



Jacob B. Hansen

Director General, Fertilizer Europe

Infinite Fertilizers: An Approach to Fertilizer Communication

our **Challenges**
our **Image**
our **Future**

A GROWING RESPONSIBILITY





Infinite Fertilizers – An Approach to Fertilizer Communication

Jacob Hansen

Director General, Fertilizer Europe

Fertilizer Industry Round Table (FIRT)

20 November 2014, Savannah



**Partnership
for growth**
Sustainable agriculture in Europe

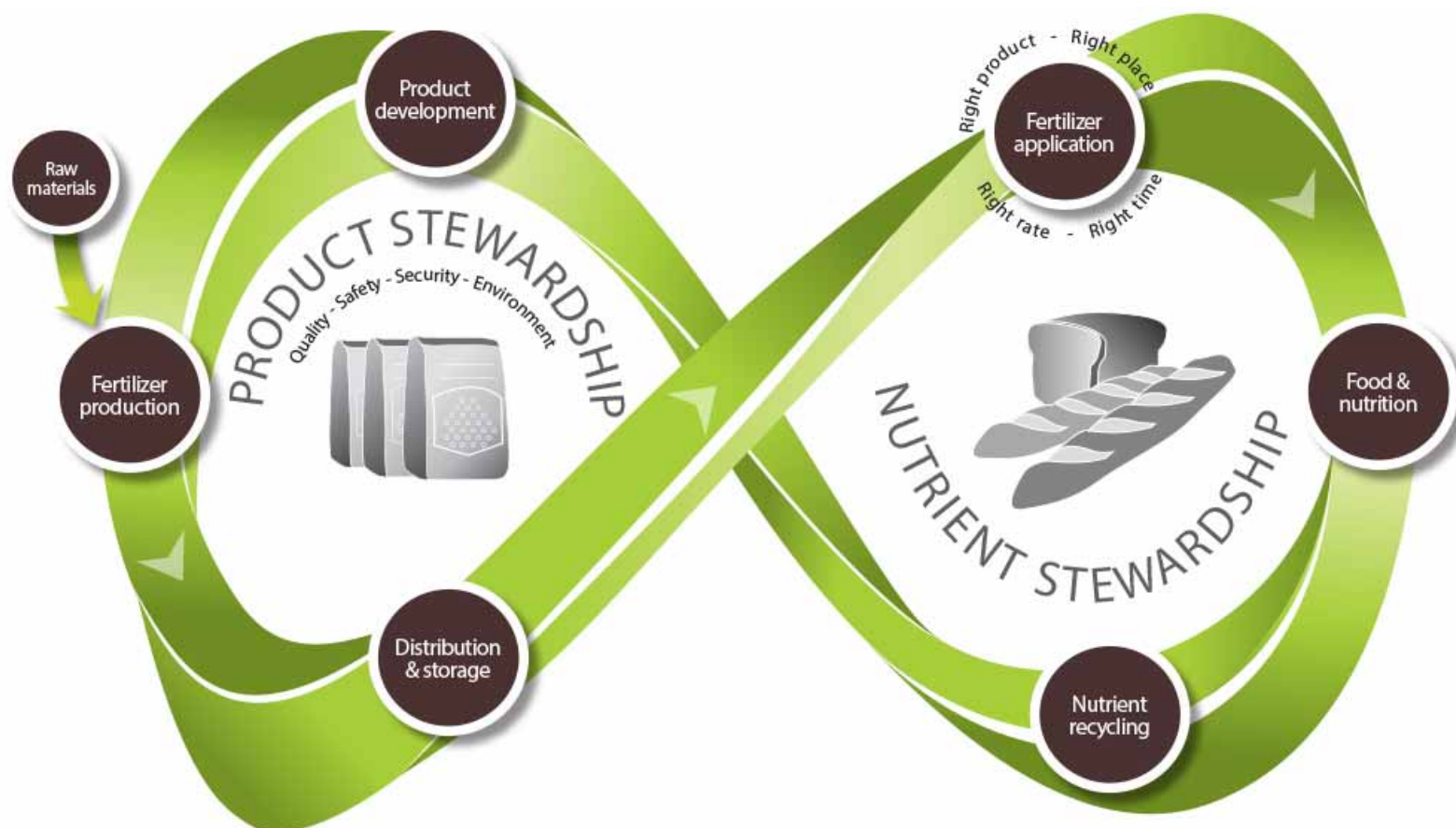
A beautiful, but often perceived as a slightly rundown industry



