



NUTRIENTS FOR LIFE

FALL
2010

2010

FFA

highlights

{SOCIAL}

media

FALL·WINTER
GARDENING



{ from the board }



Ingredients in Our Soil

The CF Industries' team knows the importance of fertilizer. Fertilizer production is an integral part of the agricultural industry and is truly one of life's main ingredients.

Whether a young farmer is looking to provide healthy nutrients to his soil in hopes of a strong corn crop, or a family uses some fertilizer in their garden to grow healthy and nutritious tomatoes and beans, fertilizer plays a huge role in the crops' success. The Nutrients for Life Foundation launched an informational and educational campaign, *Fertilizer Is Life's Main Ingredient*, two years ago to convey

this simple message, as it lies at the core of what we believe.

Fertilizer – N, P, K and the micronutrients – are present to some extent in most North American soil. However, these levels are rarely adequate on their own. That is why fertilizer is such an essential ingredient. It provides life and nutrition to the plant, which in turn gives people and animals the food we so desperately need. As much as 60 percent of our food is produced as a direct result of fertilizer. Make no mistake, fertilizer is every bit as important as sunlight and rain in producing a healthy and abundant crop.

World population has nearly doubled in 40 years from 1968 (3.55 billion) to 2008 (6.8 billion). It is now estimated that the population of the world will be a little over 8 billion by 2025. That means we are adding about 100,000,000 people a year, or about 274,000 each day. Because our supply of arable land is limited, we are faced with an increasing challenge in food production. Of the three necessities – sun, rain and nutrients – we can control only the plant nutrients. Fertilizer is the first place farmers turn to increase not only the health of their crops, but the yield as well.

While many in the fertilizer industry feel a great sense of pride for their role in providing adequate food for the world population, the general public remains relatively in the dark about fertilizer's role in their lives. This is only compounded by the fact that in this country we are becoming increasingly urbanized, making us more susceptible to the illusion that food comes from grocery stores. To overcome this lack of understanding we have showcased the *Life's Main Ingredient* message in nationwide radio and television articles, in various social media venues and, of course, through *Fertilizer Is Life's Main Ingredient* campaign materials, including radio spots, posters, recipe cards and other handouts.

In addition, we recognize that educating our youth on the importance of fertilizer must also be a primary goal of the Foundation. To that end, since its inception in 2004, the Nutrients for Life Foundation has developed a series of educational initiatives including plant and soil science curricula (*Nourishing the Planet in the 21st Century*) currently in the hands of more than 5,000 middle and high school teachers across the United States. Due to its success and continued requests from elementary teachers, we are developing a similar elementary curriculum to be released later this year. Our nation's teachers are yearning for a science-based curriculum to use in their classrooms, and we are fortunate to be in a position to provide them with materials.

Nutrients for Life uses the collective expertise and resources from a broad group of supporters, both individual and corporate, to educate people about fertilizer's critical role in our lives. I am proud to be at the helm of CF Industries producing fertilizer to feed our growing population. I am even prouder to say that Fertilizer is Life's Main Ingredient.

Sincerely yours,

Steve Wilson, CF Industries, Inc.

NUTRIENTS FOR LIFE FOUNDATION

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FALL
2010

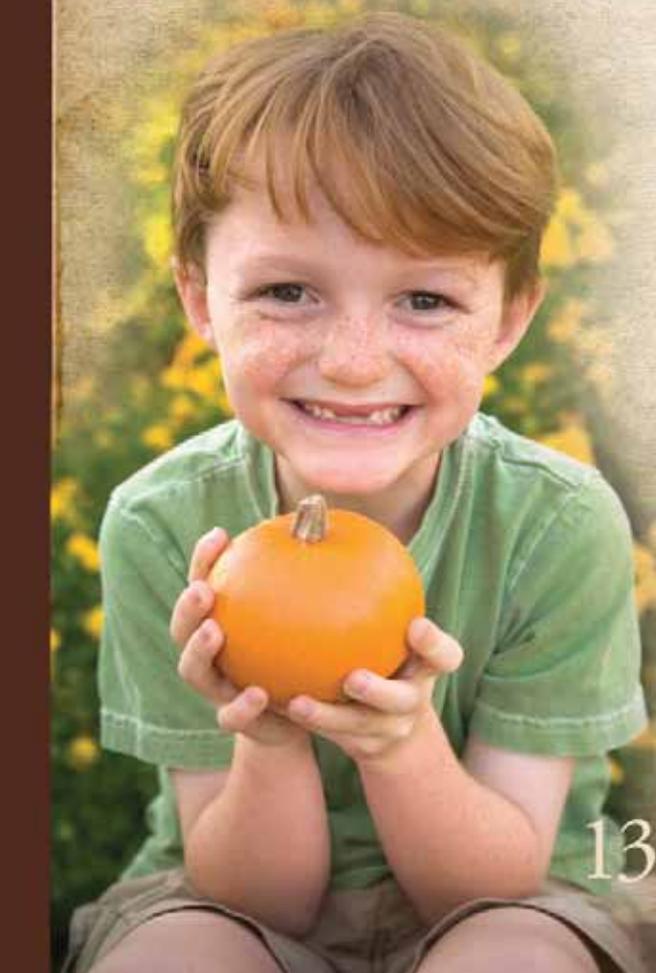


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{ from the editor }

Partnering with FFA Brings Life Lessons

Earlier this year, we announced the *Helping Communities Grow* FFA chapter recognition program available in Florida and Idaho as pilot tests. I have found working with educators to be innovative and sometimes surprising, but always fun. Building partnerships is a key component for success in many areas of life. Building a relationship with FFA was a natural choice for us, as much of what FFA students work on is directly related to Nutrients for Life's activities. We announced our partnership in February and were excited at all the possibilities!

