

Fertilizer: growing solutions to sustaining 9 billion



CANADIAN FERTILIZER INSTITUTE
INSTITUT CANADIEN DES ENGRAIS

2013 Annual Report

We're Growing Sustainability®:

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.

Throughout this report sustainability objectives will be highlighted to provide an overview of CFI's economic, social and environmental performance for the past year.

This report aims to meet CFI's sustainability objectives by showcasing that:

- We base our decisions and actions on sound science
- We promote best practice on-farm nutrient stewardship
- Our products are safe, environmentally responsible and effective
- Our production, distribution, handling and transportation of products is safe, secure and 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



Canadian Fertilizer
Products Forum



Forum canadien sur
les produits fertilisants

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Chairman's Letter



Norman Beug
*CFI Chairman,
The Mosaic Company*

Fellow members,

In my second term as Chairman of the Board, I have had the pleasure of being involved with many ground-breaking developments at the Canadian Fertilizer Institute (CFI). I joined the board at our conference in 1988 and over the last 15 years it has been my privilege to have served on the board as chairman twice, first with a predecessor company IMC.

We have seen dramatic changes in the challenges our industry faces and have worked towards addressing these challenges by providing the necessary support to our members' interests.

Over the last year, I focused on the value of partnerships with our stakeholders. Through a series of provincial Memorandums of Understanding across Canada, CFI has established partnerships with key leaders in the agricultural sector. I was able to attend signings in Grand River, Ontario and Charlottetown, PEI. Other major agreements were reached in Alberta and Manitoba. CFI's proactive engagement and advocacy has brought 4R Nutrient Stewardship Best Management Practices to farmers in all major agricultural regions. In the next year, CFI and its partners will work to develop further

science which will support the value of 4R Nutrient Stewardship at the farm level.

The Federal Government's Rail Freight Service Review culminated in the Fair Rail Freight Service Act, brought forward this past year. CFI has been pushing for a back-stop that would require the railways to commercially negotiate service terms through a Service Level Agreement. The Bill passed through the House of Commons and Senate, and in June received Royal Assent. This legislation is an important step forward, balancing the needs of small and large shippers and the railways.

In 2012, we celebrated the 50th anniversary of potash mining in Canada. To commemorate this milestone and the role of the Canadian fertilizer industry in feeding the world, CFI together with Agrium, The Mosaic Company and the Potash Corporation of Saskatchewan funded a 1500 square foot permanent display at the Canada Science and Technology Museum. Potash: Feeding the World, offers meaningful education to younger generations on Canada's rich potash deposits and their essential role in the production of food on a global scale.

During my time with CFI, I have witnessed much success, development and growth. CFI should take pride in itself for providing world class programs to members, retailers and farmers through its product life-cycle approach. It has been a pleasure to watch long sought after goals come to light. The opportunities that will unfold at the Institute over the coming years will surely be revolutionary. I wish my colleagues and staff all future success.



President's Report



Roger Larson
CFI President

Dear CFI Members,

Over the last several years, CFI has developed many strategic alliances, received numerous government grants and worked to ensure our industry's needs were being met. 2012-13 was an outstanding year of executing new programs and leveraging existing ones.

CFI's Farming 4R Future initiative has brought new partnerships with provincial governments and stakeholders. One of CFI's greatest achievements this year was the signing of 4R Nutrient Stewardship Memorandums of Understanding (MOUs) and partnership agreements with Manitoba, Alberta, Ontario and Prince Edward Island. Prince Edward Island was the first province to enter into an MOU with CFI. This agreement sets out specific elements between the Government of PEI and the fertilizer industry, including a commitment by CFI to provide financial support of \$150,000 over three years to deliver the MOU's objective, ensuring 4Rs are effectively communicated to farmers. The Government of PEI and CFI are working in partnership with other signatories to support the adoption of sustainable 4R Nutrient Stewardship Systems. CFI continues to develop



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similar agreements with other provinces and stakeholders.

As we move into 2013-14, CFI will be expanding research on 4R Nutrient Stewardship through the North American 4R Research Fund. This will lead to significant additional funding from governments and is aimed at measuring and evaluating the economic, social and environmental impacts of 4R Nutrient Stewardship. This increase in science will further support CFI's provincial 4R agreements and will work towards building momentum and increasing adoption of fertilizer Best Management Practices under 4R Nutrient Stewardship. We should be proud of what we have accomplished, but there is still more work to be done in this area.

CFI achieved recognition in the Lobby Monitor being identified as among the 20 most active lobbyists in Canada for 2012 based on reportable meetings with Designated Public Office Holders. CFI was listed at number 12 overall with 167 contacts with Designated Public Office Holders and 66 meetings. We are very pleased with this progress.