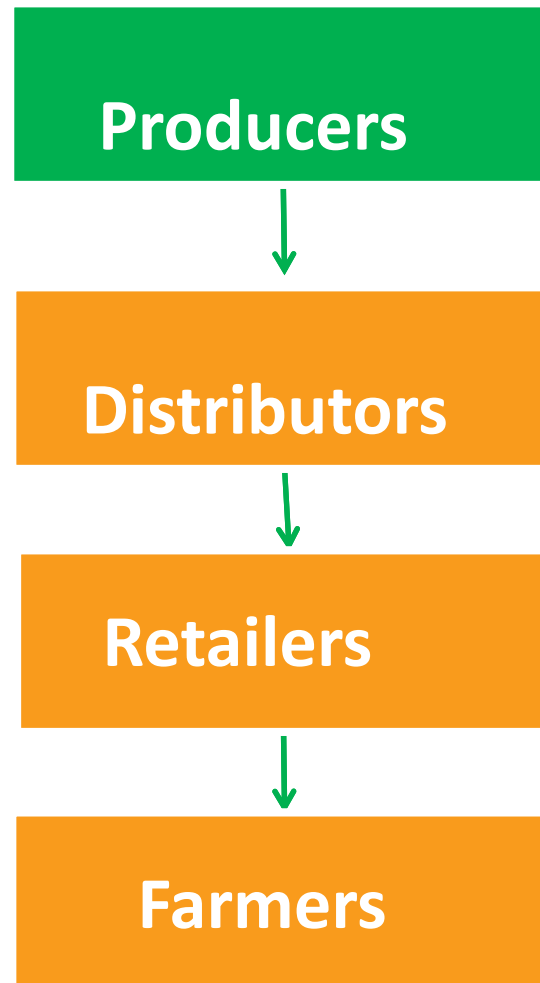
Photo: sailorswhipping.com



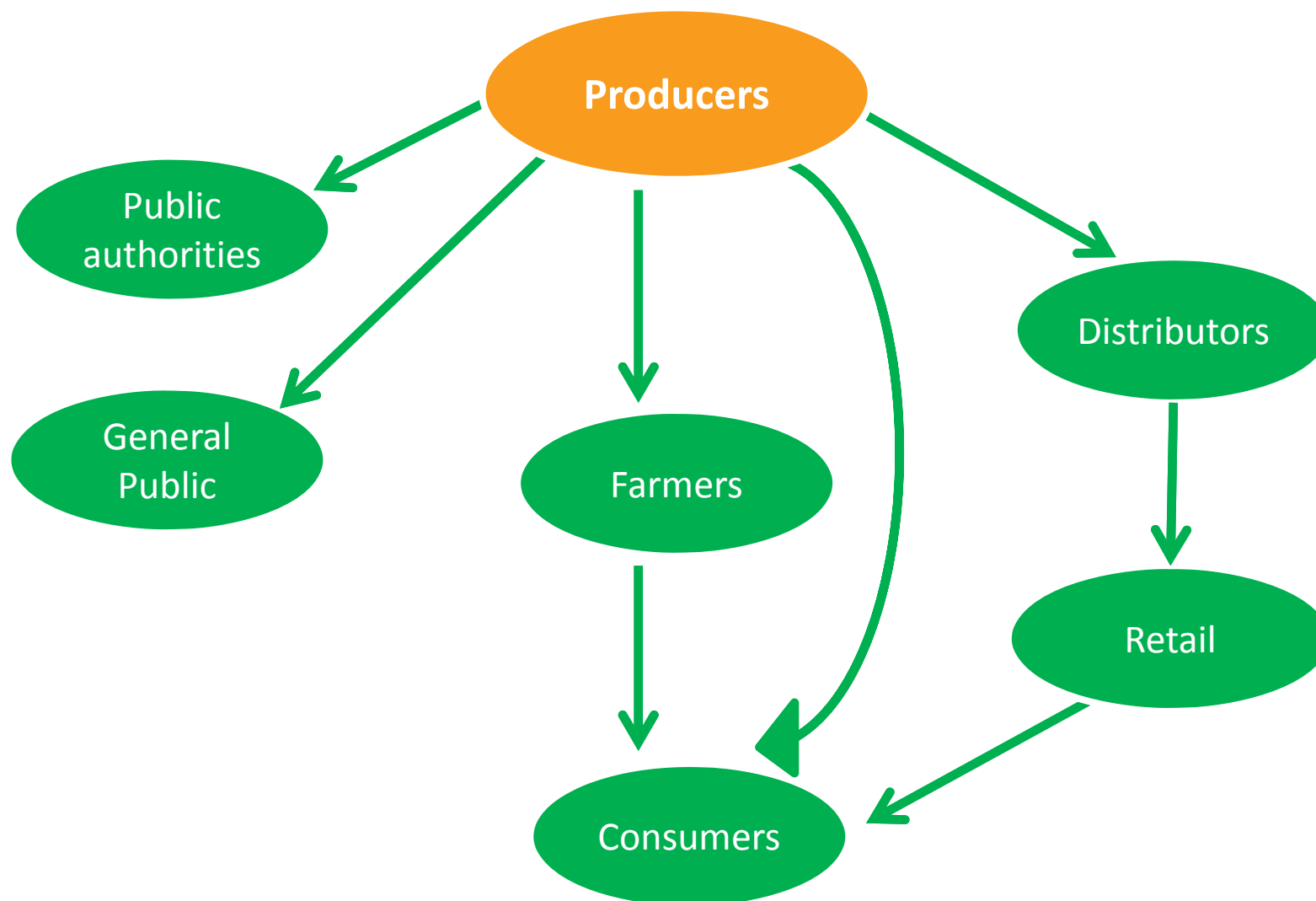
“Infinite Fertilizers” – part of the solution



Traditional industry communication



Modern Industry Communication



A small green leaf icon.

