



FERTILIZER CANADA

VISION**2020**



Annual Report 2016

GROWING STRONGER

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Fertilizer Canada

Fertilizer Canada represents manufacturers, wholesale, and retail distributors of **nitrogen, phosphate, potash,** and **sulphur** fertilizers. The fertilizer industry plays an essential role in Canada's economy, contributing over **\$12 billion** annually and **12,000 jobs**. The association is committed to supporting the fertilizer industry with innovative research and programming, while advocating **sustainability, stewardship, safety,** and **security** through standards and Codes of Practice. As the foundation of Canada's agri-food sector, Fertilizer Canada continues to make changes that positively impact the **environment,** the **economy,** and the **social** fabrics of Canadian life.

VISION2020

We will advance the safe, secure and sustainable production and use of fertilizer through proactive science-based programs, innovation, and advocacy - benefiting Canada and the world.

Stronger Roots, A New Leaf

Message from the Chair



Fertilizer is a powerful generator of wealth for the Canadian economy. It is driving record levels of investment, sparking innovation, sustaining high-paying jobs, and providing the world's population with safe, nutritious food.

As my time as Chair of Fertilizer Canada's Board of Directors closes, I look back on my tenure and at the significant transformation the association has experienced: We have attracted exciting, new leadership. We have introduced a refreshed brand and corporate identity. And we have reinvigorated our membership through excellence in advocacy, programming, and service.

There is no doubt that our industry — and the world in which it operates — is evolving as well. Fertilizer Canada has a responsibility to remain at the forefront of that change with a unifying voice and a deliberate strategy.

That is precisely why Fertilizer Canada has unveiled its Vision 2020 action plan: a comprehensive framework to guide our organization and ensure exceptional member value over the next five years.

While the premise of this initiative is to look ahead, it is important that we first take a moment to look back at the progress we have already made:

- **Building our brand**

In 2016, Fertilizer Canada solidified itself as one of the country's most influential business associations, securing senior-level meetings with the federal government's top elected officials and bureaucrats, including the Hon. Lawrence MacAulay, Minister of Agriculture and Agri-Food, and the Hon. Marc Garneau, Minister of Transport.

We also made significant progress in cultivating a more positive public image. Fertilizer Canada's revitalized online outreach strategy attracted 82,000 new visitors to the association's website, and spurred roughly 40,000 hours of engagement via its web and social media channels.

- **Advancing Nutrient Stewardship**

Canada's fertilizer industry is one of the most efficient and environmentally responsible on the planet. Right here at home, growers continue to lead the adoption of the top international standard for on-farm nutrient application: 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®).

This past year, Fertilizer Canada celebrated a major step forward for global embracement of this standard, striking a partnership with the Canadian Co-operative Association to introduce the science-based fertilizer management program to small-holder farms in developing countries. This move directly aligns with the priorities set forth in the United Nations Sustainable Development Goals.

There were notable milestones within our own borders as well. In November 2015, Fertilizer Canada proudly entered into a Memorandum of Cooperation with several Ontario partners and launched a new Certified Crop Advisor 4R Nutrient Management Specialist certificate program. Currently, 2.2 million acres of Canadian land falls under 4R Nutrient Stewardship — nearly double the total of one year ago.

- **Environmental Responsibility**

Reducing greenhouse gas emissions is a pillar commitment of the Liberal government. So it was fitting that, as one of his first moves as Prime Minister, Justin Trudeau — alongside his provincial and territorial counterparts — attended the United Nations Conference on Climate Change (COP21) in Paris. Fertilizer Canada proactively represented the sector's interests at this summit, helping to steer decision-making by positioning industry-led, climate-smart agriculture practices as a solution to national and international emissions targets.

A large part of our ongoing work in this space is in the continued advocacy of 4R Nutrient Stewardship, as well as supporting the development of the Nitrous Oxide Emission Reduction Protocol (NERP). Using data farmers already collect, NERP comprises criteria and practice designed to improve nitrogen management in cropping systems, which then allows producers to earn credits within a regulated carbon-trading market. Alberta is the first jurisdiction in North America to actively embrace this initiative.

- **Promoting safety and security**

Safety and security are at the core of the Canadian fertilizer industry, across every dimension of the supply chain and product lifecycle — from manufacturing and handling to storage, transportation, and application. It is the reason we continue to stand at the forefront of the industry globally.

