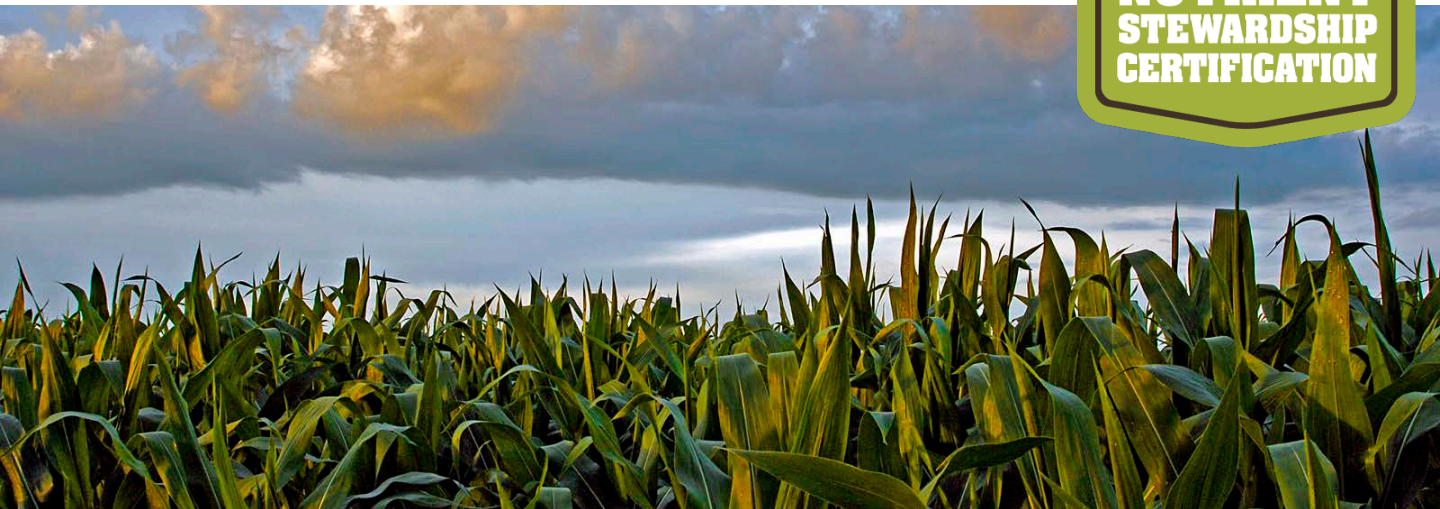




# 4R Certification

Preparing for a Growing Future



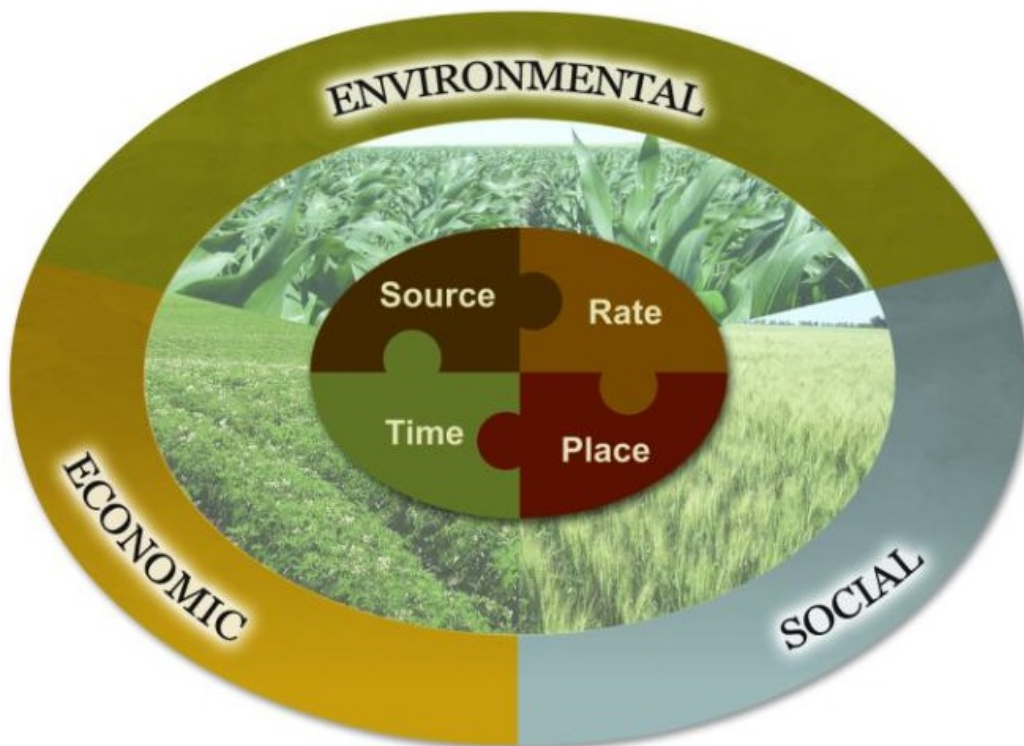
Carrie Vollmer-Sanders

Nutrient Stewardship Council Chairwoman

Nutrient Strategy Manager

