

Young Farmers Reach Out to School Children

Not content to simply bemoan the fact that current urban populations know little about the vocation of farming, the European Council of Young Farmers (CEJA) decided to make it easy for teachers to help young children become more familiar with rural Europe. The result is the Tellus Mission: Agriculture in Europe.

CEJA has produced a packet with six instruction booklets, worksheets, a teacher's guide, a comic book, reproductions of well-known works of art that treat the theme of agriculture

and a poster showing the agricultural goods produced across Europe. With the support of national governments, CEJA distributed the kit free-of-charge to educators across Europe, but anyone can download all the materials in pdf format for free at www.ceja.educagri.fr

For teachers who want to use the whole package, the comic book provides a good entry point. It tells the story of a team of Earthlings bound for the planet Tellus where they will have to start farming to ensure their survival. The story allows

the reader to break out of the prejudice that farming is an old-fashioned career and puts it in a future-oriented context that young readers will find interesting. Each of the six instruction booklets includes a glossary of difficult words that are indicated by an asterisk in the text. This allows the texts to be used for vocabulary development.

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New Fertilizer Institute In the Industry Family



Lembaga Pupuk Indonesia
Indonesian Fertilizer Institute

In Indonesia, food security continues to be of concern, and the government believes that technological innovation can contribute to the needed increases in national agricultural productivity. However, most Indonesian farmers do not currently follow recommendations for balanced and responsible site-specific fertilization. This has led to nutrient deficiencies and reduced agricultural production since liberalization of this sector in 1999.

To make sure that farmers receive the necessary information and training to engage in balanced fertilization, the Indonesian fertilizer industry set up the Lembaga Pupuk Indonesia (LPI), the Indonesian Fertilizer Institute. The Institute is supported by six domestic fertilizer producers: PT Pupuk Sriwidjaja, PT Pupuk Kujang, PT Pupuk Kaltim, PT Petrokimia

Gresik, PT Pupuk Iskander Muda and PT ASEAN Aceh Fertilizer.

LPI is endowed with the ambitious vision of becoming a leading institution in the national fertilizer industry by 2005, with a mission to become a centre for information and learning about fertilizers and the fertilizer industry. LPI's strategy consists in leveraging alliances and networking to gather information and expertise on fertilizer policies, statistics, analyses and research from both domestic and international sources.

The Institute expects to produce data, research results and information on a number of topics, including: soil mapping; nutrient management; balanced fertilization; compound fertilizers; agriculture and fertilizer production and consumption in Indonesia, South-east Asia and the world; fertilizer imports, exports and prices; profiles of Indonesian fertilizer companies and performance of the sector;

Indonesian gas consumption and resources for the fertilizer industry; management of fertilizer production, marketing and distribution in Indonesia; and quality management.

Education, training and consultation programmes will focus on nutrient management; capacity building for fertilizer production, marketing and distribution; quality improvement and management; project management; technological processes and plant operation; safety in fertilizer production



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IFA participates in the International Agri-Food Network (IAFN)

- www.agrifood.net -
which represents all sectors in the food chain

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Young Farmers Reach Out to School Children

The first is an overview in four sections: farmers and their work today, the tasks of farming, production methods and agriculture and the European Union. As well as giving an overview of some of the issues related to farming, like land and water management, this first booklet also puts farming in a historical perspective, looking at the "olden days" (Middle Ages until the end of the 19th century) and agriculture today. Most of the books contain maps showing where in Europe various crops are grown.

Book two looks at arable farming. The introductory section talks generally about growing crops, including storage and transport. The rest of the booklet talks about specific crops grown in Europe, notably cereals, sugar beet, oil-producing plants, high-protein plants and the potato. These lessons would be good for introductory science courses, but they also offer a wealth of information about which products come from these plants, how crops are converted into other products and where these crops came from in the first place.

The third book refers to horticulture (flowers, fruits and vegetables), viticulture (wine) and specialized crops like olives, mushrooms, herbs, flax, cotton and hops. This could easily be allied to a lesson on nutrition and the importance of eating lots of fruits and vegetables to stay healthy.

As well as talking about well-known animals like cattle and poultry, the fourth book (on livestock) also includes reindeer, beekeeping, fur-bearing animals and specialty animals like rabbits, silk worms and

ostriches. This volume also talks about mad cow disease, foot-and-mouth disease and sensitive topics like animal welfare.

The fifth booklet deals with forests and the history of humanity. As well as focusing on a few specific trees and climatic zones, the booklet talks about the non-economic benefits of forests and the enemies threatening them. A special section is devoted to cork.

Fishing and aquaculture are the focus of the final volume. The first section talks about the nutritional value of fish and how it is prepared for consumption. Processing methods such as preservation are discussed before chapters on different types of fish. A special section talks about the migration of salmon.

The wide breadth of these student books means that teachers can design numerous lessons around them: science, geography, economics, art, foreign language and others. Although the books are designed for students between nine and eleven years of age, most teachers should be able to find material to use with younger and older pupils.

All the materials are available in eleven different languages: Danish, Dutch, English, Finnish, French, German, Greek, Italian, Portuguese, Spanish and Swedish.

The CEJA education project enjoyed the support of the European Commission and a number of partners, including min-



istries of education and agriculture from Austria, Belgium, Finland, France, Germany, Greece, Ireland, Luxembourg and the Netherlands. The European Fertilizer Manufacturers Association (EFMA) was among the trade associations that contributed to the initiative. The European Space Agency also participated. ●

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New Fertilizer Institute in the Industry Family

and handling; environmental management in the fertilizer industry; soil management and activity-based costing.