Over the past 12 months, through major revisions to the *Ammonia Code of Practice* and the introduction of the *Agricultural Ammonium Nitrate Code of Practice*, enhancements have been put in place for the protection of the environment and our communities. These improved practices will lead to a safer fertilizer industry.

Without question our sector is fortunate to benefit from such strong, collaborative, and forward-thinking representation. Fertilizer Canada and its members continue to set world-class business benchmarks that protect the environment, power the economy, and nurture communities across this great land.

It has truly been an honour to serve as Chair of Fertilizer Canada and I look forward to my continued service as a member of the Board of Directors. I have steadfast trust in the value of our association and in the longevity of our industry for decades to come.



Steve Biggar

Richardson International
Chair of the Board of Directors
2015-16

Vision 2020

Message from the President & CEO

2015 was a milestone year for Fertilizer Canada — and an important pivot for our industry. Over the past 12 months, we introduced ourselves to a new federal government, led the national dialogue on sustainable crop production, and helped our members navigate an increasingly volatile global marketplace.

It is clear that our sector is now fundamentally stronger than ever before. Agriculture and agri-food now accounts for one in eight Canadian jobs, while the fertilizer supply chain — from extraction and manufacturing to wholesale and retail operations — contributes more than \$12 billion to the Canadian economy annually.

Despite these accomplishments, we cannot rest on our laurels. A booming population and growing demand for food will require our members to achieve unprecedented levels of production, innovation, and environmental stewardship. And as they chart that course, Fertilizer Canada will be there every step of the way.

To meet the challenges of tomorrow, we embarked on a strategic planning exercise. The Vision 2020 action plan aligns our core priorities with the changing needs of the industry and will lay the groundwork for maximizing member value over the next five years. Together, we will advance the safe, secure, and sustainable production and use of fertilizer through proactive science-based programs, excellent in service, and advocacy to benefit Canadians as well as the global population.

Our vision focuses on five pillars of success that centre around the issues that affect our members most. To achieve our targets, we will focus our efforts on:

- **Nutrient stewardship:** Promoting environmental leadership and the responsible use of fertilizer products, thereby earning the social license necessary for our members to operate.
- **Safety and security:** Ensuring the safe production and use of fertilizer products through regulatory compliance and the enforcement of standardized handling procedures.
- **Business environment:** Influencing key decision-makers at every layer of government to ensure predictable and harmonious business conditions.
- **Industry reputation:** Increasing public trust and understanding through communication and education on the fertilizer industry's economic, environmental, and social impacts.
- **Organizational excellence:** Nurturing a collaborative workplace that establishes world-class benchmarks in member satisfaction, employee engagement, effectiveness, and efficiency.



These pillars, coupled with the dedication of our members and staff, will serve as the driving force behind our championing of the fertilizer industry and help us to usher in a new era of member prosperity, productivity, and performance. By 2020, we aim to:

- Secure 20 million acres of land under 4R Nutrient Stewardship designation in Canada;
- Receive official endorsement for 4R Nutrient Stewardship practices as the global standard for sustainable nutrient application in climate-smart agricultural practices;
- Rank as a leader for safety and security, as measured by the international industry standard;
- Ensure federal, provincial, and municipal governments recognize and support — through the adoption of policy — the fertilizer industry's growth and profitability;
- Achieve member and employee satisfaction and engagement.

Our ability to meet these targets will rely on a strong and collective effort — effective committees, high-performing staff, decisive program and advocacy wins, as well as thoughtful and strategic communications. But I believe we will not only achieve these goals, we will surpass them. And we will stand as a unifying voice representing one of Canada's most critical industries for generations to come.

I look forward to working alongside our members, partners, policymakers, and employees to turn this vision into *reality*.



Garth Whyte
President & CEO

“We will advance the safe, secure and sustainable production and use of fertilizer through proactive science-based programs, innovation, and advocacy - benefiting Canada and the world.”



VISION2020

Fertilizer Canada has identified five core areas of focus for the next five years. Each of these areas of focus, or Pillars of Success, are member centered.