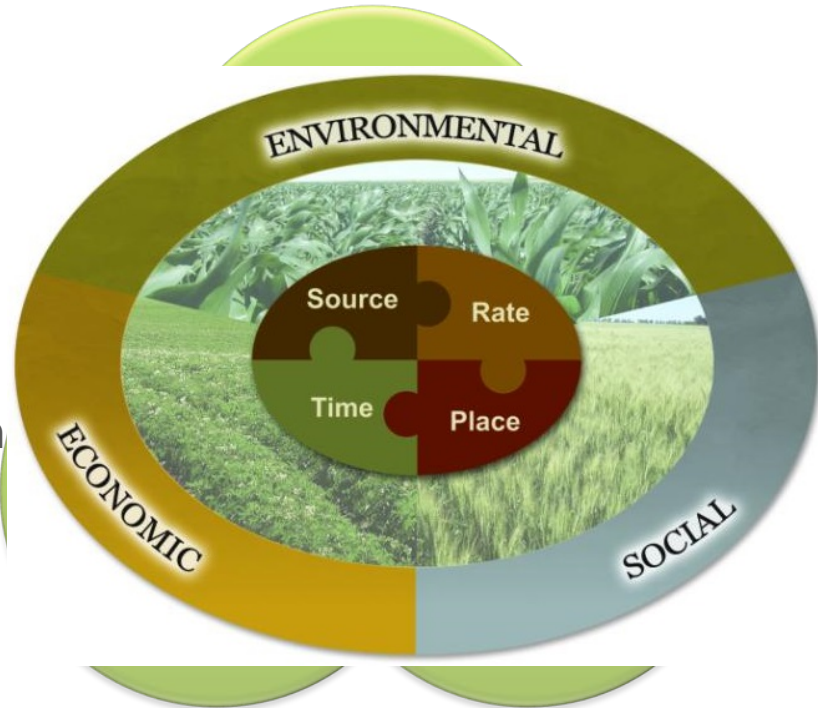


# Sustainable Nutrient Management



## What do the 4Rs mean?

- Cleanest air & water
- Highest yields
- Maximum profit
- During growing season
- Injection
- Stabilizer