The *Helping Communities Grow* chapter recognition program encouraged FFA students to help the public become better informed about plant nutrients, fertilizers and related agricultural issues through educational, community building and hands-on activities. During the project, students gained skills in leadership, public speaking, team building and community awareness while increasing knowledge of soil science and agricultural issues (see article on page 18). People from different companies, organizations and disciplines worked with one another to provide a solid educational experience and reward the best and brightest of our youth. In Florida, Bronson High School FFA walked away with first place honors and bragging rights, as well as a \$6,000 check to assist them in their restoration efforts in turning fallow ground into an outside classroom. Missing from their land to make it productive was nutrient content, which will be added with their winning funds. Idaho's winning chapter

was Hansen FFA, which established objectives centered around the theme "Nourishing the World" and involved younger students, community households, Hansen City Council and Land View Fertilizer Company. Chapter members also developed roadside signs with the slogan: "What's for Dinner? Fertilizer is at the Root of it!" We at Nutrients for Life are certainly proud of the students for their efforts.

The creativity demonstrated by our youth was exceptional. The outstanding projects submitted reminded us once again that working as a team brings countless ideas and renewed enthusiasm. We are hopeful to expand our FFA relationship outside the state boundaries of Florida and Idaho. Think about how the FFA *Helping Communities Grow* chapter recognition program could impact your state. In each community, students turn into community educators. The number of people reached about the nutrient value of fertilizers increases ten-fold. In turn, the top programs presented receive the vital funding they so desperately need. And, throughout the entire process, people – teachers, educators and the general public – develop a greater understanding of what fertilizer means in their everyday life; food, health, open space and so much more.

Harriet E. Wegmeyer

Harriet Wegmeyer
Executive Director, Nutrients for Life Foundation



{ teachers }

2010 Teacher Workshops

Left: Nutrients for Life staff at Ag in the Classroom. Below left: Joan Kyle discusses the high school curriculum with teachers at the Ag in the Classroom Conference.



Above: Cindy Davidson playing "plant doctor" at the Florida Ag in the Classroom Conference. Left: Florida teacher Nancy Bridge leading a workshop at NSTA.

Right: Joan Kyle discusses the high school curriculum with teachers at the Ag in the Classroom Conference.



While at the **National Science Teachers Association National Conference** March 17-20 in Philadelphia, Olympia High School Science Teacher Nancy Bridge (Orlando, Fla.) hosted a workshop on behalf of Nutrients for Life. In the inquiry based workshop, teachers explored properties of soil, soil plant interactions, plant mineral nutrition and fertilizer usage. All participants received copies of Nutrients for Life curricula for middle and high school.

Teachers and volunteers with the **National Ag in the Classroom** program traveled to Baltimore in June for its national conference. Many teachers in attendance took a curriculum and poster home with them and welcomed the opportunity for dialogue regarding fertilizer.

{ consumers }

Stressed Out Lawn from Soaring Temps?

The year's hottest of hot weather conditions have left many lawns exhausted and stressed out. Summers like this one can be especially rough when daytime temperatures are in the upper 90s and nighttime temperatures hardly get below the mid-70s. Unreasonably hot weather, as seen this past summer, results in heat stress for your plants. This causes grass to become weak, and weak grass is much more open to an infestation of disease.

Here's what you can do to de-stress your lawn and gardens:

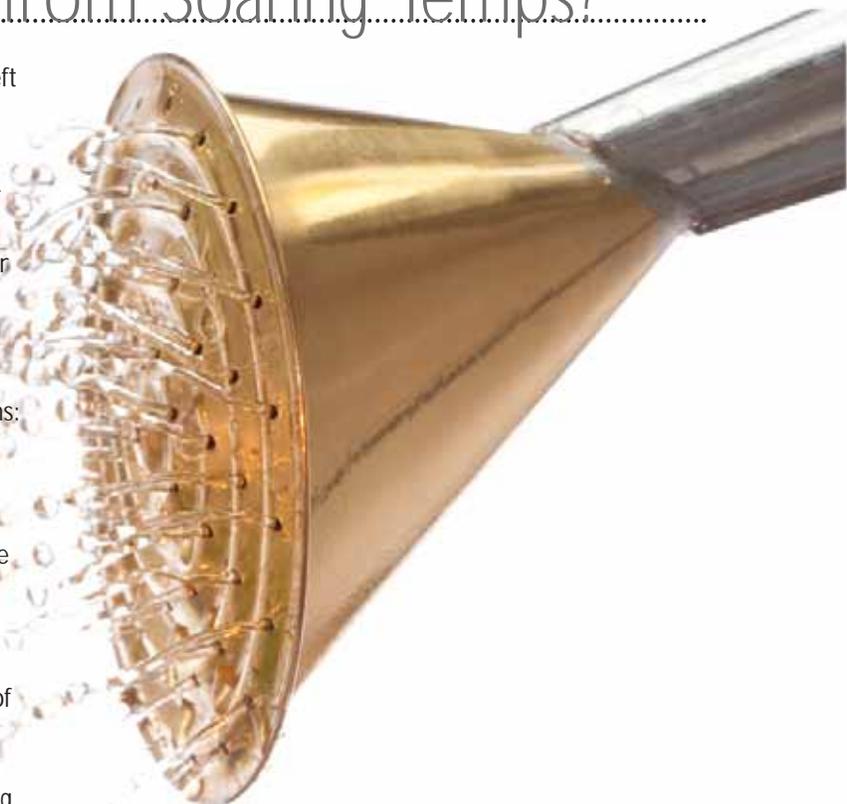
- Cut cool season lawns to 4 inches. Shorter lawns have proven to survive extreme heat much better than lawns cut at 1 or 2 inches.
- Use the 1-inch of water per week guideline and continue to irrigate deeply.
- Irrigate early in the morning. This will reduce leaf wetness, ultimately reducing disease.
- Plants are the most susceptible to disease during times of high stress, so apply fungicides when needed, and think ahead for grub problems.
- Stay away from chemical weed control treatments during these high stress times for your plants. Growth rate is so

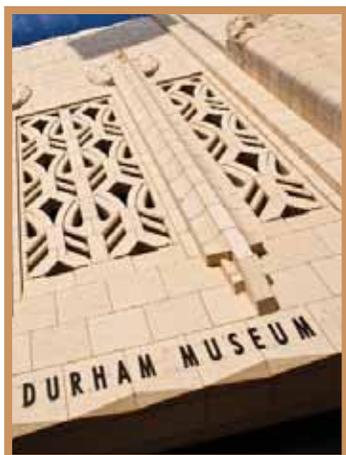
great during the summer that application of treatment will not do much for the weed problem, but may likely damage the cool-season grass.

