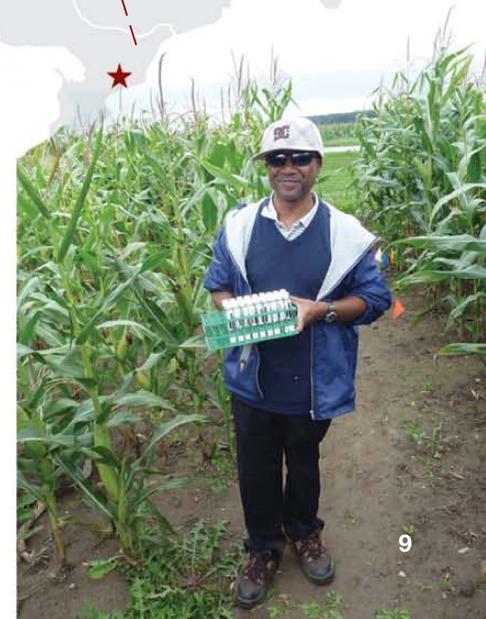
Dr. Robert Coffin of the Potato Consulting Services Inc. was commissioned by CFI to preform 4R research and incentive development to provide evidence of the Best Management Practices to farmers.

Dr. Cindy Grant is currently a senior soil scientist at **Agriculture and Agri-Food Canada's Brandon Research Centre** in Manitoba where she has worked since receiving her Ph.D in Soil Chemistry from the University of Manitoba in 1986. Her research and extension activities focus on management strategies for improved fertilizer use efficiency in cereals and oilseeds in varying environments and cropping systems across the prairies.

- Two researchers from CFI’s Science Cluster have received grants both Federal and Provincial governments for GHG research. The University of Manitoba announced that the Agricultural Greenhouse Gas Program (AGGP) is contributing \$3 million over four years to support this project which will benefit long term sustainable agriculture in Canada. At the University of Saskatchewan, Dr. Richard Farrell secured \$138,000 in funding

from the Saskatchewan Agriculture Department related to greenhouse research.

- CFI has received approval from Agriculture and Agri-Food Canada for its Agricultural Greenhouse Gas Program grant for \$700,000. This four year project is to provide all farmers across Canada with science-based information and advice on how to use best management practices (BMPs) under the 4R Nutrient Stewardship system.



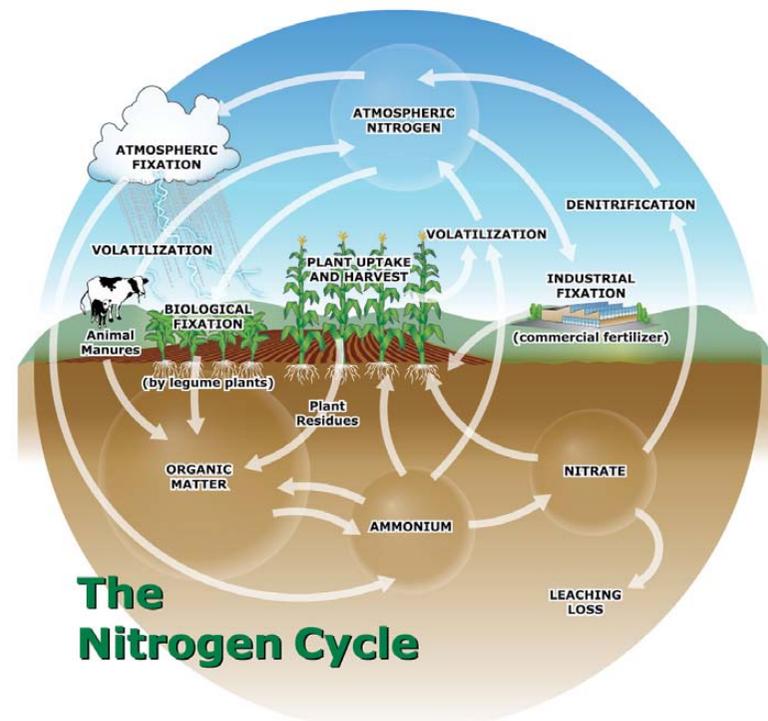
“Turning soil science into an economic opportunity”

The Nitrous oxide Emissions 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.