Technical publications

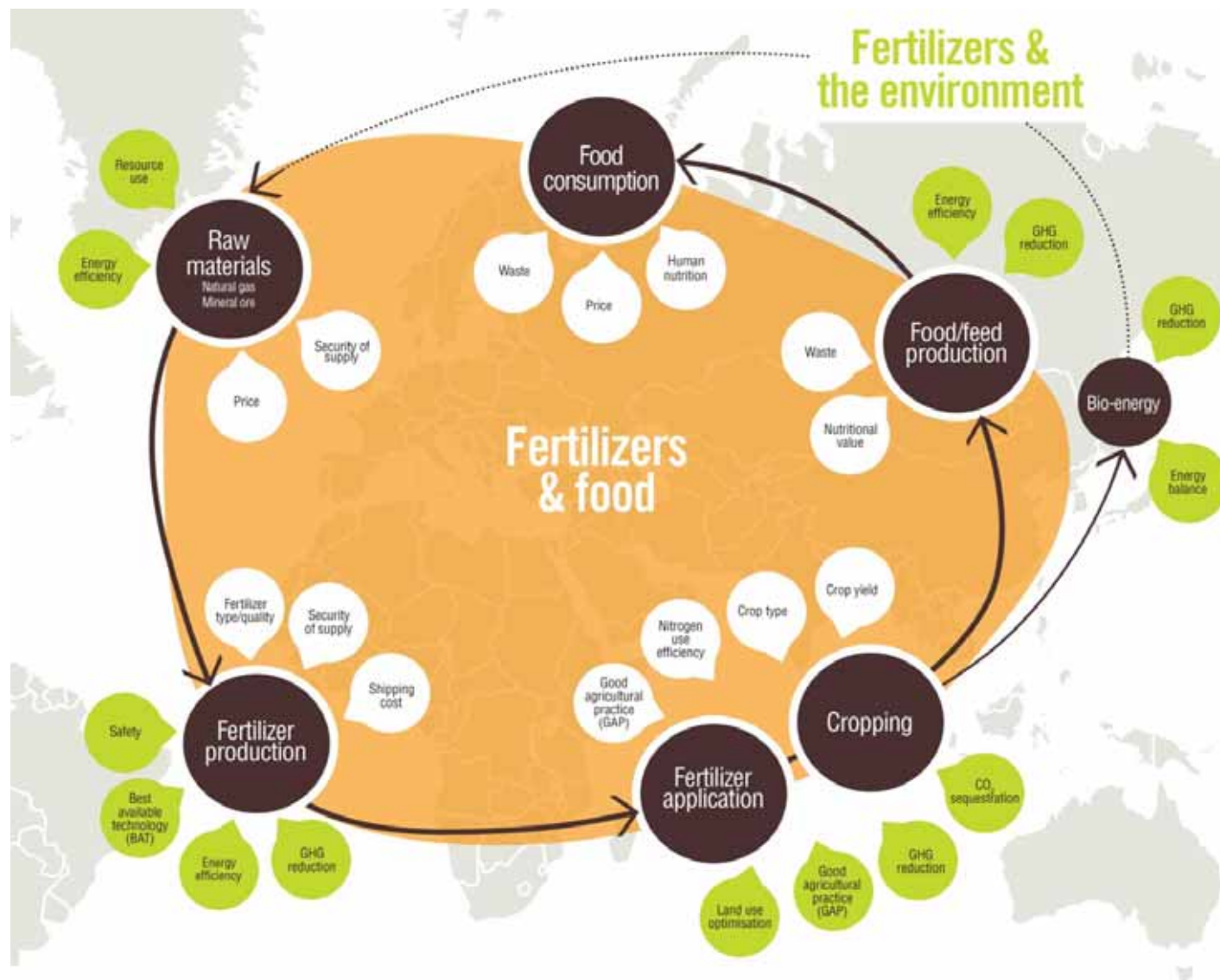




