



**FERTILIZER CANADA**

**FERTILISANTS CANADA**

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## **FOR IMMEDIATE RELEASE**

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### **Canadian Fertilizer Industry on Track to Reach Agricultural Sustainability Goals by 2020**

*4R Nutrient Stewardship framework helps farmers reduce environmental impacts*

**OTTAWA, ON** – Farmers make up one third of the global population. Together, they have the opportunity to play a major role in reducing impacts on the environment by adopting sustainable agriculture practices.

As the voice of the collective Canadian fertilizer industry, Fertilizer Canada is committed to advancing sustainable agriculture for farmers through innovative, science-based methods such as 4R Nutrient Stewardship. Through programming, partnerships and advocacy, Fertilizer Canada is on track to reach its sustainability goals by 2020.

4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®) is a universally applicable, yet locally focused, nutrient management system that encourages farmers to apply the right source of fertilizer at the right rate, right time and in the right place. The 4R framework is strongly aligned with the Government of Canada's *Sustainable Development Strategy* and the United Nation's Sustainable Development Goals.

“By utilizing the 4R Nutrient Stewardship framework on-farm, farmers are able to reduce nutrient losses that result in environmental impacts to air, water and soil resources – including reducing greenhouse gas emissions,” said Garth Whyte, President & CEO of Fertilizer Canada. “These benefits are coupled with a return for farmers on fertilizer dollars spent, and in many cases, increased profitability from crop yields.”

Already, 61 per cent of farmers have reported awareness of the 4R Nutrient Stewardship program, representing 45 million acres of cropland. Fertilizer Canada's goal of capturing 20 million acres managed under the framework has received significant support from multiple stakeholders through Memorandums of Understanding with five provinces. Farmers and agri-retailers are also implementing the 4Rs through the association's national 4R Designation program and the Ontario 4R Certification program.

Additionally, the 4R framework is gaining increased recognition and endorsement as the gold-standard for sustainable agriculture in Canada and across the world. The program has received unanimous support from the Canadian Federation of Agriculture, and has been recommended for inclusion in the proposed National



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Environmental Farm Plan strategy. For its ability to reduce on-farm greenhouse gas emissions, 4R Nutrient Stewardship has been chosen as a candidate protocol for Ontario and Quebec's carbon reduction mandates, and was highlighted at the international COP23 conference in 2017.

“As the backbone of agriculture, the innovations of the Canadian fertilizer industry have been essential in seeding the growth in sustainable agriculture that brought us to where we are today,” Whyte said. “We have no doubt that these practices will contribute widespread benefits across the globe.”

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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 \$23 billion in economic activity annually and over 76,000 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](http://fertilizercanada.ca)**.

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