



The Fertilizer Institute

Nourish, Replenish, Grow

# TFI advocate

February 2009. Volume 8. Issue 2.

## INSIDE THIS ISSUE

TFI Participates in UN Sustainable Development Meeting	2
President's Letter	3
TFI Hosts Annual Meeting	4-5
FERT PAC Kicks Off New Fundraising Cycle	6
State Association Legislative Fly-Ins	7
TFI Person of the Month	8

## TFI Shares Nutrient Use Education Highlights

The Fertilizer Institute (TFI) met with the American Society of Agronomy (ASA) and International Certified Crop Advisor's (ICCA) leadership team to share its nutrient use related education and advocacy efforts, as well as opportunities for future collaboration on promoting the 4R - right product applied at the right rate, right time and right place - stewardship system including a soon-to-be published series of articles in *CCA News*, sponsored by TFI and the Canadian Fertilizer Institute and authored by scientists with the International Plant Nutrition Institute.

"The fertilizer industry has a long standing commitment

to communicate with farmers, policymakers and consumers about its contributions to food security and the proper use of its products to protect the environment," said TFI President Ford B. West. "These partnerships and initiatives help broaden our outreach and continue to enhance our profile. Everyone should be aware of fertilizer's role in bringing healthy and abundant food to their plates."



## TFI HOSTS OHIO CORN GROWERS

The Fertilizer Institute (TFI) welcomed the Ohio Corn Growers Association to its offices during their legislative fly-in to meet with their congressional representatives. During the meeting, TFI staff briefed members of the association on the global and domestic fertilizer supply and demand situation; TFI's initiatives regarding nutrient use efficiency; and provided an update on TFI's involvement on rail issues. Meeting with grower groups promotes dialogue between the nation's farmers and the fertilizer industry as they work together to help grow an abundant food supply for the nation.



## TFI Participates in United Nations Sustainable Development Meeting

The Fertilizer Institute (TFI) participated in a Feb. 24 meeting of the United Nations' Committee on Sustainable Development (CSD-17) which focused on Farming First – a joint effort between the International Fertilizer Industry Association; CropLife International; the International Council for Science; and the International Federation of Agricultural Producers to protect farm families, especially smallholders, and promote the growth of more crops sustainably through effective markets, more collaborative research and committed knowledge sharing.

During the Intergovernmental Panel Meeting (IPM) of CSD-17 in New York City, the group hosted an official side-event organized by the International Agri-Food Network presenting its call-to-action for policymakers and practitioners to develop a locally sustainable value

chain for global agriculture. The group fostered discussions based around six principles – safeguarding natural resources, sharing knowledge; building local access; protecting harvests;

enhancing access to markets; and prioritizing research – which can help subsistence farmers become small-scale entrepreneurs.



*The International Center for Soil Fertility and Agricultural Development (IFDC) North and West Africa Division's Marjatta Eilitta (center) highlights some stories from her field work on behalf of IFDC to foster greater nutrient use efficiency and farming education in Ghana.*

## TFI HIGHLIGHTS AVAILABILITY OF UAN TANK STORAGE GUIDELINES

During its investigation of the UAN tank failure in Chesapeake, Va., the Chemical Safety Board (CSB) approached The Fertilizer Institute (TFI) regarding its publication *Aboveground Storage Tanks of Liquid Fertilizer - Recommended Inspection Guidelines*. CSB praised TFI's development of tank inspection guidelines.

The guidelines were initially developed in 2001 when fertilizer companies began an aggressive assessment of large tanks in their inventory in an effort to determine whether these tanks are fit for service. The guidelines set forth suggested, uniform industry inspection and maintenance guidelines. As recognized, site-specific conditions may require deviations from

these guidelines. Ultimately, it is the responsibility of the tank owner and operator, in consultation with a qualified inspector, to implement the appropriate inspection and maintenance protocols to ensure the tank integrity.

TFI encourages everyone who has UAN storage tanks to download these guidelines from the front page of its Web site at [www.tfi.org](http://www.tfi.org) and utilize them.

For more information, please contact TFI Vice President of Member Services Pam Guffain by telephone at (202) 515-2704 or via e-mail at [pguffain@tfi.org](mailto:pguffain@tfi.org).

