

News Release:  
**4R Nutrient Stewardship  
Certification Program to  
Launch In New York**

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Seneca Falls, NY (Aug. 01, 2018) – Announcing 4R New York Nutrient Stewardship Certification Program, a voluntary retailer program, allowing nutrient service providers across the state to participate in efforts to reduce nutrient runoff into waterways.

The program encourages agricultural retailers, service providers and other certified professionals to adopt proven best practices through the 4Rs, using the Right Nutrient Source at the Right Rate and Right Time in the Right Place. The program is governed and guided by the NY Nutrient Stewardship Council (NSC), stakeholders from business, government, university and nongovernmental sectors with a common goal of maintaining agricultural productivity while reducing nutrient runoff that contributes to decreased water quality.

On Aug. 8, 2018, the program will launch in New York following closely in the footsteps of the foundation 4R Program in Ohio, and the expansion program in Ontario Province, Canada.

“The New York State Agri-Business Association (NYSABA) Board of Directors reached out to industry stakeholders to gauge interest in creating a stewardship program a year ago March. The response was an enthusiastic and positive ‘Yes’. With industry support, we created a partnership with The Fertilizer Institute and The Nature Conservancy to adapt the program to protect New York’s waterways,” said Jeanette Marvin, NYSABA Administrator.

A ninety plus member Advisory Council was established from volunteers across the state. Eleven were chosen to become the first 4R NY Nutrient Stewardship Council (NSC). This summer the NY NSC created a scientifically sound set of agronomic standards that program participants will follow.

The program launch announcement will be August 8 at Empire Farm Days Leadership Luncheon on the grounds of the Rodman Lott & Son Farm in Seneca Falls, NY.

Those eligible for the program can learn specifics, hear about the program's progress and sign up for New York certification at the Northeast Agribusiness and Certified Crop Adviser Conference the afternoon of November 29 at the DoubleTree Hotel, East Syracuse, NY. For more information visit [www.nysaba.com](http://www.nysaba.com).

For more information about the program or to register for the conference, visit [nysaba.com](http://nysaba.com), email [nysaba@rochester.rr.com](mailto:nysaba@rochester.rr.com) or call 315-986-9320.

The 4R Nutrient Stewardship Certification Program is governed and guided by the Nutrient Stewardship Council, a diverse set of stakeholders from business, government, university and non-governmental sectors with a common goal of maintaining agricultural productivity while also improving the quality of New York State and its contributing watersheds. The program is administered by the New York State Agri-Business Association.