- Aerate your soil. This is important no matter the time of year.
- Your lawn is stressed out. Conduct a soil test every three years to determine which nutrients your lawn needs in order to be healthy. Fall is the perfect time for your lawn to take in nitrogen.

Follow these guidelines for de-stressing your lawns and gardens and look forward to the cooler temperatures!

Dr. Mike Goatley, Jr., Professor and Extension Turfgrass Specialist, Virginia Tech.





Dig It! Opens in Omaha's Durham Museum

The Durham Museum is an affiliate of the Smithsonian Institution and has strong ties with the Library of Congress, National Archives and the Field Museum.

The museum will host the 4,000 square foot interactive **Dig It!** exhibit. Visitors will journey into

varied, soils change over time, soils link the earth's land, air, and water and soils are resources—renewable but subject to misuse and overuse.

Dig It! engages visitors on the impact of soil in many ways. Through the "At Home in the



From July 2008 to January 2010, Nutrients for Life was the lead sponsor of **Dig It!** **The Secrets of Soil** exhibit at the Smithsonian Museum of Natural History in Washington, D.C. In January of this year, the exhibit closed its doors in order to prepare for a journey across the country.

The exhibit begins its tour at the Durham Museum in Omaha, Neb., Oct. 2 and will continue through Dec. 26, 2010.

the skin of the earth and explore the amazing world of soil through video presentations, interactive computer stations, and built-to-scale models among others.

"This is the most ambitious exhibition ever dedicated to soil, a resource as important to life on Earth as water and air," said Patrick Megonigal, **Dig It!** lead curator.

The exhibit focuses on five major themes: soils are living, soils are

World of Soils" gallery to "The Big Picture" gallery, those who see this exhibit will understand the impact of soil on a global scale all while learning about its impact in their own front yard.

Visitors can get the dirt on soil in Omaha, Neb., from October through the end of the year.

For more information, visit www.durhammuseum.org.

{ industry }

Nutrients for Life **Rolls** with Its Message

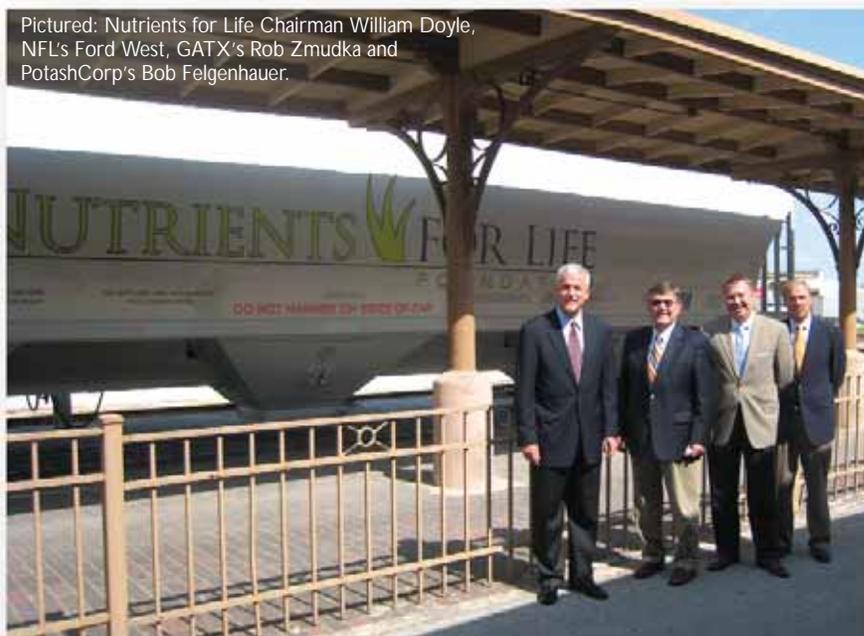
Nutrients for Life Foundation and GATX Corporation unveiled a specially-designed railcar July 25 during a reception held in conjunction with the Southwestern Fertilizer Conference in San Antonio, Texas. The railcar, emblazoned with the Nutrients for Life logo, will travel across the country delivering potash and creating awareness about the Foundation and fertilizer. The railcar was made possible through the generous support of GATX, a railcar leasing company and PotashCorp, both major Nutrients for Life Foundation supporters.

“The rail transportation system is critical in timely delivery of nutrients to feed our crops,” said Nutrients for Life Foundation Executive Director Harriet Wegmeyer. “We are excited to have a railcar in place doing double-duty – delivering potash fertilizer and raising awareness about Nutrients for Life, and are very grateful to GATX and PotashCorp for their efforts to make this happen.”

“GATX has supported the Nutrients for Life Foundation since its inception and we are delighted to provide this one-of-a-kind railcar that was painted in our service center in Hearne, Texas. GATX has a rich history of providing rail equipment to the fertilizer industry, and we are proud to show our continued support through the joint development of the Foundation’s very own railcar,” said GATX Vice President and Executive Director Rob Zmudka.

Nutrients for Life is promoting the railcar through its social media venues and will

Pictured: Nutrients for Life Chairman William Doyle, NFL’s Ford West, GATX’s Rob Zmudka and PotashCorp’s Bob Felgenhauer.



For more information about Nutrients for Life Foundation, visit www.nutrientsforlife.org, call (800) 962-9065 or visit Nutrients for Life on Facebook and Twitter (@Nutrients4Life).

post “sightings” on Facebook and Twitter. Those who see the Nutrients for Life railcar are encouraged to participate by simply snapping a photo of the railcar and sending it in to Nutrients for Life. Participants will receive a prize for spotting the railcar.