Growing Stronger Across Canada

29 MILLION:



REACHED OVER
756,000
CANADIANS ON
SOCIAL MEDIA



MORE THAN
230,000
ONLINE MINUTES
WATCHED



149,000

MEANINGFUL ENGAGEMENTS

ONLINE

PUBLISHED



IN OVER 15

PUBLICATIONS

OVER **4,600**

PEOPLE TRAINED ON
FERTILIZER CANADA'S
ELEARNING ACROSS CANADA

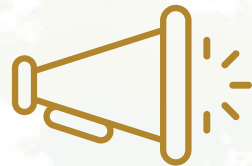


82,000

VISITORS @

FERTILIZER CANADA'S

WEBSITE



SPEAKING OPPORTUNITIES

AT OVER **60**

EVENTS



MORE THAN

670,000

CANADIANS EXPOSED

TO **ELEARNING**

TOTAL REACH AND ENGAGEMENTS IN 2016



Stewardship



nutrient stewardship

ENGAGED

74,000



CANADIANS IN

KEY AGRICULTURAL DEMOGRAPHICS
IN A 4R NUTRIENT STEWARDSHIP CAMPAIGN

171,300



VIDEO

ENGAGEMENTS

AND EXPOSED TO "IT'S SIMPLE
TO IMPLEMENT 4R NUTRIENT STEWARDSHIP"

REACHED MORE THAN

85,000



AGRI-
RETAILERS



Safety & Security

OVER **1.1 MILLION**



CANADIANS EXPOSED
TO CAMPAIGN TO EXPAND
KNOWLEDGE OF INDUSTRY-LED

SAFETY AND SECURITY INITIATIVE

FACE-TO-FACE

INTERACTIONS WITH OVER



850

FIRST RESPONDERS



REACHED
25,000
PEOPLE

IN A FIRST RESPONDER
APPRECIATION CAMPAIGN CELEBRATING

11 YEARS
OF PARTNERSHIP

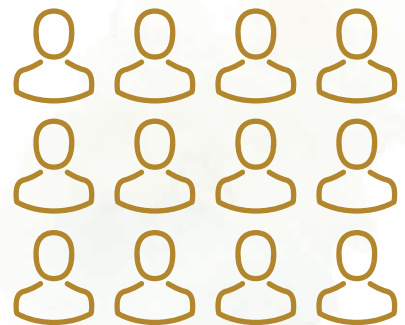


Business Environment



87

MEETINGS
WITH ELECTED AND
GOVERNMENT
OFFICIALS



REACHED

1.4 MILLION
PEOPLE IN A FOCUSED
CAMPAIGN

TO INTRODUCE THE INCOMING MEMBERS
OF PARLIAMENT TO
FERTILIZER CANADA

Business Environment

Enhancing environmental sustainability

In October 2015 when Canadians elected a new federal government, more than 200 new Members of Parliament were brought to the Hill — making it critical to elevate Fertilizer Canada's brand and share our industry's impact. Fertilizer Canada was able to hit the ground running, sharing information about our programs and policies that align with the new government's mandate to address climate change and promote innovative practices.

Highlighting the Government of Canada's commitments, Prime Minister Justin Trudeau and other leaders attended the United Nations Conference on Climate Change (COP21) in Paris. To help inform federal and provincial leaders' decision-making at this event, Fertilizer Canada showcased industry-led climate-smart agriculture practices as a solution to help meet national and international targets.

At the same time, Fertilizer Canada proactively worked with provincial governments to further reduce greenhouse gas emissions from production and application. Extensive government benchmarking has concluded that, through early action, Canada's nitrogen fertilizer industry performs in the top quartile globally for energy efficiency and greenhouse gas emissions. Given the limited ability to further reduce emissions at production, Fertilizer Canada has worked to reduce emissions on-farm by creating the world-leading Nitrous Oxide Emissions Reduction Protocol (NERP) offset system. Designed in Alberta, NERP is based on the principles of 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®) and generates saleable offset credits and income for farmers. As several provinces move forward with greenhouse gas regulatory regimes, Fertilizer Canada continues to advocate a proactive approach to emission reductions, from production through to the end use of fertilizer products.

Meanwhile, the Canadian government is continuing to develop a federal, provincial, and territorial air quality management system. Fertilizer Canada continues to align with affected industry stakeholders to complete the development of base-level industrial emissions requirements and propose a framework that meets industry needs and addresses government concerns.

While 4R Nutrient Stewardship principles address concerns about nitrous oxide emissions, they can also ensure Canada's freshwater remains drinkable, swimmable, and fishable. Fertilizer Canada is committed to continuing to work with all affected stakeholders, including federal and provincial governments. This year, Fertilizer Canada participated in the government's consultation regarding binational phosphorus load reduction targets for Lake Erie, presenting 4R Nutrient Stewardship as the solution. The International Joint Commission, to whom Fertilizer Canada also made a presentation this year, endorses this approach.

