



ifa
INTERNATIONAL
FERTILIZER ASSOCIATION

Helping to feed the world sustainably

SUSTAINABILITY STORIES

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WHAT IS YOUR JOB AND HOW DOES IT SUPPORT SUSTAINABILITY?

My actual position is Head of Region Americas, covering Canada, the USA and all of Latin America. There are three regions in Yara, with Europe and Africa & Asia being the other two. I am also a member of the Group Executive Board and in that function I have been deeply involved in integrating environmental, societal and economical sustainability into our corporate strategy.

WHY DID YOU DECIDE TO WORK IN THE FERTILIZER INDUSTRY?

I initially decided to work in agriculture when I finished my agronomy engineering studies 30 years ago. Though not fully recognized by the general public, agriculture is essential to food production, and – as more recently recognized – to environmental sustainability. This purpose is what attracted me some 30 years back when I joined Yara (at the time Hydro Agri).

WHAT IS THE MOST IMPORTANT LESSON YOU'VE LEARNED IN YOUR CAREER TO DATE?

“Never give up” and do not be afraid to go against the tide. I started to focus on sustainability back when I was based in Vietnam in 2007-2013. It struck me how farmers’ practices were not appropriate because of lack of access to independent information. And how farmers were not being rewarded for their work while many of the off-takers and food companies were depending on Vietnamese produce for their sourcing strategy. That’s when I felt I had the responsibility to bring those challenges to Yara, to look at how we can adjust to provide solutions to a more sustainable agriculture in Vietnam, Europe or anywhere in the Americas, as these challenges are similar all over the world.



To me sustainability means that I want to hand over to my children, and the children of my children, a planet that is not worse than the one I was born into.



CAN YOU TELL US ABOUT YARA'S SUSTAINABILITY JOURNEY AND PLANS?

Now, more than 10 years later, sustainability is at the core of Yara’s strategy, with clear ambitions and targets. Sustainability must be anchored in our culture and today we have metrics that monitor not only our financial performance but also our environmental and societal ones. We particularly want to contribute to agriculture being part of the solution, and not the problem, in relation to land use change, carbon emission and nature and biodiversity losses. Our ambition is to reduce emissions by 30 percent for scope 1 and 2 emissions by 2030, and ultimately to become climate neutral by 2050.

HOW DO YOU THINK FERTILIZERS AND PLANT NUTRIENT MANAGEMENT CAN HELP TRANSFORM FOOD SYSTEMS FOR THE BETTER?

Agriculture is not efficient today, resulting in leaching and economical losses to farmers. Plant nutrition, whether from organic or

mineral sources, together with proper advice/knowledge allows us to bring efficiency to the equation. Agriculture, and in that sense, crop nutrition is at the very beginning of the food chain and, contrary to other inputs, contributes to animal and human health if and when done properly. I think this is a huge opportunity and responsibility we have. Together, we must clearly look beyond our own financial performance and think about how we can further reduce losses and improve efficiency in our own operations and at farm level.

WHAT DOES SUSTAINABILITY MEAN TO YOU?

To me sustainability means that I want to hand over to my children, and the children of my children, a planet that is not worse than the one I was born into. Today, this is unfortunately not the case.