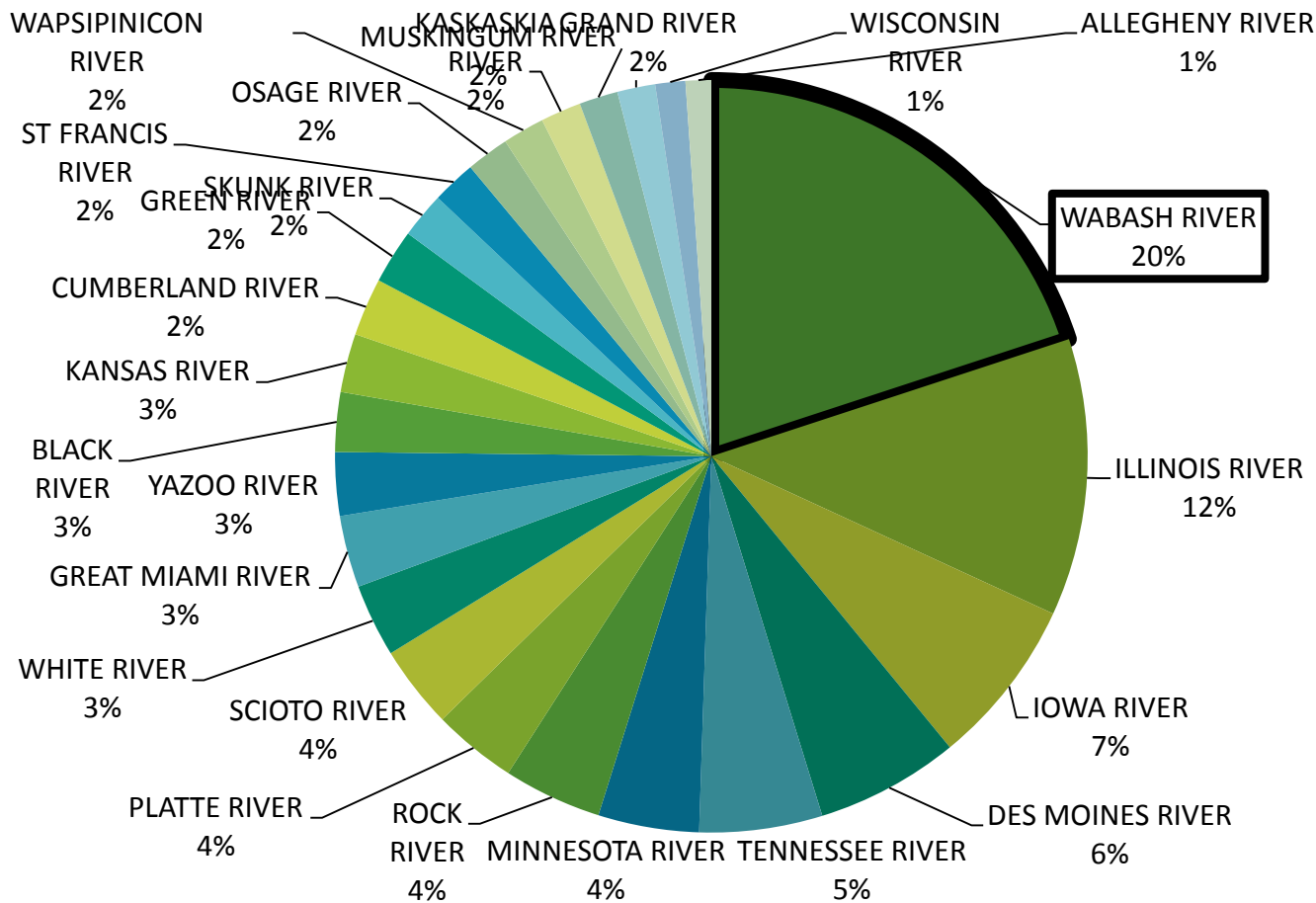


# Wabash River

- Flows freely over 411 miles
- 73 IN counties
  - 2 states, 25.6 M acres
- Primary land use - Ag
- Rare fish & mussel species
- Largest nutrient contributor to the Gulf of Mexico