“Hard-working farmers could not grow and provide quality agriculture products without the right tools. Fertilizer Canada and its member companies do an excellent job of providing them with the right expertise and fertilizer. Over the next 30 years, the world will need to increase food production by 70 percent. I look forward to working with farmers and Fertilizer Canada to ensure Canada seizes this exporting opportunity.”

Francis Drouin, M.P.

Glengarry–Prescott–Russell, Ontario
House of Commons (May 18, 2016)

VISION2020

By 2020, the federal and provincial governments will recognize and support the fertilizer industry's growth and profitability.

Transportation: From A to B, efficiently

An efficient transportation system is key to the continued competitiveness of Canada's fertilizer industry. Whether by rail or truck, the industry ships fertilizer products to domestic, United States, and offshore markets. After a significant review of the *Canada Transportation Act*, many of Fertilizer Canada's recommendations to the Review Panel were accepted or reflected in the report, including:

- Enhancing dispute resolution mechanisms, both formally and informally, at the Canadian Transportation Agency
- Ensuring that the Canadian Transportation Agency is adequately resourced, and its appointees have suitable knowledge and skills to make assessments
- Encouraging railways to make the capital investment decisions necessary to increase capacity
- Monitoring and regular reporting of performance data to foster better communication between railway carriers and their customers
- Protecting the common carrier obligation as it relates to the transportation of dangerous goods

Milestones

- Fertilizer Canada members took to Parliament Hill in April 2016, sharing the industry's story with Members of Parliaments (MPs). In addition to bilateral meetings, members attended Question Period and networked with MPs, senators, staff, and stakeholders at a reception.
- To enhance the global competitiveness of Canadian farmers and the fertilizer industry, Fertilizer Canada met with newly elected and re-elected Members of Parliament on a wide range of policy issues. Fertilizer Canada is continuing its outreach to MPs from all parties, highlighting the benefits of the industry to their ridings and Canadians in general.
- Fertilizer Canada developed stronger relationships with provincial decision-makers in Alberta, Saskatchewan, Ontario, and Manitoba.
- Fertilizer Canada continues to do outreach with municipal leaders through the Federation of Canadian Municipalities.



Fertilizer is the **THIRD HIGHEST** volume commodity shipped by Canadian railways.



Canada's fertilizer industry is export-driven, with nearly all potash and over half of nitrogen being shipped to **80** countries.



Over **12,000** people in Canada are employed directly by fertilizer companies in highly-paid, highly-skilled jobs such as engineers, scientists, and tradespeople working in mines, production plants, laboratories, and farm supply outlets.



The industry contributes **\$12 BILLION** annually to the Canadian economy, with domestic farm gate sales valued at about **\$4.2 BILLION** a year.

Safety and Security

Safety is at the core of the fertilizer industry's operations. Fertilizer Canada promotes safe and secure manufacturing, handling, storage, transportation, and application of commercial fertilizers across their entire lifecycle. Fertilizer Canada continues to uphold robust industry standards and maintain Canada's reputation as a world leader in fertilizer safety.

World-class Codes of Practice

Industry stewardship is more important today than ever before. Anhydrous ammonia and ammonium nitrate are highly effective fertilizers that help farmers produce safe and healthy food not just for Canadians but for people all over the world. To ensure the responsible use of fertilizer products, Fertilizer Canada has developed the *Agricultural Ammonium Nitrate Code of Practice* and the *Ammonia Code of Practice*.

- The *Agricultural Ammonium Nitrate Code of Practice*, which came into effect on December 31, 2015, provides robust best practices, derived from industry standards, for safe and secure ammonium nitrate storage and handling across the supply chain. It was developed in close partnership with industry officials and aligns with existing federal regulation. Agri-retailers who sell ammonium nitrate provide their employees with training and information to assist in complying with the Code of Practice as well as the relevant federal security, storage, transportation, and environmental regulations.
- The *Ammonia Code of Practice* is designed to provide uniform safety and security practices for the handling and storage of anhydrous ammonia at agri-retail facilities in Canada. To receive product, all anhydrous ammonia agri-retail sites must be fully compliant with the requirements of the Code of Practice. An update to this Code of Practice reinforced the importance of on-farm nurse wagon safety and emergency shut-off capabilities in the unlikely event of a release.