The new institute was launched at a workshop organized in June by the Indonesian Fertilizer Producers Association (APPI), in cooperation with the Ministry of Industry and Trade and the Ministry of Agriculture. In addition to the keynote address and paper presented by the two ministers in the local language, four papers were presented in English on balanced fertilization in Viet Nam, China, Thailand and Indonesia. The Indonesian Farmers Association (HKTI) and the national Agency for Agricultural Research and Development (AARD), both made interventions in the local language on the challenges of moving to balanced fertilization following the liberalization of the fertilizer sector in 1999. The proceedings of the event include all these papers and provide abstracts in both languages. ●

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The Fertilizer Institute

Seeking to "Nourish, Replenish and Grow" Industry Communication Efforts

by Kathleen Mathers, Vice President, Public Affairs, TFI

As the association representing the United States fertilizer industry, The Fertilizer Institute (TFI) serves fertilizer manufacturers, retailers, brokers, traders and others with advocacy and information programs. TFI's offices are located in close proximity to Washington, D.C.'s Capitol Hill, which allows for frequent interaction with federal legislators, the regulatory community and other key influencers.

Kraig R. Naasz took the helm as TFI President in June of 2002. Naasz came to TFI from the U.S. Apple Association (USApple), where he had served as President and CEO since 1998. In his role as TFI President, Naasz has brought a fresh and innovative approach to the association's efforts to promote and defend the fertilizer industry at a time when the industry's reputation is continually challenged by the public and policy-makers.

Recent changes in the demographic composition of the U.S. population have led to a public which is located largely in urban centers and, as a result, has little connection with farming methods or fertilizers. Increasingly, TFI members are asked to explain the environmental and potential human health implications of the use of the products they manufacture and sell.

Faced with a public that is highly interested in health and environmental issues, both US media outlets and environmental organizations have focused their attention on the composition, manufacture and use of fertilizer products. Thus, a situation often develops where the media, a consumers

group or an environmental organization raises a concern about fertilizer, and as news of this matter filters down to the remaining groups, creates a "feeding frenzy" of concern on issues such as trace metals in fertilizers, water quality and other ecological impacts of fertilizer products. Establishing the industry as an information source and a partner in dialogue in public and stakeholder perception is one of the drivers behind a new TFI public communication initiative.

The initiative aims to sharpen the focus of communication by TFI and its members on issues of critical importance to the fertilizer industry. At its core, this plan encourages the industry to utilize common messages and adopt a more assertive posture to promote and defend the use of commercially produced fertilizers. Planning for the initiative began last year when TFI brought member and allied organization communicators together to craft a new communication strategy. The International Fertilizer Industry Association (IFA) is represented on the TFI Communication Council and, to date, has contributed significantly to the direction and scope of the communication initiative.

Industry communicators recognized that an effort to "brand" the industry and its products called for establishing a strong link between fertilizer products and their major positive attributes. The group agreed to adopt three umbrella messages for use in future association and company public communication efforts. Those messages speak to the industry's reliance on science, fertilizers' positive role in the environment, and the contribution of the industry and its products to society.

TFI has adopted the new tagline of: "Nourish, Replenish, Grow," which will now appear on all TFI's external communication. Council members selected this statement because it represents all the traditional agricul-



TFI President, Kraig R. Naasz

tural values and simultaneously speaks to consumers' concerns about nourishing people, replenishing the land and growing everything from local communities to the people who live in them. In doing so, it speaks both to the fertilizer industry's proud heritage and to its commitment to achieving a bright future.

In future months, TFI will be rolling out new communication tools to help the industry better position itself with key audiences. From brochures and fact sheets, to cooperative efforts which will benefit the entire industry, members will start to see evidence of our new messages and communication tactics.

Successful communication regarding the positive qualities of fertilizer products will best be accomplished through a team effort that seeks involvement not just from TFI member company representatives, but also from the worldwide network of allied fertilizer associations. TFI is proud to count IFA as a partner in this critical effort. ●



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from principle to practice

This article is the first in a new series that explores how IFA members are integrating concepts like sustainable development into their business strategy and daily activities. Members who would like to contribute a case study should contact Kristen E. Sukalac at ksukalac@fertilizer.org

The Rio Tinto Borax Sustainable Development Program

by Marcos Gutierrez, Global Business Manager, Agriculture, Rio Tinto Borax



Borax achieved a 33% reduction in water use in the mine and a 17% reduction in effluent released to ponds, accompanied by a 12% increase in refinery productivity at its site in Boron, California.

Sustainable Development. It sounds good, but what does it mean? The most widely accepted definition is to meet current needs without undermining future generations' ability to meet theirs.

Our 21st century economy is heavily dependent on the environment - from farmlands and fossil fuels to minerals and medicines. The challenge of sustainable development is to meet the needs of our growing population without taxing the environment to the point where it can no longer sustain the economy and the people it supports. This challenge faces society as a whole, not just business or government. And it's a challenge that led Rio Tinto Borax to launch its Sustainable Development Program in 2000.

Rio Tinto Borax is the world's leading supplier of boron - an essential crop nutrient that improves the quality and quantity of the global food supply. Like every member of the fertilizer industry, Borax has a role to play in sustainability through making croplands more productive. As a mining business, the connection to sustainable development is less clear - we certainly know that deposits don't replenish themselves.

However, Borax accepted the challenge two years ago to determine how its current products and practices fit into a strategy of sustainable development, and continues to weave sustainable development principles into the full spectrum of our business strategies - from how efficiently we mine ore, to how our products contribute to society.

A 30% decrease in the lost time injury rate last year, coupled with a decline in the severity of accidents, means that employees, like these at Borax Rotterdam, are safer.

