



Garrett Lofto

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our **Challenges**

our **Image**

our **Future**

A GROWING RESPONSIBILITY

A Commercial Perspective:

Are We Doing Enough? Can We Do More?



Fertilizer Industry
Round Table



The
Fertilizer Institute
Nourish, Replenish, Grow



OUR CHALLENGES, OUR IMAGE, OUR FUTURE: Are We Doing Enough?

Garrett Lofto - J.R. Simplot Company



Bringing Earth's Resources to Life



The Magic of Modern Agriculture



Protecting our Land and Water is Critical





The Fertilizer Industry should be proud of our many accomplishments...

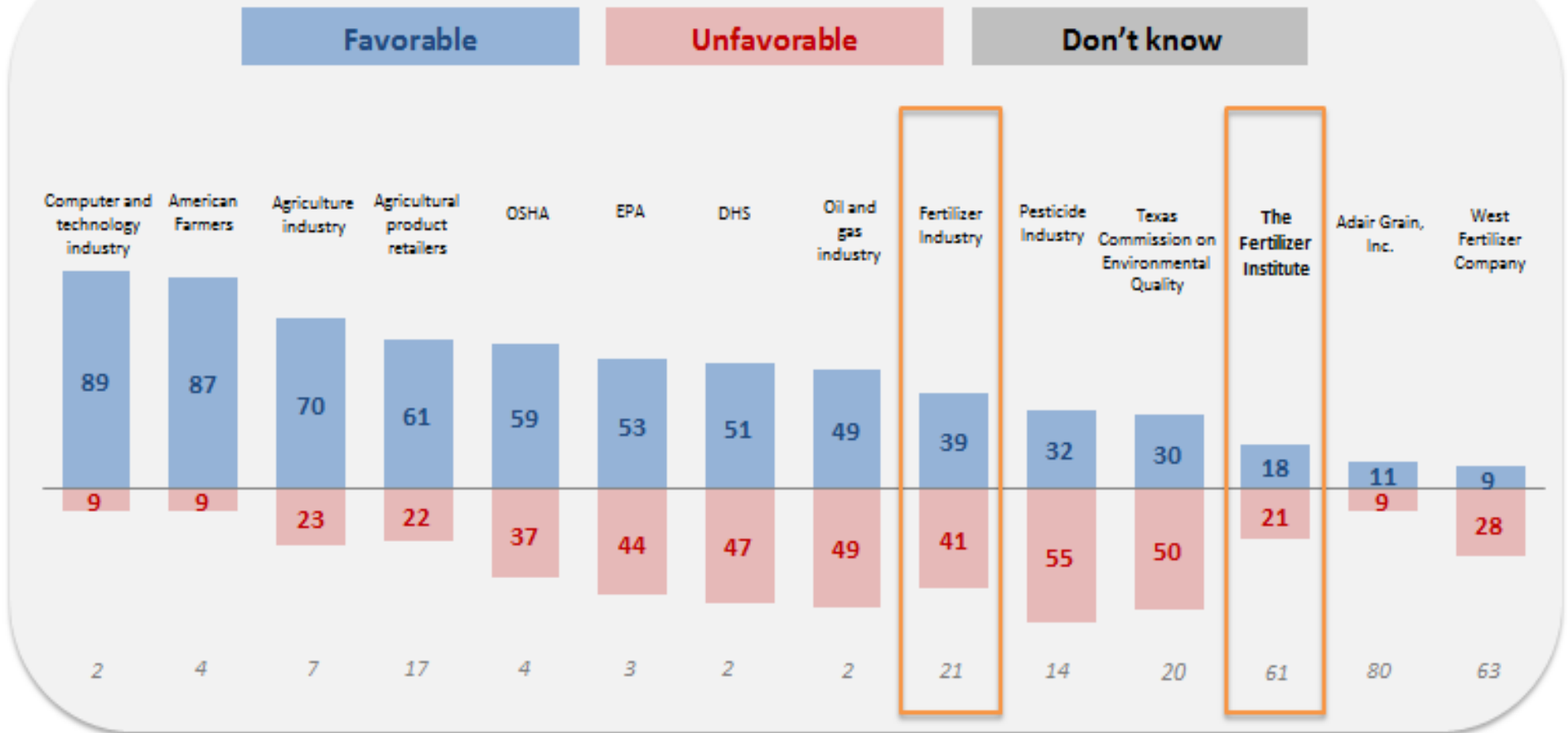
- Demands of our customers
- Producing superior products
- Embracing technology
- Cultivating relationships

What is our Image?



Favorability of industries and organizations... where do we rank?

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very favorable view of these organizations or people? *Showing All, Baseline Favorability*



A tragedy in West, Texas...





Responsible 


Simplot.

