



FERTILIZER CANADA  
FERTILISANTS CANADA

# 4R NUTRIENT STEWARDSHIP

## CANADIAN DESIGNATION PROGRAM

# Vision 2020

We will advance the safe, secure and sustainable production and use of fertilizer through proactive science-based programs, innovation, and advocacy – benefiting Canada and the world.



# Nutrient Stewardship






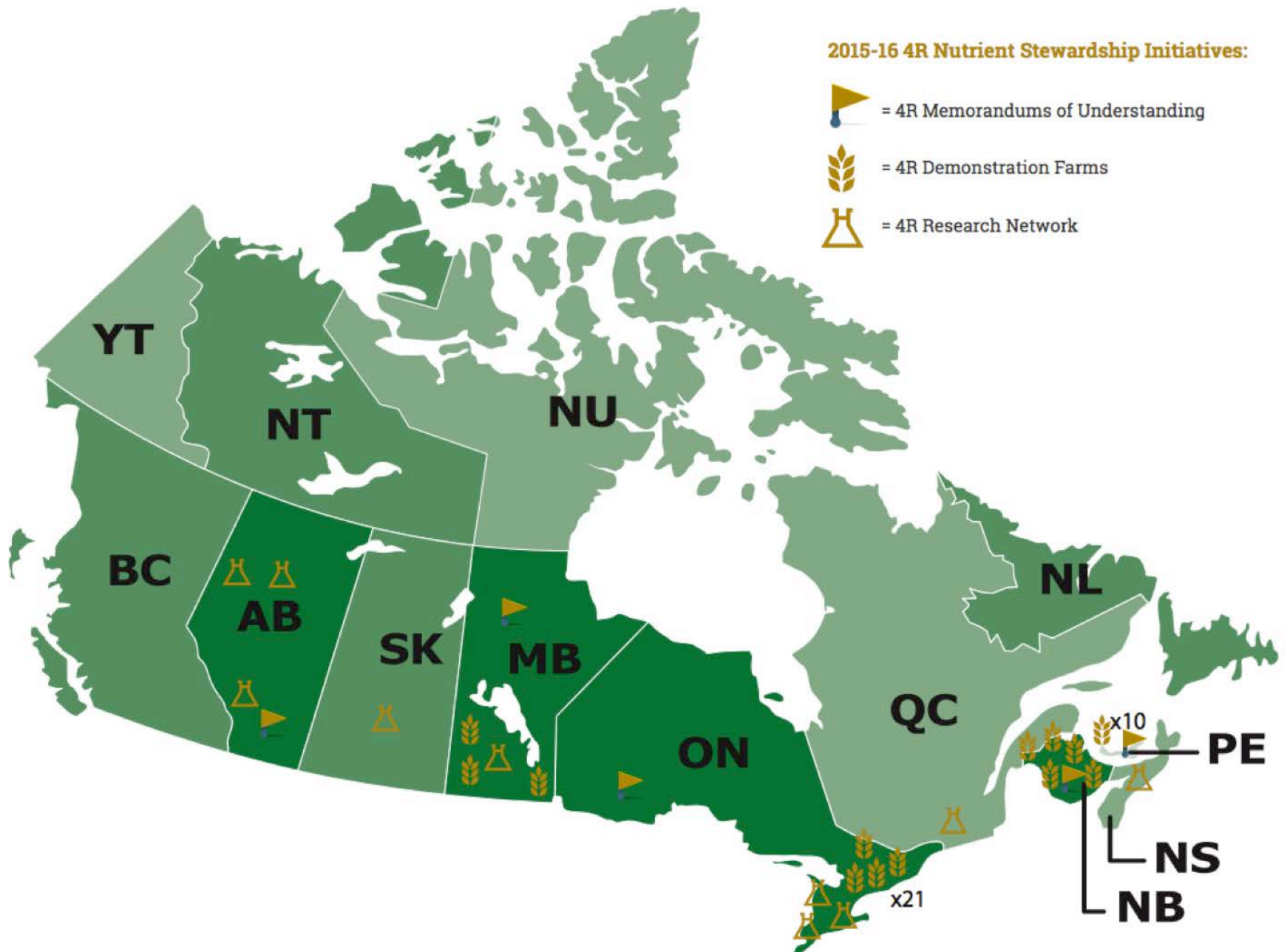
## Targets:

- The Canadian and global standard
- 20 Million 4R Designated Acres



### 2015-16 4R Nutrient Stewardship Initiatives:

-  = 4R Memorandums of Understanding
-  = 4R Demonstration Farms
-  = 4R Research Network



# Canadian Roundtable for Sustainable Crops

- National forum to co-ordinate and collaborate initiatives underway, across the value chain, that will minimize the amount of burden on producer, but still meet end user or consumer requirements.
- Developing a unified approach to sustainability instead of 20 separate projects for grain, oilseeds and pulse crops.



