

GROWING STRONGER

ADVOCACY | SAFETY & SECURITY | NUTRIENT STEWARDSHIP



FERTILIZER CANADA



Fertilizer Canada

G R O W I N G S T R O N G E R

The 2015 Annual Report is now available online.
Visit fertilizercanada.ca to get your copy.


Canada's fertilizer industry does not shy away from a challenge. We are well positioned to face one of the biggest challenges yet. By 2050, food production must increase by 70 percent to feed the world's growing population. Efficient fertilizer use is the solution, and can already be attributed to 50 percent of the world's crop production – put another way, without fertilizer current food production would be half of current levels, unable to sustain the world's current population. The Canadian fertilizer industry stands ready to address this challenge, while supporting the environment, the economy, and the social fabrics of Canadian life.

The industry's transition in recent decades allows us to reflect on how far we have come: the programs we bring to the industry, stakeholders and government, and the services we offer our membership. From this reflection, we

are excited to unveil a reimagined association under a new name: Fertilizer Canada. Fertilizer Canada provides a singular, unified voice to the fertilizer industry to support its interests under one seamless identity.

Our manufacturing, wholesale, and retail members require access to a network advocating sustainable, efficient, and safe operations to maintain a positive industry reputation. As the association representing the interests of this \$12 billion industry, Fertilizer Canada adds value to the work our members are doing at their retail site or manufacturing facility through our advocacy, nutrient stewardship, and safety and security efforts.

With safety at the core of the fertilizer industry's operations, Fertilizer Canada has applied an effective combination of world-leading industry Codes of Practice and government regulation.



We are very excited about our new name. The evolution from the Canadian Fertilizer Institute to Fertilizer Canada highlights progress the industry has made to protect the environment, enhance the economy, and benefit the social fabric of Canadian life. Today, Canada's fertilizer industry stands stronger than ever.

Garth Whyte
President and CEO
Fertilizer Canada

Our association will continue to promote the safety and security of fertilizer products across their life cycle, allowing our industry to remain among the most safe and efficient in the world.

Concerning the environmental stewardship, Fertilizer Canada also promotes the voluntary adoption of 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®). Governments, 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 quality. Helping sustainable agriculture, the 4R Nutrient Stewardship framework will remain a priority, allowing us to demonstrate further action through nutrient application, efficiency, and production.

An industry that supports innovation, stewardship, safety and security, human development, and growth requires a voice strong enough to be heard. Fertilizer Canada stands proud, providing a unified voice for the future of the fertilizer industry. Through strategic collaboration, Fertilizer Canada forms partnerships that prove critical to the varying initiatives which the association has come to succeed.

I look forward to working with the members, staff, partners and governments to address the challenges of the sector and to build a stronger unified voice for Canada's fertilizer industry.



Garth Whyte
President and CEO



eLearning: Nutrient Stewardship

Adopt sustainable on-farm best management practices.

4R Nutrient Stewardship and the Nitrous Oxide Emissions Reduction Protocol (NERP) help to increase production and profitability on the farm while enhancing environmental protection and improving sustainability. Fertilizer Canada has developed nutrient stewardship eLearning courses to help farmers, agri-retailers, crop advisors and industry professionals adopt fertilizer best management practices. To help ensure your success, Fertilizer Canada's eLearning courses are offered for free online, are easily accessible and provide reliable, versatile information.

Nutrient Stewardship



4R Nutrient Stewardship Training - Part 1

Nutrient Stewardship



4R Nutrient Stewardship Training - Part 2

Nutrient Stewardship



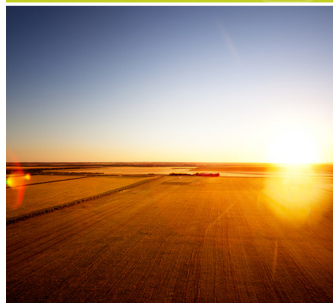
4R Nutrient Stewardship Training - Part 3

Nutrient Stewardship



4R Essentials - A Short Course in 4R Nutrient Stewardship

Nutrient Stewardship



4R Nutrient Stewardship – Manitoba

Nutrient Stewardship



4R Nutrient Stewardship – Prince Edward Island

eLearning: Safety & Security

Advance safe and secure fertilizer storage, and handling.

Safety & Security



Anhydrous Ammonia Safe Storage and Handling

Safety & Security



Ammonium Nitrate Security

Fertilizer Canada promotes the safe and secure manufacturing, handling, storage, transportation, and application of commercial fertilizers. The Canadian fertilizer industry is widely viewed as a world leader in fertilizer safety, with industry-leading, world-class Codes of Practice.

Fertilizer Canada's eLearning courses provide the necessary tools to maintain critical standards and procedures knowledge to ensure safety and security across the industry. Fertilizer Canada's eLearning courses are offered at no cost online, providing industry professionals reliable, versatile information.

eLearning: Reducing Greenhouse Gas

Improve environmentally responsible use of fertilizer.

Nutrient Stewardship



4R Nutrient Stewardship and Greenhouse Gas Reduction

Nutrient Stewardship



NERP Training Program

Nutrient Stewardship



NERP Lite

11 years of partnership.

Help us say thank you to first responders for keeping our communities safe and secure.



Together we are Growing Stronger.

Show your appreciation. Share your message with Fertilizer Canada online September 20-24, 2015 and thank your local first responders for the work they do to keep our communities safe and secure

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