

FOR IMMEDIATE RELEASE
FEBRUARY 22, 2017

4R Nutrient Stewardship takes centre stage in New Brunswick

MONCTON, NB – With thousands of acres of farmland to be managed across the province, education on 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®) for nutrient management will be critical for continued agricultural sustainability in New Brunswick.

Today, Fertilizer Canada launched a new eLearning course *4R Nutrient Stewardship in New Brunswick*, at an interactive training session with over 30 Atlantic crop advisors in collaboration with the New Brunswick Soil and Crop Improvement Association (NBSCIA).

The training is focused on utilizing regional best management practices with a focus on nitrogen and phosphorus to help agri-retailers and farmers implement 4R Nutrient Stewardship in the province. The online course is free to take and provides Certified Crop Advisors (CCA) with two Continuing Education Credits (CEUs). Now, with more than 4,000 online users and 17 eLearning courses – 11 of which are focused on nutrient stewardship – the eLearning training courses have broadened industry understanding of the economic, social and environmental advantages of 4R Nutrient Stewardship practices.

“Education on 4R Nutrient Stewardship is paramount to obtaining agricultural sustainability in this province,” said Walter Brown, CCA, 4R Agronomist, New Brunswick Soil and Crop Improvement Association. “A broader understanding of the local application of the 4R program will ensure nutrients are managed more sustainably on our farmland.”

4R Nutrient Stewardship helps organize nutrient input decisions by focusing on sustainable nutrient management to use fertilizer more effectively and efficiently. For growers, this translates into getting more value for every dollar spent on fertilizer while reducing negative downstream impacts, to ensure the sustainable future of farming in New Brunswick, but also farming in Atlantic Canada.

“On a greater scale, 4R Nutrient Stewardship balances farmer, industry, and government goals to improve agricultural sustainability,” said Garth Whyte, President & CEO, Fertilizer Canada. “Collaborating with the New Brunswick Soil and Crop Improvement Association will help us reach our target of 20 million acres under 4R Nutrient Stewardship across the country by 2020.”

In its first year, the New Brunswick 4R Demonstration farms engaged five producers across the province who are working with crop advisors to look at integrating practices such as side-dress and split applications, tissue sampling and more precise monitoring of plant growth stages.

Over the next three years, Fertilizer Canada hopes to engage even more farmers by supporting local retailers to become 4R Designated. 4R Designation provides retailers with the tools they need to capture acres of farmland operating under 4R Nutrient Stewardship, demonstrating their commitment to sustainable nutrient management and sustainable agriculture.

[Visit eLearning.fertilizercanada.ca to start your training today.](http://eLearning.fertilizercanada.ca)



FERTILIZER CANADA

*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
(613) 786-3039