To verify compliance with the *Ammonia Code of Practice* between certification audits, Fertilizer Canada launched a quality assurance/quality control (QA/QC) initiative. The QA/QC audit process guarantees that industry best practices are continuously upheld to ensure our employees, customers, and communities can rely on local businesses to keep them safe.

20%

of nitrogen fertilizer is anhydrous ammonia

3,600+

people trained online in fertilizer safety and security

916

first responders trained on how to respond to an anhydrous ammonia incident

Continued partnership leads to fewer accidents

Fertilizer Canada is a proud sponsor of the Canadian Agricultural Safety Week — an annual public awareness campaign focusing on the importance of safe agriculture. At the March 2016 event, Fertilizer Canada made an announcement to advance the safety and security of anhydrous ammonia on farms: an eLearning course titled *Anhydrous Ammonia Safety and the Farmer*. Developed by Fertilizer Canada, in partnership with the Canadian Association of Agri-Retailers (CAAR), the course ensures farmers understand how to safely store and handle anhydrous ammonia fertilizer.

For more than 11 years, Fertilizer Canada has worked directly with first responders to ensure any incident involving anhydrous ammonia is responded to in a safe way. At the Canadian Association of Fire Chiefs annual convention in fall 2015, Fertilizer Canada launched a campaign to demonstrate the industry's appreciation to this community for its continued partnership and interest in ammonia safety. In April, we attended the Ontario Fire Chief Association's annual convention, providing an opportunity to discuss fertilizer safety with the 600 rural first responders in attendance. Since commencing the appreciation initiative in the fall, more than 250 first responders have completed the *Anhydrous Ammonia Safety and Information Course for First Responders*, making it one of Fertilizer Canada's most successful eLearning courses.

“The safety and security of Canadians is our shared priority. In an ever changing and evolving climate of risk management, our associations have worked together to create awareness of fertilizer products, and how Canada's first responders can respond to an incident safely to protect communities across the country.”

Paul Boissonneault, President

Canadian Association of Fire Chiefs

VISION2020

By 2020, the Canadian fertilizer industry will be recognized as a leader in the international industry for safety and security programs.



Nutrient Stewardship

Fertilizer Canada is continually working to make changes that positively impact the environment, the economy, and the social fabrics of Canadian life. Fertilizer Canada promotes the voluntary adoption of climate-smart agriculture practices such as 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®) and the Nitrous Oxide Emissions Reduction Protocol (NERP).

Demonstrating the value of 4R Nutrient Stewardship

The Canadian 4R Research Network aims to quantify the benefits of the 4R Nutrient Stewardship's advanced fertilizer-management system. Composed of nine leading Canadian researchers, it seeks to advance knowledge about science-based management practices that will benefit the environment and crop production in all major agricultural regions of Canada. Under this project, reductions in greenhouse gas emissions, nitrogen losses to the atmosphere and groundwater, and phosphorus losses to surface waters will be realized across Canada — helping to further position the Canadian agriculture sector as a leader in global environmental stewardship.

Bringing greater sustainability to our industry

Fertilizer Canada is improving the Canadian agriculture industry's ability to report on sustainable nutrient management practices. A project led by Pulse Canada is utilizing 4R Nutrient Stewardship as a tool to enable the Canadian grain, oilseed, and pulse industries to measure their sustainability performance. This new information will demonstrate compliance with the food industry's assurance systems.

In 2015, 700 growers across Canada were surveyed, capturing fertilizer use for corn, soybean, canola, spring wheat, and pea production. By linking commercial interests in the food sector, growers and producers who implement 4R Nutrient Stewardship can take advantage of market opportunities arising from the food industry's demand for information on how food is grown.

“Agriculture has a role to play in efforts to limit the adverse impacts of climate change. Innovative practices and technologies can help achieve that objective without compromising food security, making agriculture more sustainable, more productive, and more resilient.”

Garth Whyte, President & CEO

Fertilizer Canada

VISION2020

By 2020, Fertilizer Canada will achieve official endorsement of 4R Nutrient Stewardship as the Canadian and global standard for sustainable nutrient application in Climate Smart Agriculture practices.

Reducing greenhouse gas

Canada's agriculture industry is working extensively to reduce on-farm emissions under the world-leading NERP offset system, which aims to reduce regional (and ultimately global) nitrous oxide emissions. Delivered through the implementation of 4R Nutrient Stewardship, NERP can help producers better manage crop nutrition, maximize yields, reduce greenhouse gas emission by 25 per cent, meet international standards for carbon offsets, and increase their profits from between \$9 and \$87 per acre per year.