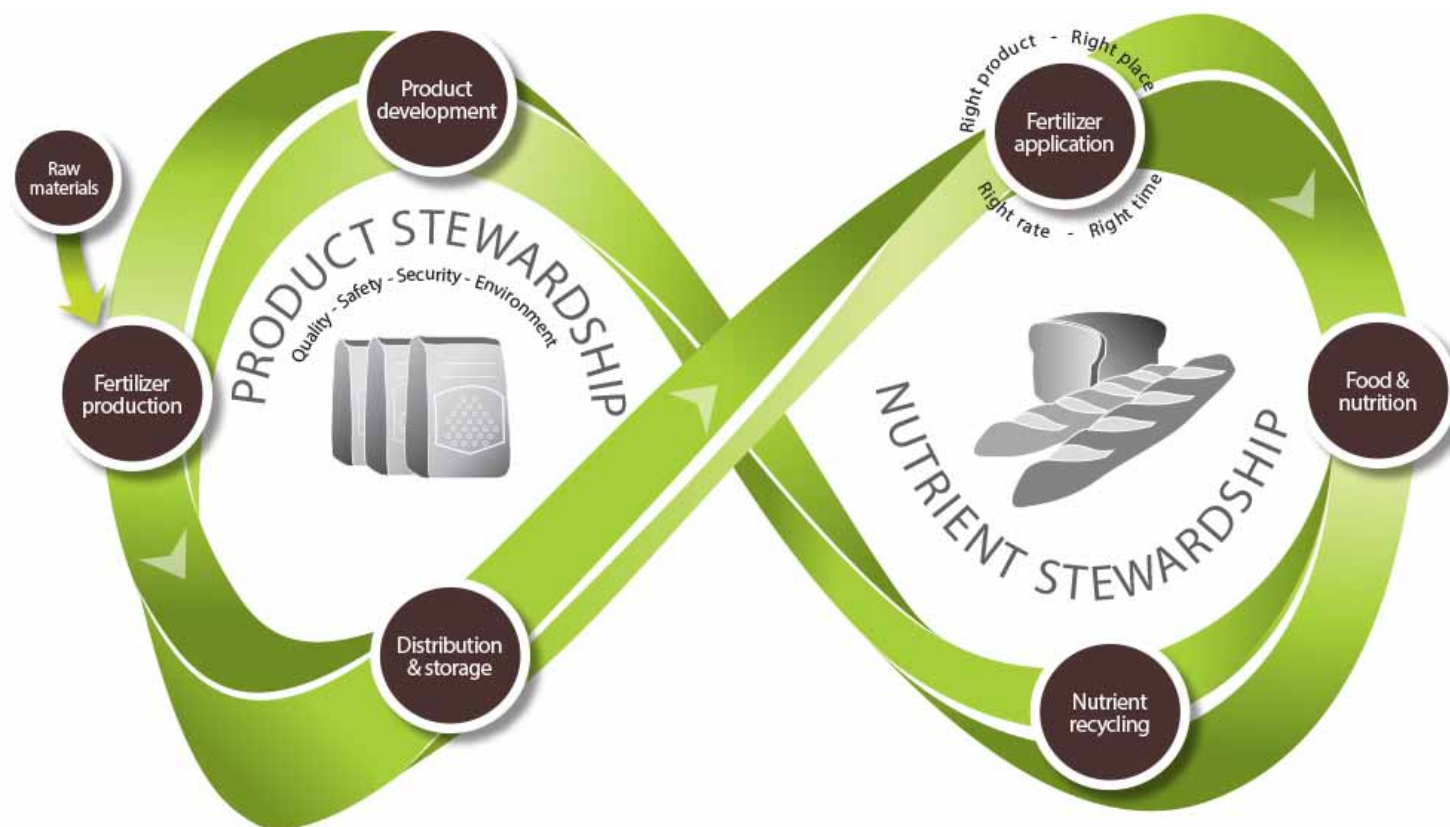
Agricultural publications



Closing the loop...the start...



