

AT&T

TFI 2023 //

// Annual Report



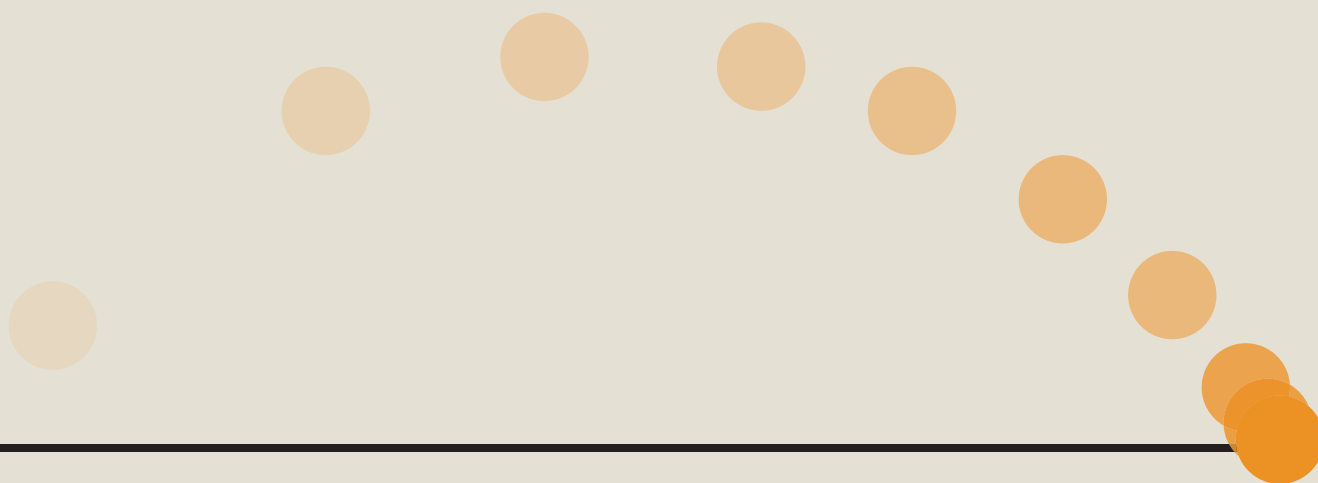
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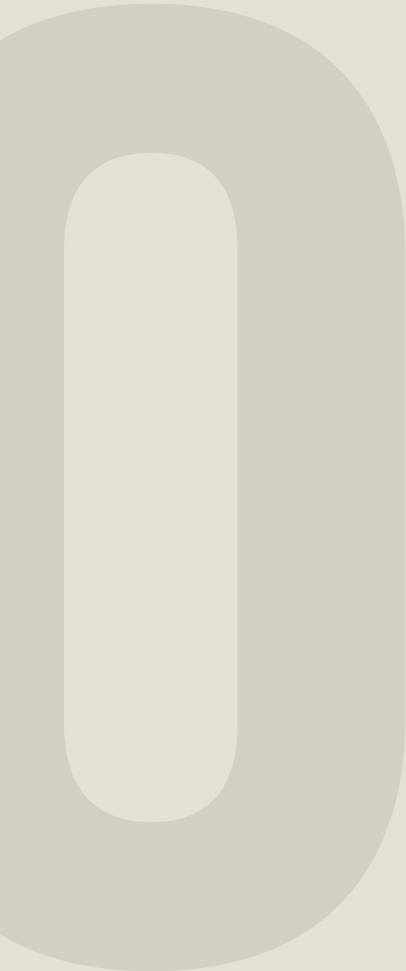


Year of ALIGNMENT

Over the past year, The Fertilizer Institute has demonstrated remarkable alignment with the evolving needs of the fertilizer industry. Recognizing the vital role of fertilizers in the food supply chain, industry communication has received a collective B+ grade in our Industry Trends Survey, reflecting a slight improvement from 2021. TFI's commitment to staying in sync with industry challenges is evident, with 73% of respondents acknowledging TFI's alignment, and over half noting an increase compared to three years ago. This year marked a significant milestone for TFI as it achieved a profound alignment with the fertilizer industry's needs and dynamics. This was accomplished not only through policy initiatives but also speaking engagements, member visits, improved member communications, and dedicated social networking.



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After reading through this Year in Review, I hope that you come away with a sense that The Fertilizer Institute is having meaningful impacts in advancing productive public policy, a strong industry, and a healthy environment. There are a few underlying principles that contribute to our success:

We are nimble and entrepreneurial: While some of our programs have changed dramatically in recent years, these pivots were reflective of members' concerns and real-world challenges. Whether promoting the eligibility of retail CCAs for Farm Bill cost share money or leading the development of the Certified Biostimulant program, we are ensuring that the industry's needs of today and tomorrow are met.

We are connected: Personal relationships are often the difference between moving the policy ball forward and getting stopped at the goal line. Our deep relationships with Congress, regulators, and the White House mean that TFI is often the trusted voice on issues ranging from ammonia transportation to market fundamentals and industry sustainability.

We listen: Whether charting industry trends as we did for the second time in 2023 or visiting one-on-one with our members, we know that some of the best solutions are borne of valuable conversations. The Ford West Leadership Academy and both our Low Carbon Ammonia and Biostimulant Certification initiatives are just a few examples.


We are particularly proud of the recently launched FERT Foundation. Under TFI's umbrella, this organization is positioned to grow the industry's impact in education, research, and training, while maximizing valuable financial and human resources.

We couldn't do any of this great work without your support, so my final words are a sincere "Thank You" for entrusting us to serve you.