Answering the Challenge

World governments committed themselves at the 1992 Rio Earth Summit to making the transition to sustainable development. In response, Borax's parent company, Rio Tinto, joined forces with nine other major mining companies to launch the Global Mining Initiative and tackle the formidable task of measuring and reporting the industry's long-term impact on the environment and society, and to create change and understanding through the process. Last year, the results of the GMI were presented in an international conference on Mining, Minerals and Sustainable Development, as well as at the World Summit on Sustainable Development.

The Borax Sustainable Development Program was launched in 2000 to measure how the company's practices and products contribute to a sustainable future as defined in social, environmental and economic terms.



Building a Framework

Like most businesses, Borax has collected hard data about social and environmental performances such as safety statistics, air emissions and charitable contributions for years. Through its Sustainable Development Program, the company broadened its efforts to capture aspects of the business that are harder to quantify - from how the company contributes to communities beyond the life of its mines, to how its products impact the environment throughout their life cycles.

The success of the Program depended on the contribution of experts from throughout the organization. Twenty-five employees representing five different nationalities and tenures of between one and 30 years of service dedicated 20 per cent of their working hours to launching the Program. To say that everyone on the team immediately championed the idea is misleading; but the scepticism each brought to the table made for a healthier process and a more exact product. The group began with questions:

- What are the consistencies and divergences between the Borax business strategy and sustainable development priorities?
- How do we create a framework to ensure that the project culminates in a new way of doing business, not just a report?
- How do we report to - and foster commitment among - employees and external stakeholders?

In short, how should Borax shift sustainability from concept to the basis upon which business decisions are made?

To fuel that sea change, the team developed a set of principles - standards against

Borax conducts life-cycle assessments for major product lines to determine their overall impact on the environment.

which Borax operations and products could be measured in terms of their sustainability (see box). These principles created the framework for Borax's efforts to operate as a sustainable organization. Specific objectives were defined to facilitate implementation:

- To protect the safety and health of employees, contractors, neighboring communities and the public;
- To enhance the human potential and well-being of communities and employees;
- To maximize efficient utilization of resources while minimizing environmental impacts of our operations;
- To optimize our economic contribution to society;
- To expand how our products contribute to sustainable development.

Indicators, metrics and goals were constructed for each objective to show both the company's performance to date, as well as to set its priorities for the year to come. Borax reports its past performance and current targets through its annual Social & Environment Report, distributed to more than 3,000 employees, customers and community leaders around the world. The Report is available on the company's web site at www.borax.com/agriculture.

Borax also called on external groups to help develop the system and to critique how the results were reported. Community leaders, state regulatory officials and environ-

mental non-governmental organizations made up the external review panel.

Some questioned whether or not the invitation was a PR stunt, designed to elicit an unwitting endorsement. This scepticism was easily understood given that some past mining industry practices have given rise to landmark labour and environmental laws in the United States. However, in the end, all those invited to participate accepted. Calls for greater specificity, suggestions about ways to improve credibility and requests for more comparative data within the industry helped shape the process and build trust - and will ultimately strengthen Borax's performance in the years to come.

Building the Business Case

While the initial focus of the Borax Sustainable Development Program was to define a framework, the ongoing objective is to integrate sustainable development into every aspect of our business. Efforts to demonstrate the business benefits of sustainable development to employees - which involves ironing out inconsistencies between the company's productivity, safety and sustain-

ability goals - and making sustainable development criteria fundamental to daily decision-making contribute to this goal.

Borax is also reaching out to customers. For example, we partner with Sylvite Canada, a fertilizer company, to assist them in establishing a consistent framework to measure and communicate their social, environmental and economic performances. We believe sustainable development not only helps to differentiate companies from competitors, but also helps to maintain a "license to operate" in a society that demands that businesses be held accountable for its social, environmental and economic impacts.

The business case for sustainable development is supported by a number of Borax's achievements, among them:

- A thirty per cent decrease in the lost time injury rate, coupled with a decline in the severity of accidents;
- A thirty-three per cent reduction in water use in the mine and a seventeen per cent reduction in effluent released to ponds, accompanied by a twelve per cent increase in refinery productivity;
- Life-cycle assessments launched for our major product lines to determine their overall impact on the environment.

Through its Sustainable Development Program, Borax has developed a better understanding of how our practices and products contribute to society today, as well as the effect they may have on future generations. The company is also proud to support Rio Tinto's efforts to create a better understanding between the mining industry and society-at-large. While we may never strike a perfect balance between social, environmental and economic imperatives, Borax welcomes the opportunity to share what we have learned with - and to learn from - other members of the fertilizer industry.

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The Borax Principles of Sustainable Development

Environmental

Product stewardship Borax will operate a product stewardship program in cooperation with customers. Health, safety and environmental considerations will be a priority in planning for all existing and new products and processes.

Pollution Prevention Borax will minimize pollution in air, water and soil through the pursuit of source-control technology, technical innovation and employee involvement.

Resource Stewardship Borax will maximize efficiency in our mining and process operations, minimize product losses, and maximize efficient use of water, energy and raw materials.

Social

Safety & human health Borax is committed to protecting the health and safety of our employees, contractors, community neighbours and the public.

Stakeholder engagement and transparency Borax will develop partnerships and seek input from key stakeholders and will provide stakeholders with information relevant to their needs and interests through timely and open reporting.

Communities Borax seeks to make a lasting contribution to the communities where we operate by partnering with our local communities for long-term mutual benefit.

Economic

Shareholder return Borax will maximize return on investment over the long term, which provides the resources necessary to maximize our contributions to sustainable development.

Economic contribution Borax will provide opportunities for equitable economic development, improved living conditions and access to transferable skills development for employees and the communities in which we operate.

