

THE THREE R'S OF THE FERTILIZER INDUSTRY



My grandmother was born in 1892. She grew up in an era of the one-room school house, where grades 1 through 6 were taught the three R's...the basics of 'Readin', 'Ritin', and 'Rithmetic.'

Such an education, simple as it was, provided a strong foundation and sustained the school children of her generation through productive and fulfilling lives.

Two generations later and the three R's have taken on new meanings. The environmental movement reminds us to reduce, reuse, and recycle and the fertilizer industry is reminding us — right rate, right time, and right place.

Right rate, right time, and right place are the foundation of efficient plant nutrient management. Applying plant nutrients at a rate required to produce a target yield and timed so that nutrients are available to the crop when it needs them and placed where roots can best access them are best management practices — BMPs for wise use of plant nutrients. At the Potash & Phosphate Institute, we have been long-time proponents of proper rate, proper time of application, and proper method of placement as necessary BMPs that will help ensure fertilizer nutrients are used efficiently and effectively.

The three R's of nutrient management — right rate, right time, and right place — are simple principles that will sustain our farms and our environment for generations to come.

A handwritten signature in black ink, appearing to read 'Terry L. Roberts'.

Terry L. Roberts
President, PPI

**BETTER
CROPS**
WITH PLANT FOOD

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