

GET TO KNOW 4RCERTIFICATION

A PROGRAM OF THE MISSOURI FERTILIZER CONTROL BOARD

Missouri farmers have dedicated generations to protect their land. As their advisors, you have a vital role in the preservation of Missouri resources. You know the value of the partnership between farmers and their advisors. Missouri's 4R Certification program gives you a consistent, repeatable way to support your farmer-clients using a science-based framework for plant nutrition management and sustained crop production while also considering the specific needs of each farm.

How 4R Certification benefits Missouri's ag retailers

- The ag industry receives more than their fair share of blame for nutrient pollution as we tend to focus on getting the work done instead of advocating for how the job's done. Missouri agriculture has a great story to tell and the 4R Certification program puts numbers and data to prove that story has merit.
- Ag retailers currently help farmers focus on the return on their investment while being good stewards of nutrients and natural resources. This program proves demonstrates agriculture's investment in stewardship.
- Focusing on a proactive approach to nutrient management may decrease opportunities for future regulation on managing nutrients.
- Becoming a 4R Certified location allows you to assist your customers with participating in cost-share programs.
 - These programs encourage farmers to utilize advanced soil sampling and testing to create a nutrient management plan with variable rate application and other nutrient stewardship practices included.
 - Farmers will be able to put advanced practices such as variable rate application and soil mapping to work in their own operation without much, if any, financial risk involved when participating in the cost-share pilot program.
 - Nutrient stewardship practices utilized in the 4R program are not only economically beneficial for farmers, but also good for the environment. By using nutrients from the *right source* at the *right rate* in the *right time* and at the *right place*, farmers get the most benefit from their input costs.
- Missouri retailers can voluntarily become 4R Certified through the Missouri Fertilizer Control Board's 4R Certification program.
- Unlike some other states, Missouri provides retailers an opportunity to become 4R Certified without administrative fees or implementation costs while minimizing the administrative burden on retailers.
- Missouri Fertilizer Control Program wants to partner WITH you to become 4R Certified. Many retail locations are already putting the work in. Let us help tell your story through your participation in the 4R Certification program.

To find out more about the Missouri 4R Certification program and this nutrient management cost-share opportunity for your farmers, contact the Missouri 4R Certification Program Administrator, Mitchell Rice, at mrice@mofcb.com or 573-636-6131. More information is also available at mofcb.com



A GROUNDED APPROACH TO NUTRIENT MANAGEMENT

