

New Videos from IPNI Feature 4R Nutrient Stewardship



During production of the 4R videos, Dr. Phillips is shown during a field shooting session.

4R nutrient stewardship is focused on four central components: applying the right fertilizer source at the right rate, at the right time in the growing season, and in the right place. Each of the four “rights” is directly related to the other three in at least one way, interconnected into a unified, effective system.

Two new video programs produced by the International Plant Nutrition Institute (IPNI) and introduced in 2010 are carrying the message of 4R nutrient stewardship to audiences around the world.

“**The Right Way to Grow...4R Nutrient Stewardship**” runs more than 11 minutes and gives an overview of the 4Rs. It explains how the concept can apply to large-scale agriculture in developed countries and also to small-holder farms in less developed regions. Through graphics and field scenes, the presentation provides more insight for further understanding of the 4Rs.

“**The Right Way to Grow Wheat...4R Nutrient Stewardship**” is a separate video which runs more than 8 minutes and specifically addresses the economic, environmental, and social goals of sustainable agricultural systems needed to meet global demand for wheat. As a staple in almost all human diets, additional wheat production will be needed in the future to help feed rapidly growing populations.

“Agronomists, crop advisers, growers, and others see 4R nutrient stewardship as a positive, proactive approach to achieving better crop nutrient management. Identifying the most appropriate fertilizer source, determining the right rate through soil testing and other methods, timing applications to avoid nutrient loss and get the best response, and choosing the



Photo courtesy of International Rice Research Institute

Whether in large scale production or small farm production, the principles of 4R nutrient stewardship apply.



best placement option for the crop – all these are examples of the practical side of 4R nutrient stewardship, “ says Dr. Steve Phillips, IPNI Southeast U.S. Regional Director. He was part of a work group that developed the videos and he served as narrator of the wheat video.

IPNI President Dr. Terry Roberts notes that environmental concerns related to nutrient use are becoming increasingly visible in the U.S., with questions about nutrient loads in the Chesapeake Bay and the Mississippi River Basin and in Canada with Alberta’s Nitrous Oxide Emission Reduction Protocol (NERP), and in many other regions of the world as policymakers scrutinize nutrient use and consider regulations. “We all share the responsibility to communicate with the public about our industry and help them understand that we are enabling the world to grow food and are doing so in a responsible and sustainable manner,” he emphasizes. “IPNI is committed to helping the industry support the appropriate use of fertilizers by providing useful tools that demonstrate our commitment to nutrient stewardship. These two videos are good examples of such tools.”

The videos can be viewed for free by visiting the IPNI website at: www.ipni.net/video.

Both programs are also available on DVD and may be purchased from IPNI at US\$10.00 each, plus shipping.

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