



IPNI Annual Program Report is Now Available

IPNI has released its annual Program Report for 2015 focused on our *Mission with Metrics*.

Our stated mission is to develop and promote scientific information about the responsible management of plant nutrition for the benefit of the human family. Our four strategic goals are:

1. Leadership on global plant nutrition issues through collaboration with others.
2. Facilitation of research.
3. Enabling education on sustainable use of plant nutrients.
4. Supporting our members in their activities related to responsible nutrient use.

These goals were the foundation for the strategic plan we developed when IPNI was first established and continue to be relevant today.

Last year, IPNI put in place a global tactical plan that operates under the guidance of our four strategic goals, and recognizes that 4R Nutrient Stewardship is central to our mission. Our global tactical plan identifies five needs:

1. 4R Nutrient Stewardship must become globally adopted as the scientific basis for sustainability.
2. Nutrient education is inadequate for current and future agronomists.
3. Better fertilizer recommendations are needed to boost productivity, economic returns, and environmental stewardship.
4. Yield gaps must be identified and closed to provide a sustainable food supply.
5. Agricultural sustainability is only maintained by proper nutrient management.

IPNI had identified a short list of key responses for each of these five needs.

With needs and responses identified, we must address metrics. Metrics can measure our performance, our success, and our impact. One of the challenges we face in an organization like ours is to identify meaningful performance metrics.

Some things are easy to track, like communication activities and projects. Last year our scientists made 277 presentations to audiences exceeding 30,000 and we published 112 scientific publications and more than 100 other media pieces. And, we supported 160 research projects in 25 countries. Such metrics show activity and demonstrate we were busy, but they do not reflect the impact of our programs. How these activities influence or change behavior is more challenging to measure.

Quantifying the adoption of 4Rs and the impact their implementation has on the environment is a work in progress. In agricultural systems, results from implementing a change in management can be seen that crop year, such as a yield response to a better fertilizer recommendation. But an improvement in nutrient concentration in groundwater may take years to show up following implementation of a 4R system. Biological systems and nutrient cycles are slow to change.

Achieving our mission is a long-term endeavor. It requires a dedicated, focused staff and the continuing support of our members. We appreciate their vision for the fertilizer industry and recognition that scientific support is essential for sound and sustainable nutrient management. We are privileged to work closely with our members in advancing our mission.

Our annual report will demonstrate actions and metrics related to our responses to the needs identified in our Global Tactical Plan. This report is available from the IPNI website: [http:// www.ipni.net/programreport](http://www.ipni.net/programreport).

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