The Canadian industry has always been ahead of the curve when it comes to the safety and security of our products. Through

the Fertilizer Safety and Security Council (FSSC), the fertilizer industry has spearheaded a wide range of safety and security initiatives and training programs to manage the risks of fertilizer products throughout their life cycle. Over the last year, CFI worked to strengthen the Agricultural Ammonium Nitrate Code of Practice through a formal audit. Then, in April 2013, the safe and secure handling of our products at retail facilities was called into question as a result of a fertilizer facility explosion in West, Texas. A thorough review of the Code was conducted and additional details were added to provide increased clarity to its safety requirements.

CFI received numerous Canadian media inquiries about how our products are handled and what our industry is doing to protect Canadians. CFI focused on communicating the importance of our Codes of Practices and training programs. I am proud to work for an industry that is both committed to, and invested in, the security and safety of Canadians and at the company level from CEOs to front-line staff. CFI must continue to be innovative and industry-leading, and ensure our programs continue to promote the safe and secure manufacturing,

handling, storage, transportation and application of commercial fertilizers. We must also work to protect employees, transportation workers, first responders, farmers and the general public from risks due to accidental release, criminal misuse, or environmental emergencies involving fertilizers.

Over the last year, I worked with our executive to build our organization. We have redefined our administrative structure, added strength in science, refocused technical and engineering efforts, improved communications outreach, and added to our donated resources to Nutrients for Life programming. Our new team is starting to deliver significant results — increased adoption of 4R Nutrient Stewardship, successful rail legislation, Codes of Practice, our leading role in an international communications strategy and delivery of measurable NFL programs.

CFI remains committed to educating Canadians about our product's life-cycle and the essential role it plays in society. By working together with stakeholders throughout Canada, North America and internationally our industry is protecting our social licence to operate.



FERTILIZER SAFETY & SECURITY



Fertilizer Safety and Security Council

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

Where Stewardship Grows

“Leading a safe and secure Canadian fertilizer industry through industry-led, world-class Codes of Practice and training programs.”

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, agri-retailers, carriers and first responders.

Anhydrous Ammonia

- The FSSC is now more actively measuring and assuring the level of compliance

with the Anhydrous Ammonia Code of Practice through independent Quality Assurance and Quality Control (QA/QC) audits. Quality Assurance and Quality Control is now a high priority of the Council. By ensuring that facilities are meeting the requirements of the Ammonia Code, between the mandated audits, the FSSC can better ensure the safety and security of agri-retail facilities and the excellence of the program.

- In consultation with the first responders community and Transport Canada, the FSSC developed an online Anhydrous Ammonia Training Program,



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In consultation with the first responders community and Transport Canada, the FSSC developed an online Anhydrous Ammonia Training Program

to provide first responders with the information and training they need to safely handle an incident involving anhydrous ammonia. This free course is available through GrowZone.

Ammonium Nitrate

- Over the last year, CFI worked to strengthen the Agricultural Ammonium Nitrate Code of Practice through a formal audit. In April, our industry faced the West, Texas fertilizer facility explosion. In light of this, the FSSC revised the existing Agricultural Ammonium Nitrate Code of Practice to assess, implement and incorporate industry safety oriented measures and regulations. The intention of the revision is to assist shippers, sellers, handlers and end-users of ammonium nitrate to be aware of and conform to the legal requirements within federal regulations. The draft Code was approved by the Board in June and will be implemented on January 1, 2014. Auditors will begin training on the revised Code this year and agri-retailer

sites across Canada must be in compliance when the Code comes in to full force by the end of 2015.

North American Product Safety and Security

- CFI is supporting the Agriculture Retailers Association (ARA) and The Fertilizer Institute (TFI) in the development of a similar Code of Practice for the safe distribution and handling of ammonia and ammonium nitrate in the United States.

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Sustainability Report:

Anhydrous Ammonia Awareness for First Responders

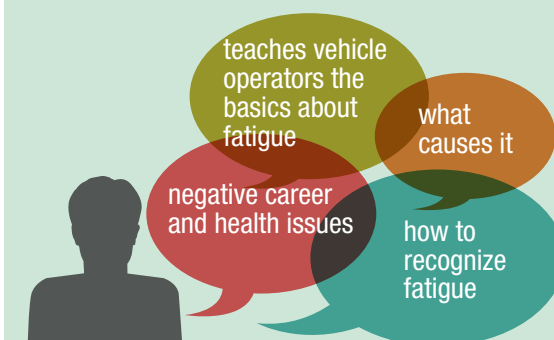
The anhydrous ammonia training program provides emergency responders with the information and training they need to safely deal with anhydrous ammonia and is intended to provide helpful information regarding emergency response awareness for this product.

Ammonia safety

There are currently 435 sites (as of June 30, 2013) that have demonstrated full compliance (100% of membership).



Compliance with the Code ensures ongoing safety for employees of the agri-retailer as well as those who transport and handle anhydrous ammonia.