### ABOVEGROUND STORAGE TANKS OF LIQUID FERTILIZER RECOMMENDED INSPECTION GUIDELINES

The Fertilizer Institute  
Nutrient Research Group  
121 First Lane, P.O.  
Box 431  
Washington, DC 20001

## Know Your Fertilizer Rights

Sustainability is no longer just an expectation, but a demand that society is placing not only on themselves but also on industry. Believe it or not, the fertilizer industry has a long standing commitment to the guiding principle of sustainability – one that is founded on the pursuit of economic, social and environmental benefits.

So how do we use our products sustainably? Within the fertilizer industry community, the sustainability strategy is articulated around a 4R nutrient stewardship system based on the use of the right product at the right rate, right time and right place. Getting the most benefits from this best management practices paradigm depends on the important role of many partners who participate in agricultural production, including farmers, crop advisers, scientists, policymakers, consumers and the general public.

Unmanaged nutrient applications may increase nutrient losses, potentially degrading water and air quality. Bearing this in mind, the international fertilizer industry needs to embrace the user-friendly science-based 4R system, which relies on a site specific approach to management that takes into consideration all factors, ranging from climate and weather to soil conditions and seeds used, in order to dictate the most appropriate fertilization program – one that maximizes nutrient use efficiencies and balances environmental and economic goals. The right nutrient applications increase crop yields,

**"It is crucial for our industry that the 4R not just be a buzz word, but instead, that it become the basis for global agricultural practices and decisions that impact the environmental, social and economic performance of our products."**

sparing land for other uses, and increase the organic carbon sequestered in soil, playing a critical role in helping to fight global warming.

As part of our commitment to continued education outreach initiatives, this year, The Fertilizer Institute, its sister organization the Canadian Fertilizer Institute, and the International Plant Nutrition Institute – the agronomic research arm of the fertilizer industry – are releasing *Know Your Fertilizer Rights*, a five-part article series which will be featured in *Crops & Soils* to provide an explanation of the science behind the 4R nutrient stewardship system, as well as the environmental, economic and social benefits that come from making the right nutrient use decisions. In addition, the first article in the series, which will be published in the March/April issue, prominently features a quiz for certified crop advisers that can help them earn continuing credits.

Such initiatives help the fertilizer

industry maintain its partnerships and enhance the use of the 4R nutrient stewardship system. It is crucial for our industry that the 4R not just be a buzz word, but instead, that it become the basis for site-specific practices and decisions that improve the environmental, social and economic performance of our products.



TFI President Ford B. West

## TFI Hosts 2009 Fertilizer Marketing Business Meeting

The Fertilizer Institute (TFI) held its 2009 Fertilizer Marketing Business Meeting in San Diego, Calif., gathering nearly 600 delegates. Intrepid Potash President and Chief Executive Officer and TFI Vice Chairman Bob Jornayvaz provided an annual report to the membership that emphasized the factors that resulted in fertilizers being recognized as a global strategic commodity in 2008 and described the regulatory, legislative and stewardship

initiatives that were undertaken by the Institute in order to protect and promote the fertilizer industry.

While at the meeting, delegates had the opportunity to attend top-notch breakfast sessions. On Tuesday morning, Ruben Navarrete, an editorial writer for the *San Diego Union Tribune*, provided insight on the media coverage of the 2008 presidential election and offered his views of what

may be expected during the first 100 days of the new administration and Congress. On Wednesday morning, delegates received an agriculture policy outlook from former Congressman and 26-year House Agriculture Committee member Charlie Stenholm.

To view more photos from the conference, please visit TFI's Web site at [www.tfi.org](http://www.tfi.org).



From left to right: Crop Production Services, Inc.'s Van Cooper; American Plant Food Corporation President and CEO and TFI Board of Directors member Donald Ford; and BASF Corporation's Randall Hulvey attend one of TFI's breakfast sessions.



Photographed prior to Charlie Stenholm's keynote address: The Mosaic Company's Tom Philbin (left) and Richard McLellan (right); and The Andersons' Plant Nutrient Group President and TFI Executive Committee member Denny Addis (center)



Pictured above: PotashCorp's David Delaney (left) and Stephen Dowdle



From left to right: Gavilon Fertilizer, LLC President and TFI Executive Committee member Brian Harlander is pictured with Gavilon's Ken Shuster and Brent Harlander.



