

PLANT NUTRITION CANADA

MISSION: Providing science-based support for sustainable management of plant nutrition.

Pillar	APPLY SCIENCE	INTERPRET SCIENCE	EXTEND SCIENCE
Detail	Lead, shape and mold concepts and intended implementation pathways for nutrient stewardship	Explain implications, strengths and limitations of new scientific reports on issues relevant to nutrient stewardship	Educate and inform practitioners on science-based principles underlying agronomic practices relevant to nutrient stewardship
Audiences	Agri-environmental scientists, industry leaders & agronomists	Industry association personnel	Retailers, Certified Crop Advisers, government and agricultural value chain personnel
Anticipated value	Coherent and broadly accepted stewardship strategy	Science-informed industry response to policymakers and media	Higher technical capacity, sound 4R recommendations to farmers
Revenue sources	FC-TFI-IFA, government, grower groups, public-private partnerships & research funding agencies	FC-TFI-IFA	Agri-business associations, 4R Solutions, & FC-TFI
Key indicators for return on investment	Size and composition of audiences reached, dollars invested in research.	Number and influence of documents reviewed and produced.	Number of personnel reached, training levels attained, 4R acres influenced.
Notes	Includes presentations to industry conferences, opinion pieces in industry and extension publications, etc., and proposals for collaborative and proprietary research	Includes review of technical reports, scientific articles, and policy documents.	Can include in-person training sessions, webinars, online courses, online articles, and printed information. Working with fertilizer association staff.