Corey Rosenbusch
TFI President & CEO



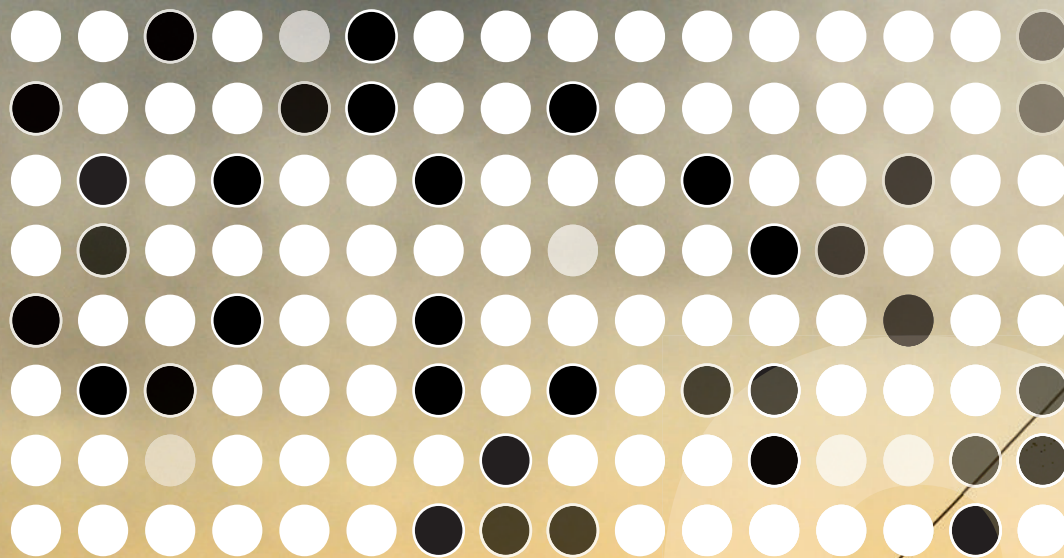


Our members are the lifeblood of our organization, and we are proud to say that our membership has grown tremendously over the past year. We welcomed 42 new companies and introduced new membership categories to better support our enhanced efficiency fertilizer and biostimulant members.

We've had the pleasure of visiting many of our

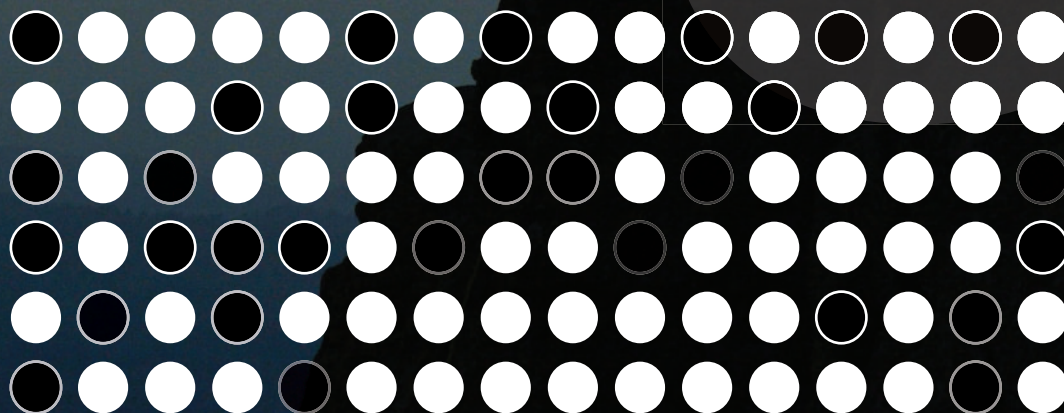
members and welcoming to TFI the members of the Fluid Fertilizer Foundation.

As we look toward the future, we will continue to align our goals closely with our members and serve them with diligence and passion. We are creating new opportunities to engage on an individual basis and support members' endeavors as best we can.



246+

members



- regular members
- associate members



Farm Bill

TFI successfully advocated for the introduction of several marker bills that could be part of the upcoming Farm Bill. The legislation included a fertilizer-specific bill in the U.S. House of Representatives that would direct the Department of Interior to list phosphate and potash as critical minerals. TFI successfully recruited 10 Republicans, 8 Democrats, and the entire New Dem Coalition (consisting of 96 additional Democrats) to support this legislation. TFI also jointly solicited congressional members to introduce companion bills in the House and Senate for the Plant Biostimulant Act of 2023 (H.R. 1472 and S. 802), Increased TSP Access Act of 2023 (S. 1400), and Streamlining Conservation Practice Standards Act of 2023 (S. 2603).

Infrastructure & Transportation

Promoting Rail Safety

TFI has been diligently educating policymakers and regulators about the remarkable efforts and achievements of its members in the pursuit of enhancing rail safety. TFI's unwavering dedication has led to collaborations with Capitol Hill, resulting in the successful advancement and endorsement of crucial rail safety legislation that passed through the Senate Commerce Committee. The bill currently awaits full Senate consideration.

Trucking Efficiencies

Over the past year, TFI has been a tireless advocate for legislation aimed at enhancing transportation options. We have gained support on Capitol Hill and successfully navigated several pieces of legislation

through the House Committee on Transportation and Infrastructure. One such initiative focused on boosting trucking efficiencies by implementing critical reforms, including truck weight adjustments and enhancements to axle weight tolerance for dry bulk hauling, all aimed at maximizing freight capacity. Additionally, the Ocean Shipping Reform Implementation Act has been a key priority, aiming to improve throughput at U.S. ports and protect U.S. supply chains through a Federal Maritime Commission process that addresses anti-competitive operations involving foreign shipping exchanges, among other important measures.

Regulatory Issues and Grants

FPEP

In the fall of 2022, USDA announced that \$500 million in grants would be available to increase American-made fertilizer production under the Fertilizer Production Expansion Program (FPEP). Due to strong demand for this funding, USDA increased the available FPEP funding to \$900 million. Since the announcement of FPEP, 33 projects have been awarded for a total of over \$121 million invested. More awards are expected to be announced in the coming months.

Fertilizer Markets

TFI demonstrated exceptional proficiency in articulating the concerns pertaining to the fertilizer sector, leaving a significant imprint during the USDA's Request for Information (RFI) regarding Access to Fertilizer. The effectiveness of TFI's fertilizer market communications extended to various instances, such as TFI's President & CEO Corey Rosenbusch's testimony before the House Committee on Agriculture, a briefing held for the Congressional Fertilizer Caucus, an industry fly-in comprising approximately 130 congressional office visits to, and proactive outreach efforts directed at the USDA.