WEB Links

Breaking New Ground: Mining, Minerals, and Sustainable Development

A report jointly published by the International Institute for Environment and Development (IIED) and the World Business Council for Sustainable Development (WBCSD) can be downloaded at www.iied.org/mmsd/finalreport/index.html

Chapter 5 includes a summary of a potash case study provided by IFA. To download the full case study, go to www.iied.org/mmsd/index.html

Kieserite

Kieserite is a naturally occurring magnesium sulphate, and now it has its own web site. K + S Kali GmbH has created a site dedicated to this mineral at www.kieserite.com

Highlights include discussions of the health aspects of minerals and kieserite, nutrients in the soil, nutrients in the plant, applications rates and other questions related to magnesium and sulphur fertilization.

FAO Land and Water Development Division

The latest FAO publications, cd-roms training modules and databases on plant nutrition, conservation agriculture, land and water resources can be viewed on the updated web page www.fao.org/ag/agl/default.stm Most publications can be downloaded for free. An online glossary on Land and Water Terms is also available on the home page.

Current World Fertilizer Trends and Outlook to 2006/2007

This report presents world nitrogen, phosphate and potash fertilizer supply and demand projections for the period 2002/2003 to 2006/2007.

<ftp://ftp.fao.org/agl/agll/docs/cwfto06.pdf>

The publication is also available in French.

<ftp://ftp.fao.org/agl/agll/docs/cwfto06f.pdf>

Local Phosphate Resources for Sustainable Development in Central and South America

J.D. Appleton and A.J.G. Notholt, British Geological Survey Report CR/02/122/N, Nottingham, UK, 2002. 94 pp.

Local Phosphate Resources for Sustainable Development in India, Nepal, Pakistan and Southeast Asia

J.D. Appleton and A.J.G. Notholt, British Geological Survey Report CR/02/123/N, Nottingham, UK, 2002. 74 pp.

Local Phosphate Resources for Sustainable Development in sub-Saharan Africa

J.D. Appleton, British Geological Survey Report CR/02/121/N, Nottingham, UK, 2002. 145 pp.

The reports contain information on (i) the quantity, quality and location of local phosphate rock deposits and occurrences in each country; (ii) past and current phosphate rock production and local use in agriculture; and (iii) agronomic and agro-economic assessments of rock phosphates and associated phosphate fertilizer products.

The Sub-Saharan Africa report also contains generic reviews of: (i) phosphate rock products and processing options; (ii) estimated investment required for mining, infrastructure and processing options; (iii) constraints for utilisation of phosphate rock resources; (iv) environmental constraints related to heavy/hazardous elements contained in the rock phosphates or their by-products; (v) existing or anticipated direct use of phosphate rock in agriculture including general results of agronomic and economic assessments; (vi) role of phosphate rock in strategies for dealing with soil fertility.

The reports are outputs from the UK Department for International Development (DFID) funded research project R7370 Local Phosphate Resources for Sustainable Development and are released for download in .pdf format from www.bgs.ac.uk/dfid-kar-geoscience/summaries/r7370.htm

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Fertigation: Fertilization through Irrigation

J. Hagin, M. Sneh, A. Lowengart-Aycicegi. IPI, Research Topics No. 23, 2002. 81 pp. Price: USD 12.

The publication details the basic prerequisites for the successful application of water and fertilizers. It discusses the nutrient requirements of plants and relates these to the timing and amounts of fertilizer to apply. Examples of how to calculate the water and nutrient requirement complete the booklet.

Contact

International Potash Institute (IPI), Basel, Switzerland Fax: +41 61 261 29 25 ipi@iprolink.ch www.ipipotash.org



Handbook for the Salinity and Soil Fertility Kit

A Portable Field Lab For Soil, Water and Plant Analysis

Created by a consultant on saline agriculture and the environment, this publications contains rapid field tests and more than 100 tables and figures for data evaluation with respect to crop growth and environment. The handbook offers a broad spectrum covering the chemical analysis of water, soil and plant samples. The focus is on determining the parameters for evaluating crop growth, especially under saline conditions. Price: 170 EUR or USD (plus 5 EUR or USD for shipping outside of the European Union).

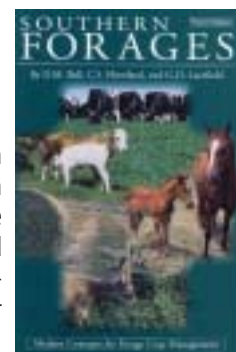
Contact

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Southern Forages

D.M. Ball, C.S. Hoveland and G.D. Lacefield PPI, third edition, June 2002. 332 pp.

The content is focused on forages for the southern USA, but most of the principles can be applied worldwide. Chapters discuss forage systems for beef, dairy, horses, sheep,




highlights

goats and other types of livestock. Wildlife, soil conservation and environmental benefits of forages are also emphasized. The book contains more than 150 color photos, including over 60 close-up images of grasses and legumes.

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Agri-Culture**Reconnecting People, Land and Nature**

J. Pretty. Earthscan,
London, UK, 2002.

Despite great progress in increasing agricultural productivity in recent decades, hundreds of millions of people remain hungry and malnourished, and further millions suffer from obesity. Through

numerous case studies from developing and industrialized countries, *Agri-Culture* examines food production and consumption systems that integrate ecological principles and harmony with the cultures, knowledge and collective capacities of food producers. The author calls for a radical reform of the institutions and policies that control global food futures.

Contact

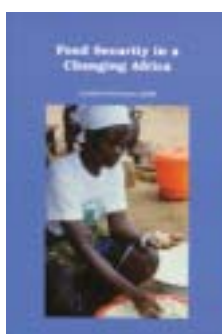
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Food Security in a Changing Africa

CASIN/SAA/Global
2000, 2002. 219 pp.
Proceedings of a Workshop on Africa Food Security in a Changing Environment: Sharing Good Practices and Experiences, held in Kampala, Uganda, 6-9 June 2001.

