



Fertilizer Industry  
Round Table

# *What is sustainability?*

*...and what does it mean  
to our industry?*



*“...capable of  
maintaining productivity  
and usefulness  
indefinitely...”*



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# Sustainability is not a bad word!



***“We’ve got to start thinking positively, and follow the lead of companies that accept sustainability as a business opportunity rather than something they have to do”***

—Dr. Mike Boehlje, Prof Economics, Purdue University



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***Would consumers  
pay a premium for  
a CFL?***



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# Business for Social Responsibility

*—250 industry members*

*—Mission: Develop  
sustainable business  
strategies and solutions*

*—Offices in Asia, Europe  
and North America*

BSR CONFERENCE  
NOVEMBER 2-5, 2010  
NEW YORK

innovate.  
integrate.  
**inspire.**



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Some examples we know:

- reduced or no-till*
- crop rotation for pest control*
- fertilizer selection with Chinese SCU production starting in 2007; over 200,000 tons in 2009*
- USDA involvement: Sustainable Agriculture Research and Education*