Infinite fertilizers

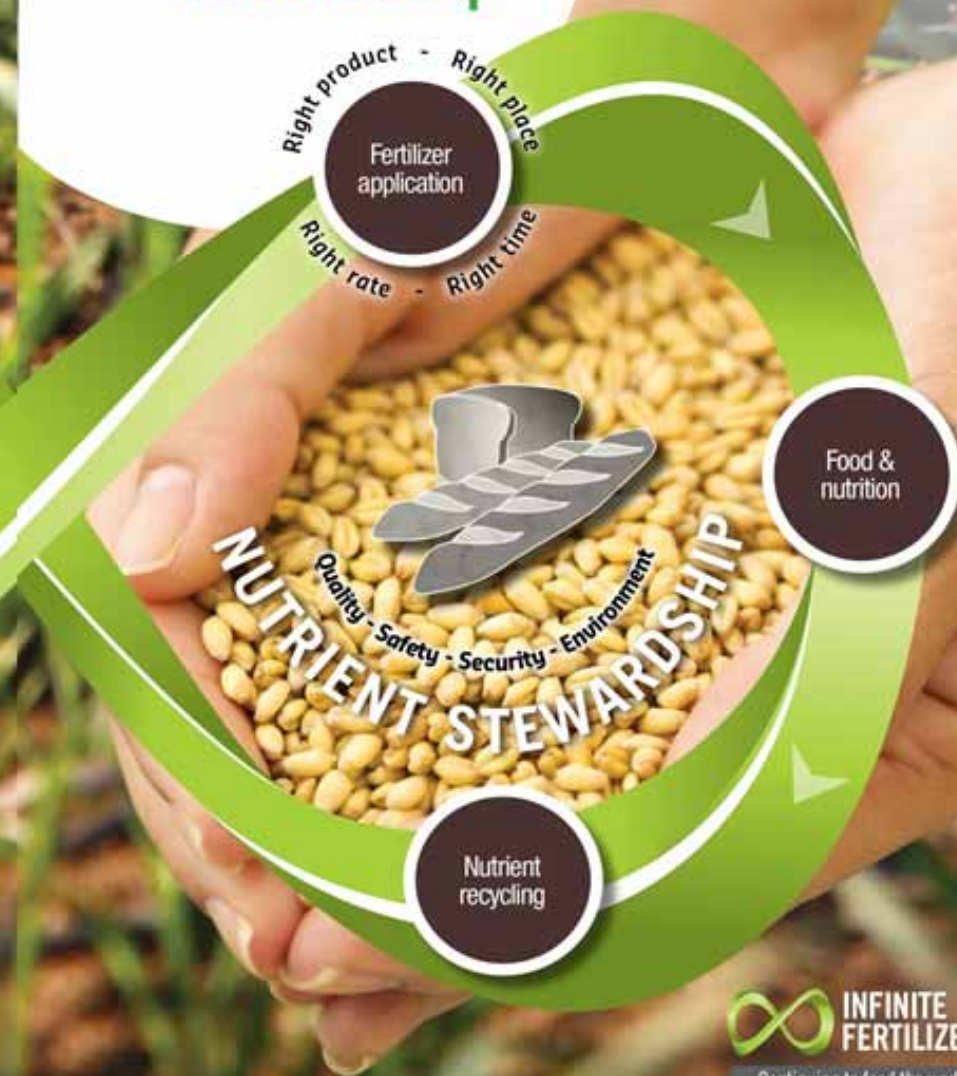


Infinite product stewardship



 INFINITE
FERTILIZERS
Continuing to feed the world

Infinite nutrient stewardship



 INFINITE
FERTILIZERS
Continuing to feed the world

Explaining our activities



The DAN

Towards
infinity



The DAN
initiative



The Carbon Footprint
Calculator



