



FERTILIZER CANADA
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Nutrien
Ag Solutions™



FOR IMMEDIATE RELEASE
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Nutrien Ag Solutions Recognized with 4R Nutrient Stewardship Agri-Retailer Award

WINNIPEG, MB – Nutrien Ag Solutions is a leader in advancing sustainable agriculture to Canadian growers. Through their commitment to 4R Designation, Nutrien Ag Solutions counted over 300,000 sustainably-managed farm acres in 2018.

It is because of this leadership that Nutrien Ag Solutions was recognized today with the fifth annual 4R Nutrient Stewardship Agri-Retailer Award, which is given each year during the Canadian Association of Agri-Retailers (CAAR) Conference to celebrate an agri-retailer that demonstrates a commitment to the sustainability principles of 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®).

“We commend Nutrien Ag Solutions on their early adoption of 4R Nutrient Stewardship,” said Garth Whyte, President & CEO of Fertilizer Canada. “As growers begin to face increasing pressures to reduce environmental impacts and increase yields, 4R Designation provides agri-retailers proven BMPs to advise to their grower customers, adding a valuable business service.”

4R Designation is a national program that allows agri-retailers to train their staff to provide 4R Nutrient Stewardship advice to their grower customers. By advising on 4R best management practices (BMPs), agri-retailers can help growers reduce environmental impacts while increasing economic returns. Fertilizer Canada’s goal is to verify acres under 4R Designation to demonstrate the industry’s commitment to sustainable agriculture.

“4R Nutrient Stewardship is an integral part of how Nutrien Ag Solutions services our grower customers. With the continued evolution of precision farming and other strategies designed to enhance efficiency, the ability to use technology to meet our farmer’s unique business and agronomic needs has become a higher priority for the Nutrien Ag Solutions team,” said Roger Bortis, Canadian Retailer Manager with Nutrien Ag Solutions. “We continue to build systems to minimize nutrient loss to the air and water and protect soil quality, while providing growers what they need to support their families and build vibrant communities.”

“Agri-retailers are a grower’s best source for trusted information on nutrient management. Nutrien Ag Solutions has recognized the important role they play in providing advice on stewardship and sustainability by becoming 4R Designated” said Mitch Rezansoff, Executive Director at CAAR. “We are pleased to recognize their



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leadership and look forward to continuing to work with them to reach Canadian growers.”

Fertilizer Canada would like to congratulate Nutrien Ag Solutions for their commitment to 4R Nutrient Stewardship.

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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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