In addition, the model scale railcar is also

making its way around the tracks of the Great Train Story exhibit in the Chicago Science and Industry Museum. The Great Train Story is a permanent exhibit, which opened in 2002 and is sponsored by the BNSF Railroad and GATX, and will tell the story of rail transportation for generations to come.



Nutrients for Life Foundation Grows Worldwide

It has been a busy year for Nutrients for Life worldwide. Now with three growing chapters (United States, Canada, and Colombia), Nutrients for Life is beginning to educate not just the United States, but the entire world, on the need to feed a growing population. With the launch of Nutrients for Life Colombia in fall 2009, fertilizer education has now reached audiences across the world. Americans, Canadians, and now Colombians have programs in place that provide particular expertise to consumers, youth and farmers.

By 2025, the world's population will have reached eight billion people! That's too many people to feed without fertilizer. As the world population increases so quickly, it becomes more and more important to educate people on the importance of fertilizer and the role nutrients play in the production of nutritious, abundant food and the preservation of our world's healthy green spaces.

No matter your location in this world, fertilizer is key to maintaining a plentiful food supply, and Nutrients for Life has proven that true. Through appropriate educational activities for each location, the Nutrients for Life teams have made huge strides in informing people in many different locations about feeding our world's growing population.

The three chapters share many resources: a name, a mission and an overall passion for educating the world on feeding a growing population, but each chapter caters to a different set of people with different needs. Plant and soil science education is best communicated to students in the United States and Canada, while in Colombia the most effective education begins right at the source of the country's food supply: farmers.

The Nutrients for Life Colombia team gives numerous presentations to farmers across the country. Their mission is to inform and train about fertilizer, its benefits and its importance to

growing food in Colombia. By speaking directly to the farmers, NFL Colombia can directly train the farmers in best management practices for increased production.

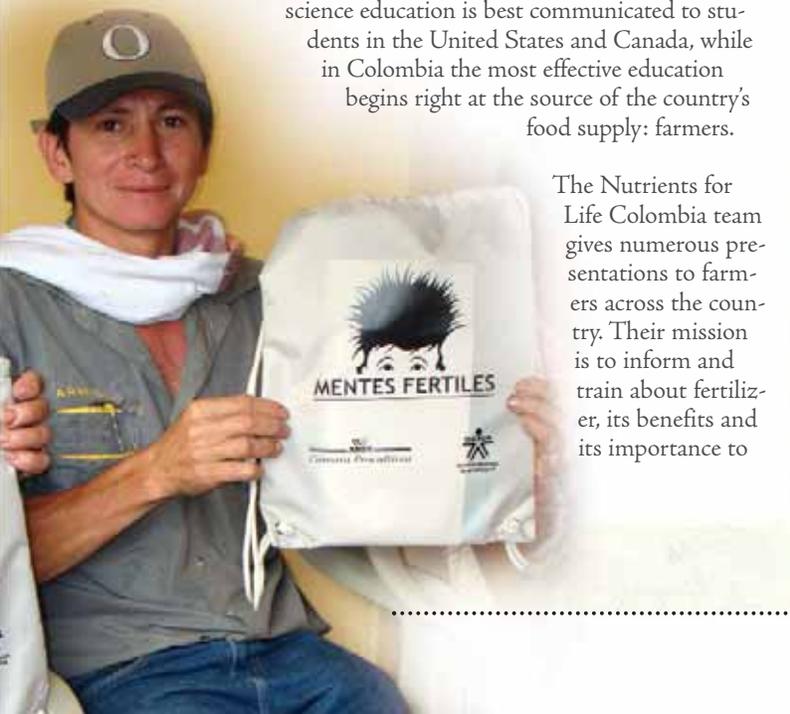


Mentes Fértiles seeks to promote good practices of fertilization, while enriching the debate with evidence-based dialogue and promoting healthy discussion of the role nutrition plays in ensuring a profitable and sustainable agriculture. The program launched in Cundinamarca and Boyacá, and will continue on to other areas of the country. Nutrients for Life expects Mentes Fértiles to grow exponentially during the remainder of 2010, as the team has already presented to more than 4,500 people.

Presentations begin and end with an assessment of the attendees' knowledge. The goal is to provide overview lessons during the presentations and then give the attendees takeaways to aid in their continued learning. Nutrients for Life believes that the hands-on approach is vital to fully learning these concepts. Farmers will walk away from the presentation with an entirely new set of tools to implement immediately, and to share with others in the farming industry.

"It has been a very successful activity," said Maria Helena Latorre, executive director of the Procultivos House of ANDI. "Farmers left with a clear, basic training on crop nutrition. Mentes Fértiles is a valuable and positive program that encourages a better understanding of the importance of the use of fertilizers."

Initial development for the program included three banners, a brochure, a myths handout, and a set of postcards, all hand delivered to attendees by Nutrients for Life Colombia team members in their matching khaki and white Mentes Fértiles uniforms.



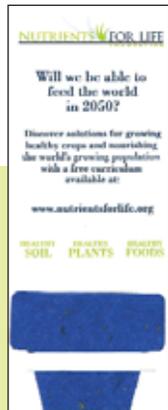


1 Fertilizer Is Life's Main Ingredient Posters
A series of four educational campaign posters.

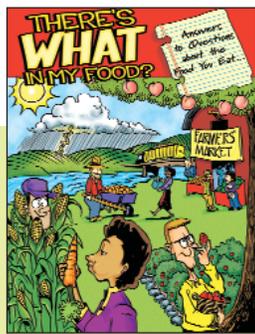


2 Fertilizer Is Life's Main Ingredient Bumper Sticker
Showcases the Foundation's message of Fertilizer, Life's Main Ingredient.

Materials Available



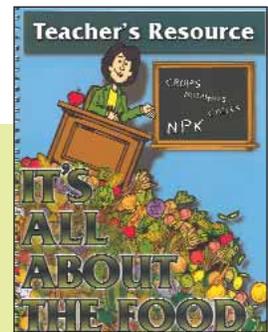
3 Seed Bookmarks
Deliver these cute and creative seed bookmarks to the classroom. The bookmark coordinates with the *Nourishing the Planet in the 21st Century* curriculum. Students can remove the "plant container," plant it in the soil and watch the flowers grow.