# 25 Largest Total Nutrient Contributions (N & P)



## Lake Erie – Some Similarities

- Largest watershed in Great Lakes
- Rare fish & mussel species
- 6 IN counties
  - 3 states, 7.2 M acres
- Primary Land use – Ag
- 70-80% subsurface drainage
- Maumee largest nutrient load to Lake Erie

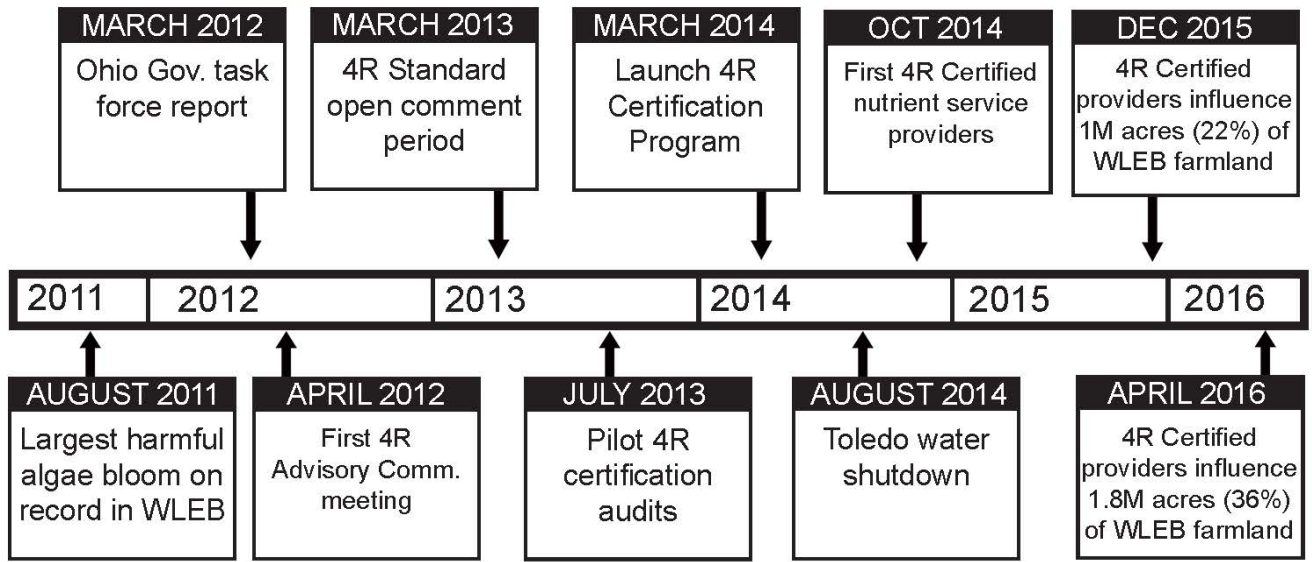




# Timeline of Events



## 4R Nutrient Certification Program



# 4R Nutrient Stewardship Certification Program Advisory Committee

Corn Marketing Program of Michigan  
Michigan Corn Growers Association



INTERNATIONAL PLANT NUTRITION INSTITUTE



MICHIGAN STATE UNIVERSITY



PURDUE EXTENSION



**We All  
Play A  
ROLE**



[4Rcertified.org](http://4Rcertified.org)



[@4Rcertified](https://twitter.com/4Rcertified)



[/4Rcertified](https://www.facebook.com/4Rcertified)



