



Emissions Reduction Initiative

Advocacy Toolkit

Contents

Cover Note

Key Messages

Social Media Content

Social Media Best Practices

Call for Action in your E-Newsletter

Directly Engaging your Member of Parliament

Letter / Email to your Member of Parliament

Please reach out to the Fertilizer Canada team at anytime if you need additional information or have questions about the toolkit. We would be happy to brief you and your team on the Emissions Reduction Initiative and how your organization can use these materials to support our collective efforts. Please contact Daniel Kelter if you would like assistance reaching out to or setting up a meeting with your Member of Parliament.

Also please keep us informed about the actions that your organization takes in support of this campaign so Fertilizer Canada can recognize and amplify them!

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Cover Note

The Government of Canada must #Choose4R as a solution to meeting Canada's fertilizer emission reduction goals and its agri-food export targets.

The Government of Canada's A Healthy Environment and a Healthy Economy plan released in December identified the following commitment:

"Set a national emission reduction target of 30% below 2020 levels from fertilizers and work with fertilizer manufacturers, farmers, provinces and territories, to develop an approach to meet it."

Since the announcement of this emission reduction target Fertilizer Canada has been working with stakeholders, researchers, and economists to shape the proposed target and its impact on our industry. By now, we are all aware that the significant area of concern is that the government has stated their intention to pursue a total emissions reduction of 30 per cent rather than an emissions intensity reduction of 30 per cent. The direct impact on farmers and our industry will be significant, with a potential annual loss of fertilizer sales of \$1 billion. This proposed reduction is short-sighted. The government must understand that meeting this target will require Canada to grow less food which will reduce exports, lower farm incomes, and threaten global food security.

We believe that proactive efforts made by Canada's fertilizer industry will not only support Canada's targets but will help position the Government of Canada with a leading example on the international stage in climate change adaptation, resilience and mitigation. Any approach developed to meet the emission targets must be realistic, be backed by scientific rigour, and prioritize the 4R Climate Smart Protocol as the primary driver of emissions reductions.

The federal government must fully understand the impacts that this emission reduction target will have on the agriculture industry. As such, this has become the focus of our current advocacy efforts at Fertilizer Canada. Over the past few months, we have invested heavily in our efforts with key government officials and have brought on a leading national firm, Hill+Knowlton Strategies, to further our bench strength. This additional support and increased level of engagement will help reinforce our messages and take our efforts to the next level by increasing the number of high-profile government meetings, resulting in greater knowledge, understanding and support for our industry at the federal Cabinet table.

Fertilizer Canada will continue to work very closely with our key partners and other stakeholders to collaborate on our advocacy efforts and to advance a comprehensive 4R emissions reduction plan in response to the government's proposal.

In the meantime, we now need your support. Attached is a toolkit that will equip you with the tools you need to raise awareness of this campaign and drive action from key decision-makers within the government.

We, as an industry, need to educate the federal government. They need to understand that Canadian farmers are some of the most efficient users of fertilizer in the world. And that, over the last decade and a half, the fertilizer industry has proactively also worked with farmers to implement on-farm 4R Nutrient Stewardship practices.

Reducing emissions by using less fertilizer through regenerative farming techniques and organics are not realistic for most farmers and for Canada to continue to increase production, feed a growing global population, and meet its agricultural export goals.

Failing to adopt the proven 4R model will lower farm yields and incomes, make Canadian agriculture less competitive and ultimately put food security at risk for Canadians and the world.

It's time for the government to **#Choose4R**.

This Toolkit includes:

- **A set of key messages you can leverage in your communications**
- **Three draft social media posts you can post to your Twitter, LinkedIn and other social media accounts (social media images attached)**
- **Social media best practices – how to post your content, hashtags to use and how you should reference decision-makers online**
- **A message you can use to spread awareness in your organization’s internal or external e-newsletter**
- **A draft letter / email to send to your Member of Parliament**



The messages in this toolkit have the most impact with elected officials and other decision makers when accompanied by an explanation of how this issue impacts your business. Specifically, how a 30 per cent absolute emissions reduction would impact your business costs and its profitability, jobs, customers, exports and international competitiveness. These kinds of examples highlight to the government the real-life consequences of not following industry’s leadership on 4R Nutrient Stewardship.