The Product Stewardship
Program



www.productstewardship.eu



The Cool Farm
Tool



www.fertilizerfoodprint.com

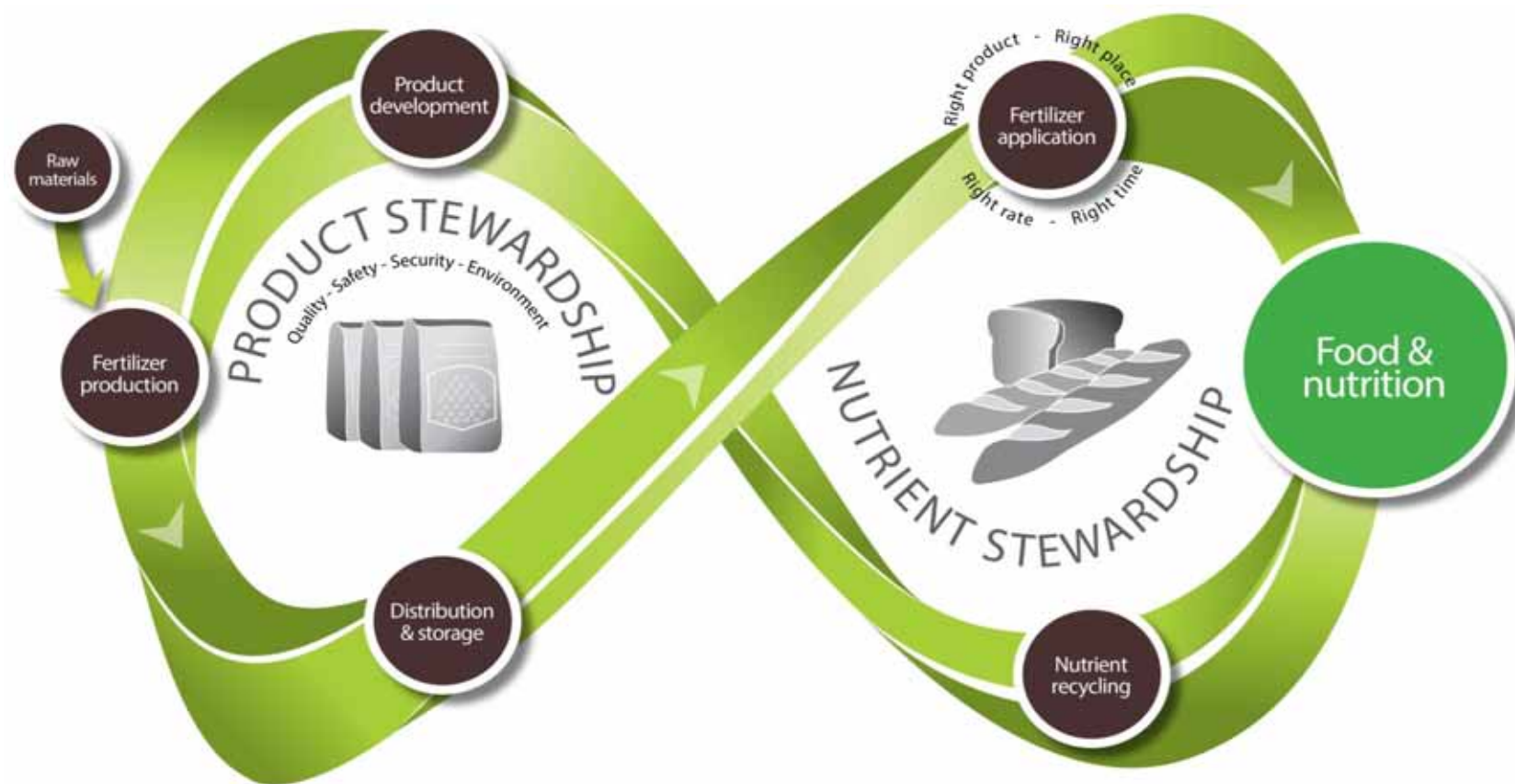
www.productstewardship.eu



New targeted brochures



Challenges – food & nutrition



Challenges - food & nutrition



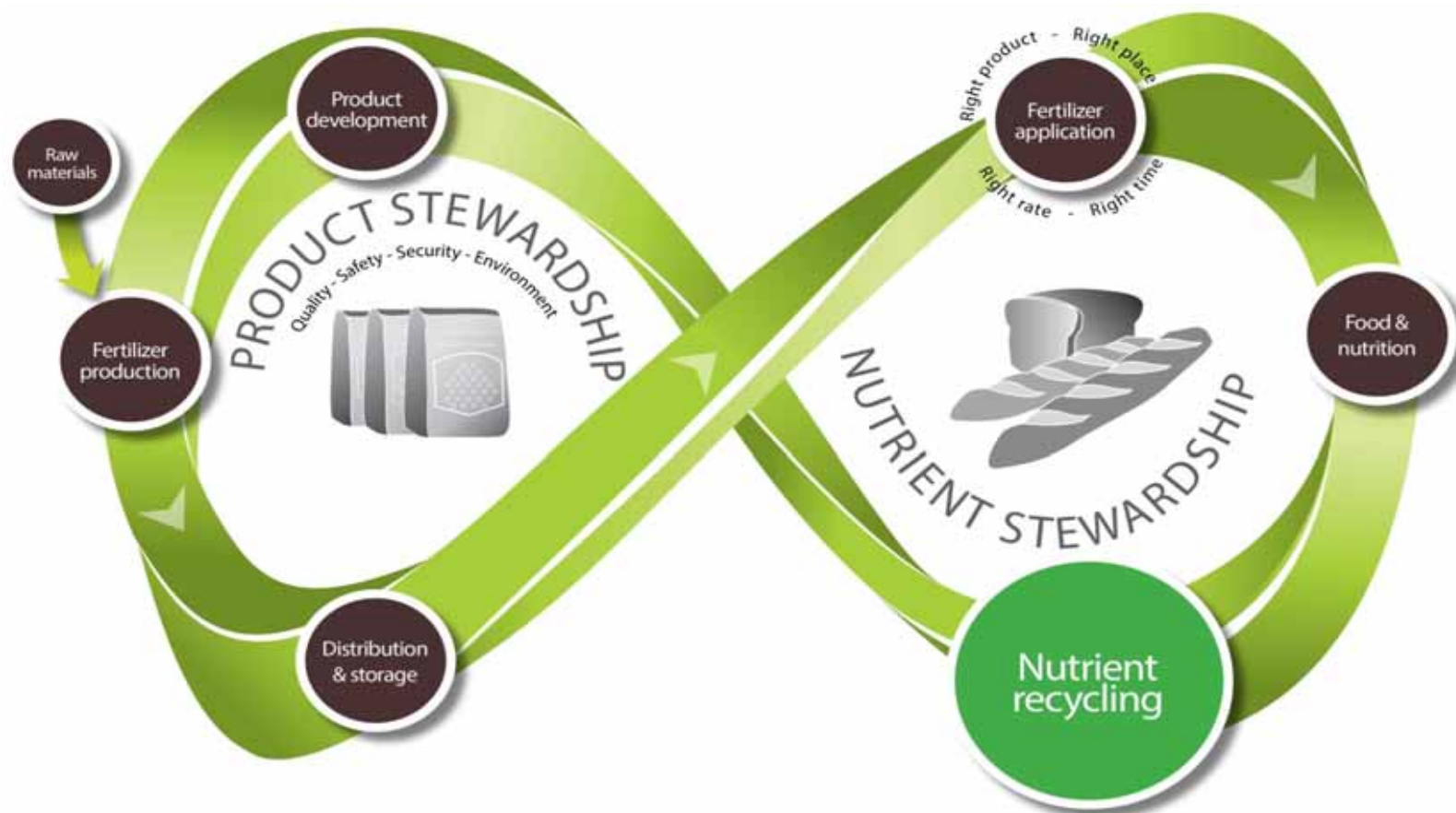
Engage with society, food security & public health