*Private Third  
Party Auditor*

*Nutrient Service  
Providers*

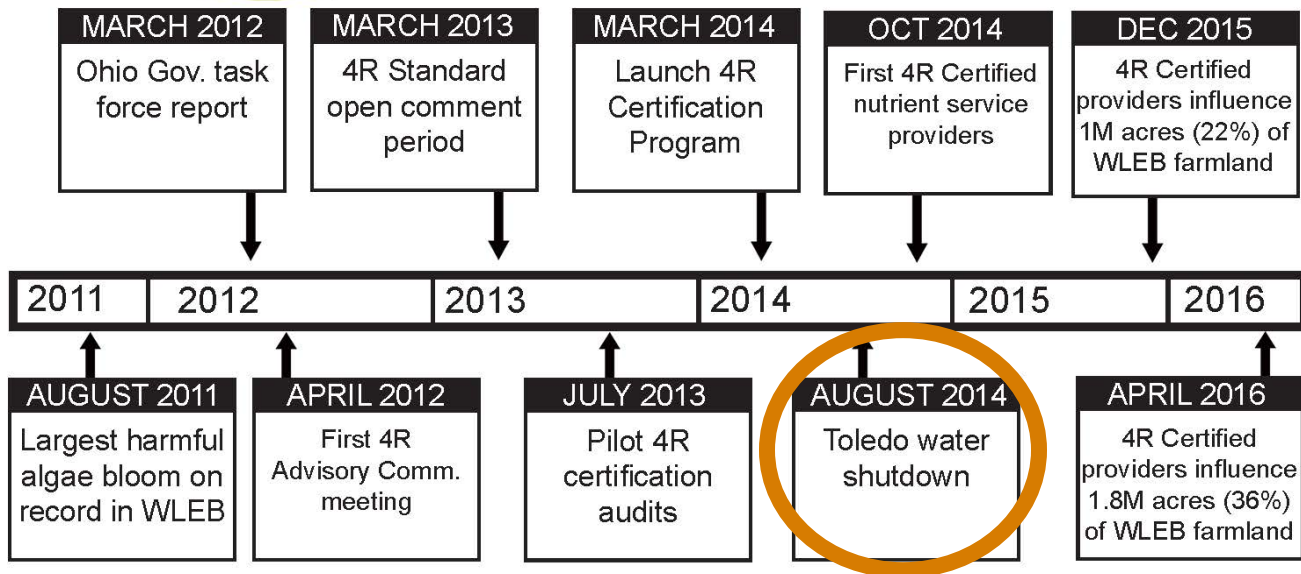
*Voluntary*



# Timeline of Events



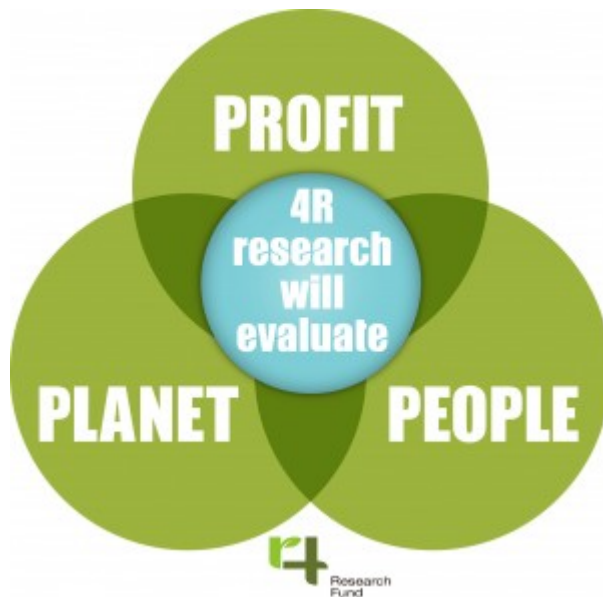
## 4R Nutrient Certification Program



# Fragmented action with low adoption does not work



# Continual Research & Evaluation





# Responsible Agriculture – What sets this program apart?

## Credibility

- Governance
- Evaluation
- Recordkeeping

## Rigor

- Science based
- Change thinking
- Third party auditor

## Participation

- Market penetration
- Voluntary
