



**FERTILIZER CANADA**

**FERTILISANTS CANADA**

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## **FOR IMMEDIATE RELEASE** **May 16, 2017**

### **Mapping a Path to Sustainable Agriculture**

**OTTAWA, ON-** The global population is expected to climb to 9.7 billion by 2050. In order to provide food and clothing for such a vast population with increasingly fewer resources, creating sustainability in agriculture is of utmost importance and should already be a top priority worldwide.

In line with this, Fertilizer Canada is pleased to announce the first ever 4R Nutrient Stewardship Sustainability Report – a document that outlines our journey to date and continued commitment to driving sustainability for agriculture. This document is a comprehensive overview of the work Fertilizer Canada does every day to ensure Canadian growers, and growers across the globe, adopt sustainable farming practices. This behind-the-scenes work is a key part of ensuring 9.7 billion people have safe and sustainably produced agri-products – like food and clothing – for the future.

“Sustainability has always been an integral part of our activities and initiatives at Fertilizer Canada. We’re driven to get sustainability ‘right’ by supporting Canada’s development goals and promoting the adoption and implementation of innovative fertilizer management practices like 4R Nutrient Stewardship,” said Garth Whyte, President and CEO of Fertilizer Canada. “This report represents a step forward on our journey to set and document concrete sustainability goals in a quantifiable and verifiable manner.”

Efficient fertilizer management through practices like 4R Nutrient Stewardship – a science-based program that allows growers to target their crops’ specific nutrient needs to increase quality and yield while simultaneously reducing unwanted nutrient losses – is fundamental to creating truly sustainable agriculture for the future.

With the 4R Nutrient Stewardship Sustainability Report, Fertilizer Canada tracks recent 2016 milestones through several initiatives against an initial list of key performance indicators measuring the environmental, economic and social impact of our activities as they pertain to agriculture sustainability. This is an essential step in setting and reaching sustainability targets as demand for agri-products continues to increase.

View the [Sustainability Report](#) on our website.



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***Fertilizer Canada*** represents manufacturers, wholesale and retail distributors of nitrogen, phosphate, potash and sulphur fertilizers. The fertilizer industry plays an essential role in Canada's economy, contributing over \$12 billion annually and 12,000 jobs. The association is committed to supporting the fertilizer industry with innovative research and programming while advocating sustainability, stewardship, safety and security through standards and Codes of Practice. Please visit ***fertilizercanada.ca***.

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