Nitrous Oxide Emission Reduction Protocol

Highlights:

- CFI launched the online learning course for NERP. The course acts as a study tool for those who plan to become an Accredited Professional Advisor, as well as a reference guide to the NERP protocol on how it can be implemented to reduce on-farm emissions of nitrous oxide (N₂O) in a quantifiable, credible and verifiable way.
- CFI held a web-based NERPinar event on March 29 which focused on accomplishments, applications, and innovations concerning the 4R NERP. The seminar attracted over 50 participants from Canada, the U.S. and Australia, which represented governments, GHG aggregators, CFI and TFI members, the food processing industry and academics. It was a first ever event of its kind for CFI and included presenters Dan Heaney from Random Cross Consulting, Rob Janzen of ClimeCHECK, Lara Moody from TFI, Nick Drew of the Fertilizer Industry Federation of Australia, and Karen Haugen-Kozyra of Prasino Group. This interactive event allowed for question and answer sessions following presentations. The goal was to provide information regarding NERP,



its global potential, where it's currently implemented and next steps. The event was a success and gathered significant feedback from participants. It also allowed for participants to receive a Continuing Education Unit (CEU) credit. CFI is also developing

a Frequently Asked Questions (FAQ) document to provide technical advice in implementing NERP projects.

“We’re growing sustainability™”

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 next two years to provide matching support for scientific research projects in Ontario, Manitoba, Saskatchewan and Alberta.

Sustainability

- 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.
- CFI held a Sustainability Reception in Toronto on March 19, in conjunction with its Legislative Forum. It was attended by over 40 people. Attendance included representatives from diverse groups such as Canadian Feed the Children Foundation, Ontario Federation of Agriculture, Canadian Institute of Food Science and Technology, EverGreen Foundation and ScotiaBank. Speaker John McArthur, an international development economist and Senior Fellow with the UN Foundation, spoke on fertilizers and the situation in Africa. The international video “Roots for Growth”, was showcased at the reception. This event helped to communicate our strategic priority of healthy and abundant food.

ROOTS FOR GROWTH

Roots for Growth is a global initiative whose aim is to raise awareness and share knowledge about the important role which fertilizers play in global agriculture. Led by a network of the world’s leading fertilizer industry associations, Roots for Growth seeks to encourage greater dialogue and to foster further opportunities for partnerships with key stakeholders around the world, including farmers, environmental leaders, agronomists, scientists and governments. Supporting sustainable agriculture means keeping farmers informed, providing training and giving them as many choices as possible to respond to their unique local growing conditions. For their part, fertilizers help farmers feed our growing population by replenishing essential nutrients in the soil after each harvest.

Today, the world’s farmers are already more productive than ever before. Yet over the next 50 years, they will need to produce more food than has been grown in the last 10,000 years combined.



Fertilizers of various types keep soils healthy and fertile and productivity high.

This means using the right source of fertilizer - at the right rate - at the right time - and in the right place.



In the last 50 years, the human population has doubled.

Without modern agriculture we would only be able to feed our current population.



Food grown with fertilizer is nourishing billions of people and helping improve their diets every year.

one third of the world’s food is supplied by fertilizer

Over the last year, several strategic planning sessions took place in order to develop strong messages, and a plan to emphasize them to the world.



one farmer feeds 126 people

www.rootsforgrowth.com

Events BListing

66th Annual Conference

August 22-24, 2011
Victoria, British Columbia

Atlantic Fertilizer Council Annual Conference

September 13-16, 2011
Moncton, New Brunswick

Communications Workshop

November 1-3, 2011
Berlin, Germany

Canadian Fertilizer Products Forum Conference

October 19-20, 2011
Ottawa, Ontario

Provincial Legislative Forum

March 19-21, 2012
Toronto, Ontario

GrowCanada®

November 28-December 1, 2011
Winnipeg, Manitoba

TFI/CFI/IPNI Industry Alignment

**& 4R Nutrient Stewardship
Lunch & Learn**
February 8, 2012
San Diego, California

Parliamentary Forum

April 24-26, 2012
Ottawa, Ontario

2011/2012 Major Events

Highlights:

- CFI's 66th annual conference took place on August 21-23, in Victoria, BC, and was a tremendous success. Approximately 145 delegates attended the conference. The CFI Annual Conference was preceded by the North American Transportation Forum with 84 people in attendance.
- The Atlantic Fertilizer Council held their annual meeting in Moncton, New Brunswick, September 16-19. The presentations had a heavy focus on the 4R Nutrient Stewardship programs that are underway in Prince Edward Island, Manitoba and the United States. Prior to the conference CFI staff met with PEI officials to discuss the MOU, and visited Dr. Robert Coffin's test plots.
- The flexibility of 4R Nutrient Stewardship was showcased at the GrowCanada Conference in Winnipeg, as a CFI sponsored panel discussed how the 4Rs can be adopted for lawns and gardens as well as reducing greenhouse gas emissions on Canadian farms. Karen Stephenson of Scotts Canada explained how CFI's Urban Fertilizer Council has now reached seven million potential readers in Canada with the Greener World Campaign. Dr. Mario Tenuta from the University of Manitoba updated his progress in refining the contribution the 4Rs can make in reducing emissions of the greenhouse gas nitrous oxide. Dr. Tenuta said that based on his nitrous oxide research, partly financed by CFI, N₂O emissions could be reduced by as much as 50 per cent – double previous estimates. Curtis McRae, from Keystone Agriculture Producers, gave his views on how to get farmers to adopt the 4Rs and suggested the Internet is becoming a key tool to reach farmers.
- CFI held its annual Parliamentary Forum on April 24-26, 2012 in Ottawa. During the Forum the focus was on meetings with the Environment,



