



**FERTILIZER CANADA**

**FERTILISANTS CANADA**

907 – 350 Sparks, Ottawa ON K1R 7S8

T (613) 230-2600 | F (613) 230-5142

[info@fertilizercanada.ca](mailto:info@fertilizercanada.ca)

[fertilizercanada.ca](http://fertilizercanada.ca) | [fertilisantscanada.ca](http://fertilisantscanada.ca)

## **Fertilizer Canada Announces New Safety and Security Brand, Fertilize SAFE**

**FOR IMMEDIATE RELEASE**

**Ottawa, ON**

**March 15, 2021** –Fertilizer Canada is proud to launch its new safety and security brand, Fertilize SAFE, to mark Canadian Agriculture Safety Week.

The Fertilize SAFE program brings all of Fertilizer Canada's mandatory, audited safety codes and training resources under one umbrella brand to emphasize our industry commitment to keeping employees, farmers, first responders and the public safe and secure. A best-in-class safety stewardship program, Fertilize SAFE unifies our efforts to educate, enable and empower those in the fertilizer supply chain. Through industry-enforced codes of practice, educational resources and training tools, Fertilize SAFE helps define safety and security for all industry players.

The SAFE in Fertilize SAFE is an acronym that captures the program's four pillars, **S**tandardized Codes of Practice, **A**ccessible Training Resources (for the entire supply chain), **F**ocused Industry Education, and **E**arly and Enforced Industry Adoption.

"For over ten years, Fertilizer Canada has proactively developed safety and security initiatives. Formalizing under the Fertilize SAFE brand, we can more readily communicate and deliver all-encompassing programming. By creating a visual identity and a name, we hope to further establish credibility and brand recognition in the safety and security domain," says Clyde Graham, Executive Vice President, Fertilizer Canada. "Our members are incredibly diligent about safety and security, and stakeholders, government officials, and the public must recognize the proactive and comprehensive programming Fertilizer Canada offer."

Under the new Fertilize SAFE brand, Fertilizer Canada is focused on:

- enforcing industry-leading standards and Codes of Practice
- promoting the use of best-in-class training resources.



**FERTILIZER CANADA**

**FERTILISANTS CANADA**

907 – 350 Sparks, Ottawa ON K1R 7S8

T (613) 230-2600 | F (613) 230-5142

[info@fertilizercanada.ca](mailto:info@fertilizercanada.ca)

[fertilizercanada.ca](http://fertilizercanada.ca) | [fertilisantscanada.ca](http://fertilisantscanada.ca)

- supporting educational needs through strong e-learning programming; and
- enforcing early industry adoption.

As a leading advocacy organization, Fertilizer Canada is well-positioned to support its members in advancing the safe, secure, and sustainable production and use of fertilizer through proactive, science-based programs, innovation, and advocacy. The Fertilize SAFE program is an example of Fertilizer Canada's work on behalf of its membership to promote and enforce industry-led Codes of Practice. While simultaneously making strides in our strategic goal of achieving federal recognition of the Codes of Practice as the standard in product safety.

To learn more about Fertilizer Canada's Fertilize SAFE program., visit the Fertilizer Canada [website](#).

-30-

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 \$23 billion annually and over 76,000 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](http://fertilizercanada.ca).

MEDIA CONTACT:

Brittany Thibaudeau  
Communications Specialist  
[bthibaudeau@fertilizercanada.ca](mailto:bthibaudeau@fertilizercanada.ca)  
(613)786-3043