

VISION 2020: Urban Fertilizer Council

Introduction:

This plan is intended as a vision document for the Urban Fertilizer Council. This report is intended for use as an appendix to Fertilizer Canada's strategic plan *Vision 2020* and is organized around Fertilizer Canada's presentation of the strategic framework and *Pillars of Success*:

- Strategic Intent – clarifying the meaning of our pillars of success
- Strategic Objectives – our association's definition of success – the outcomes we intend to achieve
- Key Initiatives – identifying the major areas of work that are required within each pillar of success in order to achieve the strategic objectives

Purpose Statement:

The purpose of the Urban Fertilizer Council is to promote the benefits and stewardship of urban fertilizer to our stakeholders to enhance the sectors social license to operate.

The implementation of this plan will provide considerable value to members of Fertilizer Canada, and will work in conjunction with Fertilizer Canada, to further illustrate the associations new vision statement: *We will advance the safe, secure and sustainable production and use of fertilizer, through proactive science-based programs, innovation, and advocacy – benefitting Canada and the world.*

The Anticipated Outcomes – Strategic Objectives:

By 2020, we will:

- Improve stewardship of lawn and garden fertilizer;
- Increase recognition and acceptance of the urban stewardship brand; and,
- Ensure sustainable, cost effective management of residual urban fertilizer.

Pillar of Success - Stewardship

Fertilizer Canada has developed a consumer-friendly education program called *Nutrients for a Greener World*. The goal of the Greener World program is to educate consumers about how to fertilize lawns and gardens responsibly by following 4R Nutrient Stewardship (Right Source @ Right, Rate, Right Time, Right Place®). While this is a globally universal, yet locally adapted approach to sustainable nutrient management on-farm, *Nutrients for a Greener World* has tailored messages for urban fertilizer use.

Key Initiatives:

- Integrate urban narrative into Fertilizer Canada programs, such as 4R Nutrient Stewardship

Pillar of Success - Industry Reputation

The reputation of an industry is critical. Maintaining a positive reputation of fertilizer products will be important in geographic areas surrounding the Great Lakes where water quality issues are present. Greener World can play an instrumental role in ensuring that the key urban audiences in Canada are sufficiently informed about the goals and the accomplishments of the industry so that they can implement best practices, be supportive of its aims and positions on critical issues.

Key Initiatives:

- Increase promotion and develop new audiences of Greener World programs
- Improve acceptance and credibility through industry stakeholder partnerships to increase reach
- Achieve a science-based understanding of fertilizer products

Pillar of Success - Business Environment

The role of trade associations in influencing government regulations and policy, and successfully addressing issues of concern, is becoming more vital and also more complex. The ability of Fertilizer Canada to

understand the political, social and economic environments, build stakeholder coalitions and, develop policy and successfully communicate the fertilizer industry's interests is at the heart of effective advocacy.

Key Initiatives:

- Removal of fertilizers from CCME's extended producer responsibility policy
- Advocate for exclusion of fertilizers in provincial household hazardous and special waste programs
- Develop additional pilot projects in municipalities on the composting of lawn and garden fertilizers