Security (CFATS, Chemical Sector Security, CISA)

TFI stands at the forefront, co-leading industry-wide efforts to promote the reauthorization of the Chemical Facility Anti-Terrorism Standards (CFATS) program, underscoring the industry's unwavering commitment to safeguarding chemical facilities and national security. Despite receiving widespread industry support and nearly unanimous approval in the House of Representatives, CFATS expired in July without a successor law, leaving the United States without a program to assess threats and facility risks, thus causing regulatory uncertainty.

TFI has worked tirelessly to further the industry's dedication to resolving the CFATS impasse and enhancing chemical sector security by playing a pivotal role as an essential member of the executive team for the Chemical Sector Security Council and collaborating with the DHS Cybersecurity and Infrastructure Security Agency (CISA).

Nurse Tanks

In close collaboration with the U.S. DOT's Pipelines and Hazardous Materials Safety Administration (PHMSA), TFI is actively engaged in promoting nurse tank safety. TFI is dedicated to supporting initiatives that improve the safe handling and transportation of materials, ensuring they are both impactful and cost-effective for the industry to implement.

Rail Service

TFI is spearheading efforts to improve rail service for the fertilizer and agriculture sectors. We are actively engaged in critical initiatives, which include testifying at the Surface Transportation Board (STB) and submitting comments on rulemaking efforts related to reciprocal switching, final offer arbitration, empty vessel charges, and other impactful measures. Notably, two STB members attended the TFI Transportation, Technology, and Trends Conference for the second year in a row to address TFI's membership on pertinent Board activities.

Energy

TFI is working with the National Association of Manufacturers on an initiative entitled Manufacturers for Sensible Regulations, pushing Congress to recognize the need for greater regulatory certainty. Examples of needed permitting reform include, but are not limited to, phosphate and potash mining, availability of natural gas, and availability of deep wells for carbon sequestration in order to pursue capital investments. Similarly, as the IRS implements the 45V and 45Q tax credits, TFI has reached out to stakeholders to encourage the IRS to move faster in order to provide fertilizer manufacturers with greater certainty as they include using non-fossil fuel sources for fuel, or use the Haber-Bosch ammonia production process to generate “clean” hydrogen. Additional information can be found in the following Tax section.





Tax

The IRS is gathering input for implementing two areas of the tax code that will have a foreseeable impact on the fertilizer industry. The first issue involves expansion of the Internal Revenue Code (IRC) section 45Q tax credits for carbon capture and sequestration, as well as the creation of the IRC section 45V tax credits for use and production of “clean” hydrogen. TFI, with coalition stakeholders, is urging the IRS to expedite implementing these credits. Accordingly, TFI stands united with other industry stakeholders such as the American Petroleum Institute, the American Chemistry Council, the Carbon Capture and Sequestration Coalition, the Bipartisan Policy Institute and its environmental partners, and the National Association of Manufacturers.

The second issue, the Superfund Chemical Excise Tax, which had laid dormant since the mid-1990s without any legal effect until Congress revived it in the 2021 Bipartisan Infrastructure Law, imposes an excise tax on a range of chemicals and substances. However, the law provides a fertilizer use exemption for products such as ammonia. TFI submitted written comments to the IRS and later testified in an open forum about the need to modernize the regulations to meet current industry standards, such as production of urea, a taxable chemical, which should be subject to the fertilizer use.



The Fertilizer Institute successfully reestablished the Congressional Fertilizer Caucus. This important body boasts four bipartisan co-chairs, demonstrating a strong commitment to cross-party collaboration in addressing fertilizer industry issues. The co-chairs include Representatives Dan Newhouse (R-WA), Jim Costa (D-CA), Frank Lucas (R-OK), and Angie Craig (D-MN), each bringing unique perspectives and regional insights to the caucus. Furthering our educational and outreach efforts, TFI hosted a “Lunch-and-Learn” Hill Briefing on April 25. This event provided an invaluable platform for discussions on the global fertilizer markets, highlighting the current challenges, and identifying potential opportunities. The briefing was a critical step in fostering a deeper understanding about the complexities and significance of the fertilizer industry in a global context.







FERTPAC, the industry's political action committee, held two fundraising events in 2023. The first event was held in February during the Annual Business Conference, and the second occurred in October at TFI's World Fertilizer Conference and included guest speaker Senator John Boozman (R-AR), the lead Senate Republican on agricultural issues. FERTPAC continues to raise money while TFI seeks to spend wisely on congressional campaigns for candidates who understand our industry's challenges, including many of those who serve on the Congressional Fertilizer Caucus.



Congressional Fly-Ins

TFI held two Capitol Hill fly-in events in 2023 to show the industry's unified messaging on topics of interest, particularly as a new Farm Bill is scheduled to be written and enacted providing authorization and funding guarantees for a five-year period. On April 18th, 18 individuals from member companies of the TFI Biostimulant Council conducted more than 50 visits with congressional offices to discuss TFI's proposed legislation that would codify the definition of a plant biostimulant as a beneficial plant nutrient and require the USDA to study how biostimulants can be used effectively.

On October 4th, in conjunction with the World Fertilizer Conference, 39 TFI members and staff held a combined total of nearly 150 visits with congressional members and staff to educate them about the critical role of the fertilizer industry in protecting food security and jobs; to urge support for including potash and phosphate on DOI's Critical Minerals list; to advocate for enabling CCAs to perform USDA technical service provider functions that will give growers eligibility for a 90% USDA cost-share allowance, and; to call on Congress to ensure better and safer transportation options for moving fertilizer products.



