



**FOR IMMEDIATE RELEASE
FEBRUARY 15, 2017**

AGRIS-Cooperative Ltd. Awarded 2016 4R Nutrient Stewardship Agri-Retailer

BANFF, AB – Today, AGRIS-Cooperative Ltd. will be presented with the 4R Nutrient Stewardship Agri-Retailer award at the Canadian Association of Agri-Retailers (CAAR) Annual Conference. AGRIS-Cooperative Ltd. is a Canadian leader in the adoption of 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®).

“Using 4R Nutrient Stewardship, we can help our customers fully realize the benefits of this program. The framework aligns perfectly with the responsible, effective and profitable planning we offer our customers. If we can help farmers to optimize crop yields, and make sustainable contributions to Canada’s agri-food sector, it’s a win for everyone,” Jim Campbell, General Manager of AGRIS-Cooperative Ltd.

AGRIS-Cooperative Ltd. is a clear recipient of the 4R Nutrient Stewardship Agri-Retailer award. The principles which underpin 4R Nutrient Stewardship are deeply rooted in the company’s corporate culture with 14 of the co-operatives’ 22 Certified Crop Advisors having completed Fertilizer Canada’s eLearning 4R training. Additionally, introductory training session of the key elements of 4R Nutrient Stewardship were completed by all staff. Most recently, the AGRIS-Cooperative board has adopted a Stewardship Pledge.

“The CAAR Choice Awards honour exceptional dedication and reward excellence from across the industry. AGRIS-Cooperative Ltd. is proactive and creative in telling the story of agricultural sustainability and developing awareness of 4R Nutrient Stewardship,” said Delaney Ross Burtnack, President & CEO of CAAR.

AGRIS-Cooperative Ltd. works alongside other Ontario stakeholders, including Fertilizer Canada, to further the adoption of 4R Nutrient Stewardship to protect and conserve water quality and ecosystem health in the province.

“We applaud the accomplishments of AGRIS-Cooperative Ltd. This form of leadership is what drives 4R Nutrient Stewardship across our country and demonstrates the actions Canadian agri-retailers are taking to ensure sustainable agriculture,” said Garth Whyte, President & CEO of Fertilizer Canada.

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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.

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