



**Nominations are due
on November 12.**



The Fertilizer Institute
Nourish, Replenish, Grow

2014 4R ADVOCATE PROGRAM

What is the 4R Advocate Program?

Raising awareness and adoption of 4R nutrient stewardship is a top priority for The Fertilizer Institute (TFI). Currently, TFI is educating agricultural stakeholders, policy makers and the public about the 4Rs through a series of outreach efforts. While 4R messages from the fertilizer industry are being well received, TFI recognizes that engaging agricultural producers and sharing 4R success stories from the field play a critical role in adoption of 4R nutrient stewardship practices.

The 4R Advocate program recognizes agricultural retailers and their grower customers who are leading the way when it comes to implementing 4R nutrient stewardship on the farm. For more details about the program and the 2012 and 2013 winning 4R Advocate growers and retailers, visit: <http://www.nutrientstewardship.com/4r-advocate>

How Will the Program Work?

In order to identify grower customers throughout the country who are working with agricultural retailers to utilize 4R consistent products and services, TFI needs input and support from its retail members. Retailers are encouraged to complete the 4R Advocate program nomination form. Nominations will be accepted from October 1 through November 12, 2013. Applications received by November 12 will be reviewed by a panel of judges responsible for selecting the winners.

The 2014 4R Advocate winners will be announced in mid-December. In accordance with the rules of the 4R Advocate Program award, winning nominating retailers, growers, and a grower's guest will receive an expense paid trip to the 2014 Commodity Classic which takes place February 27 through March 1, 2014 in San Antonio, Texas. The 2014 4R Advocate growers and nominating retailers will be recognized during a TFI awards banquet at the Commodity Classic, in supporting media releases and on the www.nutrientstewardship.org website.

4R ADVOCATE PROGRAM NOMINATION

4R ADVOCATE NOMINATION CONTACT INFORMATION

Name of grower customer that is being nominated:

Number of acres:

Type of crops produced:

Mailing address:

City:

State/Zip:

Phone number:

Email:

Name of nominating retailer/agronomist:

Name of nominating organization:

Mailing address:

City:

State/Zip:

Phone number:

Email:

Instructions:

To complete the nomination process, please provide the above contact information for the nominating retailer and the nominated grower, and prepare a written submission as described on the following page. **Completed nominations should be submitted by Nov. 12 to Lara Moody via email at lmoody@tfi.org.**

Retailers can nominate multiple growers; however, we suggest multi-outlet entities use an internal vetting process to select the best nominations for submission. Please send questions regarding the nomination process and/or completed nominations to TFI Director of Stewardship Programs Lara Moody. Moody can be contacted by telephone at (202) 515-2721 or via e-mail at lmoody@tfi.org.

WRITTEN NOMINATION

Retailers can nominate multiple growers; however, we suggest multi-outlet entities use an internal vetting process to select the best nominations for submission. Nominating organizations should work with their grower nominee to prepare a written submission (1,000 words or less) that provides the following:

- Describe the farming operation;
- Describe the working relationship between the retailer and the nominated grower;
- Describe the 4R related products, services and practices being implemented at the grower's farm;
- Explain why the nominated grower should be selected as a 4R Advocate (please note that the nominee should be comfortable serving as a 4R spokesperson);
- Include grower comments addressing how 4R implementation helps the grower achieve their economic, social and environmental objectives;
- Provide metrics quantifying improvements achieved through 4R implementation, example metrics include:
 - Nutrient use efficiency (NUE), (Yield/Amount of Fertilizer Applied)
 - Increases in NUE achieved with modifications to fertilizer management practices

WHAT DOES IT MEAN TO IMPLEMENT THE 4RS?

Implementing the 4R nutrient stewardship framework means defining the right nutrient source, at the right rate, the right time, and in the right place for plant nutrient application as those producing the economic, social, and environmental outcomes desired by stakeholders in the soil-plant system. The 4R approach is based on using best management practices (BMP) derived from the best available science to manage nutrient resources in ways that increase sustainability. The items below should be considered when implementing the 4Rs. Addressing these items allows producers, service providers, educators, and policy makers to be assured their efforts embrace 4R nutrient stewardship. The list below should be used as you consider the 4R practices, products and services being implemented on the nominated grower's farm.