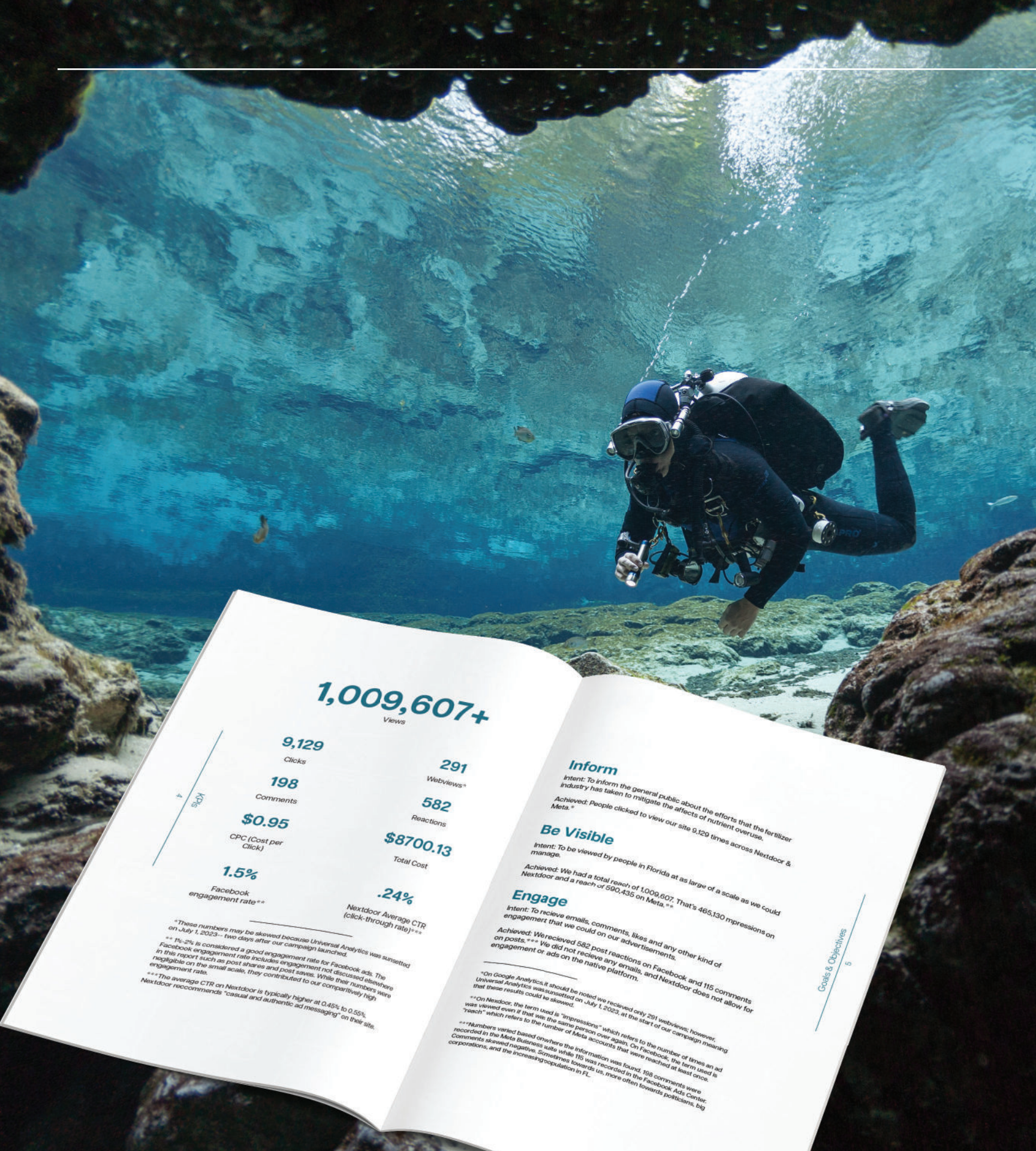
Harvest Fest

TFI and the Congressional Fertilizer Caucus hosted a Harvest Fest reception on Capitol Hill to celebrate Global Fertilizer Day and mark the conclusion of the World Fly-In event. Despite the challenges posed by the uncertainty of a government shutdown, the event persevered, gathering approximately 40 individuals. Harvest Fest provided a unique opportunity for members of TFI and Hill staff to network and celebrate the crucial role our industry plays in feeding the world.

Attendees not only enjoyed networking but also departed the reception with a pumpkin containing

a fertilizer fact card. On the back, a QR code directed participants to an optional pumpkin contest. Ultimately, a lucky winner was announced via social channels and deemed the 'Gourd Guru.'

Thank you to all who attended this memorable evening and joined in celebrating our industry's success!



1,009,607+

Views

9,129

Clicks

198

Comments

\$0.95

CPC (Cost per Click)

1.5%

Facebook engagement rate**

291

Webviews*

582

Reactions

\$8700.13

Total Cost

.24%

Nextdoor Average CTR (click-through rate)**

*These numbers may be skewed because Universal Analytics was sunsetted on July 1, 2023 -- two days after our campaign launched.

** 1%-2% is considered a good engagement rate for Facebook ads. The Facebook engagement rate includes engagement not discussed elsewhere in this report such as post shares and post saves. While their numbers were negligible on the small scale, they contributed to our comparatively high engagement rate.

***The average CTR on Nextdoor is typically higher at 0.45% to 0.55%. Nextdoor recommends "casual and authentic ad messaging" on their site.

Inform

Intent: To inform the general public about the efforts that the fertilizer industry has taken to mitigate the affects of nutrient overuse.

Achieved: People clicked to view our site 9,129 times across Nextdoor & Meta.*

Be Visible

Intent: To be viewed by people in Florida at as large of a scale as we could manage.

Achieved: We had a total reach of 1,009,607. That's 465,130 impressions on Nextdoor and a reach of 590,436 on Meta.**

Engage

Intent: To receive emails, comments, likes and any other kind of engagement that we could on our advertisements.

Achieved: We received 582 post reactions on Facebook and 115 comments on posts.*** We did not receive any emails, and Nextdoor does not allow for engagement or ads on the native platform.