In 2016, Fertilizer Canada completed an \$800,000 project under the Agricultural Greenhouse Gas Program (AGGP) which supported research and extension of 4R Nutrient Stewardship as a framework to mitigate greenhouse gas emissions. The project provided crop producers across Canada with science-based information and advice on how to use best management practices under 4R Nutrient Stewardship to reduce emissions when applying fertilizer or other crop nutrients on fields. Another key element of the project was to provide information on the associated economic benefits of using 4R Nutrient Stewardship for the application of fertilizer and other crop nutrients. The project also explored the emerging international and domestic retail market pressures to quantify and reduce the carbon footprint of crop production.

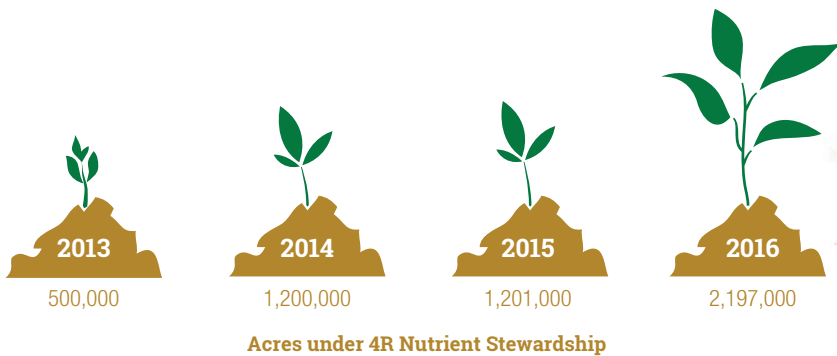
4R Nutrient Stewardship: Implementing across Canada

Fertilizer Canada is promoting 4R Nutrient Stewardship across Canada through provincial and regional programs and initiatives. Fertilizer retailers and farmers across Canada have adopted this framework to achieve cropping system goals and demonstrate enhanced environmental protection and improved sustainability, helping to maintain our soil, air, and water.

“Our government sees this funding as yet another step on the path to more sustainable use of our agricultural lands, as well as the improvement and preservation of the Great Lakes.”

Honourable Jeff Leal, M.P.P.

Ontario Agriculture and Rural Affairs Minister



VISION2020

By 2020, Fertilizer Canada will secure 20 million acres of land under 4R Nutrient Stewardship designation in Canada.

7 of 10

Farmers are aware of 4R Nutrient Stewardship

853

4R Nutrient Stewardship eLearning completions

939

Continuing education credits obtained in 4R Nutrient Stewardship across Canada

39

4R Demonstration Farms

530

Farmers in Western Canada working with a 4R designated agronomist

416

Fields in Western Canada under NERP, covering 135,800 acres of cropland

10,864

Tonnes of CO₂e in greenhouse gas reduction as a result of NERP

10

4R Research Projects in Canada

Alberta

Alberta is implementing climate-smart agriculture practices, reducing its greenhouse gas emissions from fertilizer use in crop production. At least one million acres of farmland in Alberta are now operating under 4R Nutrient Stewardship. These are farms that are not only adopting climate-smart practices but also keeping records to verify and estimate their emission reductions.