4 There's What in My Food?
A fun and valuable resource for teenagers and adults, *There's What in My Food?* offers insight to improve understanding about modern production agriculture and why it is so important in assuring plentiful, affordable and safe food supplies.



5 Fun With the Plant Nutrient Team
The perfect piece to help children (grades 3-5) understand the basics of crop nutrition.



6 It's All About the Food
A resource for middle school teachers that focuses on problem solving and critical thinking in relation to food. *It's All About the Food* is divided into three sections to teach students about food production, plant nutrients and fertilizer.



For more information on items featured here, please contact the Nutrients for Life Foundation, at info@nutrientsforlife.org.

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Recipe Cards

A series of four recipe cards. Recipes include pumpkin soup, chocolate chip cookies, baked spaghetti cakes and vegetable soup.



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Take A Closer Look Series

Fertilizer for Better Bread: Find out how the protein content in wheat correlates to the nitrogen fertilizer applied to the field.

Nutrition and Your Diet: Learn how fertilizer nutrients ensure the food eaten meets micronutrient requirements.

Fertilizer in Your Salt Shaker: Whatever the intended use, as a food supplement or a fertilizer nutrient, the potassium chloride consumed is exactly the same.

Nutrients in the Soil: Take a look at the role fertile soils play in producing high quality food.



11

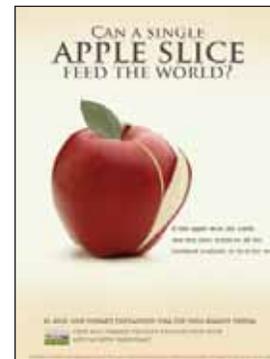
Fertile Minds Kit

Videos, CDs, postcards and brochures all packaged for easy handling. If you're in the fertilizer industry or you want to find out more about fertilizer, this is a one-stop resource for those of all ages.



Apple Poster

Can a single apple slice feed the world? This is a great resource poster for teachers to use as they address the challenges of feeding a growing population.

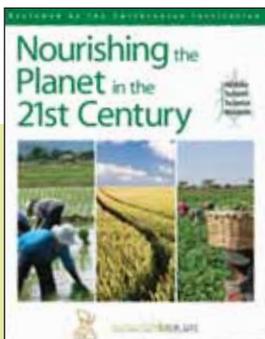


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7

Nourishing the Planet in the 21st Century Curriculum

Nourishing the Planet in the 21st Century is a science-based curriculum supplement for middle and high school students. The supplement offers six lesson plans designed to teach students about feeding the growing world.



8

5 Key Message Cards

The wallet-sized 5 Key Message Card concisely states five of the top truths about fertilizers.



9

Ruler

Six-inch ruler that publicizes the *Nourishing the Planet in the 21st Century* curriculum.



{ students }

Team NPK

Five-time Super Bowl player and PotashCorp's Manager of Community Relations, DD Lewis, teaches elementary-age students in the third through sixth grades about crop nutrients through an interactive presentation, *Coaching Kids on Crop Nutrients*.

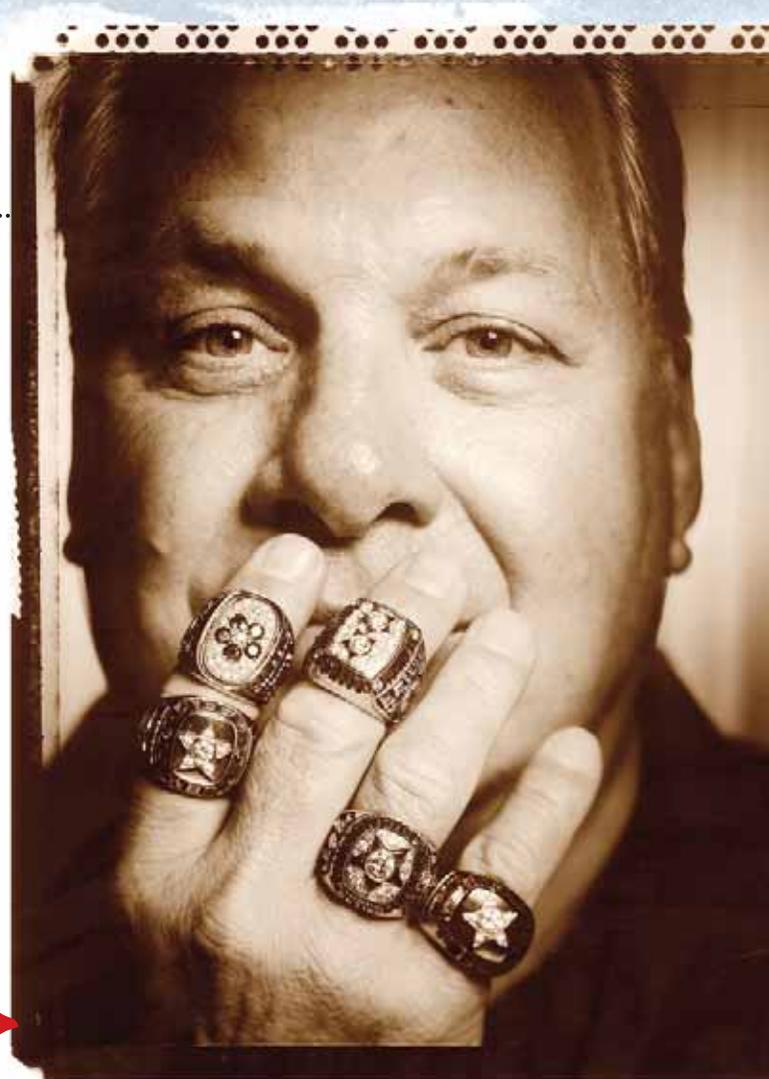
Since the launch of *Coaching Kids on Crop Nutrients* in 2008, Lewis has spoken to more than 6,000 kids at 42 different presentations. His passion for educating future generations on the importance of crop nutrients has resulted in an engaging presentation worthy of keeping elementary-age students' attention.

