



# 4R Designation Program

Help your grower customers get their acres counted.

The 4R Nutrient Stewardship program recognizes that Canadian farmers are already moving to the forefront of Best Management Practices in fertilizer use – but we need to demonstrate it to the world. Growers need help in completing and implementing a 4R Nutrient Stewardship management plan for their farm. Once a grower has completed a plan, the 4R Designation program allows us to count their acres and demonstrate the tangible commitment being made by the Canadian agricultural industry to the environment.

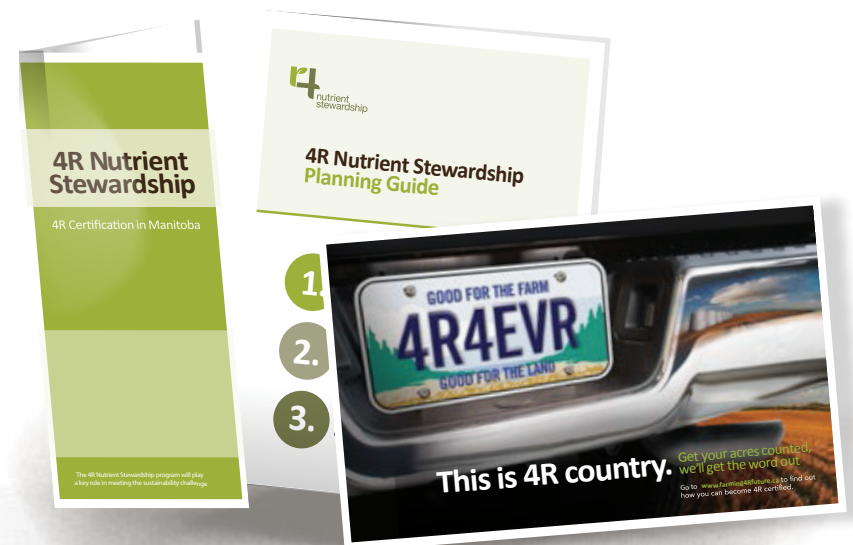
It's not enough to just do the right thing, but also to be seen as doing the right thing. By getting acres counted, we are able to provide hard data that represents the work that is being done on farms across Canada. Growers are looking for a program like this and grower associations are endorsing it because more and more end-use customers are demanding evidence of good stewardship practices.

Counting acres under management is the best way that we can demonstrate to customers and stakeholders what our industry is doing to be forward thinking. When you help your grower customer get 4R Designated you are helping them, you are helping the Canadian agriculture industry, and you are helping yourself gain a firsthand understanding of your customers' fertility requirements.



## Retailer 4R Support Tools

We've designed these easy to use retailer support tools to help you talk to your customers about the 4R program and take the first steps in becoming 4R Designated.



### 4R Brochure

*11" x 14" legal | gate-fold*

Overview of 4R Nutrient Stewardship Program

### 4R Planning Guide

*8.5" x 11" letter document*

Planning guide and worksheet to work through with growers

### 4R Poster

*17" x 11" tabloid poster*

Display your commitment to the 4R campaign with a co-branded poster



**FERTILIZER CANADA**

**FERTILISANTS CANADA**



**nutrient  
stewardship**