CFI DELEGATES AT THE ANNUAL CONFERENCE ▲
CFI LOBBY EFFORTS ON PARLIAMENT HILL ▶

Nutrients, Products, and Statistics Committees and Federal bureaucrats. In addition, CFI met with several key Members of Parliament and the Senate to discuss issues facing the industry. On April 25 a luncheon on Agri-Sustainability was held in the Parliamentary Dining Room on Parliament Hill. The luncheon was attended by over 20 MPs. Heather Johnston of Canadian Feed the Children presented on the background of her organization and how they and the Canadian fertilizer industry may be able to collaborate.



2011 Award of Merit

*Each year, CFI staff recognizes individuals who have rendered exceptional service to the industry on a specific project or issue. In 2011 CFI recognized two individuals: **Tom Kenny**, Westcan Bulk Transport and **Bob McNaughton**, Sylvite Agri-Services.*



Tom Kenny's rise to fame is a story-book case, from owning two trucks leased to Matchett Trucking some 20 years to CEO of Westcan Bulk Transport, a division of the private equity firm, TriWest. But it is Tom's crusade for excellence and his consistent professional support of CFI activities that he is being presented with our President's Merit Award.

Tom's longstanding involvement in CFI consists of active membership in the Transportation of Dangerous Goods Subcommittee and as well as a number of related working groups dealing with such issues as carrier evaluation protocols and driver training for haulers of anhydrous ammonia. Tom has also shown consistent dedication to the annual Nutrients for Life golf tournaments.

Two years ago Tom was featured as a speaker on fatigue management at the North American Fertilizer Transportation Forum. He has become the country's leading proponent of driver fatigue management with a cutting edge program that sets a gold standard for North America. Tom shared this knowledge and proficiency over the last year as CFI worked with Transport Canada and provincial ministries of transport in our application for an exemption from the federal trucking hours of service rules. The application was a success with ministerial approval of the exemption last year, on the condition that CFI establish an online fatigue management training program. Once again Tom shared his expertise and program material for the training course, and helped CFI to develop an economical and straightforward online training unit, which is on CFI's GrowZone website.

Bob McNaughton is Vice President

of the Sylvite Group of Companies and President of Sylvite Agri-Services Inc. He has been active in the farm supply business since 1974 when he graduated from Centralia Agricultural College. Bob is past



chairman of the Canadian Association of Agri-Retailers, and past-President of the Ontario Agricultural Retailers Association. He is also out-going chair of CFI's Ammonium Nitrate Task Force and is now co-chair of the Fertilizer Safety and Security Council.

Bob's patience, diplomacy and product knowledge was critical during his tenure as chair of our Ammonium Nitrate Task Force. Under Bob's leadership, CFI's Ammonium Nitrate Code of Practice and related program were revised, scrutinized by government and media, undergone a third party audit, and made a condition of CFI membership. Working behind the scenes, Bob was particularly instrumental in CFI's successful handling of dozens of media inquiries and interviews. First in the wake of the June, 2006, counter-terrorism raids in and around the Greater Toronto Area that resulted in the arrest of the "Toronto 18", and again last year following suspicious

sale of ammonium nitrate at Vineland, just prior to the G8 and G20 summits.

It is for these outstanding contributions that Bob received this award and we look forward to his on-going leadership as co-chair, with Bill McEwen of Agrium, of the Fertilizer Safety and Security Council.

Recognition of 25 Years of Service



2011 marked Roger Larson's 25th year as an employee at CFI. Hired in 1986 as the Director, Policy Committees, Roger successfully developed a program to establish a de minimis benchmark for rail tank car TDG standards. Since that time, Roger has grown with the association, and since 1998 has led CFI as the President. The industry thanked Roger for his leadership, commitment and passion for the fertilizer industry.

Leadership

CFI currently has 39 active members, 7 affiliate members and 17 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.

The Board has several 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 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.



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CANADIAN FERTILIZER INSTITUTE
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Back row left to right: Catherine, Yelena, Lauren, Clyde, Monique, Dave, Roger, Kristian. Front row: Elizabeth, Tanya, Robert, Kathleen.

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