*On Google Analytics, it should be noted we received only 291 webviews; however, Universal Analytics was sunsetted on July 1, 2023, at the start of our campaign meaning that these results could be skewed.

**On Nextdoor, the term used is "impressions" which refers to the number of times an ad was viewed even if that was the same person over again. On Facebook, the term used is "reach" which refers to the number of Meta accounts that were reached at least once.

***Numbers varied based on where the information was found. 108 comments were recorded in the Meta Business suite while 115 was recorded in the Facebook Ads Center. Comments skewed negative. Growers towards us, more often towards politicians, big corporations, and the increasing population in FL.

From June 30 to July 30, TFI ran a targeted ad campaign in Florida. This initiative seized the attention of our target audience, reaching approximately 1 million individuals. Spanning 30 days, our campaign was strategically deployed across Nextdoor and Meta (this includes Facebook and Instagram). These platforms were selected to engage our audience and direct them seamlessly to our webpage. Notably, Meta ads extended audience engagement beyond clicks and gave viewers an opportunity to comment and react directly to the ads. The campaign generated a total of 9,129 clicks to our website, and during this time span, Florida drove more traffic to our site than any other state.

Media Mentions

As the voice of the fertilizer industry, TFI regularly engages with the media to proactively tell the story of fertilizer. Telling the story of fertilizer and serving as the voice of the fertilizer industry means weighing in on key legislation, regulatory rulemakings, and other events that impact the fertilizer industry and agriculture.

In 2023, TFI was mentioned, cited, or quoted by name over 1,300 times with a potential reach of nearly 2 billion individuals. The highest impact stories of 2023 included surveying growers about their perception of biologicals, TFI's participation in the Feeding the Economy agriculture report, phosphogypsum reuse in Florida, the Supreme Court WOTUS decision, and permitting reform efforts.

In addition to traditional agriculture media, TFI is often used as a resource by publications such as the Washington Post, the Wall Street Journal, the New York Times, Axios, the Chicago Tribune, Politico, and many others.

Newsletters

TFI communicates with its members through a range of newsletters, including its well-established publication Acres Ahead, which saw renewed success with an improved layout, strategic content, and advertising opportunities for members. In 2023, TFI expanded its outreach efforts by introducing two new newsletters, TFI Social Media Resources and TFI Insights. This initiative not only strengthens its connection with members but also offers them essential insights, resources, and updates, contributing to the development of a more knowledgeable and closely-knit community within the organization.

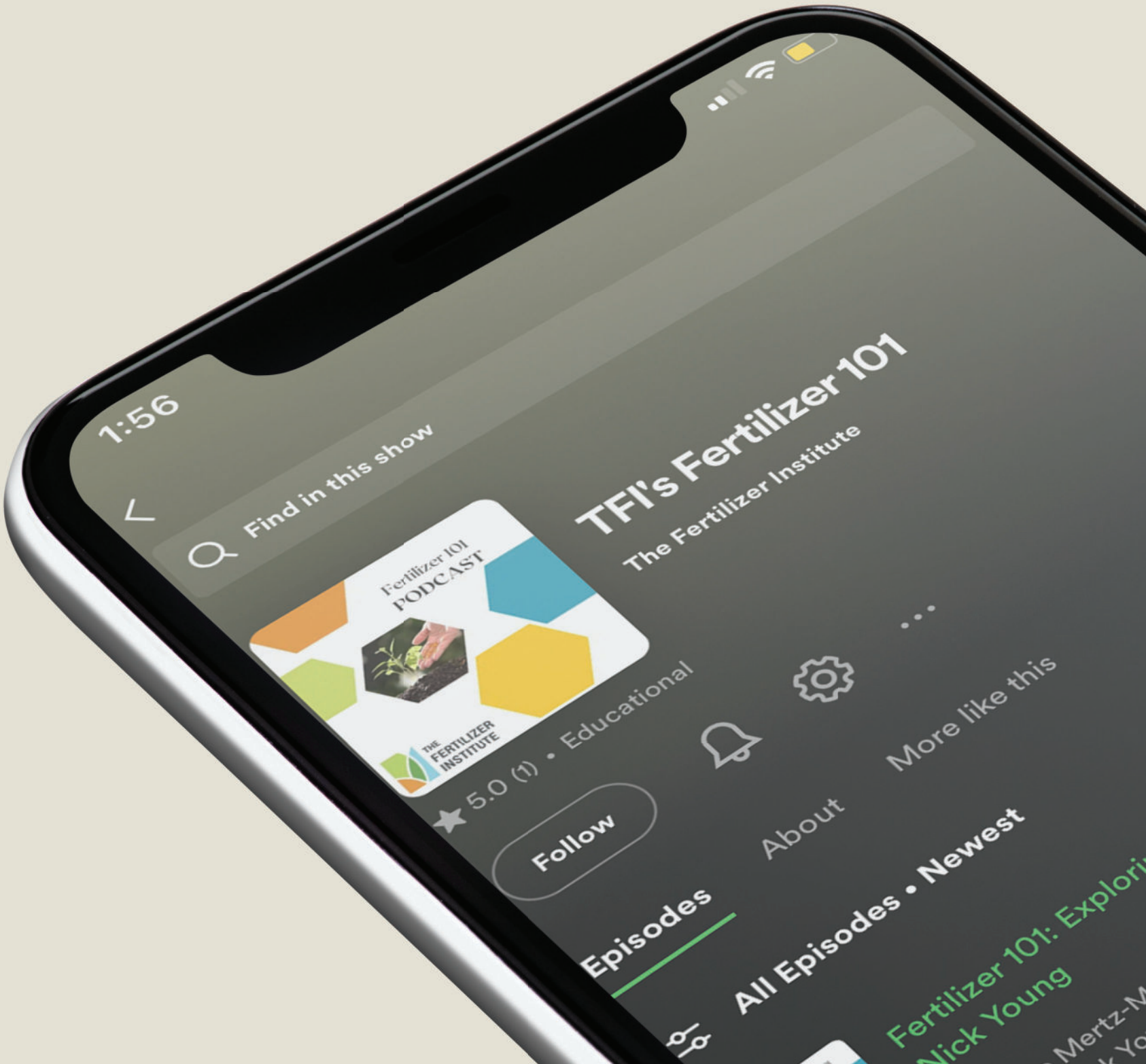
Podcast

2023 marked the debut of the TFI podcast, expanding our outreach efforts. The Fertilizer 101 Podcast serves as a dynamic platform to connect with a broad audience, delving into diverse topics related to fertilizers, ranging from gardening tips to discussions on critical minerals legislation. The podcast offers a valuable opportunity for TFI to actively lead and shape discussions on various fertilizer-related issues. It serves as an influential forum for sharing insights, proposing solutions, and fostering collaborative dialogue among industry experts, policymakers, and the community at large.