- Realistic





**35**

**CERTIFIED  
BRANCH  
FACILITIES**



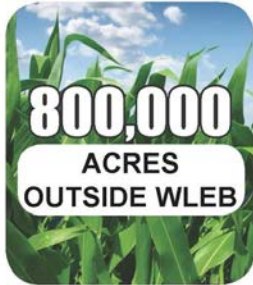
**1,900,000**

**ACRES IN WLEB**



**800,000**

**ACRES  
OUTSIDE WLEB**



**31**

**BRANCH  
COMMITMENTS**



**2,700,000**

**TOTAL ACRES**



**4,000**

**CLIENTS SERVICED  
IN WLEB**



**1,500**

**CLIENTS SERVICED  
OUTSIDE WLEB**



**5,500**

**TOTAL CLIENTS**



**4R NUTRIENT STEWARDSHIP CERTIFICATION PROGRAM**



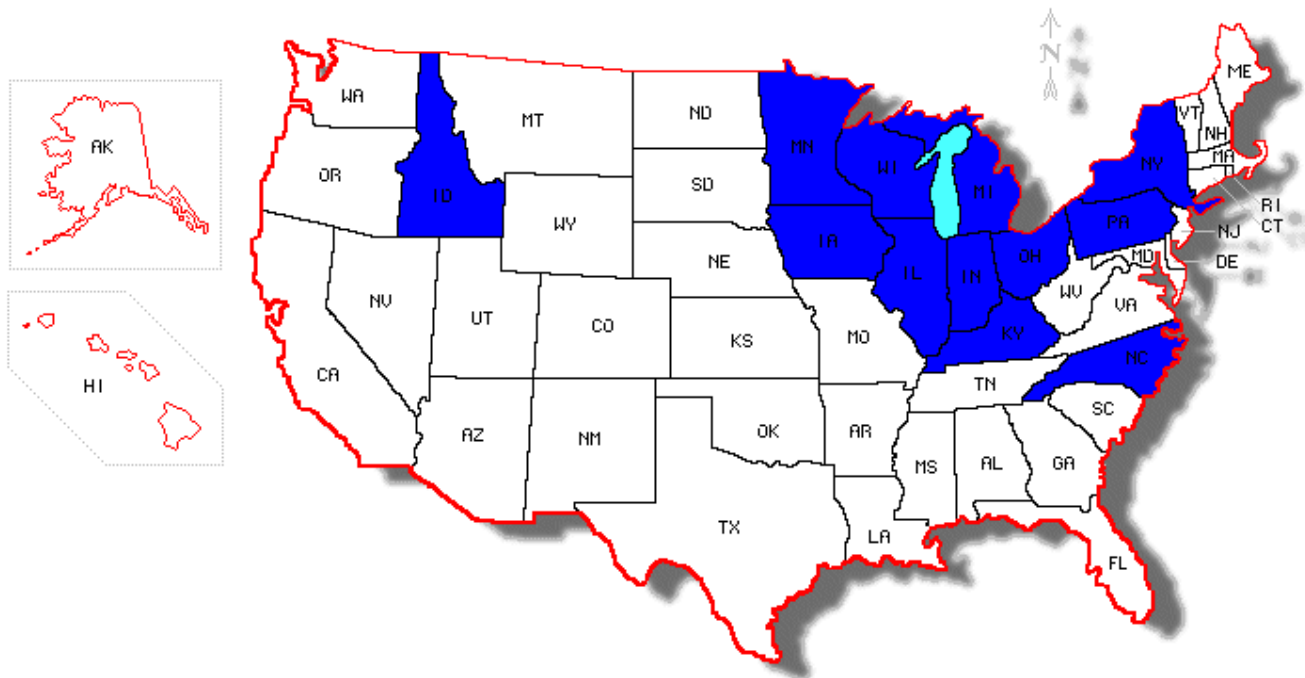


This facility operates under the 4R Nutrient Stewardship Certification Program.

