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**New partnership launched to protect water quality and support Ontario agriculture**

**London, ON (October 6, 2014)** – Fertilizer industry representatives, farm leaders and agronomists joined together to launch a \$65,000 partnership that will protect water quality in Ontario and support the sustainable intensification of agriculture in the region.

The Canadian Fertilizer Institute (CFI) and the Grain Farmers of Ontario (GFO) are piloting 15 4R Demonstration Farms as part of the project entitled, Expanding Marketability of Soybeans through Roundtable for Responsible Soy. The project is funded through the Growing Forward 2 (GF2) program. Producers will receive grants for committing a portion of land to field trials under a 4R Nutrient Stewardship management plan. Analysis of this pilot will allow Canadian producers to better understand the current demands for sustainability in the marketplace, where the operational challenges are, and modifications and improvements necessary to meet consumer and retailer demand.

4R Nutrient Stewardship was established in cooperation with government, researchers, farmers and the public. The 4R approach ensures that nutrients are applied using the Right Source @ Right Rate, Right Time, Right Place® through the adoption of best management practices by producers to achieve economic, social and environmental sustainability.

"There are many advantages for farmers to adopt the 4Rs into their cropping systems," said Clyde Graham, Acting President, CFI. "The 4Rs offer a framework to farmers as they implement best management practices to optimize fertilizer efficiency, which minimizes nutrient loss and leakage into the air and water."

Water quality is a vital issue in Ontario which also represents some of the province's most viable and productive farmland. Land use and water quality concerns are a shared priority across the Province of Ontario and the global community.

"As stewards of the environment, Ontario's grain farmers are committed to continuously improving our on-farm practices," says Henry Van Ankum, Chair of Grain Farmers of Ontario. "This project will benefit our farmer members by offering a collaborative framework to establish the best sustainability practices to apply on Ontario grain farms."

For more information and to become engaged in the project, please visit: [Farming4rFuture.ca](http://Farming4rFuture.ca)

-30-

This project was funded in part through GF2, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of GF2 in Ontario.