



FOR IMMEDIATE RELEASE

October 13, 2016

2.1 Million Acres in Production using 4R Nutrient Stewardship

OTTAWA, ON – The solution is simple: 4R Nutrient Stewardship reduces greenhouse gas and ammonia emissions and reduces leaching into ground and surface water. We can achieve tangible results for the environment using 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®). Already more than 2.1 million acres are in practice across Canada, with a goal of securing a total of 20 million acres, or 25 per cent, of Canadian crop production by 2020, the fertilizer industry is taking serious action toward balanced environmental stewardship using 4R Nutrient Stewardship.

“We want to be a part of the solution for Canada and the world,” said Garth Whyte, President and CEO of Fertilizer Canada. “We know 2.1 million acres is not enough, but it is an important step toward meeting our target of 20 million acres under 4R Nutrient Stewardship. We can help Canadian farmers meet the global Sustainable Development Goals and produce enough food to feed over 9.6 billion people.”

4R Nutrient Stewardship is a set of innovative practices which help farmers to increase their nutrient efficiency, resulting in enhanced food production while simultaneously reducing greenhouse gas emissions, improving the protection of Canada’s waterways, and providing quality agricultural education. This climate-smart agriculture practice is an integrative approach to address these interlinked challenges of food security and climate change, ensuring sustainable farmlands.

“We have ten leading Canadian scientists presently engaged across Canada who consistently recommend 4R Nutrient Stewardship as a fertilizer application framework which benefits the soil, water, and air quality. At the same time, the system is profitable for farmers, meets society’s need for increased food production, and improves the environmental performance of farming practices,” said Whyte.

In recognition of the inaugural Global Fertilizer Day, October 13, Fertilizer Canada is encouraging Canadians to learn more about benefits of 4R Nutrient Stewardship. The global fertilizer community has adopted October 13 to celebrate the importance of the invention of fertilizer and to harness the power of 4R Nutrient Stewardship to feed the world’s growing population sustainably.

- 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.

MEDIA CONTACT:

Elizabeth Smith
Manager, Communications
Fertilizer Canada
esmith@fertilizercanada.ca
C: (613) 786-3039