With the likelihood of a federal election in the fall, it is critical that we raise awareness of this issue with decision makers this summer.

To learn more, visit <https://fertilizercanada.ca/our-focus/stewardship/emissions-reduction-initiative/>



Key Messages

Issue: Fertilizer helps feed Canada's economy

- From manufacturing, to mining and processing, to transport and storage, to wholesale, to retail, the fertilizer industry creates jobs across the country and helps keep the Canadian economy growing.
- The industry supports over 76,000 jobs directly and indirectly throughout the supply chain, and in 2020 the industry's total economic impact surpassed \$23.5 billion, with \$12.7 billion contributed to Canada's GDP.
- In 2019 Canada's fertilizer industry exports valued nearly \$7 billion, shipped to over 75 countries accounting for roughly 2 per cent of all Canada's exports.

Issue: The government must go all-in on 4R to meet Canada's emission reduction targets

- The federal government has set a fertilizer emissions reduction target of 30 per cent below 2020 levels by 2030 but has not specified how this target will be met.
- Agricultural intensification will be key to growing crop exports and strengthening food security. Any reduction in emissions from Canadian cropland must be based on emissions intensity and consider emissions per unit of crop produced.
- Like all industries, agriculture and the fertilizer industry have an important role to play in achieving Canada's climate change goals. However, the government must recognize that Canadian farmers are leaders in climate-smart practices that make them among the most sustainable farmers in the world.
- Government policies must complement the work of Canadian farmers on environmental stewardship, including 4R Nutrient Stewardship.
- As our industry and grower customers work toward improving sustainability, the development of the 4R Climate Smart Protocol nationally will be essential to meeting Canada's sustainability targets by 2030 and rewarding Canadian farmers for their voluntary actions in a global market.

Our Success: Canadian farmers are among the most efficient fertilizer users in the world and are growing more food to increase food security at home and help feed the world.

- Canadian farmers rely on nitrogen-based fertilizers to continue to increase their yields. This puts food on the tables of Canadians and helps feed a growing global population.
- For the last decade and a half, the Canadian agriculture industry has been working hard to reduce emissions from fertilizer through 4R Nutrient Stewardship.
- The 4R approach was proactively developed in partnership with leading scientists, agriculture organizations and provincial governments to reduce agriculture's environmental impact without compromising farmers' competitiveness.
- As a result of industry's efforts, nutrient use efficiency in Canada exceeds the world average.

Key statistics to reference:



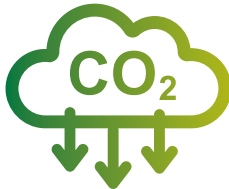
2 Billion People

The world's population is estimated to grow by approximately 2 billion people by 2050.



50% Growth

Global agriculture production will need to increase by 50 per cent to feed all these people.



15 Years

Industry has invested in developing and implementing 4R Nutrient Stewardship over the last 15 years to help reduce agriculture's impact on the environment.



66-78%

Canadian farmers are not overapplying nitrogen fertilizer. Nutrient use efficiency in Canada exceeds the world average and ranges between 66% and 78%.



4 Million

As of 2020 there are approximately 4 million validated acres under 4R management in Canada.

To use these images [click here](#)

Solution: Canada must choose 4R Nutrient Stewardship to meet Canada's emission reduction targets

- There are only nine growing seasons until 2030. To meet its climate goals, Canada must follow the leadership of Canadian farmers and go all-in on 4R Nutrient Stewardship.
- Choosing 4R will reduce environmental impacts while supporting Canadian farmers and families. #Choose4R
- The 4R Climate-Smart Protocol results in a reduction in emissions by as much as 35%. If this were implemented across Western Canada alone, it could reduce nitrous oxide emissions by 3 MT CO₂e annually. Additionally, a carbon credit would be issued to reward farmers for their environmental stewardship.

