



FERTILIZER CANADA

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FOR IMMEDIATE RELEASE

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Renewed Commitment in Manitoba Meets Shared Agricultural Sustainability Goals

Memorandum of Understanding renewed for three more years

Winnipeg, MB – Fertilizer Canada, the Government of Manitoba, and Keystone Agricultural Producers have renewed their partnership to promote 4R Nutrient Stewardship as the leading approach to sustainable nutrient beneficial management practices (BMPs) in the province. The Memorandum of Understanding links the Government of Manitoba's objectives for environmental performance with the 4R Nutrient Stewardship programming developed by Canada's fertilizer industry and ensures continued commitment to agricultural sustainability in Manitoba.

"We are thrilled by this renewed commitment by the Government of Manitoba and Keystone Agricultural Producers to encourage the implementation of sustainable agriculture practices," said Garth Whyte, President and CEO, Fertilizer Canada. "This support represents a significant contribution toward sustainable farming in Canada and is a big step forward in our goal to capture 20 million acres under the 4Rs by 2020."

The 4R framework is science-based and recognizes that BMPs must be customized to fit each farm's unique combination of climatic, soil, landscape, cropping and operational conditions. This principle of customized implementation is applied with input from Certified Crop Advisers, professional agrologists and government extension specialists who work with farmers, as needed, to assess their situations and develop management plans.

"Farmers in Manitoba are utilizing 4R Nutrient Stewardship through Fertilizer Canada's 4R Designation program to improve agricultural productivity and minimize impact on the environment," said Ralph Eichler, Manitoba's Minister of Agriculture. "The agriculture sector is proud to reconfirm our commitment to sustainable farming over the next three years through this partnership."

4R Designation is a national program that allows Manitoba agri-retailers to formalize their commitment to 4R Nutrient Stewardship as a way to promote their expertise to their grower customers. Additionally, research in Manitoba concluded that applying enhanced efficiency fertilizers (Right Source) in a mid-row band (Right Place) can help growers reduce greenhouse gas emissions by up to 55 per cent, contributing to national and provincial objectives. In addition to reducing GHG emissions, broad-scale implementation of 4R Nutrient Stewardship can improve soil health and water



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quality through the application of regionally-specific BMPs; helping to reduce nutrient loading to waterways across Manitoba, including Lake Winnipeg.

“Farmers want to protect the environment and protect the bottom line of their operations, and this nutrient management program can help them do both,” said Bill Campbell, President, Keystone Agricultural Producers “Application using the 4Rs maximizes fertilizer performance and minimizes its effect on the environment.”

Through ongoing research, training for certified crop advisors, workshops and field tours, this agreement will focus on implementation of 4R Designation in Manitoba as a tool to ensure growers have consistent, dependable access to 4R advice regarding their nutrient management decisions.

“This agreement supports the good work already being done by Manitoba’s farmers and many others in the agriculture sector who are focused on environmental and economic sustainability,” said Rochelle Squires, Manitoba Minister of Sustainable Development. “We will continue to implement actions from the Made-In-Manitoba Climate and Green Plan including activities that help to improve water quality by reducing nutrient loading to our rivers and lakes.”

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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***.

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