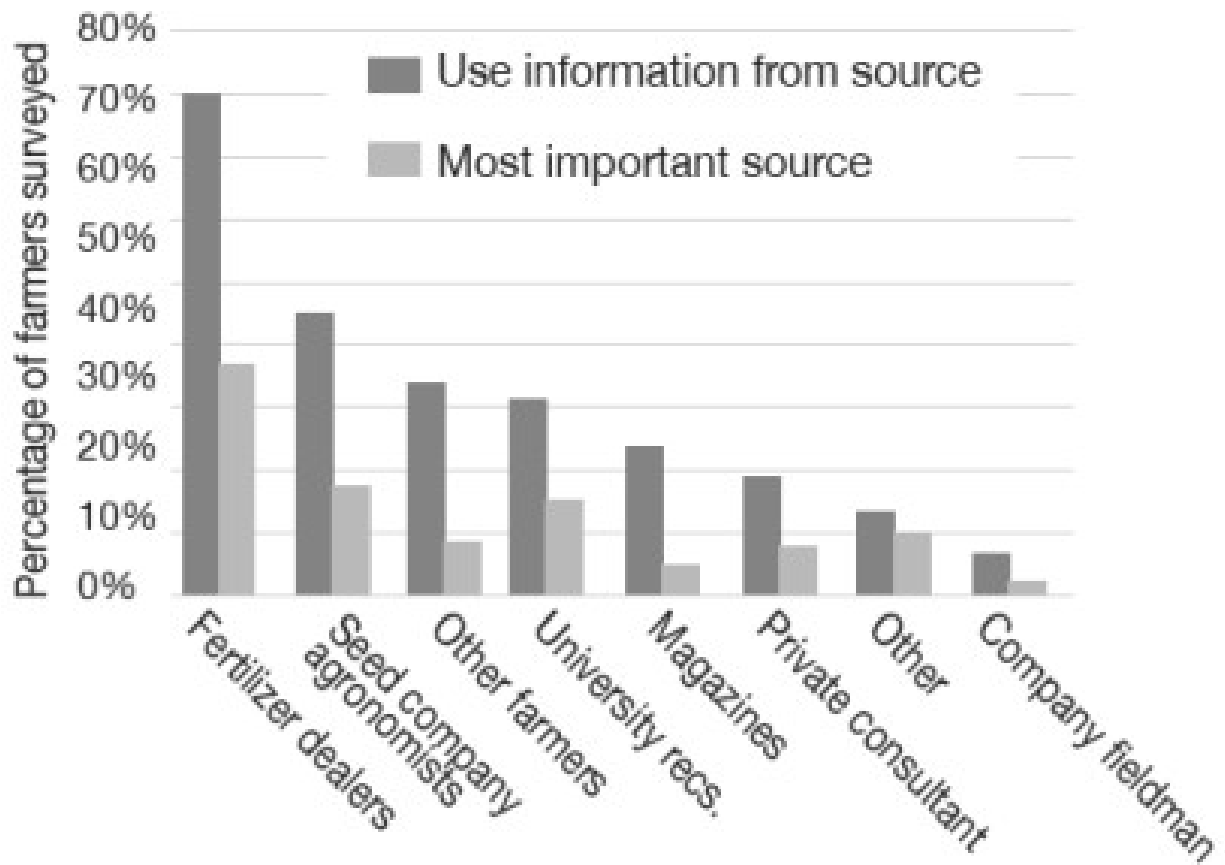
[4rcertified.org](http://4rcertified.org)



