



FERTILIZER CANADA
FERTILISANTS CANADA

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FOR IMMEDIATE RELEASE

**Ontario takes the Right Approach with Environmental Action
using 4R Nutrient Stewardship**

Guelph, ON (September 17, 2015) – The Government of Ontario, Fertilizer Canada, and the Ontario Agri Business Association formalized a commitment on agricultural sustainability and environmental action. With a combined industry investment of \$300,000 over three years, the partners signed a Memorandum of Cooperation helping Ontario farmers maximize crop yields with minimal environmental impact using 4R Nutrient Stewardship.

4R Nutrient Stewardship is an internationally recognized best management practice system with four key pillars for fertilizer application: Right Source @ Right Rate, Right Time, Right Place®. This science-based approach helps farmers understand how efficient fertilizer application improves profitability while reducing nutrient losses into the environment.

“The strength of this agreement lies in the shared-value partnership approach. Working together helps broaden our understanding of the challenges and the steps necessary to encourage agricultural growth in a sustainable manner,” said Garth Whyte, President and CEO of Fertilizer Canada.

The Ministry of Agriculture, Food and Rural Affairs; Fertilizer Canada; and the Ontario Agri Business Association will work in partnership with Ontario farmers and conservation groups to support the adoption of sustainable 4R Nutrient Stewardship Systems.

"Sustainable agriculture is a priority for Ontario's five million acres of farmland," commented Anne Loeffler, representing Conservation Ontario. "Conservation Authorities are pleased to work with agricultural organizations and producers to manage healthy soil, water and landscapes supporting productive agricultural systems, rural communities and economies."

Sustainable water quality and land use is a priority for Ontarians. The agriculture industry understands the concerns regarding Great Lakes water quality and considers voluntary actions to be part of the solution. The Government of Ontario has embraced 4R Nutrient Stewardship as an important tool to meet the province's agricultural and environmental goals. This support is amplified by partners in the agriculture industry, who have undertaken efforts to adopt and promote 4R Nutrient Stewardship in Ontario.

“Farmers are excellent stewards of the land and understand how important healthy soils and clean water are for the sustainability of Ontario's agriculture sector” said Jeff Leal, Ontario's Minister of Agriculture, Food and Rural Affairs. "Ontario’s agriculture industry has been a leading partner in identifying and adopting ways to reduce the sector’s overall environmental impact. By working together, we have promoted initiatives, such as this, to ensure a healthy Great Lakes system positively benefits all Ontarians."

Certified Crop Advisors will also partner to help provide technical advice and training towards the principles of the 4R Nutrient Stewardship program. The collaboration of all partners, and increased in-kind capacity, will help build the number of acres under the best management practices outlined to demonstrate the commitment being made by the agricultural industry to the environment.

“Endorsement from agri-retailers helps farmers commit to the adoption of best management practices under 4R Nutrient Stewardship. Through this effort, sustainable crop nutrition can be achieved,” says Matt Gardner, President of the Ontario Agri Business Association.

For more information about fertilizer best management practices and implementing 4R Nutrient Stewardship in Ontario, visit fertilizercanada.ca

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***Fertilizer Canada** is an industry association representing manufacturers, wholesale and retail distributors of nitrogen, phosphate, potash and sulphur fertilizers. Our mission is to be the unified voice of the Canadian fertilizer industry by promoting the responsible, sustainable and safe production, distribution and use of fertilizers. Our industry employs 12,000 Canadians and contributes \$12 billion annually to Canada's economy. Our products contribute to the supply of safe, nutritious food in Canada and around the world.*