Driver fatigue

training course

REGISTERED 562 2011 310 2012

Ammonium Nitrate Security

The course provides agri-retailers who sell ammonium nitrate with critical information regarding the security measures which are now a legal requirement

96 REGISTERED



ECONOMICS



Chair: Brian Mark, PotashCorp

“Canada was formally accepted into the Trans-Pacific Partnership trade negotiations, which is one of the largest and most ambitious in history”

- Canada was formally accepted into the Trans-Pacific Partnership trade negotiations, which is one of the largest and most ambitious in history. CFI’s policy is to promote the importance of international trade to the economic growth and success of the Canadian fertilizer industry with a goal of achieving consensus on a high-level trade policy that will help advocate the Canadian fertilizer industry’s interests within existing and future trade negotiations.
- The Fair Rail Freight Service Act came out of the Federal Government’s Rail Freight Service Review that began in 2008. CFI has advocated for a mechanism that would force the railways to commercially negotiate service terms through a Service Level Agreement or arbitration. The Act has been passed and received Royal Assent. This legislation is an important step forward, and CFI will work to build stronger partnerships with the railways and the Government.
- CFI has been appointed as an Intervener with the Canadian Transportation Agency against the imposition of an unreasonable tariff (Tariff 8, Item 54) being used by Canadian Pacific Railways on the movement of Toxic Inhalant products, including anhydrous ammonia. This Tariff would limit the liability of the railway by shifting responsibility to the shipper except in cases where the railway is found to be 100 per cent negligent. CFI’s submission to the Canadian Transportation Agency (CTA) was accepted and CP cannot limit its liability to the shipper for movement of Toxic Inhalant products unless there is a written agreement. CFI is currently working in conjunction with other interveners in responding to CP’s submission.

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Nutrients

Co-Chairs: Doug Beever, Agrium; Brian Kenyon, Yara

“Fertilizer is responsible for nearly half of the world’s food supply, and it is the most important crop input used by Canadian farmers.”

4R Nutrient Stewardship

Over the past several years, CFI has played a lead role in developing the Right Source @ Right Rate, Right Time, Right Place® framework for crop nutrient Best Management Practices (BMPs). The 4R Nutrient Stewardship System is an innovative and science-based approach that offers enhanced environmental protection, increased production, increased

farmer profitability and improved sustainability. 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.

This year, CFI fulfilled the objective to enhance understanding, adoption and promotion of 4R Nutrient Stewardship by:

- **North American 4R Research Fund**
The North American fertilizer industry has pledged \$7 million to fund a multi-year research effort aimed at measuring and evaluating the economic, social and environmental benefits of 4R Nutrient Stewardship. The Fertilizer Institute (TFI), the Canadian Fertilizer Institute (CFI) and the International Plant Nutrition Institute

(IPNI) announced that the fund will support U.S. and Canadian 4R research projects in partnership with land-grant universities, watershed stakeholders and government agencies, as well as through industry initiatives.

Twenty per cent of the funding will be allocated to Canada. For CFI this effort will mean strategic management of committees responsible for decision making and final selection for research programs. The 4R Research Fund aims to:

- Quantify potential environmental, economic and social impacts resulting from combinations of source, rate, time and place decisions.
- Develop and populate scientific information that will enable use of 4R data in modeling tools used by federal and state agencies.

NUTRIENTS & PRODUCTS



- Integrate, publish and share new research results and pre-existing knowledge to substantiate to stakeholders that practice changes will provide genuine environmental, social and economic benefits. Stakeholders include farmers, the fertilizer industry, extension, researchers, regulators, policy makers, the food industry, and consumers.
- **Two 4R Nutrient Stewardship Online Training Courses available through GrowZone**
 - A three part course takes an in-depth look at the principles, practices and planning required to develop and implement a 4R Nutrient Stewardship plan on the farm.

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Sustainability Report:



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- A condensed course provides an introduction to 4R Nutrient Stewardship for farmers, agronomists, students and others interested in sustainable nutrient management.
- Students wishing to obtain a certificate of completion and/or CCA CEUs must complete all of the section's quizzes.
- All CFI Staff are fully 4R Certified.
- **Science Cluster**
CFI Science Cluster is funding research into reducing greenhouse gas emissions by using 4R Nutrient Stewardship on Canadian farms. The Science Cluster provides funding support for scientific research projects in Ontario, Manitoba, Saskatchewan, and Alberta. The Science Cluster is gaining farmer and government recognition. Ultimately, we are hopeful this research work will be a component of a realistic compliance program for all fertilizer industrial emissions.
- **Dr. Miles Dyck** — University of Alberta
- **Dr. Richard Farrell** — University of Saskatchewan
- **Dr. Mario Tenuta** — University of Manitoba
- **Dr. Claudia Wagner-Riddle** — University of Guelph
- **Other Researchers:**
- **Dr. Robert Coffin** — Potato Consulting Services Inc.
- **Dr. Cynthia Grant** — Agriculture and Agri-Food Canada

Products

Chair: Jim Jenkins, Agrium

Canadian Fertilizer
Products Forum



Forum canadien sur
les produits fertilisants

- The Canadian Fertilizer Products Forum (CFPF) annual conference continues to play a critical role in maintaining a positive working relationship with the Canadian Food Inspection Agency (CFIA). During the 2012 CFPF conference participants discussed the removal of efficacy quality requirements for fertilizer products from the CFIA's mandate. CFI will continue to work with CFIA and industry partners on regulation requirements for all fertilizer products.

