

FARMS PARTICIPATING IN **GROWN WITH PURPOSE™** ARE:

Profitable

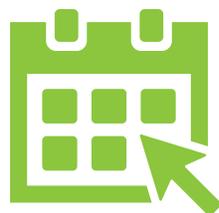
Achieve yield goals, maximize returns from crop inputs and grow your business.

Efficient

Apply crop nutrition products when and where they are needed. By soil testing and using the most effective products with the right timing, minimize losses to the environment.

Sustainable

Promote the efficacy and stewardship of crop inputs and plant genetics, minimize drift, and limit the effects of farm activities on beneficial insects and the environment.



GET STARTED

Visit a Grow Team member at your nearest CO-OP® Agro Centre, or email growteam@fcl.crs to get started with your complimentary Grown with Purpose consultation.

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**Grown with precision.
Grown with care.**

**GROWN WITH
PURPOSE**

GROWN WITH PURPOSE™

is a forward-thinking program that assesses your farm's planning, use of crop inputs and safe work practices.

Since the program launched in 2019, local Co-op Grow Team members have been working closely with farmers like you, developing customized strategies that improve fertilizer efficiency, optimize production and enhance the overall health of the land.

The Co-op Grow Team includes more than 350 agronomic specialists across Western Canada delivering a wide selection of products and services covering seed, crop nutrition, crop protection, planning and other agronomic services.

Manage Your Inputs

A comprehensive review of your short- and long-term goals, agronomic strategies and use of crop inputs will provide your local Grow Team member with the insights needed to identify where small changes can have the most impact.

Plan Strategically

Remove the guesswork. Build a crop plan with your local Grow Team member that uses industry-leading solutions to drive efficiency, enhance crop yields and optimize returns on your farm.

Be an AGvocate

Stand up and be proud that the food you produce is nutritious, safe and grown with practices that are mindful of air, water and soil quality.



Farming smarter

Innovation and ingenuity lead to success in Western Canada.

After all, it was here on the Prairies in the 1980s that researchers, manufacturers and producers first adopted — and advanced — the no-till farming practices that growers widely employ today. This practice improved soil moisture, reduced erosion and runoff, and made crop nutrition products more effective — all resulting in better yields and increased profitability.

Now we're doing it again.

Today, opportunities abundantly exist for growers to embrace technology, collect data and make informed decisions with pinpoint precision — all while demonstrating the stewardship our communities and customers are asking for.

The Co-op Grow Team and the Grown with Purpose Program will help you discover how simple changes complement what you're already doing and can make your farm more profitable, efficient and sustainable:

- Develop a nutrient management plan.
- Take a soil test.
- Determine a nitrogen application time that reduces environmental losses.
- Use an enhanced-efficiency fertilizer.
- Add a legume or pulse crop to your rotation.
- Continue to minimize tillage.

With modern tools, advanced strategies and local supports, you can optimize production one field at a time.