



December 3, 2013

CLIMATE CHANGE AND EMISSIONS MANAGEMENT CORPORATION

P.O. Box 3197, Sherwood Park, AB
Canada T8H 2T2

T: 780-417-1920 F: 780-587-4079

Project: Farming 4R Land, Phase II
Organization: Canadian Fertilizer Institute
CCEMC investment: \$252,500
Project value: \$277,500

The Canadian Fertilizer Institute is an industry association representing manufacturers, wholesale and retail distributors of nitrogen, phosphate, potash and sulphur fertilizers. Our mission is to be the unified voice of the Canadian fertilizer industry by promoting the responsible, sustainable and safe production, distribution and use of fertilizers. Our industry employs 12,000 Canadians and contributes \$12 billion annually to Canada's economy. Our products contribute to the supply of safe, nutritious food in Canada and around the world.

Farming 4R Land Phase II builds on the producer engagement and economic analysis completed in the first phase of the project. The project goals are to develop implementation strategies for wide spread adoption of 4R Nutrient Stewardship (Right Source @Right Rate, Right Time, Right Place[®]) on the farm resulting in quantifiable GHG emission reductions from the use of NERP. This can be accomplished through working with all stakeholders to raise awareness, increase 4R capacity in the grower community through training, providing templates and data management tools to ease accessibility, and to demonstrate through economic analysis real potential benefits of adoption.

To achieve these goals the project will:

- Build a community of practice and engagement for all stakeholders including outreach to colleges and GHG-related buyers and offset providers
- Provide the tools and resources for evaluation of 4R and NERP activities at the field level;
- Measure the social, economic and environmental impact of the best management practice adoption; and,
- Promote the successes of participating demonstration farmers for recognition and advocacy in their community, within the region, amongst their peers and within the crop supply chain.

More information: farming4rfuture.ca

Media contact:

Cassandra Cotton
Cell: (613) 762-8178
Canadian Fertilizer Institute
ccotton@cfi.ca