CFI will continue to work with CFIA and industry partners on regulation requirements for all fertilizer products.

- CFI has finalized a fertilizer Bulk Blend Quality Control Manual. This manual is designed to help both the producer and the blender with quality control problems of blended, solid fertilizers.



Stewardship Today, To Feed Tomorrow

www.farming4Rfuture.ca

This year, CFI officially launched Farming 4R Future, home to national and regionally specific tailored 4R Nutrient Stewardship initiatives. 4R Nutrient Stewardship was established in cooperation with government, researchers, farmers, and the public and helps farmers apply nutrients using four key pillars for fertilizer application: the Right Source @ Right Rate, Right Time, Right Place®. This science-based approach is about empowering farmers to utilize the 4R Nutrient Stewardship framework to improve the use of fertilizers on farm land, create greater crop yields and ensure the surrounding environment will remain healthy for the use of generations well into the future.

More details and developments on the Farming4RFuture initiative can be found at www.farming4Rfuture.ca.

Farming4RFuture.ca provides producers across Canada with a platform to access information/educational materials on economic benefits of using 4R Best Management Practices (BMPs) for the application of fertilizer and other crop nutrients, while collecting technical data from farmers, as well as their views concerning 4R challenges and opportunities.

Farming 4R Climate — National:

- Farming 4R Climate provides agriculture sector members across Canada with a forum to discuss 4R BMPs and make available tools and advice on how to use BMPs under 4R Nutrient Stewardship. This project is the result of a \$700,000 investment CFI received from Agriculture and Agri-Food



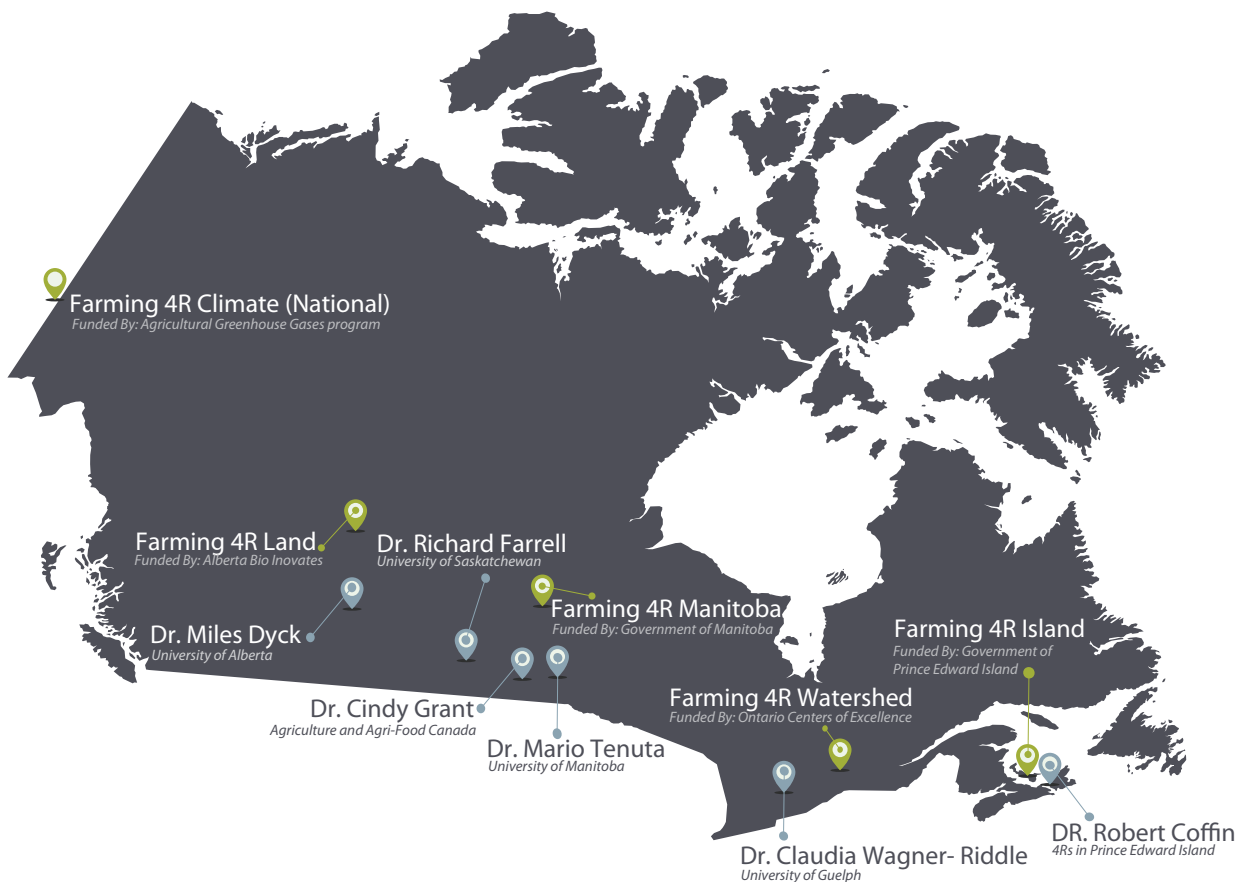
Canada to promote greenhouse gas mitigation in fertilizer application using the 4R Nutrient Stewardship system. This project is supported through the Agricultural Greenhouse Gases Program (AGGP).

