



FOR IMMEDIATE RELEASE

**DR. JI-YUN JIN OF IPNI HONORED WITH
2010 IFA NORMAN BORLAUG AWARD**

April 26, 2010 – Norcross, Georgia – The laureate of the 2010 International Fertilizer Industry Association (IFA) Norman Borlaug Award for excellence in crop nutrition knowledge transfer is Dr. Ji-yun Jin, Director of the IPNI China Program and Professor with the Institute of Agricultural Resources and Regional Planning at the Chinese Academy of Agricultural Sciences (CAAS) in Beijing. Since 1985, Dr. Jin has been working on ways to improve soil fertility and fertilizer management practices in order to increase crop productivity and farmers' incomes in China. He is also currently Professor of Plant Nutrition and Fertilization at CAAS and President of the Chinese Society of Plant Nutrition and Fertilizer Sciences.

Much of Dr. Jin's work has been devoted to developing knowledge transfer tools that can be used to pass the results of laboratory research on to farmers. The technologies developed by Dr. Jin have been widely disseminated through field demonstrations, farmer meetings, field inspection activities, brochures, leaflets, videos, TV, radio, posters, and websites. A television series on soil fertility management techniques developed by Dr. Jin was distributed through the China Central Agricultural Broadcasting School and CCTV agricultural channel. It is estimated that more than 400 million farmers are being influenced by these activities in support of technology transfer.

"IFA has chosen a highly qualified and deserving scientist for the prestigious Norman Borlaug Award," said Dr. Terry L. Roberts, President of IPNI. "Dr. Jin is well known and respected not only in his own country, but also around the world. This recognition will serve as an inspiration to numerous other dedicated scientists, whether the focus of their careers has been on research, education, extension, or other disciplines."

As Director of the IPNI China Program, Dr. Jin coordinates the efforts of a staff of soil

– more –

scientists working in agronomic research and education throughout the People's Republic of China.

Dr. Jin is the 19th recipient of the IFA award, and the fourth Chinese national. He was nominated by Sinofert and selected by an independent jury. He graduated from Virginia Polytechnic Institute and State University in 1985 with a Ph.D. in soil science. He also received an M.S. in plant nutrition from CAAS. Dr. Jin will formally accept the award at the opening session of the IFA annual conference June 1 in Paris. IFA is a not-for-profit trade association representing the global fertilizer industry.

The IFA International Crop Nutrition Award was recently renamed the IFA Norman Borlaug Award in recognition of Dr. Borlaug's outstanding and tireless contribution to fighting hunger throughout the world. Effective knowledge transfer is needed for the wider adoption of improved nutrient management practices. This is the first time the award has been given to recognize excellence in crop nutrition knowledge transfer, or achievement in "last-mile" delivery.

For more about the award, visit the IFA website at: www.fertilizer.org.

—end—

Ref. #10058

For further information, please visit the IPNI website: www.ipni.net

Contact Dr. Terry L. Roberts of IPNI at: tel. 770.447.0335; e-mail: troberty@ipni.net

Contact Don Armstrong, IPNI Editor, at: tel. 770.825.8080; e-mail: darmstrong@ipni.net