Each presentation commences with Lewis in full football coaching attire: clipboard, whistle, and Team NPK polo shirt. The fictional "Team NPK" was created to aid in the interactive educational experience of the program and coincides with the program's focus on crop nutrients.

Teachers interested in bringing DD Lewis to their classrooms can contact PotashCorp's Diane Kooistra at (847) 849-4219 or e-mail diane.kooistra@potashcorp.com.

This 45-minute lesson includes football analogies, a comic book-style lesson guide, four Coach Mini animations (an animated caricature of Lewis), and an interactive quiz that puts the students up against ten adults in a scenario modeled after a popular TV game show.

Lewis wanted to make the program fun and interactive so kids would be able to understand the importance of NPK and spread the message on their own once the lesson is over.



"These kids never cease to amaze me," says Lewis. "They are so insightful. Sometimes they ask questions that make me step back and think twice about an issue."

Lewis also gives motivational presentations to high school students. His efforts are greatly supported through the strong network at PotashCorp. In fact, customers and employees often suggest bringing Lewis into their children's classrooms.

Lewis says he looks forward to continuing the presentations in the new school year.



COOL WEATHER GARDENING

Lawns and gardens across the country experience the four seasons in a variety of ways. Residents of Oklahoma will likely blink and winter will have come and gone, while those living in northern states, such as Michigan, have a much different experience. Regardless of location, lawn and garden care does change during the fall and winter months.





Each of us who till the soil is responsible for leaving it in as good condition or hopefully better condition than when we found it. So, what does that mean? How can you rest assured that you are treating the soil right and have left it with the right amount of essential nutrients needed to produce healthy food? The following steps will not only help your lawn and garden look its best during the fall and winter, but also preserve and amend healthy soil.

- Once every few years, a **soil test should be performed** to learn what nutrients might be lacking. Commercial fertilizers, composted manure, granite dust, bone meal, and agricultural lime are common recommendations for repairing the soil's missing nutrients, including nitrogen, phosphorus and potassium.
- In your garden, the soil should be shielded from severe cold and summer heat with **cover crops or mulches**, such as leaves or straw. Enrich the soil by planting nitrogen-fixing legumes such as alfalfa, sweet clover or vetch on plots that lay fallow. Six weeks before you plan to plant seeds for a fall crop, mow the legumes and turn them under. Sudden hard rainstorms could wash away much of the fertility from the garden without this protective cover.
- **Turn under** last season's crop residue leaving some of the stalks above ground to deter loss of soil by wind and water erosion. The term "turning under" means to move the soil on

top under the bottom soil. This will help maintain and repair the nutrients after a full growing season.

- Before winter arrives, **clear your lawn of thatch** (rocks, leaves, etc). Choosing not to clear the thatch in your yard can result in a nice home for mice and disease. This substance can also keep water and air from getting into the soil.
- **Aerate your lawn** before winter hits. Along with clearing the thatch, aerating will help the soil to absorb water and air. You can rent a tool to aerate the lawn yourself, or hire a company to do it for you.
- **Mow your lawn one last time** before the cold weather comes. Leaving your grass too long in the winter invites moisture to stay around and can cause disease to set in. Before you know it, spring will arrive, the snow will melt away, and you might find that an unsightly lawn disease has become your new front-yard neighbor.
- Overseed, repair, or start lawns in early fall. When **repairing a lawn**, first rough up bare spots with a rake, then scratch in grass seed, cover it with mulch, and water well; don't let the soil surface dry out.
- **Apply fertilizer** mid-October to cool season lawns...your lawn will be much healthier come spring! For warm season lawns, fall is the ideal time to prepare for winter dormancy. To do this, raise the cutting heights, perform a soil test and make sure all nutrient levels are level before winter sets in.



ATTRACTING POLLINATORS TO THE BACKYARD

An assortment of pollinators-as-agents are necessary for the cross-fertilization of many of our most important crops. These crops include most all fruits, beans, cucumbers, melons, sunflowers and more. Plant or allow native weeds to grow around the edges of your garden. These will attract pollinator insects such as honeybees, other wild bees, butterflies and a multitude of small and large flies and yellow-jacket wasps.

Bees, butterflies and other nectar and pollen eaters will sip from almost any flower, however they do prefer plants of certain families. Their herbivore larvae will only eat native plants with which they co-evolved. Only a few caterpillars can feed on milkweed due to poisons in the sap. Monarch butterflies, who have developed ways of rendering these poisons harmless to them, taste terrible to insect-eating birds. The bright orange markings of the Monarch are a signal to enemies of their bad taste. Once a bird tastes and spits out its first Monarch it avoids all other orange butterflies from then on.



- **Watch as closely as possible for weeds** during the winter. If you happen to see a weed popping up, pull it out. Forgetting completely about your weeds during the winter will cause them to spread, and they'll surely be around when spring finally arrives.

- **Spring-blooming bulbs**, including daffodils and tulips, show up in nurseries around Labor Day. Shop right away to get a good selection of healthy bulbs. For strongest growth and earliest flowers, plant immediately.

- **Plant perennials**, shrubs, and trees in early fall. Fall rains should soon provide water for you, and plants will have all winter to build strong root systems to sustain next year's bloom.

Caring for your lawn and garden during the winter months might not take as much effort as the summer, spring and fall, but it is equally as important. Put your winter routine in place now and keep your lawn and garden beautiful and healthy for its return next spring. 🌱

Betty Culpepper holds a degree in sociology from the University of Oklahoma and currently resides in Norman, Okla. She is a master gardener and has enjoyed writing gardening articles once a month for *The Norman Transcript* for the past 23 years.

Put your winter routine
in place now and keep
your lawn and garden
beautiful and healthy for
its return next spring.





S O C I A L

NEW MEDIA

Within the last couple of years, social media has redefined the way people communicate. In April, Nutrients for Life joined the millions of organizations across the world already involved in new media and launched a social media campaign. Social media has quickly become one of the most important resources in communicating with audiences, no matter their demographics, and gives Nutrients for Life a platform for listening to what those audiences need and want.