Farming 4R Watershed — Ontario:

- Water quality is a vital issue for the 39 municipalities and one million residents living in the Grand River Watershed. This region of Ontario also represents

Farming 4R Future





some of the province's most viable and productive farmland. Land use and water quality concerns are a shared priority across the Province of Ontario and the global community. Farming 4R Watershed is a rural-urban partnership that helps protect water quality in the Grand River Watershed and supports the sustainable intensification of agriculture in the region.

- CFI hosted a series of 4R Nutrient Stewardship workshops across Ontario which provided participants with tailored 4R agronomic advice, access to expert Dr. Tom Bruulsema of the International Plant Nutrition Institute and allowed producers and CCAs to provide feedback on the 4R planning approach.

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Sustainability Report:

CFI engaged 175 agronomy / technical experts across the country.

Some of the preliminary findings identified that about 80% were familiar and supportive with CFI's 4R AGGP Program, and many could identify and name at least two to three of the 4Rs.



175



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Farming 4R Island — Prince Edward Island:

- CFI recognizes the need to find solutions to reduce nitrate water contamination in Prince Edward Island (PEI) and identified sustainable nutrient management planning as an important component in protecting PEI's drinking water sources.
- PEI gets 100 per cent of its drinking water from groundwater, which makes it unique in comparison to other regions. Agriculture plays an important role in the local economy and culture.
- PEI was the first Canadian province to sign a 4R Nutrient Stewardship Memorandum of Understanding. The Government of PEI and the fertilizer industry are working in partnership with other signatories, including local farm and watershed groups, to support the

adoption of sustainable 4R Nutrient Stewardship Systems.

Farming 4R Land — Alberta:

- The program emphasizes collaboration with stakeholders in the agricultural industry and advocates the use of the Nitrous Oxide Emission Reduction Protocol (NERP) for the Alberta Offset System.
- Consultation and collaboration with Alberta-based growers has been a priority during the Farming 4R Land project. A series of webinars focused on helping farmers in this region adopt the 4R framework. Dan Heaney, 4R agrologist, led several sessions and presented to farmers and agri-retailers about the end result of applying the right source at the right rate, time, and place and how it improves economic performance.

- Josie Van Lent-Staden is a Mannville, Alberta 4R farmer Advocate. Josie knows how important using 4R Nutrient Stewardship can be for her cropping system, and has offered her knowledge and experience to educate Alberta growers on the importance of being economically efficient and sustainable in farming practices.

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Sustainability Report:

4R Nutrient Stewardship

Five crop producers in Prince Edward Island have committed a minimum of 40 acres of their farm land to 4R Nutrient Stewardship. This demonstration farm program requires producers to complete a 4R Nutrient Stewardship Plan for the 2013 growing season for a return of \$1,500. These demonstration farms will be available for tours, research and promotion highlighting the impacts of 4R Nutrient Stewardship on farm

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Sustainability Report:

| | |
|------|--|
| 4Rs | The implementation of NERP is directly linked to the uptake of 4Rs, providing both economic and environmental returns to participating producers. |
| NERP | The implied net benefit of adoption of NERP practices is material, and could range from \$9/acre to about \$87/acre according to a Farming 4R Land study. |
| \$ | While NERP practices are likely to increase costs, they tend to generate revenues that exceed the additional costs. In no case were the margins over fertility cost higher under the baseline than under the NERP scenarios. |

Alberta Farmers, who attended FarmTech 2013, in Edmonton were surveyed on their '4R Performance Level'.

Source:

- 5% of respondents are currently applying a type of advanced Nitrogen fertilizer.
- 80% would consider using at least one of the products that were listed [examples include Controlled release, Nitrogen Inhibitor and Stabilized Nitrogen].



