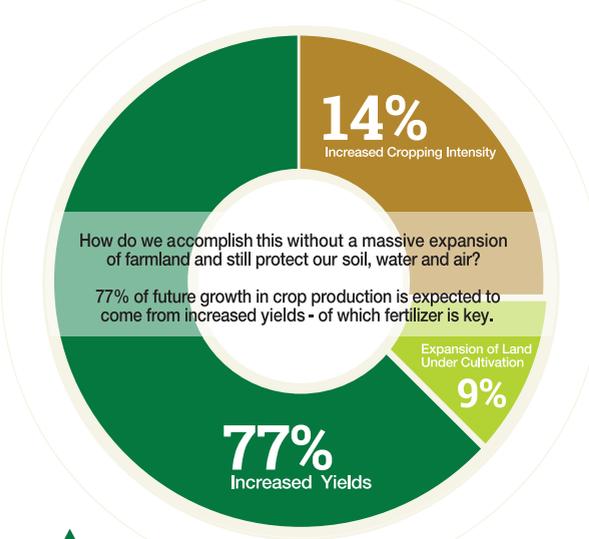


The world's population is expanding and food production must rise. By 2050 we will need to increase food production by 70%.



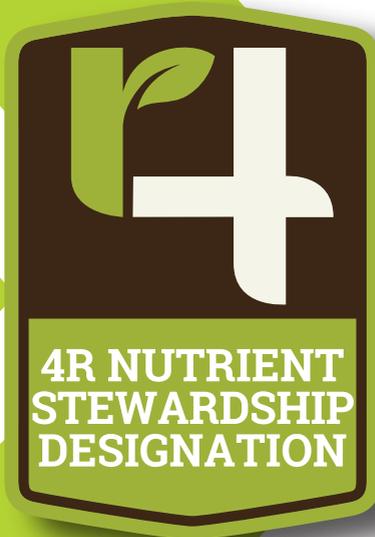
Fertilizer is an important input for crop production, but poorly managed nutrient applications can decrease profitability and increase nutrient losses, potentially degrading water and air.

4R Nutrient Stewardship empowers farmers with the knowledge and resources they need to grow crops sustainably.

4R Nutrient Stewardship can increase production and profitability for farmers while ensuring the future of the agricultural industry:

- NPK** **Right Source:** Select the correct source of nutrient for your soil ensuring a balanced supply of essential plant nutrients
- Tractor** **Right Rate:** Perform annual soil testing and apply nutrients to meet crop requirements while accounting for nutrients already in the soil
- 30** **Right Time:** Apply nutrients at the right time so nutrients will be available when crop demand is high and do not apply fertilizer on frozen soil
- Seed** **Right Place:** Place nutrients below the soil surface where they can be taken up by growing roots when needed

Through sustainable actions, we can protect our soil, water, and air for society.



fertilizercanada.ca
Get 4R Designated today.

4R Nutrient Stewardship
plays a key role in meeting
the sustainability challenge.

What is 4R Designation?

Farmers are increasingly facing pressures from the supply chain and the general public to demonstrate on farm stewardship and the 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place @) Program can provide a strategic opportunity to meet those challenges. 4R Nutrient Stewardship provides a framework to achieve cropping system goals – increased production, increased farmer profitability, enhanced environmental protection and improved sustainability. 4R Nutrient Stewardship requires the implementation of best management practices (BMPs) that optimize the efficiency of fertilizer use. The goal of fertilizer BMPs is to match nutrient supply with crop requirements and to minimize nutrient losses. Selection of BMPs varies by location, and those chosen for a given farm are dependent on local soil and climatic conditions, crop, management conditions and other site specific factors.

4R Designation provides recognition for farmers who complete and apply 4R Nutrient Stewardship grower plans.

Minimize impact to the environment

Contribute to Canada's environmental goals by adopting 4Rs on farm. Retaining nutrients within a field's boundaries and in the crop rooting zone greatly reduces the amount that is not utilized by plants and thereby escapes into the environment as pollution.

»» 4R Designation

Step	Grower	Agronomist	Agri-Retailer	Fertilizer Canada
1. Education	Learn about 4R Nutrient Stewardship (e.g. via web, print, workshop, conference) and see if it makes sense	Ensure credentials are in good standing: <ul style="list-style-type: none"> > CCA > 4R eLearning (4R Nutrient Stewardship Training - Parts 1-3 minimum, and other region-specific courses) > Other required provincial accreditations such as P.Ag/Nutrient management planner where applicable 	Corporate decision to buy-in Internal & external marketing 4R Training (overarching and region-specific courses)	Fertilizer Canada maintains and communicates recent, updated programs to retailer
2. Planning	Meet with the agri-retailer to develop 4R consistent plan along with fertilizer recommendations	Develop retailer procedures for 4R programming: <ul style="list-style-type: none"> > Training > Manuals > Other items of relevance Independents may have flexibility while larger companies may need ISO-type procedures	Work with 4R Agronomist to provide 4R training to staff update credentials as required, build 4Rs into agronomy software Meet grower to make NPK 4R consistent plan with CCA or equivalent advisor	Provide online system for agri-retailer to register 4R acres as they are approved by 4R Agronomist
3. Reporting	Consent to have 4R acres reported	Review and sign-off of 4R grower plan Report acres to Fertilizer Canada	-	Keep directory of 4R Agronomists
4. Implementation	Implement the 4R consistent plan	Follow up with agri-retail CCAs and growers to check on progress	-	Register information on acres, eco district, and crops under 4R Protect confidentiality of grower/ agri-retailer and keep data simple
5. Recognition	Receive 4R signage and recognition	Build relationship with customer	Support grower 4R implementation and provide recognition	Promote 4R Designated agri-retail sites through communications pieces: press releases, industry partners, internal newsletters, etc.
6. Review	Review progress with agri-retailer	End of season tune-up with with 4R consistent plan and actual implementation	Review progress with grower	Publish annual report on aggregated crop, eco district acres, level of attainment (not reated on how well it was done but that the farmer did it), etc

Get Involved.

The right time for nutrient stewardship is right now

Become involved in helping to identify solutions that face the agricultural community today.

Learn more at fertilizercanada.ca



eLearning

Fertilizer Canada's eLearning training platform is home to a number of 4R Nutrient Stewardship training programs:

- > *Introduction to 4R Nutrient Stewardship (parts 1-3)*
- > *4R Essentials – A short course in 4R Nutrient Stewardship*
- > *Nitrous Oxide Emissions Reduction Protocol (NERP)*
- > *Nitrous Oxide Emissions Reduction Protocol (NERP) Lite*
- > *Region Specific 4R Nutrient Stewardship Courses (where applicable)*

Start today at eLearning.fertilizercanada.ca

*Continuing Education Units (CEUs) are available for all courses identified here.