



**FOR IMMEDIATE RELEASE**  
**November 30, 2015**

### **ONTARIO CROP ADVISORS TAKING STEPS IN THE RIGHT DIRECTION**

**OTTAWA, ON** - Ontario's farmers have already made significant contributions as stewards of the land. Today, the Ontario Certified Crop Advisor Association announced a partnership with industry to help growers take another step forward, announcing a new Certified Crop Advisor (CCA) 4R Nutrient Management Specialist certification to be launched across Ontario in early 2016. The 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place ®) framework incorporates the careful selection of best management practices validated by research in support of sustainable crop production.

"We are quite excited to announce the new CCA 4R Nutrient Management Planning Specialist project," says Susan Fitzgerald, Executive Director at the Ontario Certified Crop Advisor Association. "This partnership will support the development of 4R Nutrient Stewardship educational resources for use by Certified Crop Advisors as well as the broader agricultural community."

The pilot project, funded by an Ontario Memorandum of Cooperation between Fertilizer Canada; the Ministry of Agriculture, Food and Rural Affairs; and the Ontario Agri Business Association (OABA) will incorporate a specialized CCA exam and study resource and will serve to meet the growing demand for qualified advisers with focused knowledge and skills in nutrient management.

"Certified Crop Advisors play an integral role supporting Canadian growers to achieve productivity goals for safe and nutritious food," says Garth Whyte, President & CEO of Fertilizer Canada. "We strongly support this new project in partnership with Ontario Certified Crop Advisors to help grower customers demonstrate the tangible commitment being made to economic and environmental improvements."

Local retail and agronomic providers are often a Canadian farmer's first choice for reliable resources and advice when making on-farm decisions. Providing formal, recognized training to CCAs will ensure that Ontario farmers receive trusted information about 4R Nutrient Stewardship.

"In representing Ontario's agri-retail sector, OABA strongly supports the adoption of best management practices that ensure crop nutrients are applied using the 4R philosophy. Providing formal, recognized training to CCAs is a positive step for the agri-retail sector. This will create a benchmark to ensure Ontario farmers receive science-based and reliable information about 4R Nutrient Stewardship as a practical tool to enhance profitability and environmental sustainability," said Dave Buttenham, CEO of OABA.

The 4R Nutrient Stewardship Program recognizes Canadian farmers are moving to the forefront of best management practices in fertilizer use. Agri-retailers have been advocates of this trend, helping grower customers to be seen as leaders in environmental stewardship.

"The new 4R Nutrient Management Planning Specialty allows CCAs, who advise on nutrient management to become more visible and recognized for their knowledge and skills in helping their grower customers meet the need for improved water quality, environmental stewardship, and sustainability," explains Clare Kinlin, Ontario CCA Board Chair.

Nutrient management is an integrated process that considers not only the agronomic aspects of soil and crop nutrition, but also the social, economic, and environmental relationships with the management system. The 4R concept of nutrient management has been developed and is being implemented



worldwide by industry, researchers, government agencies, and farmers and their advisers. As there remains an increasing need to address water quality concerns in the Lake Erie Basin, of which agriculture is among the many contributing factors, it is important to ensure that 4R Nutrient Stewardship be recognized as a leading standard for on-farm nutrient management and overall sustainable environmental performance.

-30-

*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. Please visit [fertilizercanada.ca](http://fertilizercanada.ca).*

*The Ontario Certified Crop Advisor Association represents 535 men and women across Ontario who serve farmers as crop advisors, providing information and expertise on crop production, crop protection and natural resource management. This responsibility requires a good understanding of science, food safety, technology, economics and environment. Crop advisors combine knowledge in these disciplines with their local experience to render sound recommendations.*

**MEDIA CONTACTS:**

Elizabeth Smith  
Manager, Communications  
Fertilizer Canada  
[esmith@fertilizercanada.ca](mailto:esmith@fertilizercanada.ca)  
T: (613) 786-3039

Susan Fitzgerald  
Executive Director  
Ontario Certified Crop Advisor Association  
[susan.tfio@sympatico.ca](mailto:susan.tfio@sympatico.ca)  
T: (519) 669-3350