Rate:

- 60% soil test annually — Those who are not annually soil testing stated economics, consistency of results with soil testing every 2–3 years and time management as the main reasons for testing less often.
- Tissue testing was not only the most common in-season technology that is currently employed on the farm but it was also identified as the practice producers are most likely to implement in the future.



Time:

- 83% who apply their nitrogen fertilizer in the fall wait until the soil cools [10°C or lower] before applying.
- 80% are applying their fertilizer in the spring either at seeding or pre-planting and less than 5% are applying only in the fall.



Place:

- 66% said they are applying their fertilizer in side-band or mid-band. Of those that are currently not banding or injecting their fertilizer, 70% said that they would consider doing so in the future.



Other findings:

- 63% have a nutrient management plan in place for their fields.
- 74% work with an Agronomic service provider.

Farming 4R Manitoba — Manitoba

- Farming 4R Manitoba is the result of a 4R Nutrient Stewardship agreement

with the Government of Manitoba and the Keystone Agricultural Producers Inc. in partnership with CFI. The objective is to link the province's goals for environmental action and agricultural sustainability with improved fertilizer use. Manitoba is the first prairie province to sign an agreement on nutrient management, adoption and impact measurement.

- The Canadian Fertilizer Institute has committed \$150,000 in funding over three years to this initiative in order to provide local farms and communities with practical tools to implement Best Management Practices. Watch for:
- An online 4R training program on GrowZone and other materials that will be Manitoba-specific.
- A 4R water and nutrient movement learning station that will travel across the province.
- Workshops on 4R Nutrient Stewardship, including planning with certified professionals.
- Demonstration farms that showcase the impact of 4R implementation.



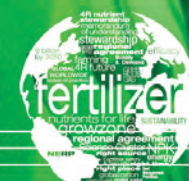


Chair: Russ A. Holowachuk, CF Industries

“CFI has been working diligently with Environment Canada to ensure the proposed regulations provide both environmental benefits and economic certainty”

- Negotiations regarding Greenhouse Gas reduction regulations for Ammonia and Nitric Acid production at Nitrogen fertilizer facilities progressed significantly with agreements in principle for draft regulatory standards for new and existing operations within reach. CFI has been working diligently with Environment Canada to ensure the proposed regulations provide both environmental benefits and economic certainty. Negotiations were on target to be completed during the summer of 2013 with Environment Canada preparing the package to be released early 2014.
- The CFI Environment Committee participated in the consultation regarding the proposed Non-utility Boilers and Heaters Regulation for NOx emissions. CFI expressed its concerns about the additional monitoring and reporting burden considering the emissions from this equipment is minimal. The proposed regulation is expected to be published in the fall of 2013. The Environment Committee will be prepared to review and provide additional comments as required. CFI will also be working with other industry associations to address any common, outstanding issues with the proposed regulation.
- Discussions with Environment Canada regarding greenhouse gas and air pollutant emissions from Potash resumed in May 2013. GHG discussions are expected to continue throughout the rest of the year. The Potash GHG working group is currently reviewing the proposed Code of Practice for fine particulate matter emissions, which stems from the Base-Level Industrial Emission Requirements (BLIERs) negotiations (concluded December 2011). CFI will be meeting with Environment Canada in the fall of 2013 to continue work on the Code, which is expected to be completed by the end of 2013.
- CFI and members have also been engaged in discussions with provincial governments on existing and planned GHG regulations in Alberta, Saskatchewan and Ontario.

ENVIRONMENT



NITROUS OXIDE EMISSION REDUCTION PROTOCOL (NERP)



Turning soil science into an economic opportunity

The Nitrous Oxide Emissions Reduction Protocol (NERP) is intended to reduce on-farm emissions of nitrous oxide (N_2O) in a quantifiable, credible and verifiable way that would allow farmers to earn carbon credits.

- The NERP Training Program is now available through GrowZone. This training course covers the Protocol as it applies to Alberta. Interested Accredited Professional Advisors work through these lessons to prepare for the accreditation exam. These lessons also serve as an excellent way to learn about NERP. NERP Lite, a condensed version of the course, will be introduced to Growzone for those who are interested in a general understanding of the concept.
- The Supplement Information Document for Agricultural NERP represents the

best efforts of the protocol developers to provide supplemental information for users to implement the Quantification Protocol for Agricultural Nitrous Oxide Emissions Reductions. This guide

is designed to provide the user with information on the intent, use and application of Alberta's Offset System Quantification Protocol for Nitrous Oxide Emissions Reductions from Farm Operations Protocol.

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The implied net benefit of adoption of NERP practices are material, and range from \$9/acre - \$87/acre

- Alberta introduced legislation that gives agricultural producers ways to benefit from helping to reduce greenhouse gas emissions — the Alberta Offset System. Producers can earn carbon offset credits by implementing the NERP system on the farm. These carbon credits can then be sold on the offset market.
- The provinces of Ontario and Saskatchewan as well as the Federal Environment Department are considering the use of the NERP in their offset systems.