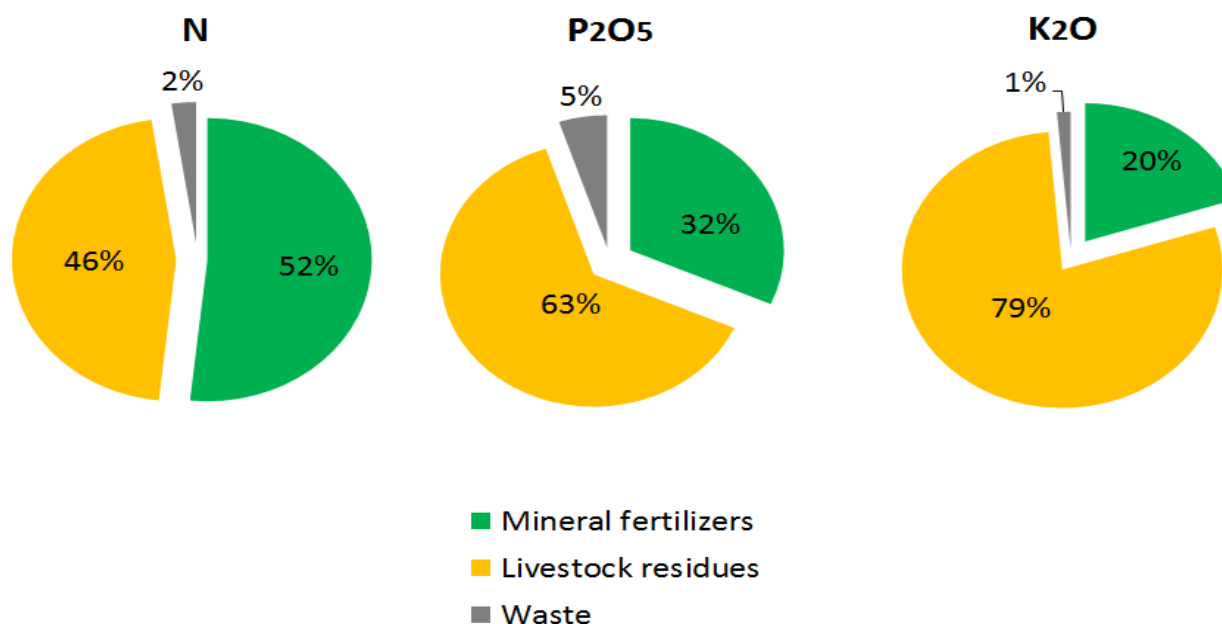
Face issues like perchlorates & cadmium



Challenges – nutrient recycling



Challenges – nutrient recycling



Source: Ian Richards

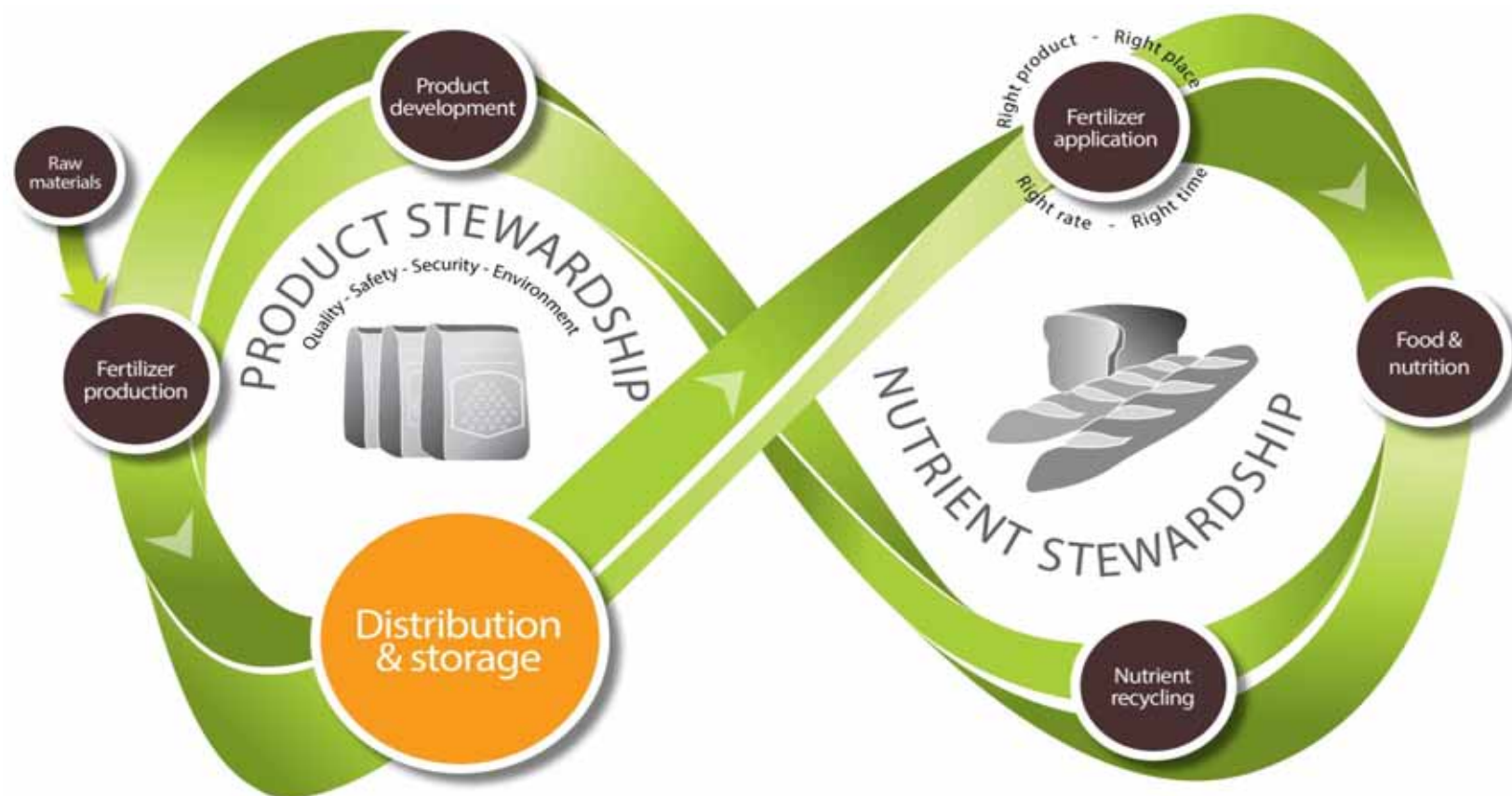
NOTE: mineral fertilizers from Fertilizers Europe forecast, livestock manures calculated from animal numbers from Fertilizers Europe forecast and waste sources from Eurostat