**Call to Action: Canada can be a leader in climate policy and food production.
Tell government to #Choose4R.**



Social Media Content


The images and copy below are to be published on you and your organization's Twitter, LinkedIn or other social media accounts to help amplify our emissions reduction initiative and rally your networks to support.

These posts have been designed to encourage your followers to either reshare or visit <https://fertilizercanada.ca/our-focus/stewardship/emissions-reduction-initiative/> to take action or learn more.

We ask for everyone's support in spreading awareness and building an online conversation that we can share directly with our elected officials' audience.

Please encourage leaders and employees to participate in the program by sharing the content on their channels. We're happy to support with additional content where we can.

To use creative images below, please [click here](#).

Content	Creative Images
<p>We don't have to choose between the environment and farmers.</p> <p>4R Nutrient Stewardship is a science-based approach chosen by Canadian farmers to reduce Canada's environmental impact without hurting farmers and families.</p> <p>Tell government to #Choose4R</p> <p>https://tinyurl.com/t2pp26jx</p>	

Content

Canadian farmers provide food security at home and help feed the world.

Forcing them to use less fertilizer means growing fewer crops and reducing the food security of Canadians.

It's time for Canada to #Choose4R

Learn more: <https://tinyurl.com/t2pp26jx>

Creative Images



Canadians shouldn't have to choose between food and the environment.

We can be leaders in climate policy and food production with 4R Nutrient Stewardship.

It's time for our government to #Choose4R.

Learn more: <https://tinyurl.com/t2pp26jx>



Social Media Best Practices

Tone – Positive and Cooperative

The goal of the emissions reduction initiative is to highlight the success Canadian farmers have had in the last decade using 4R Nutrient Stewardship and why the government should recognize these efforts.

We want the government to know that Canada's national agricultural organizations are ready to work with them to increase the use of 4R to lower emissions while helping farmers grow more food. This is a partnership. An opportunity for the government to acknowledge and build off the efforts of our industry.

When referencing the initiative through online content or other forms of communication using the key messages provided, it is important to remember that we are seeking support and recognition of 4R. The tone should be positive, speaking to the benefits of 4R and why Canada would benefit from its increased use. It should not attack government departments or specific politicians.

Messaging should also be rooted in the facts. Make sure to reference the key statistics that demonstrate how 4R has already positively impacted Canada. 4R is a science-based approach and the intention of this campaign is to showcase our proven forward-thinking approach to benefit Canada in terms of food production and climate policy.

Posting Content – Hashtags and Tagging Accounts

When posting to your Twitter channels, how you reach your target audiences is as important as the content itself.

Please refer to the following lists below to understand what hashtags to use and which accounts you should be tagging in your content.

Hashtags

- Suggested campaign hashtags to be included in content posted
 - o #Choose4R
 - o #CdnAg
 - o #cdnpoli
- Supplementary hashtags – each can be used strategically based on your organization's location, decision-maker, and relevant work.
 - o #AgTwitter
 - o #AgChat
 - o Provincial Ag - #westcdnag, #MBAg, #Saskag, #ABag
 - o Provincial Politics - #onpoli, #abpoli, #qcpoli, #bcpoli, #mbpoli, #atlpoli, #nlpoli, #nbpoli.

Accounts to tag

Below are the following Twitter accounts that can be tagged in your posts. We recommend always tagging the government departments, but only tagging one or two of the following decision-makers. You can also tag your local member of parliament or member of the legislative assembly.