4R Nutrient Stewardship can  
**help** grow crops sustainably

# No longer enough to *'Do the Right Thing'*

Public is demanding credible evidence  
that farmers are making sound crop  
management decisions for the  
economy, society and environment

# 4R Designation

## Key Elements:

- Grower and Agri-retailer develop voluntary 4R plan
  - Consistent with regional economic, social and environmental goals
- Sign off by trained professional: CCA, 4R training
  - provincial qualifications as required (P.Ag, Nutrient Management Planner)
- Acres, Crop and Eco-district data filed confidentially to registry
- Grower and Agri-Retailer receive 4R Designation and recognition
- Registry reports acres under 4R management by crop and Eco-district

# Benefits of 4R Nutrient Stewardship to Farmers

- Farmers can prove to external stakeholders what they're doing to be good environmental stewards of their land - the 4R plan backs their actions with hard data
- End-use customers are beginning to require proof and 4R delivers that
- Grower associations have asked for this and are endorsing it
- This science and fact-based approach meets government and environmental organization demands and exceeds them
- Improves grower's efficiency and their bottom line





# Benefits of 4R Nutrient Stewardship to Agri-Retailers

- By helping growers complete a 4R plan to get their acres counted, a retailer is getting the first and best opportunity to fully understand their fertility requirements
- 4R is based on best agronomic practices; the agronomy team will be motivated to participate
- Becoming 4R Designated allows retail locations to use the 4R sustainability designation and communicate to farmers and external stakeholders that they are becoming part of the solution
- Staff earns CCA credits for training
- It's the right thing to do at the right time



# The Ask

- Become a 4R Designated retailer
- Help us communicate to farmers the benefits of the 4R system and assist them on the ground level with planning and implementation so we can make sure their acres are counted
- Assist us in getting more acres under 4R management for reporting purposes and to meet external stakeholder demands
- Display and distribute 4R communication tactics
- Enable staff to train and help growers complete a 4R consistent plan

# Website

## 4R.fertilizercanada.ca

Learn More >

Download Resources V



## 4R Designation

Help your grower customers get their acres counted



Sustainable farming is the future. In many cases, that future is already underway. 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place ®) lets the world know when food has been sustainably grown.

We want to demonstrate this to the world, by getting Canadian agri-retailers and crop advisors 4R Designated and counting millions of acres under 4R Nutrient Stewardship, to demonstrate how Canada is a leader in sustainable farming.

### 1. Complete the 4R Nutrient Stewardship eLearning Course

Getting started is simple. Fertilizer Canada's 4R Nutrient Stewardship three-part training takes an in-depth look at sustainable fertilizer principles, which earns a Certified Crop Advisers 5.5 continuing education credits

[Get started >](#)

### 2. Make sure your farmer customers' plans fit 4R Nutrient Stewardship

The following checklist outlines the requirements for compliance with 4R Nutrient Stewardship standards.

[Verify here >](#)

### 3. Get Your Acres Counted

Counting acres under the 4R Nutrient Stewardship framework is the best way to demonstrate to customers and stakeholders what our industry is doing to be forward thinking.

[Access the form here >](#)



## eLearning

- 4R Nutrient Stewardship: Full Certification Training (CEUs are available for CCAs)
- 4R Essentials: A Short Course & Regional 4R Nutrient Stewardship Training
- NERP Training & NERP Lite

*[elearning.fertilizercanada.ca](http://elearning.fertilizercanada.ca)  
to start your training today.*

# 4R Nutrient Stewardship Readiness

## Fertilizer Use Survey

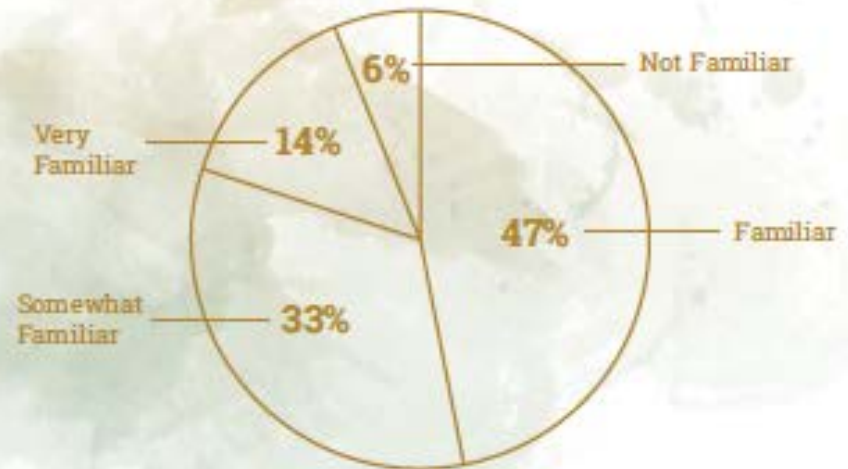
From 2014-2016 the survey was delivered to **2,200 growers** across Canada representing more than **1 million crop acres** capturing fertilizer use for corn, winter wheat, and soybean (Ontario and Quebec), barley, soybean, canola, spring wheat, and pea production (Alberta, Saskatchewan, and Manitoba).

*Fertilizer Use Survey is led by Pulse Canada. The survey aims to build a national database of fertilizer management practices from 2014-2018, including source, rate, time and place of fertilizer applications, general fertilizer practices, and demographics.*

# 4R Nutrient Stewardship: Awareness and Impact

Fertilizer Canada is actively promoting the adoption of 4R Nutrient Stewardship across Canada through provincial and regional initiatives.

7 of 10  
Aware of 4R Nutrient Stewardship





## Agronomic Advice from a Trusted Source

60%

of farmers obtain 4R  
Nutrient Stewardship  
information from an  
agri-retailer



40%

of farmers obtain 4R Nutrient  
Stewardship information from  
a Certified Crop Adviser or an  
agrologist

# Integration of 4Rs

- International
  - Field to Market
  - Cool Farm Tool
  - Climate Smart Agriculture (Global and North American Alliances)
  - Sustainable Development Goals (SDGs)
  - Certified Crop Advisor program
- Canadian
  - CRSC
  - Field Print Calculator
  - Greenhouse gas offset programs



# 4R Challenges

- Grower and retailer adoption
- Third party recognition
- Partnerships
- Cost effective verification
- Scientific evidence
- Sustaining the commitment

CANADIAN ROUNDTABLE FOR SUSTAINABLE CROPS

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**Learn More at:**  
**[4R.fertilizercanada.ca](http://4R.fertilizercanada.ca)**



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