Chair: Karen Stephenson, Scotts

www.greenerworld.ca

“The Urban Fertilizer Council is seeking to work in cooperation with the Province of Ontario to ensure fertilizer products are not unfairly targeted by this legislation.”

- The Government of Ontario introduced the Waste Diversion Act 2013 on June 6. This would represent a new way of diverting waste in the province of Ontario. The Urban Fertilizer Council is seeking to work in cooperation with the Province of Ontario to ensure fertilizer products are not unfairly targeted by this legislation.
- “Fertilizer is food for soils and plants” is the focus of five GreenerWorld videos. Colourful characters “Buddy” and “Turf”, the focus of a public campaign,

educate the urban audiences on the benefits of applying fertilizer using the Right Source, at the Right Rate, at the Right Time, at the Right Place®.

- Over the next year, the UFC will consider strategies that will leverage existing alliances with agricultural associations and watershed groups in key provinces, and further promote Buddy and Turf and the use of 4R programming for lawn and garden across Canada.

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URBAN FERTILIZER COUNCIL



2012 Honourary Member

Each year, CFI recognizes individuals who have rendered exceptional service to the industry. In 2012, CFI recognized two individuals, Bob Whitelaw and Dave Finlayson.

Bob Whitelaw

For 46 years Bob Whitelaw dedicated himself to the fertilizer industry. Deeply committed to supporting all associations, Bob served on and gave his time to build a stronger industry. As a result, Bob gained the respect of all of his industry peers on all levels including: manufacturing, distribution, and agri-retailers.

As an industry leader Bob was a member of the Board of Directors for CFI, and contributed and supported the TFIO, WFCDA-CAAR, QFMA(PACN), AFI, and WCFA. With his support, Bob was critical to building and reshaping the Canadian organization that defends the interests of the industry.

Bob served on the CFI board of directors for 16 years, from 1985–2001. During these 16 years, he created and served on several CFI Committees including the Insurance Committee, Public Affairs Committee and was the Chairman of the Board. As Chair, Bob was instrumental in leading the growth of the CFI that we see today.

Bob was a forward thinker, and supported CFI in the establishment of the Environmental Affairs Committee. With Bob's



Bob Whitelaw and Norman Beug

support and guidance the committee completed “The Role of Fertilizers in Sustainable Agriculture and Food Production” publication.

One of the most notable aspects of Bob's career is that he was always mentoring those who worked for him, and he never hesitated to give his best to those who asked for help or advice. Bob operated successfully by working with the very best people

he could find. He knew that the accomplishments of the industry, and of himself, were based on the commitments of staff — and always remembered and honoured their importance.

CFI members would like to congratulate Bob for a long, successful career — and thank him for the contributions that he made to make the fertilizer industry what it is today.





Dave Finlayson and Roger Larson

Dave Finlayson

Dave Finlayson worked at the Canadian Fertilizer Institute for 14 years, joining the association in 1999 as Vice-President, Science & Risk Management. Dave was responsible for agronomic science, environmental and transportation of dangerous goods issues. He was also the Executive Director for the Fertilizer Safety and Security Council which was established in 2003 by the fertilizer industry to promote the safe and secure manufacturing, handling, storage, transportation and application of commercial fertilizer products.

Dave represented our industry as a Member of the Minister of Transport's TDG Advisory Council. Dave led the develop-

ment of training programs for first responders and fire chiefs who handle fertilizer products. He was critical in the development of relationships with the Fire Chiefs and First Responder communities and associations, who in turn adopted CFI's training programs.

Dave worked tirelessly to implement the world-class Anhydrous Ammonia and Ammonium Nitrate Codes of Practice in Canada. The FSSC has received worldwide recognition of both Codes of Practice, none of which would have been possible without Dave's leadership and vision.

CFI members would like to congratulate Dave for his contributions to the fertilizer industry.

Royal Recognition



The Queen's Diamond Jubilee Medal is given to individuals who have made a significant and tangible contribution to Canada and recognizes outstanding Canadian citizens. This highly recognized medal was awarded to two members of the Canadian Fertilizer Institute staff — Roger Larson, President and Clyde Graham, Vice-President of Strategy and Alliances. The Grain Growers of Canada, a partner organization of CFI, nominated both Roger and Clyde for their dedication to the Canadian agriculture industry and in particular the fertilizer industry. Roger has worked tirelessly on the transportation file, demanding our members receive fair rail service. Clyde was instrumental in bringing the 4R Nutrient Stewardship program to Canada. With feeding a growing population increasing on the global agenda, both Roger and Clyde will continue to promote the fertilizer industry in Ottawa, Canada and around the globe.