Government Departments

- @AAFC_Canada – Department of Agriculture and Agri-food Canada
- @environmentca – Department of Environment and Climate Change Canada

Elected Officials

- @mclaubibeau – Minister of Agriculture and Agri-food Canada
- @NeilREllis – Parliamentary Secretary for Agriculture and Agri-food Canada
- @JonathanWNV – Minister of Environment and Climate Change Canada
- @Chris_Bittle – Parliamentary Secretary for Environment and Climate Change Canada
- @jimcarr_wpg – Prime Minister’s Special Representative for the Prairies

Keep in Touch with Fertilizer Canada

Fertilizer Canada would like to echo and further amplify your organization’s communications. This will also help to inform our followers, mobilize potential supporters, and increase the likelihood of engagement with government officials. Please make sure to follow all of Fertilizer Canada’s social media accounts and contact us after your organization has communicated about the ERI.

Social Media Accounts:

Twitter: @FertilizerCA

Linked In: Fertilizer Canada

Facebook: @fertilizercanada

Fertilizer Canada Communications Contact:

Catherine King

cking@fertilizercanada.ca



Call for Action in your E-Newsletter

We've included a summary of the emissions reduction initiative below, which you can use to call-out the industry's involvement and encourage contacts from your internal and/or external mailing list to visit the website to learn more.

Fertilizer Canada – Asking Canada to #Choose4R

In December, the Government of Canada committed to a national fertilizer emission reduction target of 30% below 2020 levels by 2030.

For more than decade, the fertilizer industry has worked with farmers to develop the 4R Nutrient Stewardship framework. As it stands, Canadian farmers are some of the most efficient users of fertilizer in the world, with a nutrient use efficiency that ranges between 66 per cent and 78 per cent.

Some believe that the solution to reducing emissions is simple – use less fertilizer through regenerative farming techniques and organics. However, these options are not realistic in order for most Canadian farmers to continue to increase food production to feed a growing global population.

4R Nutrient Stewardship is a science-based and proven approach for Canadian farmers to keep up with global demand while working to reduce agricultural emissions.

Built on the foundation of 4R Nutrient Stewardship, the fertilizer industry has invested in the development of the 4R Climate Smart Protocol. This Protocol is distinctly focused on nitrogen practices that substantially reduce emissions such as subsurface application of nitrogen, utilizing enhanced efficiency products, varying application rates and having a 4R plan in place. This Protocol offers a solution that must be at the core of any plan to reduce agricultural emissions to ensure that farmers are rewarded, not punished. Including this year, there are nine growing seasons remaining to 2030. To substantially move the needle on nitrous oxide emission reductions, development of the 4R Climate Smart Protocol nationally within the federal framework needs to be immediately prioritized.

[Your Organization's name] and other agricultural organizations across Canada are advocating for the government to recognise this framework and #Choose4R.

Failing to adopt this proven model will lower farm yields and incomes, make Canadian agriculture less competitive and ultimately increase food prices for Canadians.

Please support our efforts by SHARING THIS POST [link to post on your social media channel] on your social channels and visit fertilizercanada.ca/our-focus/stewardship/emissions-reduction-initiative/ to LEARN MORE. #Choose4R.

Directly Engaging your Member of Parliament

With the high likelihood of a fall election, you may have opportunities to directly engage your local Member of Parliament (MP) and the candidates vying to be your MP in the coming months.

MPs and candidates will be participating in virtual and in-person events such as meet and greets and all candidates debates. Attending these are an excellent opportunity to raise awareness, educate and ask questions of MPs and candidates about the fertilizer emissions reduction target and 4R Nutrient Stewardship.

Your organization should also consider proactively engaging with MPs and candidates to help build relationships and help educate them on industry issues. Some examples of proactive engagement could include:

- Requesting a meeting with your MP to talk about this issue
- Inviting your MP and/or candidates for a facility tour or site visit
- Supporting or participating in a community event or gathering that the MP and/or candidates are invited to
- Helping organize and inviting candidates for an all candidates debate on agriculture issues

MPs and political parties are most receptive to policy ideas during campaign periods as they seek to maximize their electoral support. We highly recommend you look for ways to directly engage MPs and candidates on the fertilizer emissions target in the coming months. Please reach out to Fertilizer Canada if you need supporting or amplifying your efforts.

