

Instructions

To complete the nomination process, please provide the contact information for the nominating retailer and the nominated grower, and prepare a written submission as described on the following page. Completed nominations should be submitted by October 31st, 2020.

Retailers can nominate multiple growers; however, we suggest multi-outlet entities use an internal vetting process to select the best nominations for submission.

Send questions regarding the nomination process to TFI Director of Retail & Field Sustainability Peyton Harper at 615-390-2951 or pharper@tfi.org. Please read our Rules for Participation and Awards Details included in this document before completing your application.

This application form is to be completed in 3 parts:

- Grower's Information
- Retailer's Information
- Essay Submission

Grower's Contact Information

Grower's Name

FIRST NAME

LAST NAME

Grower's Address

ADDRESS LINE 1

ADDRESS LINE 2

CITY

STATE

ZIP CODE

PHONE NUMBER

EMAIL

GROWER'S WEBSITE (OPTIONAL)

GROWER'S FACEBOOK URL

GROWER'S TWITTER URL

GROWER'S OTHER SOCIAL

Acreage, Crop, Yield & Nutrient Data

NAME OF FARM/BUSINESS

NUMBER OF ACRES

CROP 1

OF ACRES

CROP 2

OF ACRES

CROP 3

OF ACRES

CROP 4

OF ACRES

ADDITIONAL CROPS / OTHER MAJOR AGRICULTURAL PRODUCTION (I.E. LIVESTOCK):

4R Practices

Identify the practices implemented on the fields identified below.

Right Source

- Utilize nitrogen stabilizer for liquid and dry fertilizers YES NO
- Utilize urease inhibitor YES NO
- Utilize nitrification inhibitor YES NO
- Use phosphate efficiency enhancement additives YES NO

Right Rate

Identify the type of soil sampling (if any) done GRID ZONE OTHER

IF OTHER, PLEASE DEFINE THE SOIL SAMPLING METHOD:

- Variable rate application of nutrients YES NO
- Account for nutrient credits from previous year to determine rate YES NO
- Account for nutrient credits from cover crops to determine nutrient application rate.... YES NO
- Implement fertigation on irrigated acres to apply nutrients to the most productive areas of the field..... YES NO
- Utilize end of season stalk test to evaluate crop uptake of nutrients YES NO

4R Practices (cont.)

Identify the practices implemented on the fields identified below.

Right Time

Utilize split application for nutrients..... YES NO

Utilize in-season Nitrogen management tool or program..... YES NO

IF OTHER, PLEASE LIST THE TOOL OR PROGRAM USED:

Do you apply any nutrients in the fall or winter?..... YES NO

IF YES, PLEASE LIST THE PERCENTAGE OF TOTAL NUTRIENTS APPLIED (I.E. 10% OF TOTAL NUTRIENTS APPLIED IN FALL):

Utilize plant tissue testing to evaluate effectiveness of fertilizer program and as a diagnostic tool when needed..... IN-SEASON POST-HARVEST
 AT-HARVEST ALL OF THE ABOVE

Right Place

Foliar Application..... YES NO

GPS Precision Planting..... YES NO

GPS Precision Nutrient Application..... YES NO

GPS Tillage..... YES NO

Use Satellite imaging to help identify yield potential and nutrient management plans YES NO

Retailer's Contact Information

Retailer's Name

FIRST NAME

LAST NAME

RETAILER OUTLET NAME

Retailer's Address

ADDRESS LINE 1

ADDRESS LINE 2

CITY

STATE

ZIP CODE

PHONE NUMBER

EMAIL

RETAILER'S WEBSITE

RETAILER'S FACEBOOK URL

RETAILER'S TWITTER URL

RETAILER'S OTHER SOCIAL URL

The Essay

A 1,000-word or fewer narrative about how a grower and retailer pair work together to apply the 4Rs in a farming operation. Follow these suggestions to ensure your application is as complete as possible.

The Basics

The narrative should present:

- A basic description of the farm – number of acres, crops grown, unique environmental considerations, family involvement, etc.
- Describe the relationship between the retailer and the grower and how they have been able to work together in an effective manner.
- Explain why these nominees should be selected as 4R Advocates. Please feel free to use examples and speak about the nominees' qualifications both on and off the farm.
- Use your own words. This should be an honest portrayal of the operation, the grower's approach and a recognition of family members involved in the business. The story can be told from the grower's or retailer's perspective or in third person.