Social Media

Throughout 2023, TFI ran a total of 7 social media campaigns, ranging from our #MadePossibleByFertilizer video campaign for Global Fertilizer Day, to our 4R advocates, to a series of posts educating our audience on the 2023 planting season. Those posts became part of a much larger campaign called #WisdomWednesday. Each Wednesday, TFI shares an educational post focusing on such topics as transportation, safety & security, enhanced efficiency fertilizers, and biostimulants.

In 2023, TFI also unveiled its new Instagram account @thefertilizerinstitute, which has quickly grown in followers and has helped us reach a younger demographic.





SUSTAINABILITY

in the fertilizer industry

tfi.org/sustainability

Featuring data from 2021,
collected in 2022

Members of TFI are committed to the safe, secure, and sustainable production, distribution, and use of plant nutrition. As fertilizer companies have a long history of prioritizing the efficient use of natural resources, the industry is continuously working towards more sustainable operations. These efforts include decarbonization and mitigation of environmental impacts—both at the points of fertilizer production and application.

While the fertilizer industry can contribute to many of the UN's 17 Sustainable Development Goals, fertilizers can directly impact the achievement of Goal 2, Zero Hunger: "End hunger, achieve food security and improved nutrition and promote sustainable agriculture." Fertilizer is vital to food systems and food security around the world. Over 50% of global food production is due to the responsible use of fertilizer. To feed a global population expected to reach 10 billion by 2050, fertilizer is playing a critical role in increasing food production and land use efficiency. Recent events have shown just how critical fertilizer is in feeding the world, contributing to global stability, and safeguarding national security.

In January, TFI released its annual Sustainability Report featuring 2021 data. The report highlights industry improvement in sustainability performance in key priority areas of workforce safety, energy and the environment, fertilizer use, and industry innovation. To learn more about this year's report, visit tfi.org/sustainability. Thanks to the following companies who participated in the report: AdvanSix, Inc., American Plant Food Corp., CALAMCO, CF Industries, Inc., CHS Inc., Coffeyville Resources, Compass Minerals, Dakota Gasification, MacroSource, GROWMARK, ITAFOS, J.R. Simplot Company, Koch Ag & Energy Solutions, LSB Industries, Morral Companies, Nutrien, Rio Tinto, SQM North America, Tessenderlo Kerley, Inc, The Mosaic Company, Trademark Nitrogen, Wilbur-Ellis, Winfield, and Yara North America.

Don't see your company listed? Contact Alice McKinnon at amckinnon@tfi.org to learn how to get involved.

The Fertilizer Institute's 2023 Industry Trends Survey has yielded critical insights into the agriculture and fertilizer sectors, revealing a resilient and forward-looking industry. Despite the ongoing challenges, including those posed by the COVID-19 pandemic, the industry displays a strong sense of optimism. It is committed to sustainable practices and actively explores the potential of new technologies. Key focus areas, such as policy, supply chain management, and skill development, are being addressed to ensure continued growth and resilience. This survey highlights the dynamic nature of the industry, and the proactive steps stakeholders take to navigate and thrive in this ever-changing landscape.



FERT TON

Members who sell fertilizer in more than one state have multiple state-specific reporting requirements and formats to understand and follow for proper reporting in accordance with each state's law. This remains a burdensome and costly effort for our members today. TFI is undergoing development of the Fertilizer Reporting Solutions platform that would consolidate all state reporting guidelines, rates for each state, all licensed companies, and registered products into one knowledge management solution to assist the industry in the reporting process.

Market Intelligence

The TFI Stats Platform continues to offer members key data on production, inventory, and disappearance volumes for the major N, P, and K products – all on the supply side, as well as imports and exports. Outside of the platform, TFI published our annual Fertilizer Capacity Report highlighting where specific products are being produced in the United States and Canada. For the first time, TFI completed a benchmark survey on Fertilizer Industry Sales Compensation levels, practices, productivity, and the compensation cost of sale within wholesale salespeople and related staff selling fertilizer within the crop, feed, or industrial markets.







Certified Biostimulant

The Certified Biostimulant Program launched this year and collected its first applications. Certified Biostimulant is a voluntary, industry-developed, evidence-based program that awards companies a label indicating that their product meets industry recognized standards for efficacy, safety, and composition. The program is based on the United States Biostimulant Industry Guidelines, which provide criteria for the proper documentation of evidence to support efficacy claims.

ResponsibleAg

Ag retailers of all sizes can benefit from earning the ResponsibleAg certification, which demonstrates a commitment to environmental, health, safety, and security regulations. ResponsibleAg is a non-profit organization jointly operated by the Agricultural Retailers Association and The Fertilizer Institute. It is a comprehensive program that provides education and a systematic approach to continuous improvement, helping ag retailers identify potential compliance issues and correct them before the next government agency audit.

Low-Carbon Ammonia

A group of TFI members, the Low Carbon Ammonia Working Group, have proactively drafted a protocol for calculating the carbon intensity of low carbon ammonia production. The first of its kind, the methodology will provide a transparent, unified method for defining, calculating, verifying, and communicating the carbon intensity of low-carbon ammonia. The methodology will become the basis for a voluntary, industry-led certification program to certify the carbon intensity of ammonia produced at specific facilities.



