



4R DESIGNATION

CORPORATE ADOPTION TOOLKIT 2022



The following Toolkit is meant to be seen as a guide, and contains messaging surrounding nutrient management planning under the 4R Designation program presented by Fertilizer Canada.

TABLE OF CONTENTS

BACKGROUND	3
REQUIRED CONDITIONS	4
1. Identify lead contact(s) at company	4
2. Identify 4R Designated Agronomists	5
3. Complete training and validation for 4R Designated Agronomists	5
4. Equip 4R Designated Agronomists with supporting 4R materials	7
5. 4R Acre Reporting	7
6. Communicate 4R Designated Status	7
PROMOTIONAL RESOURCES.....	8
FIND OUT MORE	8
CONTACT	9

This toolkit provides guidance to companies in the recognition of 4R Nutrient Stewardship and their continued commitment to meet the conditions outlined under the 4R Designation program. As a 4R Designated Agri-retailer, companies have both the technical expertise and procedures in place to successfully submit 4R acres. Enclosed in the toolkit you will find the steps required and supporting resources for an agri-retailer to become 4R Designated.

For assistance implementing this toolkit, please contact Fertilizer Canada at 4rdesignated@fertilizercanada.ca.

BACKGROUND

4R Nutrient Stewardship has been promoted and applied across Canada through a number of provincial and regional programs and initiatives. 4R Nutrient Stewardship is currently being practiced in major crop producing provinces across Canada.

To fertilize properly and achieve the benefits of an abundant and healthy crop, professionals should follow the 4Rs of fertilizer use: Right Source @ Right Rate, Right Time, Right Place ®.

Canada's diverse soils have helped to shape current farm practices. National projects help amplify the importance of applying 4R Nutrient Stewardship to farms. Provincial programs tailored to each region help farmers understand what practices best suit their conditions.

For example, what may be a recommended practice in Western Canada may not be recognized as a beneficial practice in Atlantic Canada. Factors, such as soil, climatic conditions, crops, application rates, and timing vary greatly across the country. It is for this reason 4R Nutrient Stewardship is a site-specific program based on available science pertaining to land, air and water.

What is 4R Designation?

Farmers are increasingly facing pressures from the supply chain and the general public to demonstrate on-farm stewardship and the 4R Nutrient Stewardship framework helps growers meet those challenges. 4R Nutrient Stewardship provides a framework to

achieve cropping system goals - increased production, increased farmer profitability, enhanced environmental protection and improved sustainability. 4R Nutrient Stewardship requires the implementation of best management practices (BMPs) that optimize the efficiency of nutrients in the field. The goal of 4R Nutrient Stewardship BMPs is to match nutrient supply with crop requirements which minimizes nutrient loss and increase crop nutrient uptake. Selection of BMPs varies by location, and those chosen for a given farm are dependent on local soil and climatic conditions, crop, management conditions and other site-specific factors.

Sustainable farming is the future. In many cases, that future is already underway. We want to demonstrate Canada's leadership in sustainable farming to the world by getting Canadian agri-retailers and crop advisors 4R Designated and counting millions of acres under 4R Nutrient Stewardship.

REQUIRED CONDITIONS

Together, with retail member companies, we have worked to establish 4R Designation across Canada and now have over six million acres verified under 4R management, with millions more following 4R best practices.

Through our 4R retailer programming, you can track and report acres that are implementing 4R best management practices, which helps us demonstrate the sustainable efforts of our industry. Fertilizer Canada will ask 4R Designated Agronomists to collect and compile 4R acres and submit these acres to Fertilizer Canada by end of year. We only report acres on an aggregate basis and no proprietary data is shared.

To ensure we are capturing all the work being completed by our 4R Designated agronomists, Fertilizer Canada asks each company involved in the 4R program to submit acres by November 1, 2022.

1. Identify lead contact(s) at company

Identify a lead contact within your company who will be responsible for implementation of the program and serve as the lead contact for correspondence with Fertilizer Canada. It is recommended to provide a secondary contact who will support the implementation of the program and compile company-wide 4R acres for annual submission to Fertilizer Canada. Note, these are guidelines for oversight of the program and communication with Fertilizer Canada – a company can assign as many leads or supports as they require.

Lead:

Support:

2. Identify 4R Designated Agronomists

Identify the 4R Designated Agronomist(s) at your company who will support implementation of 4R Designation by providing 4R agronomic advice and reporting acres under their recommendations. The 4R Designated Agronomist(s) are responsible for the creation of fertilizer plans for their grower customers that align with science-based 4R BMPs.

Name:

Location:

3. Complete training and attestations for 4R Designated Agronomists

In order to become a 4R Designated Agronomist, you are required to be a Certified Crop Adviser (CCA). In certain provinces where both a CCA and Professional Agrologist (PAg) designation are required (i.e. Saskatchewan) having both a CCA and/or PAg will be recognized. This minimum requirement ensures that each 4R Designated agronomist has completed a baseline training, education, and study in the area of nutrient management.

Your first step to becoming a 4R Designated Agronomist is education. A CCA can complete their 4R training in two ways. The first is through successful completion of the CCA 4R Nutrient Management Specialty (4R NMS) exam (currently offered by the Ontario and Prairie CCA Boards). Being a 4R NMS CCA automatically qualifies a CCA to become a 4R Designated Agronomist after completion and submission of the Validation form. The second way to become 4R Designated is through completion of Fertilizer Canada's 4R Nutrient Stewardship Training. The course is offered through Fertilizer Canada's eLearning platform and requires successful completion of all 3 sections and successfully passing the quiz for each section.

eLearning

Getting started with Fertilizer Canada's eLearning platform is simple. The only requirement is a computer with internet access. Registration on the site only takes a minute and users will have immediate access to the training module. Students learn at their own pace and on their own schedule.