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**Highlights from the Production and International Trade Committee****IFA Reports on Statistics and Capacities**

The preparation of reliable statistics on production and trade is one of the most significant tasks of the Production and International Trade (PIT) Committee.

The Secretariat, with the assistance of a network of more than 800 correspondents and Committee members, collects production and trade statistics on more than 15 fertilizer raw materials, intermediates and finished products. On an annual basis, the Committee's Secretariat produces more than 45 statistical reports and distributes close to 22,000 copies to IFA members. IFA is the major primary source of production and trade data on fertilizers.

New efforts have been pursued to enhance the collection of production and trade statistics and to expand their accessibility.

The Secretariat is developing a country-based system to increase its capability of identifying information gaps and to synthesize the collected information on production, trade and project developments for all products.

In 2002, the Secretariat revised the content and format of its statistical reports to improve readability. An information note on IFA's production and trade statistics was prepared to further assist in the use of these figures. The Secretariat also released a new cd-rom containing all the annual statistics of 2001 on production,

trade and capacity for the major products.

New Initiatives

In October 2002, the Committee's Secretariat launched a dedicated page on the Production and International Trade Committee in the "Members Only" section of IFA's web site. This page contains information on the Committee's main activities and annual conferences, statistical reports and a publication schedule of its documents. New information is posted on a regular basis.

At the Committee's meeting in Quebec City in October 2002, members approved three new surveys for 2003. These reports are expected to be completed by the third quarter of 2003 and will measure the global capacity for:

- Ammonium nitrate (an update of the 1999/2000 version);
- Single superphosphate (new);
- Potassium sulphate and potassium nitrate (new).

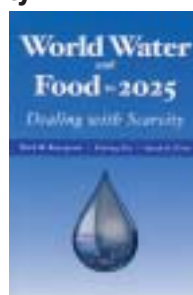
Production and trade statistics and capacity reports are available to IFA members only. In January 2003, the Secretariat published its first Summary Report on the Global Fertilizer Supply and Trade Outlook (for 2002 and 2003), which is available to the general public through the IFA web site. ●

**World Water and Food to 2025****Dealing with Scarcity**

M.W. Rosegrant,
X. Cai, S.A. Cline.
IWMI, IFPRI,
Washington, DC,
USA, 2002. 322 pp.

Contact

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www.ifpri.org

**Soil Science Spell Checker**

There is a large demand for spell check programs that focus on the technical vocabulary. The Agronomy, Soil Science, and Entomology Spell Check program created by

Hamilton-Locke allows users to check spelling in all three of these technical fields. The ASE Spell Checker will auto-install in Microsoft Word and will add an icon to the Word interface that will allow the user to toggle the spell check on or off. An install program for WordPerfect is being developed.

Prices range from USD 29.95 for a single copy to USD 399.95 for a ten-user site license with a subscription to receive updates over the next five years.

Contact

<https://secure.asa-cssa-sssa.org/asespellcheck.html>

Information sources are included on this page as a matter of information. Inclusion does not constitute an endorsement from IFA.

 highlights

Highlights from the Agriculture Committee

First IFA Agriculture Conference since 1999

On 26-28 March 2003, IFA and FAO will be co-organizing in Rome a conference with the theme "Global Food Security and the Role of Sustainable Fertilization". This event will explore how the responsible use of fertilizers can best contribute to achieving global food security within the framework of sustainable agriculture and rural development. Discussions will consider technological advances, policy frameworks and practical constraints facing farmers while seeking new alliances and innovative solutions to accelerate progress towards food security and sustainable agriculture. The

conference will gather a broad range of stakeholders, including the fertilizer industry, policy makers and scientists, as well as NGOs and the media.

To receive a detailed programme and the registration package for this event, which will constitute a milestone in IFA and FAO efforts to promote efficient and responsible use of fertilizers, visit our web site at www.fertilizer.org/ifa/confifa.asp. The registration deadline is 21 February 2003.

Publications

The Agriculture Service has recently issued the following publications:

- IFADATA including fertil-

izer data for 2000/01;

- Fertilizer Indicators 2002;
- Proceedings of the IFA Regional Conference for Asia and the Pacific held in Singapore on 18-20 November 2002;
- Reports prepared by the Service for the IFA Enlarged Council Meeting that took place in Cairo on 10-12 December 2002.

New Positions Adopted

On 12 December, the IFA Council adopted four position papers developed by the Agriculture Committee:

- Greenhouse Gas Emissions, Carbon Sequestration and Agriculture;



- Balanced Fertilization and Nutrient Efficiency;
- Sustainable World Food Supply;
- Water Availability and Fertilizer Use.

These are all available on the IFA web site. ●

Highlights from the Conference Service

IFA's yearly Enlarged Council Meeting was held in Cairo from 10 to 12 December 2002. Some 75 participants took part and enjoyed the warm hospitality and generous support offered by IFA's local members, most notably the Arab Fertilizer Association (AFA), Abu Qir Fertilizers & Chemical Industry Company, El Delta Company for Fertilizer and Chemical Industries and Société Financière et Industrielle d'Egypte.

Delegates were welcomed to Egypt by Reda Ismail, First Undersecretary of State in the Egyptian Ministry of Agricul-

ture and Land Reclamation, who spoke on behalf of Youssif Waly, Deputy Prime Minister and Minister of Agriculture and Land Reclamation. Ismail reported on the agricultural situation in Egypt and the contribution of the fertilizer industry to its development. In addition, Robert Thompson, Chairman of the International Food and Agricultural Trade Policy Council, shared his views on the prospects for agriculture and the fertilizer industry in the context of the current World Trade Organization (WTO) negotiations.