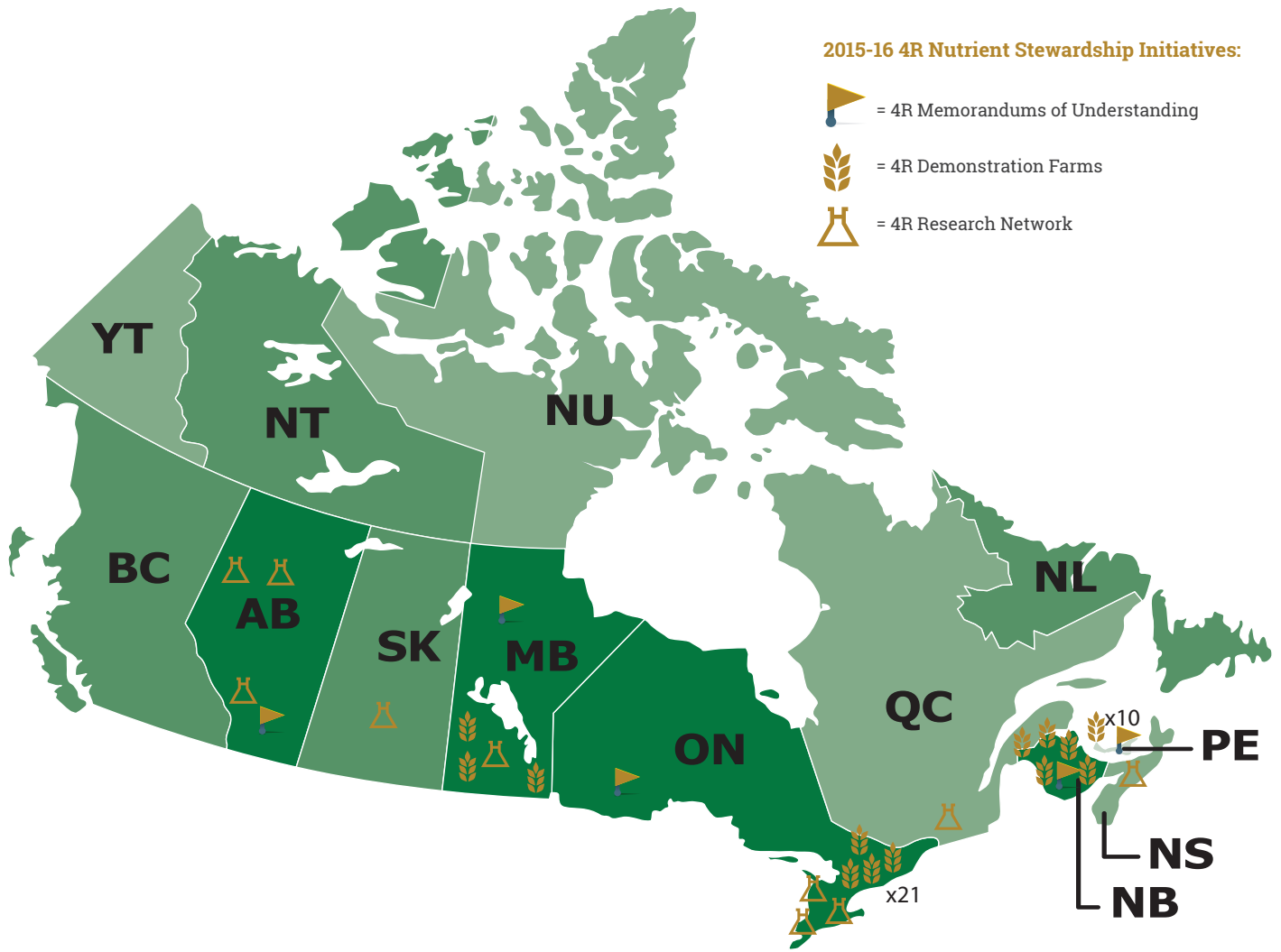
Leading agronomy companies such as AgriTrend and Farmers Edge have been working with Fertilizer Canada to assist their farmer clients to apply fertilizer more efficiently so they can improve profits and sell offsets in the Alberta greenhouse gas regulatory system.

Manitoba

Farmers in Manitoba are using 4R Nutrient Stewardship to improve agricultural productivity and minimize their impact on the environment. Fertilizer Canada is working with the Government of Manitoba and Keystone Agricultural Producers to implement extension and data-collection projects across the province that focus on sustainable fertilizer use in the agricultural sector.

New Brunswick

The Government of New Brunswick formally endorsed a provincial agreement between Fertilizer Canada and the New Brunswick Soil and Crop Improvement Association to help farmers across the province implement 4R Demonstration Farms to showcase improved sustainable food production.



Ontario

The Government of Ontario, the Ontario Agri-Business Association, and Fertilizer Canada are working together to protect water quality in Ontario and support the sustainable intensification of agriculture in the region.

The Government of Ontario announced a \$50,000 contribution to develop educational programs for farmers using 4R Nutrient Stewardship as part of the province's Memorandum of Cooperation. This funding is in addition to the \$300,000 commitment by Fertilizer Canada and the Ontario Agri-Business Association. Fertilizer Canada is encouraged by the province's endorsement of 4R Nutrient Stewardship as an important tool to meet Ontario's environmental stewardship goals.