Fertilizer Canada's eLearning was developed to provide continuing education to fertilizer industry workers. If you are a new eLearning member, please register at the link below – it only takes a second. If you are a returning member, please use your username and password to login below.

If obtaining CEUs are not a concern, the course is **FREE with the following promo codes:**

- **Part 1 Exam: Farmer1**
- **Part 2 Exam: Farmer2**
- **Part 3 Exam: Farmer3**

A Certified Crop Adviser will get 5.5 Continuing Education Credits (CEUs) under Nutrient Management upon completion of all three modules of the course and the exam for a \$50 fee.

4R Nutrient Stewardship Training

This three-section course takes an in-depth look at the principles, practices and planning required to develop and implement a 4R Nutrient Stewardship plan on-farm. Students wishing to obtain a certificate of completion and/or CCA CEUs must complete all of the section quizzes.

- Go to elearning.fertilizercanada.ca
- Select “Register” at the bottom of the page
- Complete all the fields in order to register for eLearning
 - *Note: if you are not a Certified Crop Adviser, you may leave the “CCA Certification Number” blank
- Select “Submit Registration”

You are now registered and can begin taking courses.

Fertilizer Canada’s eLearning course list will appear on your screen.

You may begin taking the 4R Nutrient Stewardship Training - Part 1 by scrolling down to the course and selecting “Launch”

Signing the Attestation Form

Now that you have completed your training and education on the 4Rs, do not forget that the submission of acres will require sign-off by an assigned 4R Designated Agronomist who has submitted a **4R Attestation form** to Fertilizer Canada.

The attestation form is used by Fertilizer Canada to ensure both your CCA credentials and training have been completed. By signing the 4R Validation form, an agronomist is formalizing their commitment to 4R Nutrient Stewardship and identifying themselves as a 4R Designated agronomist who will provide growers with 4R Nutrient Stewardship recommendations that can be tracked as 4R acres.

You can submit your 4R Attestation form to 4RDesignated@fertilizercanada.ca.

4. Equip 4R Designated Agronomists with supporting 4R materials (see list)

The following documents provide 4R Designated Agronomists with science-based 4R BMPs to guide their recommendations and describe what a 4R acre entails.

4R Guidance Tables

4R Grower Plan

Provincial Templates

PEI

Manitoba

Saskatchewan

Alberta

5. 4R Acre Reporting

The Designation process offers us the opportunity to capture acres planned under 4R Nutrient Stewardship, thus quantifying the industry's commitment to sustainable agriculture solutions. By setting company-specific acre targets, your company contributes to the total 4R acres and aids in creating a national standard endorsed by federal and provincial governments.

To report on 4R acres, the identified 4R Designated Agronomist can submit acres through our online 4R acre reporting form prior to November 1st each year. If you have any questions on reporting acres reach out to 4Rdesignated@fertilizercanada.ca.

4R Acre Reporting Form

**To ensure we are capturing all the work being completed by our 4R Designated agronomists, Fertilizer Canada asks each company involved in the 4R program to submit acres by November 1.*

2022 4R acres:

2023 target 4R acres:

6. Communicate 4R Designated Status

The 4R Designation program is designed to provide innovative, science-based guidance to agronomists and their grower customers to help demonstrate their commitment programs to sustainable nutrient management and ultimately environmental sustainability.

In this toolkit we have provided resources and tips intended to help promote that your company is 4R Designated.

Regarding promotion, it would be greatly appreciated if you were to participate on social media by taking a picture of your facility and sharing that you are 4R Designated with your social following.

Use the following hashtags and accounts on Twitter to help reach a wider audience

[@FertilizerCA](#) and use the hashtags [#4R](#) and [#Whatsinit4RMe](#)

Suggested Twitter Posts

1. Nutrient management planning by

[@Company](#) is based on using [#4R](#) Best Management Practices derived from the best available science to manage nutrient resources in ways that increase on-farm sustainability.

[#Whatsinit4RMe](#) [@FertilizerCA](#)

2. [@Company](#) recognizes [#4R](#)

Nutrient Stewardship as an industry & company priority and has committed to continuously be recognized as a **4R Designated** Company.

[#Whatsinit4RMe](#) [@FertilizerCA](#)

A few other great touch points to share in 4R success is by communicating with your audiences and stakeholders by utilizing internal and external newsletters or by ensuring retail advertisement.

PROMOTIONAL RESOURCES

These resources are available in hard copy from Fertilizer Canada, and are available for production, distribution and/or posting on your company website. For assistance implementing these resources, please contact Kayla FitzPatrick, Fertilizer Canada's Director of Communications, at kfitzpartick@fertilizercanada.ca or (613) 979-8723.

[4R Infographic](#)

[4R Poster](#)

[4R Pocket book](#)

[What's in it 4R me? Brochure](#)

[4R Designation Brochure](#)

[Fertilizer Use Brochure](#)

FIND OUT MORE

Click the link below to find out more about how your company can participate in using Best Management Practices derived from the best available science to manage nutrient resources in ways that increase on-farm sustainability.

<https://fertilizercanada.ca/nutrient-stewardship/4r-designation/>

CONTACT

General program inquiries

4rdesignated@fertilizercanada.ca

613-786-3034

Communications inquires

Kayla FitzPatrick

Director of Communications

kfitzpatrick@fertilizercanada.ca

613-979-8723