Over the three days of the meeting, IFA's Vice Presidents made reports on the situations in their respective regions. The IFA Secretariat presented the traditional short-term outlook for the supply and international trade of the main fertilizers and raw materials as well as short-term prospects for world agriculture and fertilizer use. For the first time, the Secretariat presented a survey of issues facing the fertilizer industry around the world. IFDC and The Sulphur Institute also reported on IFA-supported projects and related activities.

For more details on the following IFA events in 2003, please visit www.fertilizer.org

New Features for Conferences in 2003

- Starting with the Philadelphia Annual Conference, on-line registration will be available on the IFA web site www.fertilizer.org in the "Members Only" section.
- Registration forms can also be downloaded from the web site in pdf format.
- Preferential rates will apply to early registrations provided that fees are settled by the registration deadline (one month prior to the meeting).
- The official list of participants will be accessible on the IFA web site using a password that will be provided by IFA upon receipt of registration fees. The list will be updated weekly, up to one week prior to the conference. Only delegates having settled their registration fees will be listed.

71st IFA Annual Conference

26-29 May
Philadelphia, Pennsylvania,
United States

Limited to IFA members.

Registration deadline: 18 April 2003

IFA Production and International Trade Conference

22-26 September

St. Petersburg, Russia

Limited to IFA members.

IFA Technical Committee Meeting

29 September - 1 October

Abu Dhabi, United Arab Emirates

Limited to IFA members.

IFA Regional Conference for Asia and the Pacific

6-8 October

Cheju Island, Republic of Korea
Open to non-members of IFA.

29th Enlarged Council Meeting

9-11 December

Bangkok, Thailand

Limited to IFA members. ●

Highlights from the Technical Committee

First Safety Benchmarking Report

The value of safety to a company is immense. It demonstrates the commitment of a company to the well being of its workforce. Good safety management reduces the cost of production and fosters a positive public image.

In December 2002, IFA's Technical Committee finalized its first safety benchmarking survey, covering the year 2001. The report was circulated to participants, along with details that allow each company to see where it stands in relation to its peers.

The diversity of the contributors and the encouraging results demonstrate that IFA member companies take safety seriously.

Data were received from 76 companies in 43 countries. The survey set out to evaluate "lost time injury" incidents, a measure for events where the injured worker fails to turn up for work 24 or 48 hours following the incident (the delay depends on national reporting practices). This trigger period will be standardized in the next survey. The data from eight participants was excluded from the analysis because it was incomplete for the purpose of this survey or unverifiable.

Sixteen companies reported zero lost time injuries. Three-quarters of those with a perfect record are from developing countries.

A total of 697 lost time injuries were reported in the context of a total of 160.1 million hours worked. The average lost time injury rate (LTIR), or number of incidents per million hours, therefore stands at 4.35.

This was a pioneering effort for the fertilizer industry. To put the results in perspective, they were compared to the national LTIRs for the year 2000 as reported by the International Council of Chemical Associations (ICCA) in its "Responsible Care Status Report 2002". The global average for chemical production facilities was at 9.18, and 26 countries reported a rate higher than 5.

The excellent performance of the fertilizer industry in the inaugural survey is heartening, and the contributing companies are congratulated for the leadership demonstrated by their participation. Future surveys will reveal trend lines, giving a clearer picture of the fertilizer industry's overall performance on an ongoing basis ●

Al-Ghafli to Chair OPEC Board



Saif Ahmed Al-Ghafli, General Manager of Ruwais Fertilizer Industries (FERTIL) and Chairman of IFA's Technical Committee was appointed Chairman of the Board of Governors

of the Organization of the Petroleum Exporting Countries (OPEC) on 19 September 2002, in Osaka, Japan at the Ministerial Conference of the 11 member states. Beginning 1 January, 2003, his term is for one year.

OPEC's Board of Governors is made up of one representative per member state. After nomination by their national government - the United Arab Emirates (UAE) in the case of Al-Ghafli - candidates are confirmed by the OPEC Ministerial Conference. As well as preparing for and presiding over meetings of the Board, the Chairman liaises with OPEC's Secretariat with regard to the ongoing business of OPEC. He also represents the Board of Governors at OPEC Ministerial Conferences and Consultative Meetings.

Al-Ghafli credits his involvement in IFA

activities as contributing to the profile that qualified him for his chairmanship. Working with the IFA Technical Committee added a global perspective to his strong technical background and familiarized him with many of the international policy issues that face the fertilizer industry and OPEC.

Al-Ghafli is a committed advocate of the value of health, safety and environmental management systems for the corporate performance of companies. Under his leadership, IFA has begun benchmarking exercises on greenhouse gas emissions, safety in production and energy efficiency.

Before joining FERTIL in 1999, Al-Ghafli spent nearly two decades with Abu Dhabi Gas Industries Ltd (GASCO) in a number of positions. GASCO and FERTIL both belong to the Abu Dhabi National Oil Company (ADNOC) Group.

OPEC's 11 member countries - Algeria, Indonesia, Iran, Iraq, Kuwait, Libya, Nigeria, Qatar, Saudi Arabia, the UAE and Venezuela - supply about 40 per cent of the world's oil output and possess more than three-quarters of the world's total proven crude oil reserves. ●

Principles of Safety in Fertilizer Production

These principles were developed by the Safety in Production Task Force of the IFA Technical Committee.