- Balance the three areas of sustainability – economic, social, and environmental (See next page).
- Include BMPs that integrate solutions for all 4R performance areas – source, rate, time and place.
- Provide site-specific recommendations that address specific regional soil, climate and operational issues.
- Balance nutrition to ensure that N, P, K, secondary nutrients and micronutrients are in adequate supply to meet crop production expectations.
- Use appropriate tools such as soil testing, tissue testing, and nutrient balance to assess nutrient requirements.
- Consider all sources of nutrients (fertilizer, soil organic matter, manure, crop residue etc.) during planning and recommendation development.
- Comply with applicable nutrient management regulations in the grower's region.
- Measure the effectiveness of selected BMPs and use assessments to support continuous improvement.
- Use concepts and terminology consistent with defined 4R standards.
- Provide and maintain clear documentation of the nutrient management plan and its implementation.

WHAT ARE THE 4RS?

- 4R nutrient stewardship provides a framework to achieve cropping system goals - increased production, increased farmer profitability, enhanced environmental protection and improved sustainability. To achieve those goals, the 4R concept incorporates the:
 - RIGHT FERTILIZER SOURCE** *at the*
 - RIGHT RATE**, *at the*
 - RIGHT TIME** *and in the*
 - RIGHT PLACE.**
- Properly managed fertilizers support cropping systems that provide economic, social and environmental benefits. On the other hand, poorly managed nutrient applications can decrease profitability and increase nutrient losses, potentially degrading water and air.
- 4R nutrient stewardship requires the implementation of best management practices (BMPs) that support the use of the right fertilizer source, at the right rate, right time, and in the right place. The goal of fertilizer BMPs is to match nutrient supply with crop requirements and to minimize nutrient losses from fields. 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.
- Other agronomic and conservation practices, such as no-till farming and the use of cover crops, play a valuable role in supporting 4R nutrient stewardship. As a result, fertilizer BMPs are most effective when applied with other agronomic and conservation practices.

4R OBJECTIVES

4R nutrient stewardship can help farmers achieve a wide range of economic, social and environmental objectives. The following lists provide examples of commonly identified grower goals:

Economic Goals

- Improve net farm income
- Contribute to improved regional economic development

Social Goals

- Improve the quality of farm family housing, diet, and education
- Improve productivity of farm labor by appropriate use of emerging technologies that increase efficiencies of field operations and reduce costs per unit of crop harvested
- Improve access to sources of information to assist in farm management decision making

Environmental Goals

- Maintain or reduce unwanted losses of nutrients to the environment
- Reduce soil erosion of nutrient containing soil particles
- Reduce volatile ammonia (NH_3) emissions
- Reduce nitrification / de-nitrification losses of nitrous oxide (N_2O) and di-nitrogen (N_2)
- Reduce energy use per harvested unit of farm production
- Improve recycling of crop nutrients from crop residues and livestock manures

WHERE TO FIND MORE INFORMATION ON THE 4RS



More information regarding 4R nutrient stewardship and profiles of past winners are available at www.nutrientstewardship.com. The 4R website is designed to serve as an online clearinghouse for information on 4R-related tools and resources and will serve as the cornerstone for a multi-faceted nutrient stewardship initiative. In addition to introducing the 4R concept, www.nutrientstewardship.com offers information regarding a wide range of agronomic topics related to nutrient management, and provides a how-to guide for implementing the 4Rs on the farm.

The 4R Philosophy

The 4R philosophy is an innovative and science-based approach that offers enhanced environmental protection, increased production, increased farmer profitability, and improved sustainability. The concept is to use the **right fertilizer source**, at the **right rate**, at the **right time**, with the **right placement**. For fertilizer use to be sustainable, it must support cropping systems that provide economic, social, and environmental benefits. Implications of the 4R nutrient stewardship system will spread far and wide through agriculture and society as a whole.

To help address this challenge, The Fertilizer Institute (TFI) has been working collaboratively with the International Plant Nutrition Institute (IPNI), the International Fertilizer Industry Association and the Canadian Fertilizer Institute (CFI) to advance the 4R nutrient stewardship initiative. Two goals within the initiative include establishing 4Rs as a recognizable strategy for economic, social, and environmental sustainability and expanding the adoption of 4R nutrient stewardship as well as the awareness of these efforts to federal and state program officials.



The
Fertilizer Institute
Nourish, Replenish, Grow



IPNI
INTERNATIONAL
PLANT NUTRITION
INSTITUTE



CANADIAN FERTILIZER INSTITUTE
INSTITUT CANADIEN DES ENGRAIS



**International
Fertilizer Industry
Association**

2013 4R ADVOCATE WINNERS