2012-2013 Major Events



- **CFI's 67th Annual Conference** took place on August 21, 2012 to August 23, 2012 at the Queens Landing Hotel in Niagara-on-the-Lake, Ontario and was a great success. Approximately 150 delegates attended the conference and had the chance to network, and hear industry presentations with a focus on sustainability and market outlook. During the Annual Conference the 5th Annual Nutrients for Life Golf Tournament took place. Delegates who took part in the Golf Tournament helped to raise approximately \$7,500 for Nutrients for Life Foundation which is a registered charity dedicated to teaching Canadians how nutrients increase the health and quality of our soil, improve production of nutritious foods and preserve green spaces.



Events Listing

CFI 67th Annual Conference

August 21–23, 2012
Queens Landing Hotel
Niagara-on-the-Lake, Ontario

The GrowCanada 2012 Conference

November 27–29, 2012
Westin Hotel, Ottawa, Ontario

The FarmTech Conference

January 29–31, 2013
Edmonton Expo Centre
Edmonton, Alberta

CFI Annual Legislative Forum

April 9–10, 2013
Regina, Saskatchewan

7th Annual Baskets with Panache Fundraising

June 19, 2013
Canada Agriculture Museum
Ottawa, Ontario

Canada's Farm Progress Show

June 19–21, 2013
Regina, Saskatchewan

4R Nutrient Stewardship Summit

June 25–26, 2013
Des Moines, Iowa





- **The GrowCanada 2012 Conference** was hosted at the Westin Hotel in Ottawa, Ontario from November 27–29, 2012. CFI, a GrowCanada partner, attended the event and joined Canada's leading agricultural thinkers to discuss the future of Canada's home-grown sector and learned what it will take to secure Canada's place on the global agricultural stage.
- **The FarmTech Conference** Canada's premier crop production and farm management conference, occurred from January 29–31, 2013 at the Edmonton Expo Centre in Edmonton, Alberta.

CFI attended the event and introduced current projects and initiatives of the Canadian fertilizer industry.

- **CFI Annual Legislative Forum**, held on April 9–10, 2013 in Regina, Saskatchewan. Twenty-five delegates met with key officials from the Saskatchewan Legislature and participated in CFI committee meetings.
- **The 7th Annual Baskets with Panache Fundraising** event took place on June 19, 2013 at the Canada Agriculture Museum in Ottawa, Ontario. CFI is the





proud gold sponsor for this unique fundraising event. This year \$31,000 was raised to bring disadvantaged children to the Canada Agriculture Museum.

- **Canada's Farm Progress.** As the country's largest trade show, Canada's Farm Progress Show is a dry land farm technology show that annually attracts 45,000 visitors from around the globe. This year's show was from June 19–21, 2013 in Regina, Saskatchewan. CFI attended the event to help teach visitors about 4R Nutrient Stewardship and the progress it has helped make in Canadian agriculture.
- **4R Nutrient Stewardship Summit** CFI, The Fertilizer Institute (TFI), and the International Plant Nutrition Institute (IPNI) hosted a 4R Nutrient Stewardship Summit from June 25–26, 2013 in



Des Moines, Iowa. The summit provided an opportunity to educate the fertilizer industry and interested stakeholders on a range of issues, and provided an opportunity for individuals to give input and feedback on 4R efforts. The summit also created a platform for stakeholder discussion and engagement on 4R initiatives around North America.





Executives

Norm Beug

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The Mosaic Company

Greg Yont

Vice-Chairman and
Secretary
Agrium Inc.

Board of Directors

Mark Auchampach

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Steve Biggar

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Koch Fertilizer Canada ULC

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Canadian Fertilizer Institute

Hugh Loomans

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Brian Mark

PotashCorp

Jim McEwen

MacEwen Agri-Centre Inc.

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Committees

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The Mosaic Company

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Greg Yont

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Audit Committee

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Steve Biggar

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Planning and Budget Committee

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Agrium Inc.

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Co-Chairs:

Don Kitson

International Raw Materials

Murray Martin

Agrico Canada

Fertilizer: Growing solutions to sustaining 9 billion

CFI currently has 39 active members, 7 affiliate members and 17 associate members. The business and affairs of CFI and 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





Fertilizer: Growing solutions to sustaining 9 billion

CFI Staff

Roger Larson

President

Clyde Graham

Vice-President Strategy and Alliances

Dave Finlayson

Vice-President, Science & Risk Management

Dan Doyle

Director Finance and Administration

Giulia Brutesco

Director Scientific & Regulatory Affairs

Catherine King

Director Programs

Kristian Stephens

Director Stewardship

Robert Godfrey

Director Policy and Government Relations

Monique MacDonald

Senior Manager Finance and Corporate Services

Cassandra Cotton

Senior Manager Communications

Jodi Wyatt

Senior Administrative Assistant

Amanda Giamberardino

*4R Nutrient Stewardship
Project Coordinator*

Elizabeth Smith

Communications Coordinator

Yelena Perunov

Administration and Events Coordinator

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