

EVALUATE ON-FARM PRACTICES

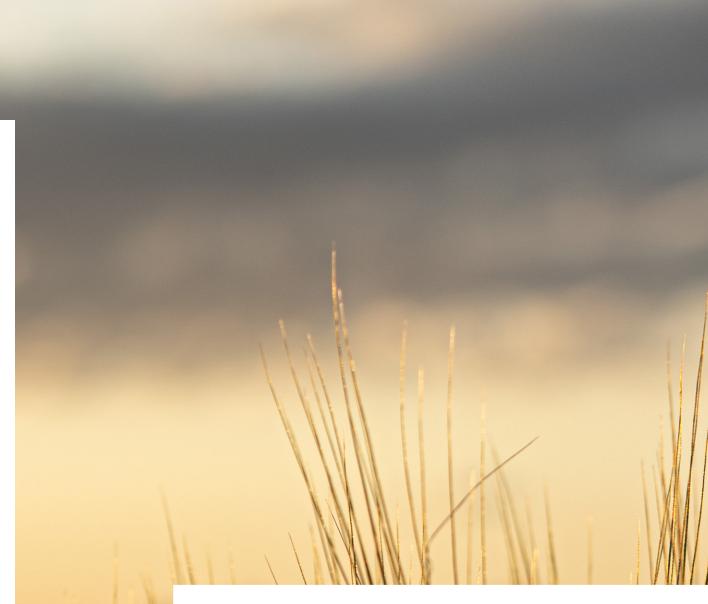
A comprehensive review of your planning, use of crop inputs and safe work practices will identify strategies to improve performance.

PLAN FOR CONTINUAL IMPROVEMENT

Build a crop plan that drives nutrient-use efficiency and other performance metrics. Set benchmarks and establish short- and long-term goals to optimize production and profitability as well as soil health. Start small, see results and expand strategies to increase nutrient efficiency year after year.

DEMONSTRATE LEADERSHIP IN FARM STEWARDSHIP

Show your community — and consumers — that your crops are **GROWN WITH PURPOSE™**; they're nutritious, safe and produced with practices that are mindful of air, soil and water quality.



START NOW

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

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**What you do matters.
Make it count.**

**GROWN WITH
PURPOSE™**





SIX SIGNS YOU ARE **GROWN WITH PURPOSE**



- A nutrient-management plan is developed each year based on a field-by-field or even zone-by-zone basis. Consideration is given to the soil type, organic matter, previous crop, potential residual nutrient carryover, yield goals, crop type and soil test results.
- Soil testing is used to determine the amount of nitrogen available and informs how application rates by field or zone can be tailored, ensuring that just the right amount of nitrogen is applied to achieve the targeted yield while minimizing potential losses.
- Nitrogen is applied at a time that reduces environmental losses including volatilization. For example, when nitrogen is applied to dry soils that do not seal, there is nitrogen loss through volatilization. This nitrogen loss to the atmosphere is not only costly, but it is no longer available to the crop. When applying nitrogen in the fall, it is important that it is done prior to soil freeze-up to allow time for the fertilizer to be incorporated into the soil through mechanical means or moisture to minimize potential losses.

GROWN WITH PURPOSE™

recognizes and supports you by sharing how the way you farm brings sustainability, agronomics, and safety to your food, community, and environment. You make good agronomic sustainable plans on your farm. It's time to be recognized for it.

- Enhanced efficiency fertilizers are used to reduce nitrogen losses through volatilization or denitrification and limit the amount lost between application and crop uptake.
- Legume or pulse crops are included in the rotation as they capture or fix nitrogen from the air and return it to the soil for next year's crop.
- Minimum till or no-till farming practices are used which prevent wind and water erosion that transport nutrients from fields to watersheds.

To be recognized for the way you farm contact your local Co-op Grow Team member. Together, you will develop your Grown with Purpose profile and build sound strategies that will help your legacy grow into the future.