

4R Scorecard: How Can You Promote the 4Rs?

Issues related to excess nutrients in the environment are real. So too though is the fertilizer industry's commitment to actively promote best management practices under the 4R framework. Your decision to get involved brings us closer to realizing our vision that all plant nutrients are applied using a measurable and recognized 4R nutrient stewardship framework. Better crop performance, improved soil health, and cleaner air and water will be a result that everyone can enjoy.

- Hosting a 4R briefing breakfast or lunch for your employees
- Registering your company as a 4R Partner (see page 7) and placing the 4R Partner Logo on your company's website
- Have your company's CEO sign a letter in support of the 4Rs (see sample on page 9)
- Placing 4R Partner signage in your company's office and on fleet vehicles
- Spreading the 4R word on social media
- Running a feature story on the 4R's in your company's employee newsletter
- Incorporating a 4R theme into your company's annual field day
- Promoting the 4R's in your company's communication with customers
- Signing up to receive the quarterly 4R Newsletter
- Supporting the 4R Research Fund
- Using the 4R PowerPoint presentation in this kit to educate customers and external stakeholders
- Referencing 4R Nutrient Stewardship in "earned" media in print and on-line
- Supporting the 4R Advocate Award program by encouraging outstanding retailers to nominate their farmer customers who use the 4R's
- Encourage and recognize your Certified Crop Advisor employees for achieving the 4R Specialty Certification.



Can you check the boxes? The above are just suggestions for getting involved. We encourage you to find additional ways to use the materials in the online version of this kit and let us know about them.