The Association considers safety as one of the three pillars in production. The other two are efficiency and cleanliness or less pollution. As such, the Association expects the members to abide by the following principles:

1. All sites should have a high standard of **housekeeping**.
2. All sites should establish **annual safety targets** with **action plans** (what, who, when).
3. All sites should have a **Safety Committee** comprising the site manager and members reflecting all levels of the organization. All employees should participate in **safety meetings** on a regular basis.
4. All jobs should be evaluated with respect to safety, and a **job safety analysis** should be carried out for those jobs that are considered critical. Critical jobs should be described in job procedures, including the prescription of the use of any special personal protective equipment. Employees should be trained accordingly.
5. A **preventive maintenance system** should be in place.
6. **Modifications** of process systems and process equipment should be approved based on a systematic review.
7. For all special work, a **work permit system** should be in place.
8. An **approval system** for contractors should be in place.
9. All accidents and near misses should be reported and **investigated**, with the subsequent implementation of corrective actions.
10. All sites should have an **emergency plan**. This plan should be tested at least once every year. The plan should be developed in co-operation with external emergency services.
11. For the above principles to be successfully implemented, total commitment of support from the line management is imperative. ●

word: Association

Sustainable Competitiveness

Corporate social responsibility. Sustainable development. The Triple Bottom Line. Sustainability reporting. Stakeholder engagement. Corporate accountability and governance. The Global Compact. Global Sullivan Principles. Codes of Conduct. Company Values. Human rights. Product and supply-chain stewardship. Good business practice. Integrity.



There is an increasing emphasis in policy circles on responsible business conduct, and the debate has spilled into the popular media. The recent spectacular collapse of Enron and similar high-profile business debacles have led to increased scrutiny of major companies. The number of terms and concepts that are floating around tend to create confusion over expectations rather than making it easier for business analysts to determine a clear path of action.

It is easy to agree with the principle: of course we should all be good corporate citizens and manufacture products while harming no one and nothing. In reality, things are less clear, because all human activities have impacts and consequences. In cases where no ideal win-win situation exists, businesses need to strive to find the best possible balance between doing good business and simply doing good.

One of the brakes on the full adoption of such principles is probably a misunderstanding of the perceived burden on the company. In most cases, sustainability issues can be traced to the financial bottom line. Rather than being pure costs, most actions to improve sustainability performance are long-term investments.

Stakeholder relations are the first case in point. At first the link is not obvious, but it becomes clear if you consider the potential bad press and negative impact on a company's reputation and brand if relations with employees, local communities or consumers sour.

Environmental concerns present a clearer link. Many improvements in environmental performance increase the efficiency of production facilities. In those cases, the necessary retooling often pays for itself.

Company managers may not be familiar with such issues and how they relate to good financial performance. But investors are increasingly aware, as the growth of sustainable development investment funds shows.

The first step for many corporate strategic thinkers is to learn about these questions, which may be far from the topics covered in their business school courses many years ago.

The second step is then shifting from the super-short-term perspective imposed by quarterly shareholder reports to a longer term that takes into account the return on the investment in the three pillars of sustainable development. Instead of considering sustainable development a burden, good managers will try to achieve sustainable competitiveness. Which actions taken today will improve our chances of being a profitable, well-positioned company in five or ten years? Which choices today could prevent our achieving that goal?

Triple Bottom Line reporting is another step that an increasing number of companies are taking. Sustainability reporting allows a company to show that it understands what its impacts and interactions are. It also offers an opportunity to explain tradeoffs.

For example, IFA has been asked fairly recently why the fertilizer industry does not follow the example of the consumer goods industry, which took phosphorus out of detergents to reduce their impacts on waterways. We explained that plants require phos-



phorus for their basic nutrition, so this is not an option. However, the industry is committed to promoting the agricultural practices that will minimize the potential effect of plant nutrients on the environment.

Clearly, we need to do a better job communicating about our basic function and the actions we are taking as an industry to be responsible.

It is IFA's role to help its members anticipate changes in their operating environment and to lead the adaptation that will help the fertilizer industry stay dynamic. This includes helping decide which stakeholders are the important voices to heed in a crowd making demands on a company. It also means helping identify key issues, indicators and responses that can be made at company and industry levels.

Together, the Association and its member companies can plot a long-term strategy towards sustainable competitiveness. ●

World Bank Helps Companies to Be Sustainable



One of the main challenges facing companies that choose to implement corporate social responsibility is the lack of information and guidelines, especially in languages besides English. To address this problem, the World Bank has established the Corporate Social Responsibility Virtual Resource Center.

www.worldbank.org/wbi/corpgov/csr/visualcenter.html

The Center aims to create a collection of articles, case studies, self-directed web-based courses, cd-roms and best practices to help professionals follow developments in this field. The Bank intends to offer materials in multiple languages, including Chinese, English, French, Russian and Spanish. Information ranges from basic questions to decision-making frameworks. Chapters cover everything from why good managers make bad decisions to key steps for achieving sustainable competitiveness.



Calendar

IFA - 2003

- 26 - 28 March
IFA/FAO Agriculture Conference on Global Food Security and the Role of Sustainable Fertilization
 Rome, Italy
- 26 - 29 May
IFA Annual Conference
 Philadelphia, USA #
- 22 - 26 September
IFA Production and International Trade Conference
 St. Petersburg, Russia #
- 29 September - 1 October
IFA Technical Committee Meeting
 Abu Dhabi, United Arab Emirates #
- 6 - 8 October
IFA Regional Conference for Asia and the Pacific
 Cheju Island, Republic of Korea
- 9 - 11 December
29th Enlarged Council Meeting
 Bangkok, Thailand #

Restricted to IFA members

Non-IFA - 2003

- 9 - 11 February
TFI Fertilizer Marketing Business Meeting
 San Antonio, Texas, USA
 Fax: +1 202 962 0492 lmabee@tfi.org www.tfi.org
- 26 - 28 March
The 1st New Ag International Conference & Exhibition
 Barcelona, Spain
 Fax: +44 1932 781 668 newag@newaginternational.com
www.newaginternational.com
- 19 - 21 March
CCPIT Sub-Council of the Chemical Industry - 4th China International Agrochemical and Crop Protection Exhibition
 Shanghai, China
 Fax: +86 10 64225384 zhanggang@ccpitscci.org.cn
- 31 March - 4 April
Outlook 2003 - Reform, Trade and Sustainability London, UK
 Fax: +44 1892 527 758 conferences@agra-net.com
www.agra-net.com
- 1 - 3 April
19th Sulphur Phosphate Symposium Beijing, China
 Fax: +1 202 293 2940 www.sulphurinstitute.org

