



4R Sessions Come to Empire Farm Days

Successful yields and clean water need not be at odds. When fertilizer application is poorly managed, farmer's profits can decrease and nutrient runoff can increase, with potentially devastating consequences for our waterways and the communities that rely on them.

New York's watersheds are a source of drinking water for millions. Despite the many actions farmers have taken to improve soil health and reduce fertilizer runoff, nutrients leaving fields and entering streams and lakes continue to contribute to water quality problems.

Without action from the industry, agriculture will see federal, state and local regulation on Nutrient application.

Developed by the International Plant Nutrition Institute, the Canadian Fertilizer Institute and The Fertilizer Institute, the 4R approach is a proven framework of plant nutrition, tailored to local conditions and resources that leads to increased crop yields, increased profits, enhanced environmental protection, and improved sustainability.

Join us **every morning at 10 am at the NYCAMH tent** at Empire Farm Days August 8 – 10 in Seneca Falls, NY to learn how you can implement the **4R strategy- the Right Source, at the Right Rate, at the Right Time in the Right Place**. The talk will feature Certified Crop Advisers Sally Flis of The Fertilizer Institute/ or Dale Bartholomew of the New York State Agribusiness Association 4R Committee. They will address the 4R strategy, and current federal, state and local government action to improve or maintain water quality.

The session will also feature Veris Electronic Conductivity (EC) precision management technology. The Veris, provided by Helena Chemical Company, uses electronic conductivity to measure the density of soils for non-invasive and efficient soil sampling.

The 4R sessions are sponsored by the New York State Agribusiness Association and the Northeast Region Certified Crop Advisers.