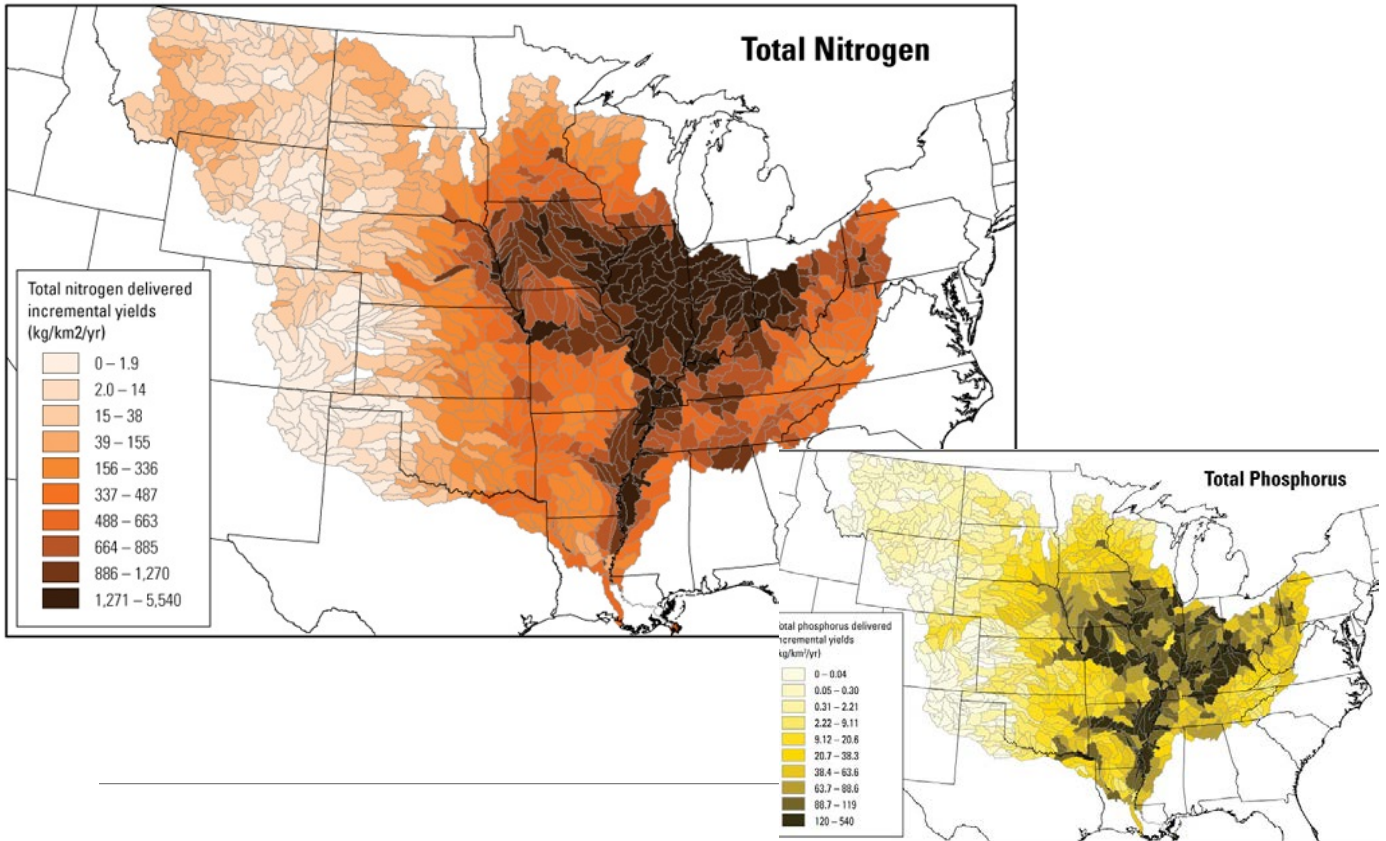
# There is broad interest in 4R Certification



# Farmers Trust YOU for Nitrogen Management



# Agribusiness must be proactive



# Nutrient Management & Soil Health Strategy

- Ag Industry Led
- Complements ISDA
  - State Nutrient Reduction Strategy
- 4Rs identified





# 4R Nutrient Stewardship Certification Program - create your own future





[csanders@tnc.org](mailto:csanders@tnc.org)



517.388.0292



[www.4Rcertified.org](http://www.4Rcertified.org)

[www.nature.org/soil](http://www.nature.org/soil)



@carrie4stars



Grains & Greens, Inc. @grainfamily

