



**Policy Aspects Related to the Use  
of Enhanced Efficiency Fertilizers**

Agrium's Perspective

Murray Hasinoff,  
*Director, Diversified Products*  
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## Agenda

- Stakeholder Views
- Emerging Policy Trends
- Industry Approach
- Sustainable Management System
- Fit for Enhanced Fertilizers
- Agrium's Approach

## Stakeholders Concerns

### **Public and Non-Governmental Organizations**

- **Focus**

- Environmental Impact of Nutrients
- Food Abundance and Safety
- Biodiversity Impacts
- Preservation of the Rural Landscape and Recreational Land

- **Drivers**

- Proximity of Urban to Rural
- Increasing Manure Issues Primary Concern but Fertilizer Affected
- Home & Garden Experience with Pesticides and Fertilizers
- Municipal Waste Contribution
- Perception of Organic as Safer
- Do Not Understand the Role of All Sources
- Do Not Understand the Level of Management Practiced by Industry

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## Stakeholder Concerns

### **Growers**

- **Focus**

- Agronomic Sustainability of the Land
- Farm Legacy

- **Drivers**

- Economic (cost of practice vs return)
- Potential Regulation
- Concerned that they may be Expected to Undertake a Disproportionate Share of the Burden Delivering these Societal Goals

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## Stakeholder Concerns

### ***Food Processors, Distributors and Retailers***

- Focus
  - Demonstrate Accountability of Food System
  - Ensure Food Quality and Safety
  - Enhance Food Tracking and Tracing Systems
- Drivers
  - Meet Consumer Demands for Transparency of the Food System

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## Emerging Policy Trends

- Regulatory Pressure
  - Rate Limits
  - Nutrient Management Plans
  - Prescriptive Management Practices
- Subsidy Programs Linked to Practices
  - Reduced Rates Coupled with Subsidies, “Cross-Compliance”
  - Subsidies for Costly Practices

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## Industry Response – Past

- Focus on Farm Stakeholders
- Driven by Economic and Agronomic Issues
- Result
  - Strong Agronomic BMPs Implementation
    - Regional Differences and Fine Tuning at Field Level
  - BMPs and Sustainability Linkages Unclear

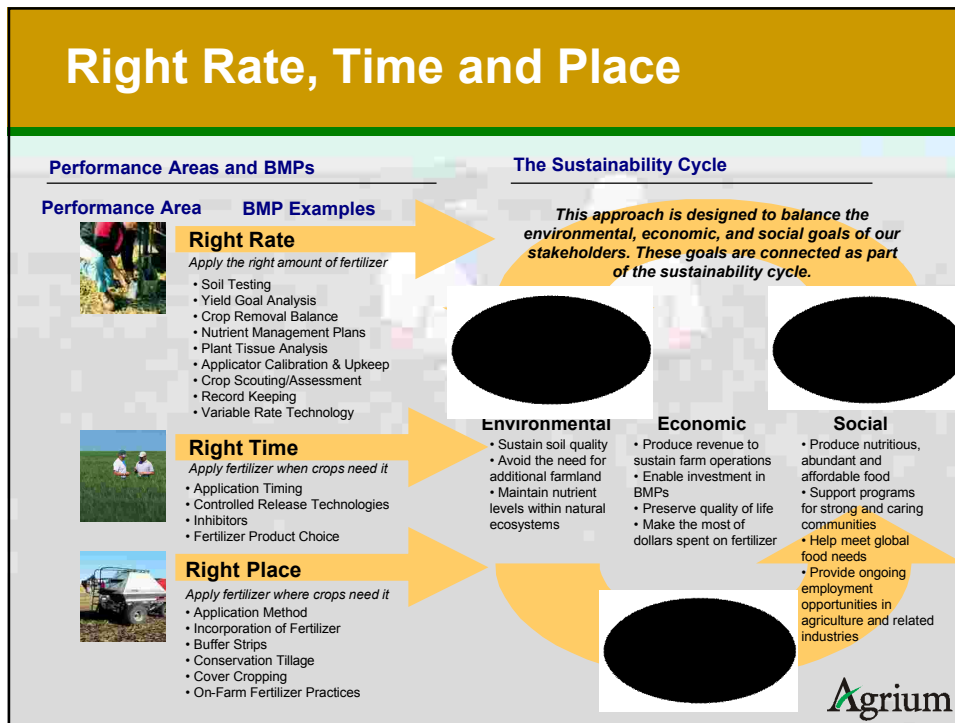
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## Industry Response - Future

- Broaden Stakeholder Engagement
  - Nutrients for Life Foundation
- Consider All Three Areas of Sustainability
  - Environmental, Economic and Social
    - Balanced Approach
- Sustainable Management System
  - Effective – Must Deliver Results
  - Flexible – Can't be One Size Fits All
  - Simple – All Stakeholders Understand Approach
  - Actionable – Easy to Implement and Adjust

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# Right Rate, Time and Place



# Improvement Measures

- **BMP Adoption**
  - Provides Measure of Farmer Adoption
  - Does Not Measure Impact
- **Impact**
  - Economic, Social and Environmental
  - Reflect Impact of All Nutrient Sources
  - Difficult to Isolate Fertilizer Impact

## Fit For Enhanced Fertilizers

- New Group of Right Rate, Time & Place BMPs
  - Nutrient Release Matches Crop Requirements
  - Reduced Losses
  - Improved Efficiency
- Market Dependent Value Proposition
- Environmental Concerns Increasing Demand
  - BMP Subsidies

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## Agrium's Approach

- Support Sustainable Management Systems
- Support BMP Development and Extension
- Enhanced Efficiency Fertilizers Part of BMP Package
- New Product Development
  - Controlled Release Nutrients
    - Nitrogen – ESN, Duration
    - Phosphate – R&D

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