Reminder: If your organization regularly communicates with federal officials a reminder that any direct communications with MPs or Cabinet Ministers may be subject to the provisions of the federal Lobbying Act. We recommend that you check with your organization and/or the Office of the Commissioner of Lobbying whether your communications are subject to the federal lobbying rules and reporting requirements: <https://lobbycanada.gc.ca/en>

Letter / Email to your Member of Parliament

You can find out who your Member of Parliament (MP) and their email address and contact information by entering your postal code at the top of this website: <https://www.ourcommons.ca/members/en>

The following can be used to send a letter or email to your MP to encourage them to advocate for 4R in Ottawa and highlight this issue's importance in advance of a potential federal election later this year.

[Name of Member of Parliament]
House of Commons
Ottawa, Ontario
Canada
K1A 0A6

Dear [Name of Member of Parliament],

I am writing to share [my/company/organization's] concern about the federal government's fertilizer emissions reduction target of 30 per cent below 2020 levels by 2030.

This target was announced in the A Healthy Environment and Healthy Economy plan in December 2019. Since the announcement of the 30 per cent target - which was developed without industry consultation - the fertilizer industry has been working with government, agricultural stakeholders, researchers, and economists to understand how the proposed target will impact agriculture in Canada.

Our concern is that the government intends to pursue a total emissions reduction of 30 per cent rather than an intensity reduction of 30 per cent. This will have a direct and significant impact on farmers and our industry. Achieving a 30 per cent absolute reduction will require Canadian farmers grow less food, which will reduce their incomes, lower Canadian exports, and impact global food security.

[option to add perspective about how a 30 per cent absolute emissions reduction would affect your business]

For the last decade and a half, the Canadian agriculture industry has been working hard to reduce emissions from fertilizer through 4R Nutrient Stewardship. The 4R approach was proactively developed in partnership with leading scientists, agriculture organizations and provincial governments to reduce agriculture's environmental impact without compromising farmers' competitiveness. 4R is a globally recognized framework that provides best practices to minimize nutrient losses that focuses on applying the Right Source of nutrients, at the Right Rate, at the Right Time and in the Right Place. As of 2020 there are approximately 4 million validated acres under 4R management in Canada.

Built on the foundation of 4R Nutrient Stewardship, the fertilizer industry has invested in the development of the 4R Climate Smart Protocol. This Protocol is distinctly focused on nitrogen practices that substantially reduce emissions such as subsurface application of nitrogen, utilizing enhanced efficiency products, varying application rates and having a 4R plan in place.

This Protocol offers a solution that must be at the core of any plan to reduce agricultural emissions to ensure that farmers are rewarded, not punished. Including this year, there are nine growing seasons remaining to 2030. To substantially move the needle on nitrous oxide emission reductions, development of the 4R Climate Smart Protocol nationally within the federal framework needs to be immediately prioritized.

As a result of these efforts, Canadian farmers are already among the most efficient fertilizer users in the world and have less ability than other countries to reduce fertilizer emissions without lowering yields.

Despite industry and provincial support for 4R, the federal government has not formally recognized 4R in Canada. Instead of setting a 30 per cent target that will require Canada to grow less food, our industry believes that the federal government should formally recognize 4R and work with the agricultural industry to increase the adoption of 4R Nutrient Stewardship among Canadian farmers.

Over the next 30 years, it is projected that global agriculture production will need to increase by 50 per cent to meet the needs of the world's growing population. The world needs more of what Canadian farmers can do: sustainably grow large amounts of high-quality food. By putting 4R at the centre of a fertilizer emissions reduction strategy, Canada can continue to grow more food, raise farm incomes, and increase food security at home and abroad.

Sincerely,

[name]

[organization/company]





**Thank
You**