3 April

IFS 2003 Meeting London, United Kingdom
 Fax: +44 1904 492 700 secretary@fertilizer-society.org
www.fertilizer-society.org

7 - 11 April

IFDC* - Training Program - Designing Policies and Institutions that Promote Competitive Agro-Input Markets in Transitional Countries Azerbaijan, Asia

5 - 9 May

IFDC* - Training program - Agriculture Input Marketing (in French) Cameroon

18 - 20 May

2003 World Congress - A New Age in Agriculture: Working Together to Create the Future and Disable the Barriers
 Missouri, United States
 Fax: +1 314 997 1881 jmbray@earthlink.net
www.worldagforum.org/2003_congress.html

19 - 23 May

IFDC* - Training program - Agriculture Input Marketing Malawi

2 - 6 June

IFA and IFDC* - Nitrogen Fertilizer Production Technology Workshop Brussels, Belgium

30 July - 1 August

InfoAg 2003 - 6th Information Agriculture Conference
 Indianapolis Airport, USA
 Fax: +1 317 381 6159 www.ppi-far.org/infoag

1 - 4 September

8th International Conference on Environmental Science and Technology Lemnos Island, Greece
 Fax: +30 10 649 2199 cest@gnest.org gnest.org/cest

15 - 19 September

IFA and IFDC* - Phosphate Fertilizer Production Technology Workshop Brussels, Belgium

21 - 26 September

2nd International Symposium on Phosphorus Dynamics in the Soil-Plant Continuum Perth, Australia
 Tel: +61 8 9380 2557 zrengel@agric.uwa.edu.au
www.agric.uwa.edu.au/soils/P_Symposium/index.html

October

CNFA 10th Annual Agribusiness Conference Istanbul, Turkey
 Fax: +90 202 296 3948 agribusiness@cnfa.org www.cnfa.org

13 - 24 October

IFDC* - Training program - Fertilizer Marketing Management
 Vietnam

26 - 29 October

Seventh STDA International Symposium on the Uses of Selenium & Tellurium Santa Fe, Mexico, USA
 Fax: +32 2 252 2775 palmieri@pandora.be www.stda.be/cfp.pdf

Isherwood to Receive Francis New Medal

Keith Isherwood, a long-time IFA staff member who retired in mid-2000, has accepted the nomination for the International Fertiliser Society's Francis New Medal. He will receive the award and present the Francis New Memorial Lecture on the occasion of the Society's Spring Meeting, to be held in the Auditorium of the Geological Society, Piccadilly, London, on Thursday, 3 April 2003.



Isherwood will speak on "The Long-term Prospects for Fertilizer Consumption and Production".

The Francis New Medal is presented to a person prominent in the fertilizer industry or a related field and this year acknowledges the significant contribution Isherwood has made to the industry and Society Meetings over many years. He is the first IFA staff member to receive this honour, although the 1961 and 1975 recipients (Hans Stevinius-Nielsen and Arnold Robinson respectively) were both President of the Association at the time of nomination.



George Francis New was appointed General Manager and Secretary of the UK Fertiliser Manufacturers' Association shortly after the end of World War II. In 1952 he became Secretary of the International Superphosphate Manufacturers Association (ISMA), which developed into the International Fertilizer Industry Association (IFA).

The Fertiliser Society, which had its origin with the Fertiliser Manufacturers' Association, was set up in 1947 to provide a forum for discussion of the technical, economic and agronomic aspects of fertilizer production. New was the first Secretary of The Fertiliser Society.

The first Francis New Lecture was given in 1959, two years after his death, and the event has been held biennially ever since. Medallists are

selected by the Council of the International Fertiliser Society.

For more information about the award or the Spring Meeting of the International Fertiliser Society **contact** Fax: +44 1904 792 700 secretary@fertiliser-society.org www.fertilizer-society.org



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IFA comprises around 450 member companies in over 80 countries, including manufacturers of fertilizers, raw material suppliers, regional and national associations, research institutes, traders and engineering companies.

IFA collects, compiles and disseminates information on the production and consumption of fertilizers, and acts as a forum for its members and others to meet and address technical, agronomic, supply and environmental issues.

IFA also sponsors research related to the efficient use of plant nutrients in agriculture, and liaises closely with relevant international organizations, such as the World Bank, FAO, UNEP and other UN agencies.

IFA President

Wladimir A. Puggina, President
 Fertilbras, Brazil

IFA Director General

L.M. Maene

Mailing list

Subscription to F&A is free of charge. Send full address details to be added to the mailing list. Additional copies may be supplied to organizations to circulate on behalf of IFA.

Letters

We invite your contributions of letters, documents, articles, photographs, etc.

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- Design: Dora Maltz

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IFA is proud that its publications have helped groups like the Muriel Young Farmers Club, Zimbabwe (right) and the Rice Farmers Group, Ghana (left) to learn more about fertilizers and aspects of sustainable agriculture.



IFA Request Form [fertilizers agriculture](http://www.fertilizer.org) January 2003

Please tick the box(es) below and return to IFA by fax: +33 1 53 93 05 45 / 47
Note: most IFA materials are available via the web site at www.fertilizer.org

- Cd-rom IFADATA Statistics *restricted to members*
- Cd-rom IFA Production and International Trade Statistics 2001 *restricted to members*
- Fertilizer Indicators 2002 Booklet
- Cd-rom IFA Regional Conference for Asia and the Pacific Papers

Name

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E-mail Web