

## **Canola 4R Advantage: Grower Incentives for nitrogen management**

Chris Manchur, Agronomy Specialist, Canola Council of Canada  
[manchurc@canolacouncil.org](mailto:manchurc@canolacouncil.org)

Growers across the prairies are excellent stewards of the land and engage in practices that both improve farm productivity and the environment. The principles of 4R Nutrient Stewardship (Right Place, Right Time, Right Rate, and Right Source) are key to improving fertilizer efficiency, and there are many best management practices (BMPs) that support this concept. Through the Canola 4R Advantage, growers in Manitoba, Saskatchewan, and Alberta can apply for funding to help pay for 4 BMPs related to nitrogen management. Soil testing, enhanced efficiency fertilizer, preferred application, and field zone mapping are all ways that growers can improve their bottom line, while engaging in 4R-documented practices that demonstrates their contributions towards reducing nitrous oxide emissions.