*Martin Integrated Sulfur Systems' Richard Wilkinson (left) and Kirby Agri, Inc. and TFI Board of Directors member Carroll Kirby*



*From left to right: PotashCorp's Mose Payne; ICEC's Tom Morrison; and American Fertilizer Exchange Inc.'s Bob Talliaferro*



*Intrepid Potash's Van Rucker (left) is pictured with Keytrade Ag President and CEO and TFI Board of Directors member Melib Keyman.*



*TFI Executive Committee members Bill Doyle (center) - PotashCorp President and CEO - and Bill Whitacre (right) - Simplot President and CEO - speak with keynote speaker Ruben Navarrette following his keynote address.*



*El Dorado Chemical Company Senior Vice President of Ag Products and TFI Board of Directors member Phil Gough (right) discusses the agriculture outlook and issues affecting the fertilizer industry with former congressman Charlie Stenholm.*



*From left to right: Kirby Agri, Inc.'s and TFI Board of Directors member Carroll Kirby; Sylvite Sales' James Brown; International Raw Materials, LTD's Tip O'Neill; and Bi-En Corp's Dick Hartmann meet prior to the Tuesday morning breakfast session.*

## TFI Hosts First Ever FERT PAC Fundraising Event

During the 2009 Fertilizer Marketing Business Meeting in San Diego, Calif., The Fertilizer Institute's (TFI) political action committee - FERT PAC - held its first ever fundraising event, FERT PAC Casino Night. The inaugural event jump started FERT PAC's 2009 fundraising season by bringing in nearly \$22,000 in contributions.



"This event symbolized a first step in what promises to be a continuing process of expansion and growth for FERT PAC," said TFI President Ford B. West. "As we welcome new members to the House and Senate and continue to foster existing relationships on the Hill, a strong PAC is a critical component of TFI's government relations outreach efforts that will ensure TFI's ability to make connections and share the fertilizer industry's story with the policy makers that influence the laws and regulations that pertain to our industry."

In addition to hosting its first fundraising event, FERT PAC recently launched an expanded version of its Web site, which is available to TFI's membership via its members' only Web site at [www.tfi.org](http://www.tfi.org). The new site provides FERT PAC members with information regarding FERT PAC activities, including participation in fundraising events with members of Congress, and also provides resources that encourage FERT PAC members to become more engaged in the political process.

For more information, please contact TFI Vice President of Government Relations Katherine English by telephone at (202) 515-2719 or via e-mail at [kenglish@tfi.org](mailto:kenglish@tfi.org).



### FERT PAC HOSTS SEN. STABENOW

FERT PAC held its first fundraising event for a member of Congress during this new election cycle, hosting Sen. Debbie Stabenow (D-Mich.) on Feb. 25.

Sen. Stabenow is a member of the Agriculture, Nutrition and Forestry; Energy and Natural Resources; Finance; and Budget committees. She also serves on the Democratic Steering and Outreach Committee.

During the meeting, Sen. Stabenow shared her viewpoints on the state of agriculture and her new role as part of the Senate Energy and Natural Resources Committee.



*From left to right: CropLife America President Jay Vroom; Michigan Agri-Business Association President Jim Byrum; Sen. Debbie Stabenow; and Dow Agrochemicals' Jake Secor.*

## State Association Fly-In

State and regional fertilizer and chemical association representatives from the Michigan Agri-Business Association; Oklahoma Grain and Feed; Minnesota Grain and Feed; Texas Grain and Feed; the Pennsylvania Agri-Business Association; Illinois Grain and Feed; and Kansas Grain and Feed were in Washington, D.C., during the week of Feb. 23 to meet with their elected officials. The Fertilizer Institute (TFI) hosted a reception for the group in its offices. TFI policy staff also briefed the group on several relevant fertilizer issues and initiatives including climate change, transportation and the nutrient stewardship system based on the 4R best management practices - using the right product at the right rate, right time and right place. The state associations were also briefed by representatives from the Agricultural Retailers Association; CropLife America; the National Grain and Feed Association; and the American Feed Industry Association.



*During a visit to TFI's offices, Texas Grain and Feed Association's Ben Boerner tries out a custom designed American IronHorse Texas Chopper representing the nitrogen cycle in agricultural production.*



*During a meeting held in TFI's offices, Delaware Maryland Agribusiness Association President Bill Angstadt (left) shares his region's experience and perspective on nutrient use issues with members of the Michigan Agri-Business Association.*

## TFI RELEASES 2008 ANNUAL REPORT

TFI released its *2008 Annual Report*, highlighting a year focused on fertilizer's contribution to world food production and its essential role as part of every nation's food security strategy.