127+

agriculture and fertilizer
industry gatherings





TFI engaged in industry events, conferences, and workshops on behalf of our members, delivering presentations on fertilizer markets, policy updates, and TFI programs. In the past year, TFI members

spoke at or attended more than 127 relevant agriculture and fertilizer industry gatherings. From Indiana to Milan and beyond, TFI's impact was felt throughout the world.



Annual

The Annual Business Conference was held in Palm Springs, California, February 12-15, 2023. More than 550 industry professionals participated in business meetings and networking events. The conference featured keynote speaker Scott Stratten on untraditional marketing and Mike Carroll of Winston Weaver.

InfoAg

InfoAg in St. Louis provided a valuable platform for industry professionals and enthusiasts to exchange knowledge. With diverse speakers like Troy Bolt and SharkFarmer, attendees gained insights into various agronomy aspects. The rebranded event, TFI's Agronomy Conference & Expo, scheduled for August 12-14, 2024, promises another engaging and informative experience.

TFI is announcing a new name and brand for its

InfoAg Conference: TFI's Agronomy Conference & Expo. The InfoAg Conference has existed since 1995, yet the name did not capture the new direction the event has been pivoting towards for the past few years. The new name is in alignment with the broader scope of information that the Agronomy Conference & Expo will cover.

TFI's Agronomy Conference & Expo will bring crop advisors and retail agribusinesses together to learn, connect, and innovate the future of agriculture, and will equip attendees with actionable takeaways to advance sustainability and their organization's bottom line.

This conference is designed for ag retailers by ag retailers, offering a tradeshow along with education sessions that address the challenges of the retail agronomist through precision ag, environmental stewardship and sustainability, and product innovation. Attendees will come away from





Fluid Fertilizer Workshop

the conference with practical solutions that can improve farm efficiency, whether through learning about field-ready innovative practices, new crop inputs, equipment, or software/services that are beneficial to the grower and the land.

World

The 2023 World Fertilizer Conference was held in Washington, DC, in October and brought together a remarkable assortment of TFI members and industry experts from around the globe, all sharing their distinct viewpoints on the global fertilizer industry. We heard from keynote speaker John Sileo on the importance of digital security, and our Grower Panel featuring National Corn Growers Association CEO Neil Caskey and American Soybean Association CEO Steve Censky with their perspectives on the future of agriculture, sustainability, and the critical role of fertilizers.

T3

TFI hosted the T3: Trends, Technology, and Transportation conference in New Orleans in November. After successful meetings with our economic and transportation committees, we spent the next two days listening to talks from different speakers and sectors. From an outlook on the trucking industry to geopolitical risk and beyond, T3 was an informative and engaging conference.

Fluid Fertilizer Research Workshop

This year's Fluid Fertilizer Workshop was held at the BRANDT facilities in Springfield, IL on December 12, 2023. The Workshop featured a series of speakers presenting high impact information from a variety of experts on how to improve fluid nutrient use and efficiency and how to best use fluid fertilizer in nutrient programs. The one-day event included a tour of BRANDT facilities and CCA credits.





A Look Ahead to 2024

Ford West Leadership Academy

January 15-18, 2024
The Laura Hotel, Houston, TX

Annual Business Conference

February 26-28, 2024
Hilton Signia Bonnet Creek & Waldorf Astoria,
Orlando, FL

Fertilizer Research Conference

March 18-20, 2024
Hilton Fort Worth, Fort Worth, TX



TFI Agronomy Conference & Expo

August 12-14, 2024

Union Station Hotel, St. Louis, MO

TFI World Fertilizer Conference

September 16-18, 2024

Marriott Marquis, Washington, DC

TFI Advocacy Fly-In

September 18, 2024

Capitol Hill, Washington, DC

T3 Fertilizer Conference

November 18-20, 2024

The Westin Tampa Waterside, Tampa, FL



PROVIDING RESOURCES THAT
ARE STRONG AND
TO PROTECT YOUR
BUSINESS AND REPUTATION

KAROLINA



Global Fertilizer Day, celebrated annually on October 13, was a remarkable success, featuring a multifaceted outreach approach. Members learned ways to become involved through a webinar and were provided assets such as posters, social media posts, banners, and other tools to host their own successful company events. Our celebration included Harvest Fest, held on Capitol Hill in conjunction with our October Fly-In. This gathering served as a platform for industry leaders, policymakers, and stakeholders to engage in

discussions surrounding the pivotal role of fertilizers in agriculture. Public facing outreach included a Global Fertilizer Day podcast and TFI's social media campaign where we partnered with "Farm Babe" to amplify our message. In addition, Nutrients for Life launched the #MadePossiblebyFertilizer digital contest targeting students in grades 7-12. The contest encouraged innovative content creation to highlight fertilizers' role in addressing UN goal #2, "Zero Hunger", and boasts a substantial prize pool of over \$10,000.



4R Nutrient stewardship plays a fundamental role in TFI's efforts to ensure fertilizer is applied using practices that benefit the crop, the soil, the farm, and the environment. TFI continues to highlight our members' commitment and efforts in these arenas through both our 4R Acre Initiative and our 4R Advocate Program. The 4R Acre Initiative is a collective goal set by the industry to have 70 million acres under 4R management by 2030. At present we are proud to report that we have over 46 million 4R Acres reported by our members.

Now in its 12th year, the 4R Advocate program demonstrates the in-field successes of implementing 4R practices through the recognition of grower and retail crop advisers who work together to implement 4R Nutrient Stewardship practices on the farm. In 2023 we had the privilege to add three new pairs of advocates that represent 13,770 acres across 3 states. The 4R Acre Initiative and the 4R Advocate Program showcase the commitment to nourish our world sustainably shared by TFI and the entire industry.







