



**FERTILIZER CANADA**  
**FERTILISANTS CANADA**

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**Association professionnelle  
en nutrition des cultures**  
**Professional Association  
in Crop Nutrition**

**FOR IMMEDIATE RELEASE**  
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### **New Partnership in Québec Will Help Growers Implement Sustainable Agriculture Practices**

**OTTAWA, ON** – A new partnership between Fertilizer Canada and the Professional Association in Crop Nutrition (PACN) will enable the advancement of sustainable agriculture in Québec. With a combined investment of \$300,000 over three years, the partners signed a Memorandum of Cooperation (MOC) helping Québec growers maximize crop yields with minimal environmental impact using 4R Nutrient Stewardship.

4R Nutrient Stewardship is an internationally recognized best management practice system with four key pillars for fertilizer application: Right Source @ Right Rate, Right Time, Right Place®. This science-based approach helps growers understand how efficient fertilizer application improves profitability while reducing nutrient losses to the environment.

“The province of Québec represents a significant opportunity to advance sustainable agriculture in Canada. With over 28,000 farms, the Québec agri-food sector accounts for one out of eight jobs and contributes significantly to the provincial economy,” said Yvan Lacroix, President and CEO of PACN. “We are looking forward to working with Fertilizer Canada on implementing ways for growers to reduce their environmental impacts while maintaining profitability.”

The three-year MOC will focus on implementation of 4R Designation in Québec with the support of 4R trained consulting services to help growers complete 4R Nutrient Stewardship Management Plans and provide 4R consistent technical advice.

Fertilizer Canada will work closely with PACN to ensure resources are accessible for the province’s agri-retailers and growers to easily adopt 4R Nutrient Stewardship best practices into their business operations.

“This partnership with PACN is another major step towards Fertilizer Canada’s goal of capturing 20 million Canadian acres under 4R Nutrient Stewardship by 2020,” said Garth Whyte, President and CEO of Fertilizer Canada. “The adoption of the 4Rs in Québec will help growers in increasing profitability and practicing sustainable agriculture. The 4R framework is a significant contribution to meeting the targets in the government’s recently launched 2018-25 politique bioalimentaire.”



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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 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)**.

**PACN** members employ over 1,200 people in Quebec, among those are nearly 300 plant production consultants. These people are trained professionals that have acquired important knowledge and expertise in plant production, and who have a privileged contact with agricultural producers.

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**Professional Association in Crop Nutrition**

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