In 2008, TFI submitted 27 sets of comments to federal agencies; delivered more than 50 presentations throughout the world about the fertilizer supply and demand situation; fielded several hundred media calls properly positioning the fertilizer industry in the trade press and major news outlets; and commissioned a study by Doane Advisory Services, examining the impact

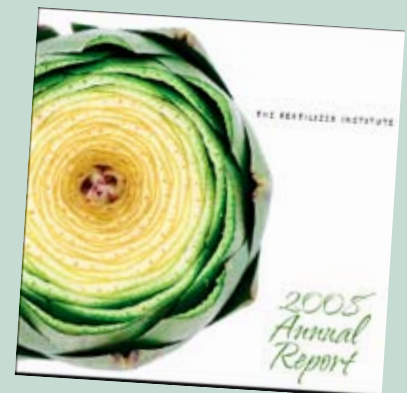
of potential climate change legislation on the production of 8 U.S. crops.

The annual report also describes the stewardship initiatives that were undertaken by TFI in 2008, including its investment in several nutrient use projects; and the opening of the Smithsonian Institution's National Museum of Natural History exhibit "Dig It! The Secrets of Soil."

TFI's *2008 Annual Report* can be viewed on TFI's Web site at [www.tfi.org](http://www.tfi.org).

To order your copy of TFI's annual report, please contact TFI Director

of Communications Estelle Grasset by telephone at (202) 515-2721 or via e-mail at [egrasset@tfi.org](mailto:egrasset@tfi.org).



## PERSON OF THE MONTH



**YEAR HIRED:** 1995

### JOB DESCRIPTION

Chief Administrative Officer of this broad-based industry group that encompasses all facets of agriculture, including heavy involvement in both state and federal regulatory and legislative action.

### JOB PHILOSOPHY

1. Excellent member service;
- 2 Strong, solid and regular communications;
3. Proactively address issues and opportunities for our members; and
4. Profit is not a four letter word!

### WHAT IS THE MOST CHALLENGING ASPECT OF YOUR JOB?

Finding enough time to do all the things I would like to do, and those that I think are necessary for our members long term success.

### WHAT ASPECT OF YOUR JOB DO YOU MOST ENJOY?

The interaction with our members and affiliated associations. A great group of friends, associates and businessmen striving for success!

### WHAT DOES FERTILIZER MEAN TO YOU?

A vital industry and crop production input without which the world would be a very hungry place!

### WHAT COMMUNITY ACTIVITY DO YOU TAKE MOST PRIDE IN?

Serving as a member - and current Chair - of the Michigan Commission on Agriculture. This body sets policy for the Michigan Department of Agriculture, and is involved in every facet of the industry.

### DESCRIBE YOUR INVOLVEMENT IN THE AG TRANSITION TEAM:

I was honored to be involved as an external adviser to the Ag Transition Team for the incoming Obama Administration. In that role, I was asked to help coordinate and condense a small piece of the volume of information (which was huge) and advice being offered to the new administration. I focused on production agriculture issues, crop production input matters, biotechnology and plans for a rural summit.

I was pleased to work with Acting CFTC Chair Mike Dunn and Transition Team Co-Chairs (CFTC Commissioner) Bart Chilton and (now USDA Deputy Chief of Staff)Carole Jett on these projects.

## CALENDAR

### Dig It! The Secrets of Soil

Open through January 2010  
Washington, D.C.

### TFI Nutrient Use Task Force Meeting

March 17-18, 2009  
Chicago, Ill.

### TFI World Fertilizer Conference

Sept. 13-15, 2009  
Washington, D.C.

## TFI advocate

*TFI Advocate* is published monthly for TFI members. For more information about the items appearing in the newsletter, please contact: TFI President Ford B. West or Vice President of Public Affairs Kathy Mathers.

Estelle Grasset, Editor

The Fertilizer Institute  
820 First Street N.E., Suite 430  
Washington, D.C. 20002

Tel: (202) 962-0490  
Fax: (202) 962-0577  
[www.tfi.org](http://www.tfi.org)