FERT

FOUNDATION

July 1, 2023 marked the formation of the FERT Foundation, which is the combination of the Nutrients for Life Foundation, the Foundation for Agronomic Research (FAR), and the Fluid Fertilizer Foundation (FFF). The FERT Foundation has three

pillars focusing on fertilizer education, research, and training. The Nutrients for Life curriculum provides the backbone for the education pillar. The research pillar builds upon the work of FAR and FFF. The Ford West Leadership Academy provides training.



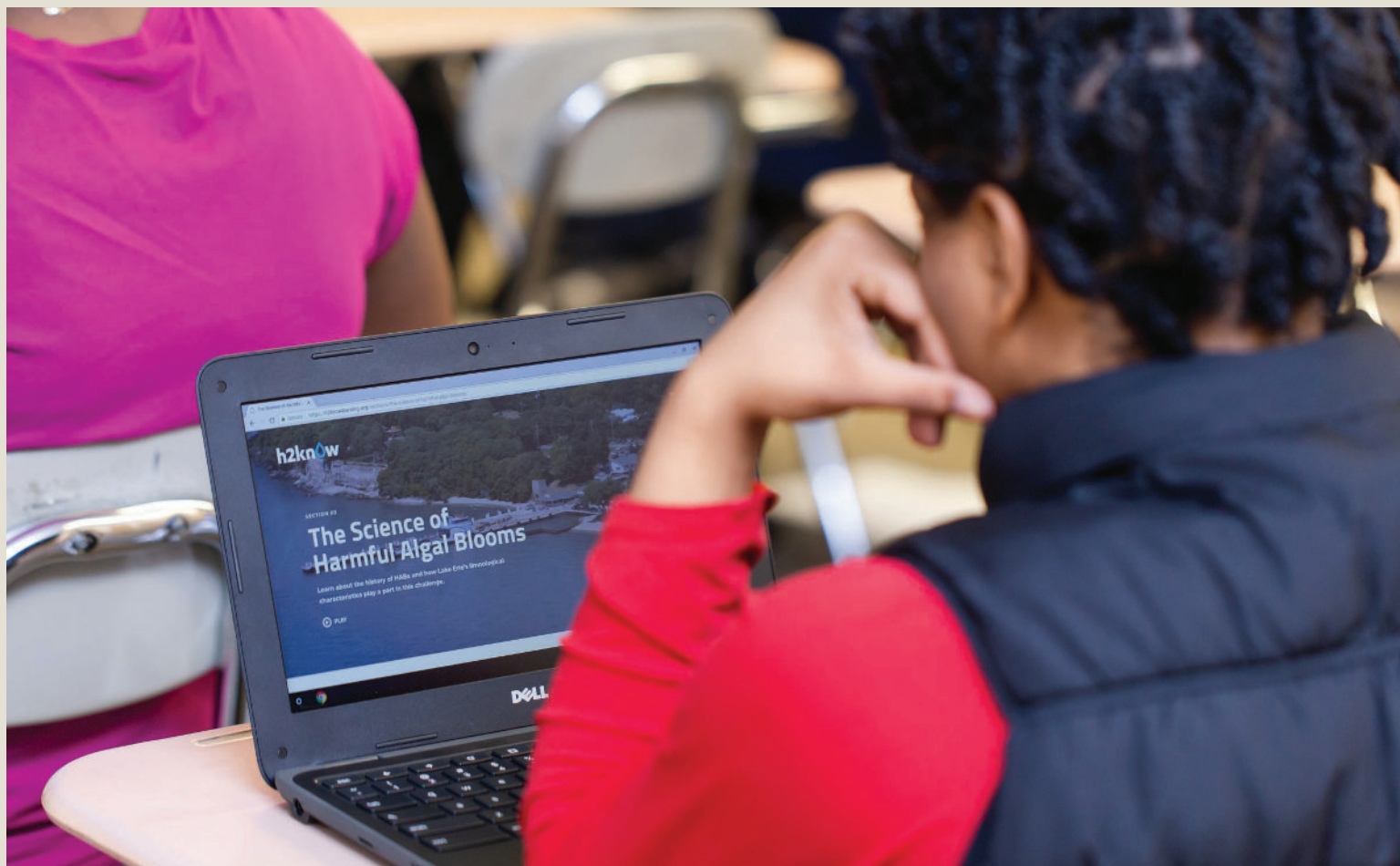
Ford West

TFI is excited to host the first-ever Ford West Leadership Academy; debuting January 15-18, 2024, in Houston, Texas. The Academy will expose high-potential, mid-management employees to all facets of the fertilizer supply chain, grow their technical and soft skills, ensure the transfer of industry knowledge from current leaders to future leaders, and equip participants with essential tools for professional success. The Academy also provides opportunities for networking and camaraderie among its participants. The Academy sessions are participant-centered, engaging experiences, rather

than lectures. Participants will have the opportunity to discuss topics and share their experiences with their peers alongside the guidance of an industry professional serving as a facilitator. These learner-centered sessions focus on real-world experiences and situations to maximize retention and application of the material.

4R Research

In 2023, TFI welcomed the Foundation of Agronomic Research (FAR) and the Fluid Fertilizer Foundation (FFF) into the new FERT Foundation. By incorporating these organizations into FERT. The



Foundation is now home to 12 research projects that include research around fluid fertilizer and 4R optimization. TFI was able to visit some of these researchers in 2023 and see real-time updates at their research locations and at research events. Past projects funded by the industry's 4R fund have resulted in continued research and dozens of publications and presentations. The 2017 project, Nutri-Net, wrapped in 2021 and has resulted in several publications, with many more to come.

Education

Since its inception in 2004, Nutrients for Life has

remained dedicated to distributing hundreds of thousands of science-based educational materials focused on fertilizer to millions of students annually. These resources are disseminated through online outreach efforts and showcased at state and national educator conferences. In 2023, our organization conducted an impactful professional development course for educators. This course allowed attendees to earn graduate credit while benefiting from insights shared by industry experts. Additionally, we have expanded our array of career resources by introducing fertilizer career cards and a dedicated reader.

A huge thank you to all of our members, partners,
and staff who help make all of this possible. We look
forward to seeing what next year holds.



