



**FERTILIZER CANADA**  
**FERTILISANTS CANADA**

**CANADIAN  
CO-OPERATIVE  
ASSOCIATION**



**ASSOCIATION  
DES COOPÉRATIVES  
DU CANADA**

**The Canadian Co-operative Association and Fertilizer Canada collaborate to help achieve the United Nations Sustainable Development Goals**

**Ottawa, ON (September 25, 2015)** - A new partnership between the Canadian Co-operative Association and Fertilizer Canada will benefit small-holder farmers in developing countries and will support the achievement of key United Nations Sustainable Development Goals. Working together, the Canadian Co-operative Association and Fertilizer Canada will support food security and inclusive growth in developing countries by incorporating 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®), a science-based fertilizer management program supported by Canada's fertilizer industry, with the co-operative business expertise of Canada's co-operative sector.

"Fertilizer is a vital crop input in Canada and abroad," said Garth Whyte, President and CEO of Fertilizer Canada. "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."

"Co-operatives are identified by the United Nations as key actors in reaching the Sustainable Development Goals," said Michael Casey, Executive Director of the Canadian Co-operative Association. "The Canadian Co-operative Association and Fertilizer Canada believe that small-holder farmers who choose to organize in autonomous co-operative enterprises can improve production and marketing of their produce, and improve the lives of farmers, in particular, women."

In North America, research shows improved agricultural productivity and emphasizes appropriate fertilizer application to ensure soils are optimized for plant growth and nutrition. The 4R Nutrient Stewardship framework is not restricted by environmental conditions, and could therefore be applied to small-holder farms in developing countries and to significantly change and improve growing conditions.

-30-

*The **Canadian Co-operative Association** is a not-for-profit co-operative that operates as an independent subsidiary of Canada's national co-operative organisation. Canada has a network of 9,000 co-operatives, with total assets of over CAD 415 billion and 187,000 employees. Working closely with the Co-operative Development Foundation of Canada, a registered Canadian charity, the Association seeks to establish and grow co-operatives, credit unions, and community-based organizations to reduce poverty and build sustainable livelihoods in less developed countries. Please visit [coopscanada.coop](http://coopscanada.coop)*

***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 support the fertilizer industry with innovative research and programming while advocating sustainability, stewardship, safety and security through standards and Codes of Practice. Please visit [fertilizercanada.ca](http://fertilizercanada.ca).*

**MEDIA CONTACTS:**

Elizabeth Smith  
Manager, Communications  
Fertilizer Canada  
[esmith@fertilizercanada.ca](mailto:esmith@fertilizercanada.ca)  
(613) 617-4974

Michael Wodzicki  
Director (Market Development)  
Canadian Co-operative Association  
[Michael.Wodzicki@coopscanada.coop](mailto:Michael.Wodzicki@coopscanada.coop)  
(613) 238 6711, #247