Facebook is just one of the many mechanisms in the vast and ever-growing social media world right now, but has introduced a completely new realm of communication possibilities to the Nutrients for Life Foundation. With no cost at all, and in just a few short months, Nutrients for Life has seen a heightened amount of interaction among educators and industry-folk alike. Social media has allowed Nutrients for Life to initiate discussion about the importance of fertilizer, while creating an informal space to share dialogue about the impact of plant and soil science education.

Spokesperson Dee McKenna began writing the Nutrients for Life blog in April, around the same time as the Facebook launch, and quickly gained a growing audience. The blog, focused primarily on gardening, proved to be a success very quickly and has given readers a place to become something more than just a reader; they can take what they learn from the blog and implement the techniques and discussions directly into their homes.

Along with the Facebook launch in April, Nutrients for Life joined Twitter and started sharing Twitter-sized snippets of information almost immediately.

Spokesperson DEE MCKENNA joined the NFL team as Nutrients for Life's resident Master Gardener, blogger, and interview aficionado. Dee's efforts have extended the reach of Nutrients for Life into the yards of people all over the country.

As a wife and mother of three, 8, 3 and 1, Dee brings a relatable quality to a variety of different audiences. All too often, people forget an important ingredient to their food supply: fertilizer. Dee has set out to combat this, and she is doing so from her own back yard. She said she wants her daughters to grow up knowing where their food comes from and to recognize that hard work will reap great benefits. Sharing this message with



Nutrients for Life continues to adapt to the changing social media world, and looks forward to spreading the word of fertilizer through social media. 🌱

others has become one of Dee's main inspirations as the Nutrients for Life spokesperson.

With a Bachelor of Science from Iowa State University and a Master of Science from Texas A&M, both in Agriculture Education, Dee brings an extremely knowledgeable background to Nutrients for Life. Dee grew up on a diversified crop and livestock farm in south central Iowa and is truly a farmer's daughter. Her childhood experiences on a farm developed a strong love and an even stronger appreciation for agriculture at an early age.

Since April, Dee has written more than 20 blogs, each with a unique view on gar-

dening. She also had the opportunity to participate in a satellite media tour, where she spoke with more than 25 TV and radio stations from all across the country.



Become a fan or follower and watch for information about continued radio media tours, blog updates, and other exciting announcements on the Nutrients for Life **Facebook** and **Twitter (@Nutrients4life)** pages.

"We recognize that we must take advantage of every possible opportunity to communicate the positive virtues of fertilizer," said Nutrients for Life Foundation Executive Director Harriet Wegmeyer. "The social media forums are an area of growing influence, and it was an obvious decision that NFL be engaged."



Helping Communities

GROW

Nutrients for Life Foundation Unveils New Program with State FFA Chapters

This past spring, Nutrients for Life Foundation unveiled the *Helping Communities Grow* chapter recognition program in conjunction with the Florida and Idaho FFA programs.

The *Helping Communities Grow* chapter recognition program encourages FFA students to help the public become better informed about plant nutrients, fertilizers and related agricultural issues through educational, community building and hands-on activities. During the project, students gained skills in leadership, public speaking, team building and community awareness while increasing knowledge of soil science and agricultural issues.

Students in each participating FFA chapter developed community programs based upon the Nutrients for Life Foundation curriculum, *Nourishing the Planet in the 21st Century*.

“FFA is a fantastic organization that is training our youth to be tomorrow’s leaders,” said Nutrients for Life Foundation Executive Director Harriet Wegmeyer. “FFA’s focus on agriculture and leadership made this program a natural fit, and we look forward to a strong and mutually-beneficial relationship.”



Florida

Those who submitted entries received \$300 mini-grants and the winners received \$6,000, \$3,000 and \$1,000, respectively. Results were announced at the Florida State FFA Convention in June. The Florida winners were: First Place- Bronson High School, Second Place- Roosevelt Academy, and Third Place- Eisenhower Middle School. Congratulations to each of these teams!

First Place winners Bronson HS FFA investigated the issues surrounding the use of commercial fertilizers in the sustainability of agriculture both locally and globally. Students conducted soil analysis on existing soils, incorporated compost and planted Bermuda grass. After planting the Bermuda grass, students fertilized the pasture again and conducted another soil analysis. For their winning project submittal, students produced a DVD news report covering the misconceptions of fertilizer.

Roosevelt Academy students wanted to grow crops using “best practices.” Students grew the crops and then sold them at the Lake Wales Care Center, while portions of the annuals, vegetable transplants and herbs were donated to local elementary schools for gardens. The project also included participants speaking to 1,100 elementary students about the proper use of fertilizer and growing their own vegetables.

Eisenhower participants developed a vertical hydroponic system to grow strawberry plants. Students found that this system allowed them flexibility to alter the nutrient levels as needed. The project allowed students to more fully understand the importance of agriculture land in their communities. Students found that providing plant nutrients allowed them to produce more plants in less space. Once the plants had developed, students were able to measure the change in nutrient levels and taste over time.

“Helping students grow in their personal development while learning agronomics makes this a win-win for all involved,” says Florida FFA Executive Director Ronnie Simmons. “In agriculture and FFA, we understand and appreciate the power of our industry partnerships. This program is a great example of the impact that our partnerships can have on our programs.”

Idaho

Those who submitted entries received \$300 mini-grants and the winners received \$7,000, \$3,000 and \$1,000, respectively. The Idaho winners were: First Place- Hansen Jr./Sr. High School, Second Place- Genesee High School, and Third Place- Malad High School. Kudos to each school!

Hansen students developed a multi-pronged program centered around the theme “Nourishing the World” and involved younger students, community households, Hansen City Council and Land View Fertilizer Company. Students also developed roadside signs with the slogan: “What’s for Dinner? Fertilizer is at the Root of it!” Genesee chapter members focused their project on educating younger students about the role of fertilizers with three primary goals: addressing organic and inorganic fertilizers; discussing fertilizer misuse; and developing workshops and demonstrations for Genesee Ag Day. Students involved in the Malad FFA program took their message about fertilizer to elementary students as part of its “Elementary Day.” FFA members developed lesson plans and materials about fertilizer’s role in growing enough food to feed the world’s increasing population.

