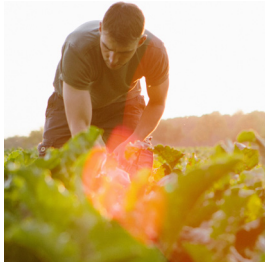


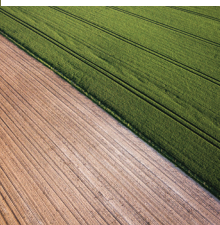
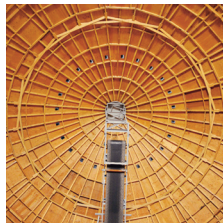
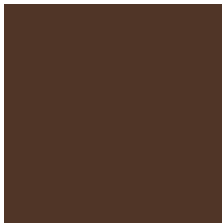
End-use customers are starting to demand that steps be taken to prove growers are committed to sustainable practices.

Food companies and sustainable supply chain initiatives recognize the value of the 4R Nutrient Stewardship framework as the standard in sustainable nutrient management.

It is critical for members of Canada's value chain to respond in a proactive and cohesive manner to the challenges and opportunities presented by the growing global demand for sustainably grown ingredients.



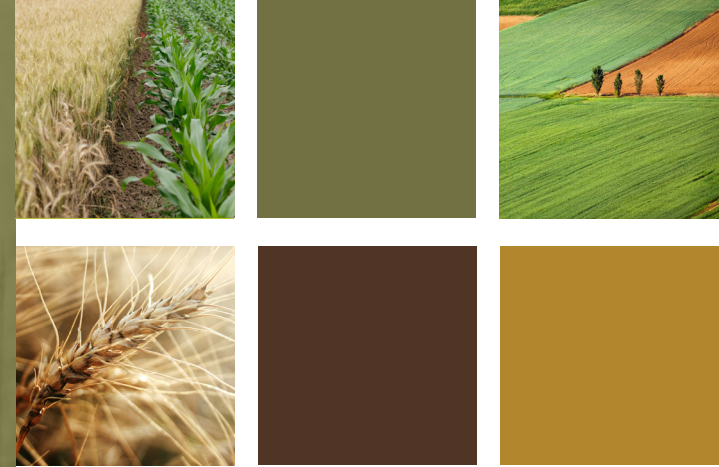
The 4R Nutrient Stewardship framework is recognized by food companies and sustainable supply chain initiatives as it provides a science-based standard for sustainable nutrient management. Adopting 4R Nutrient Stewardship on your farm and at your business allows you to address compliance questions and gain access to new markets for your products.



FERTILIZER CANADA



Learn More About
4R Nutrient Stewardship:
4R.fertilizercanada.ca



WHAT'S IN IT 4R ME?

4R Nutrient Stewardship can help improve agricultural productivity

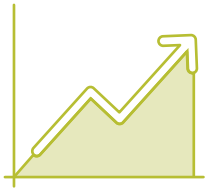
Optimizing nutrient management is simply good business. Higher crop yields are well documented with better crop and soil management. Improved fertilizer efficiency increases the quantity produced per acre for each unit of nutrient applied, without sacrificing yield potential.



Economic

Grower

Implementing 4R Best Management Practices (BMPs) leads to more efficient input management, higher yields, and greater profit. Ensuring you are getting the most out of each acre, increasing return on fertilizer dollars spent.



AN AVERAGE OF \$87/acre

IMPLEMENTING 4R CLIMATE SMART PRINCIPLES FOR NITROGEN MANAGEMENT RESULTED IN UP TO A \$87 PER ACRE INCREASE IN PROFIT COMPARED TO BASELINE CROP VALUE

The average crop value of the harvest from the 4R demonstration farms increased by \$87/acre compared to the standard practice plots due to better yield and quality.

Environmental

Grower

4R Nutrient Stewardship plans on-farm include integrated sets of BMPs that have been shown to reduce greenhouse gas (GHG) emissions by up to 35% and reduce phosphorus run-off by up to 60%.



ON AVERAGE 70% OF CANADIAN CROP ACRES ARE OPERATING UNDER THE BASIC PRINCIPLES OF 4R NUTRIENT STEWARDSHIP

On average, 70% of Canadian crop acres are operating under the basic principles of 4R Nutrient Stewardship. Work with a 4R Designated or Certified retailer to get your acres counted and help demonstrate how Canadian growers are leaders in sustainable farming

Social

Grower

The 4R Nutrient Stewardship program brings together science, industry programming and education to improve grower access to tools that can assist in farm management decision making.



OVER 2,700 INDIVIDUALS HAVE COMPLETED 4R NUTRIENT STEWARDSHIP eLEARNING TRAINING COURSES

x2 GROWER AWARENESS OF 4R NUTRIENT STEWARDSHIP HAS ALMOST DOUBLED FROM 2014 TO 2017.



Agri-Retailer

Participating in the 4R program allows Canadian agri-retailers to continue to build their reputation as trusted advisors. By providing growers with the most up-to-date scientific advice to ensure your grower customers are getting the most out of each acre and increasing their return on fertilizer dollars spent. The Fertilizer Use Survey found that



57% OF CANADIAN GROWERS GET THEIR 4R ADVICE FROM THEIR AGRI-RETAILER

43% ARE LOOKING FOR ADVICE FROM A CERTIFIED CROP ADVISOR



Agri-Retailer

Agriculture must respond to the pressures of increasing population and regulation. Nutrients in lakes and rivers, government's focus on reduction of greenhouse gas (GHG) emissions across Canada and public misconceptions about fertilizer use for agricultural purposes have heightened calls for action.

On average, 70% of Canadian growers are operating under the basic principles of 4R Nutrient Stewardship. However, only 31% of those growers are aware they are practicing 4R BMPs. Your challenge, as a Canadian agri-retailer, is to validate these acres and help communicate the good work being done by the agricultural industry.

Agri-Retailer

4R Nutrient Stewardship demonstrates economic, environmental, and socially responsible product use, earning the industry's freedom to operate.

Canada's fertilizer industry believes that voluntary, industry-led initiatives are the best approach towards showcasing industry's actions towards increase crop nutrient uptake and reduced nutrient loss.

