



**FOR IMMEDIATE RELEASE
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Co-operative Retailing System Awarded 4R Nutrient Stewardship Award

SASKATOON, SK – Federated Co-operatives and Co-op retail, the Co-operative Retailing System (CRS), was awarded the 2017 4R Nutrient Stewardship Agri-Retailer of the Year Award at the Canadian Association of Agri-Retailers (CAAR) Annual Conference. Each year, Fertilizer Canada and CAAR recognize a team that has shown leadership in the adoption of 4R Nutrient Stewardship into their business practices by becoming a 4R Designated retailer.

“We are pleased to recognize the CRS for their ongoing commitment to furthering agricultural sustainability while at the same time offering information on the economic benefits of 4R Nutrient Stewardship to their grower clients,” said Garth Whyte, President and CEO of Fertilizer Canada. “We are eager to continue working with them on advancing our shared goals of environmental stewardship.”

FCL began leading efforts in 4R Nutrient Stewardship across the Co-operative Retailing System in 2016 by becoming 4R Designated. In 2017, the organization implemented a multitude of initiatives focused on training and promoting the value of 4R to their co-op agronomists.

“4R Nutrient Stewardship training raises awareness with our agronomists so they can have more intentional conversations with their grower customers, ultimately improving nutrient use efficiency and minimizing unintentional risk to the environment,” explains Trish Meyers, PAg, CCA, Knowledge and Innovation Manager at FCL.

As strong supporters of nutrient management, CRS agronomists, including their Certified Crop Advisors, are actively engaged in Fertilizer Canada’s 4R training, host 4R field trials and tours, and have incorporated the key scientific principles of 4R Nutrient Stewardship into nutrient management planning with customers. Specifically, FCL currently has 25 4R agronomists who are dedicated to working with grower customers providing crop nutrition recommendations.

“The CRS was a clear choice to receive this award, which is given annually to a company that champions sustainability in agriculture,” said Mitch Rezensoff, Executive Director at CAAR.

Fertilizer Canada would like to congratulate the CRS and Trish Meyers, who accepted the award on the organizations behalf, for their commitment to 4R Nutrient Stewardship.

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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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