Algae in Lake Erie Shuts Off Water Supply





**Toxic Algae Blooms to
Persist on Lake Erie**



The New York Times

**Algae Blooms Threaten
Lake Erie**

THE BLADE

One of America's Great Newspapers

**Water crisis grips hundreds of
thousands in Toledo area**

The Columbus Dispatch

**Curbing phosphorous would
quickly slash algae in Lake Erie**

Challenges go Beyond Lake Erie

- Chesapeake Bay
- Mississippi River Basin and Gulf of Mexico
- Salinas Valley of California

Increased Calls to Reduce Fertilizer Use



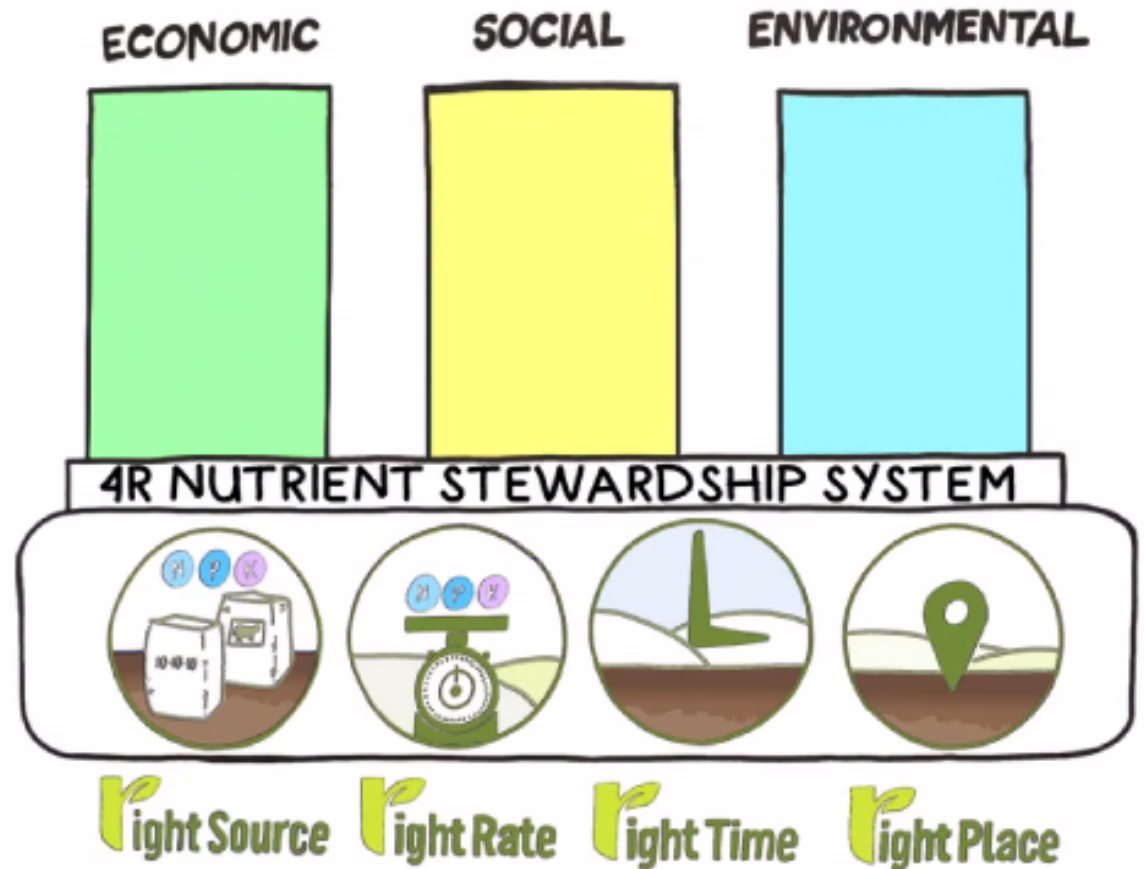
We're Embracing Innovative Solutions

4Rs

- Right Source
- Right Rate
- Right Time
- Right Place



What is 4R Nutrient Stewardship?



Maintaining the Health of Our Lands



Working Closely with Growers



Investing in Technology and Research



Restoring Waterways and Habitat



Field to Market... Collaboration

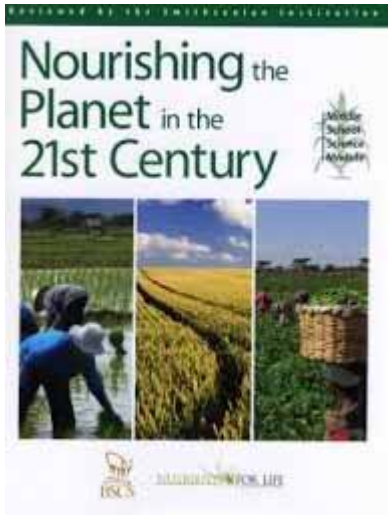


Our Industry Needs to Lead the Effort



Nutrients for Life Foundation

www.nutrientsforlife.org



Our Mission

Growth Begins with Education

Helping Communities **Grow**

Encourage your students to help inform their community about crop nutrients and other related agricultural issues with the *Helping Communities Grow* outreach program!



We Are the World's Lifeline



Thank You