Prince Edward Island

A regional commitment to reduce nutrient losses into the environment was formalized through an extension of a 4R Nutrient Stewardship Memorandum of Understanding with the Government of Prince Edward Island, the Kensington North Watersheds Association, the PEI Federation of Agriculture, and the PEI Potato Board. Industry-led 4R Demonstration Farms have shown significant economic and environmental benefits for PEI's farmers. Eight out of 10 farms indicated lower soil nitrate levels, providing environmental protection for the province's groundwater.

In addition, Fertilizer Canada has worked with the province to make several recommendations for the development of the *PEI Water Act*, urging formal recognition of 4R Nutrient Stewardship as the approach to reduce nitrates in groundwater.



A global solution for agricultural sustainability

The principles underpinning 4R Nutrient Stewardship can be applied in any geographical location and farming system. Cost-effective and environmentally responsible soil management and enhancement is crucial to increasing food production and sustainability for both small-holder and large-scale farms. Over the past year, Fertilizer Canada has supported the efforts of the global fertilizer industry by championing 4R Nutrient Stewardship and making the following meaningful contributions to global sustainability:

- Fertilizer Canada formalized a partnership with the Canadian Cooperative Association, signing a Memorandum of Understanding to promote 4R Nutrient Stewardship in developing countries.
- The International Joint Commission (IJC) acknowledged Fertilizer Canada as an essential partner in addressing the challenges faced by Lake Erie and other shared watersheds. The IJC also showed support for 4R Nutrient Stewardship, which it formally endorsed in its 2014 Lake Erie Ecosystem Priority Report.
- The Food and Agriculture Organization of the United Nations promoted the use of 4R Nutrient Stewardship as a climate-smart agriculture practice, and is endorsing its international use and recognition.
- Fertilizer Canada attended the United Nations Conference on Climate Change (COP21) in Paris to support and promote internationally recognized programs (such as 4R Nutrient Stewardship) as ways to meet the United Nations Sustainable Development Goals.

4R Nutrient Stewardship can provide small-holder farmers in developing countries with the tools required to balance nutrient management decisions within a framework of economic, social, and environmental goals, helping improve productivity, sustainability, and livelihoods.

Greener World



Promoting a healthy lawn and garden for a Greener World

Urban fertilizers help Canadian homeowners grow healthy and vibrant green spaces. Our industry formulates fertilizers specifically to protect both human and environmental safety while delivering the nourishment grass and plants need to grow. For example, because phosphorus is essential for growing new green spaces, it is included in starter fertilizers that are meant to nourish root growth and development in new lawns. However, fertilizers intended for mature grass — which make up almost all of fertilizer products — are phosphorus-free to help protect our water supply from algae blooms and other potential environmental hazards.

As an industry, we educate Canadian consumers about best management practices through easy-to-follow product instructions on fertilizer packaging, as well as through our Greener World program. Greener World educates consumers to ensure they are protecting the environment by choosing the right fertilizer, applying the right amount, and doing so at the right time. The program also highlights the need to properly manage leftover fertilizer by storing or sharing it so it does not become waste.

61,000

Video engagements

283

Matte stories placed

Leadership and Staff

2016-2017 Board of Directors

Executives

Kathy Jordison

Chair

Yara Canada LP

Brian Mark

Vice-Chair

PotashCorp

Garth Whyte

President & CEO

Fertilizer Canada

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Mark Auchampach, J.R. Simplot Company

Steve Biggar, Richardson International Inc.

Sarah Fedorchuk, The Mosaic Company

Brian Gilbertson, Agrium Inc.

Lindsay Kaspick, Koch Fertilizer Canada, UCL

Don Kitson, International Raw Materials Ltd.

Hugh Loomans, Sylvite Group of Companies

Jim MacEwen, MacEwen Agricentre Inc.

Casper Kaastra, La Coop fédérée

Dale Moverley, CF Industries Holdings, Inc.

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Garth Whyte

President & CEO

Clyde Graham

Senior Vice President

Dan Doyle

Managing Director, Corporate Services

Giulia Brutesco

Senior Director, Industry Standards

Cassandra Cotton

Director, Sustainability

Catherine King

Director, Communications and Public Outreach

Emily Pearce Rayner

Director, Government Relations

Kim Devison

Executive Assistant

Sydney Hagen

Manager, Membership and Events

Amanda Pach

Manager, Environment and Safety

Amanda Giamberardino

Manager, 4R Nutrient Stewardship

Elizabeth Smith

Manager, Communications

Claudia Navarro

Controller

Nadine Frost

Stewardship Coordinator

Sydney Erdelyi

Administrative Assistant