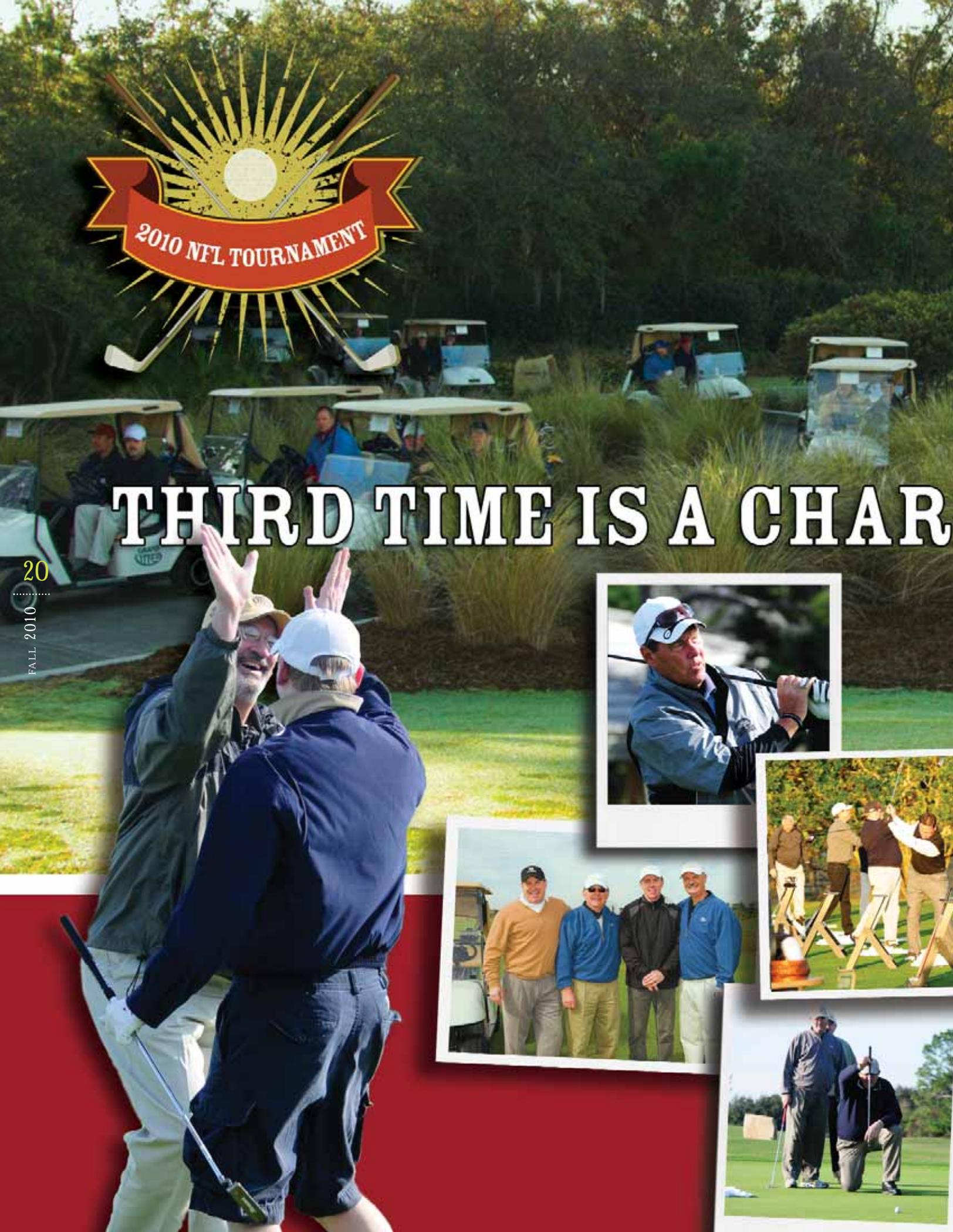
Nutrients for Life is expanding its *Helping Communities Grow* program in the future. Check with Nutrients for Life to find out if it’s available in your state. 🌱





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M FOR TERRA



Education Efforts Even Stronger After Raising \$77,584 in Annual Golf Tournament

Participants came prepared for tough competition this year as many set out not only to beat the incumbent Terra Industries, but to support the mission of the Nutrients for Life Foundation. Nutrients for Life is pleased to announce that the tournament raised nearly \$77,584 this year to be used for Foundation programming. The amount capped total funds raised at nearly \$444,838 over the past six tournaments.



Twenty teams competed this year at the stunning Grand Cypress Golf Club in Orlando on Feb. 8. Rated one of the "Top 50 Resort Courses in 2010" from *Golf World*, and nine-time winner of the "Gold Medal Award" from *Golf Magazine*, Grand Cypress set a perfect stage for NFL's annual tournament fundraiser.

After yet another extremely competitive tournament, Terra Industries' team comprised of Bob Cashdollar, Joe Giesler, Andy Hunter and Craig Utterson took the lead for the third time in six years, a never-before-accomplished feat.

Funds raised from this tournament will aid the Foundation as it further develops plant and soil science curriculum for middle school and high school students, as well as creates the first edition of elementary school plant and soil science curriculum. This new curriculum is scheduled for release in fall 2010. Other main projects on

the queue for the Foundation include a social media communications campaign and the expansion of its *Helping Communities Grow* FFA chapter recognition program.

The 2011 Nutrients for Life Foundation Golf Tournament will be held Feb. 7, 2011, at Troon North Golf Club in Scottsdale, Ariz. Troon was rated number one in *Golf Magazine's* "Top 100 Courses You Can Play" for 2009. Those interested in sponsoring a foursome or a hole may contact the Foundation office at (800) 962-9065. 🌱

Thanks again to all who participated. Nutrients for Life Foundation looks forward to seeing everyone on the links in 2011!



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