The Details of Applying The 4Rs

This is where you really tell the story of the operation within those 1,000 words. Dive into detail. Include the grower's description about how the 4Rs help achieve economic, social and environmental objectives. Also, explain the retail advisor's engagement and how they see value in the 4Rs.

- Present the 4R-related products, services and practices practiced on the farm. Tell how they've been applied and continue to be refined. Brand names are allowable.
- Include the retailer's descriptions of how the 4Rs strengthen their relationships with growers. Explain how you may plan better than before using a 4R system.
- List best management practices used.
- Describe any conservation practices that are being used to support on farm stewardship.

- Tell how 4R practices improve farm income.
- Describe how 4R practices help with economic, social and environmental goals.

Feel free to include yield maps or other examples that help paint a picture of how the 4Rs have played a role in the operation.

Show pictures. Include up to six photos with a short description of each photo.

If you have other activities that help make a good 4R Advocate, add them in 100-word or fewer additions. These may include radio interviews, community presentations, TV interviews, online videos or other activities.

The Proof

Here's where the rubber meets the road. Show metrics that quantify gains from using the 4Rs. For example:

- Show nutrient use efficiency (NUE) and yield/amount of fertilizer applied.
 - **Examples:** For corn, N use efficiency is as low as 0.83 lb/bu, a 17 percent improvement from 2015. 0.96 lb N/bu with a 234 bu/ac average corn yield. It has increased using split application going from 1.2 lbs of N/bu to 0.8 lbs of N/bu of corn
- Demonstrate cost savings
 - **Examples:** Compared to fall application in 2014 and 2015, savings range from \$20 to \$30/acre. Using variable-rate dry fertilizer saved \$15/ac in 2015 and \$20/ac in 2016.

Need examples? Look at how other advocates have quantified their improvements here: nutrientstewardship.org/advocates

Show average yield per acre for each crop and units (tons, bushels etc.). If yields have improved over the years, show data to support the claims. The more you can share, the better. However, don't let only a couple years' worth of data concern you. 4R practices have to begin somewhere.

Rules for Participation

The following are the rules for participation in the 4R Advocate Award Program as defined by The Fertilizer Institute (the “Sponsor”). Applicants must be over 18 years of age and there must be a collaborative relationship between the nominating retailer and the grower when applying for this award program. By submitting a nomination, I affirm and agree to the following:

- I will become knowledgeable about the 4R program;
- I will be available to be a 4R advocate/spokesperson in the Sponsor’s booth at the Commodity Classic for a total 2 hours over the 2.5 day exhibit period;
- Be available if requested to farm media during the Commodity Classic; and
- Be available for an interview with a reporter and pose for a photo with the retailer nominator to develop an article about the award.
- I will be present at the TFI 4R Advocate Awards banquet taking place at the Commodity Classic.

Being aware of the dangers inherent in travel by air, ground, ocean or otherwise, and willing to assume the risk of injury, death, damage, harm, loss and/or incident that may result therefrom, winners will release and forever discharge the Sponsors and the Sponsor Affiliates from and against any and all actual and potential, known and unknown, suspected and unsuspected claims, demands, causes of action, taxes, liabilities and damages for personal injuries, death, damage or loss to personal property, or other harm or loss of any nature whatsoever sustained in connection with the receipt, ownership or use of the Award, or by reason of my travel by air, ground, ocean or otherwise to and from the vacation destination.

Further winners will grant to the Sponsors, throughout the universe and in perpetuity, the right, without reservation and freely assignable, to use and publish their name, voice, likeness, photograph, biographical and Award information by any and all means, devices, processes and technology, and in all media, now known or hereafter invented, contemplated or devised, for advertising, promotional and/or other purposes related to the Award without notice to me and without further compensation.

4R Advocate Program – Award Details

- Roundtrip airfare to the Commodity Classic held March 10-12, 2022, in New Orleans, Louisiana or if driving, mileage will be reimbursed to and from place of residence to the Commodity Classic. TFI will assist winner and companion with travel arrangements as well as participation in the Commodity Classic events.
- Roundtrip ground transport between airport and hotel.
- A hotel room at the Commodity Classic March 10-12, 2022.
- Daily meal allowance during Sponsor award travel period
- Payment of Commodity Classic registration fee and the costs of admission to the 4R Advocate Program awards banquet
- Any incidental costs, in addition to the foregoing, are the responsibility of the winner and/or companion, including the payment of any applicable taxes.