

4R Nutrient Stewardship Agri-Retailer Award

Are you a 4R Champion?

AWARD DESCRIPTION

The 4R Nutrient Stewardship Agri-Retailer Award is sponsored by Fertilizer Canada. Fertilizer Canada and CAAR would like to recognize a team at one CAAR member location that has shown leadership in the adoption of 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place®) into business practices by becoming a 4R Designated retailer. More information on the 4R Designation Program can be found online at 4R.fertilizercanada.ca. The winning retailer will be selected by a panel of industry science experts.

The successful location will be selected based on accomplishments in the following areas:

APPLICATION CRITERIA

- 1. Staff knowledgeable, qualified and trained in 4R Nutrient Stewardship** – The nominee demonstrates a significant commitment to developing 4R Nutrient Stewardship expertise. (For example, signing up to become a 4R Designated retailer, certification of 4R Agronomists on Fertilizer Canada's e-Learning platform: elearning.fertilizercanada.ca). Staff making recommendations have professional designations such as certified crop advisor, professional agronomist, or agricultural engineer.
- 2. Integration of 4R Nutrient Stewardship in fertilizer recommendations and application** – The nominee incorporates key scientific principles of 4R Nutrient Stewardship – including the Right Source @ Right Rate, Right Time, Right Place® - into nutrient management planning with customers.
- 3. Involvement with 4R Nutrient Stewardship stakeholders such as watershed groups, community leaders, farm groups** – The nominee and staff are engaged in the economic, environmental, and social issues relevant to making agriculture more sustainable in the area served. (For example, making 4R Nutrient Stewardship presentations to local groups or hosting 4R Nutrient Stewardship training sessions for producers.)
- 4. Promotion of 4R Nutrient Stewardship in the community** – The nominee has been proactive and creative in telling the story of agricultural sustainability and awareness of 4R Nutrient Stewardship in the farming and non-farming community, and among young people.

To apply for yourself or another CAAR member location, please fill out the attached application form and forward to the CAAR office at fax (204) 989-9306 or e-mail lady@caar.org prior to **Friday December 1, 2017**.

The winner will be announced at the CAAR's Choice Awards Banquet on February 14, 2018 during the 2018 CAAR Conference in Saskatoon, SK.



4R Nutrient Stewardship Agri-Retailer Application Form

PRIZE: \$1,000 and a complimentary trip to the 2018 CAAR Conference

To apply for your location or another CAAR Member location for the 4R Nutrient Stewardship Agri-Retailer Award, please complete the form below, stating **at least one specific example from 2017 of how the location excels in each of the four critical areas**. Forward the completed form to CAAR by fax at (204) 989-9306 or e-mail lady@caar.org prior to **Friday, December 1, 2017**.

APPLICATION FORM

Nominee Location Name: _____ Manager/Owner: _____

Address: _____ Town: _____ Prov: _____ Code: _____

Ph: _____ Email: _____ Website: _____

Application submitted by (if not self-nominated):

Name: _____ Company: _____

Ph: _____ Email: _____

QUALIFICATIONS OF LOCATION (PLEASE ATTACH MORE PAGES AS REQUIRED):

PROVIDE DETAILS UNDER EACH AREA OF WHY THE LOCATION DESERVES THIS AWARD. INCLUDE WHERE POSSIBLE DOCUMENTATION AND/OR SPECIFIC EXAMPLES THAT CLEARLY SHOW THE NOMINATED LOCATION'S COMMITMENT TO THE PRACTICE AND PROMOTION OF 4R NUTRIENT STEWARDSHIP.

Staff knowledgeable, qualified and trained in 4R Nutrient Stewardships: Describe the steps taken to improve staff knowledge, such as becoming a 4R Designated retailer, certification of 4R Agronomists in training using Fertilizer Canada's e-Learning training. Give details of qualifications, such as number of staff that are CCAs etc.

Integration of the 4R Nutrient Stewardship in fertilizer recommendations and application: Describe how the nominated location uses Right Source @ the Right Rate, Right Time, Right Place® practices in making recommendations to customers. Also give examples of nutrient management issues in the service area that the location is trying to influence through application of 4R Nutrient Stewardship principles and practices.



Involvement with 4R Nutrient Stewardship stakeholders: Describe how the nominee engages with community stakeholders on agricultural issues to recognize problems, develop solutions, and promote responsible fertilizer use. Be sure to include examples such as presentations at stakeholder meetings by staff, letters of appreciation from stakeholder groups, etc.

Promotion of 4R Nutrient Stewardship in the community: Describe how the location has been proactive and creative in telling the story of agricultural sustainability and developing awareness of 4R Nutrient Stewardship in the farming and non-farming community, and among young people. This can include presentations at local schools or sponsorship of local events. Provide copies of letters of thanks and/or support for the nomination from local community members.