 Complementary with organic nutrients

 Reworking nutrients from waste



Challenges – distribution & storage



Challenges – distribution & storage

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PS	No.	Question	Score	N/A
3.1.7	7.5.8	Is there a reporting and recording system for suspicious observations and theft?		
3.1.7	7.5.9	Is there a security plan for the site?		
Total score obtained for Element 7				
Maximum possible score (= 27x5 – number of N/A's)				

8. MARKETING AND SALES

PS Standard Reference	No.	Question	Score						N/A	
			0	1	2	3	4	5		
	8.1	Product information								
	8.1.1	Are safety data sheets supplied to Customers for Company products that are classified as hazardous?								
	8.1.2	Are safety data sheets supplied to Customers for Company products that are not classified as hazardous?								
3.1.5	8.1.3	Are safety data sheets supplied to Customers for Third Party Products (traded and swaps)?								
3.1.5	8.1.4	Are updates of safety data sheets forwarded to Customers?								
3.1.5	8.1.5	Are changes to regulations relating to Product Stewardship (SHE, storage requirements, transportation classification, etc.) reviewed and evaluated in the countries where Company products or Third Party Products are traded, in order to update safety data sheets and labeling accordingly?								
3.1.5	8.2	Advice								
3.1.5	8.2.1	Does the Company provide advisory information to Customers (such as Fertilization planning and correct product application, Safe handling/storage/transportation, Safe handling of return material/contaminated products, Emergency preparedness and response, security aspects)?								
	8.2.2	Is the advisory information on product types and application rates based on agronomic trials and/or soil sampling?								
3.1.5	8.3	Inquiries and complaints								
3.1.5	8.3.1	Are inquiries and complaints from Customers handled expeditiously with feedback to the person or company that raised the issue?								
	8.3.2	Does the Company carry out investigations, for identifying common causes and prevent recurrence?								
3.1.5	8.3.3	Does the Company keep a record of complaints?								
3.1.5	8.4	Emergencies								
3.1.5	8.4.1	Does the Company assess the type of adverse incidents, their likelihood and potential impact, mitigating actions and emergency response that could involve the Company's products and traded products at Customers' location?								
	8.4.2	Are procedures in place for handling emergency calls at all times?								
3.1.5	8.4.3	Is senior management of the Company notified in case of product related emergencies?								
3.1.5	8.4.4	Is information on product related incidents and emergencies at Customer location kept on file?								
3.1.5	8.5	Training								
3.1.5	8.5.1	Is the sales staff trained in product properties (agronomy, product quality, safety) and correct application rates?								
	8.5.2	Is the sales staff trained in safe and correct product storage and handling?								
3.1.5	8.5.3	Is the sales staff trained in handling inquiries, suspicious transactions and complaints?								

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 © 2013 Fertilizers Europe, Avenue E. Van Nieuwenhuysse 6, B-1100 Brussels.
 Email: main@fertilizerseurope.com - Tel: +32 2 8753550 - Fax: +32 2 8753561

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Can we do more?



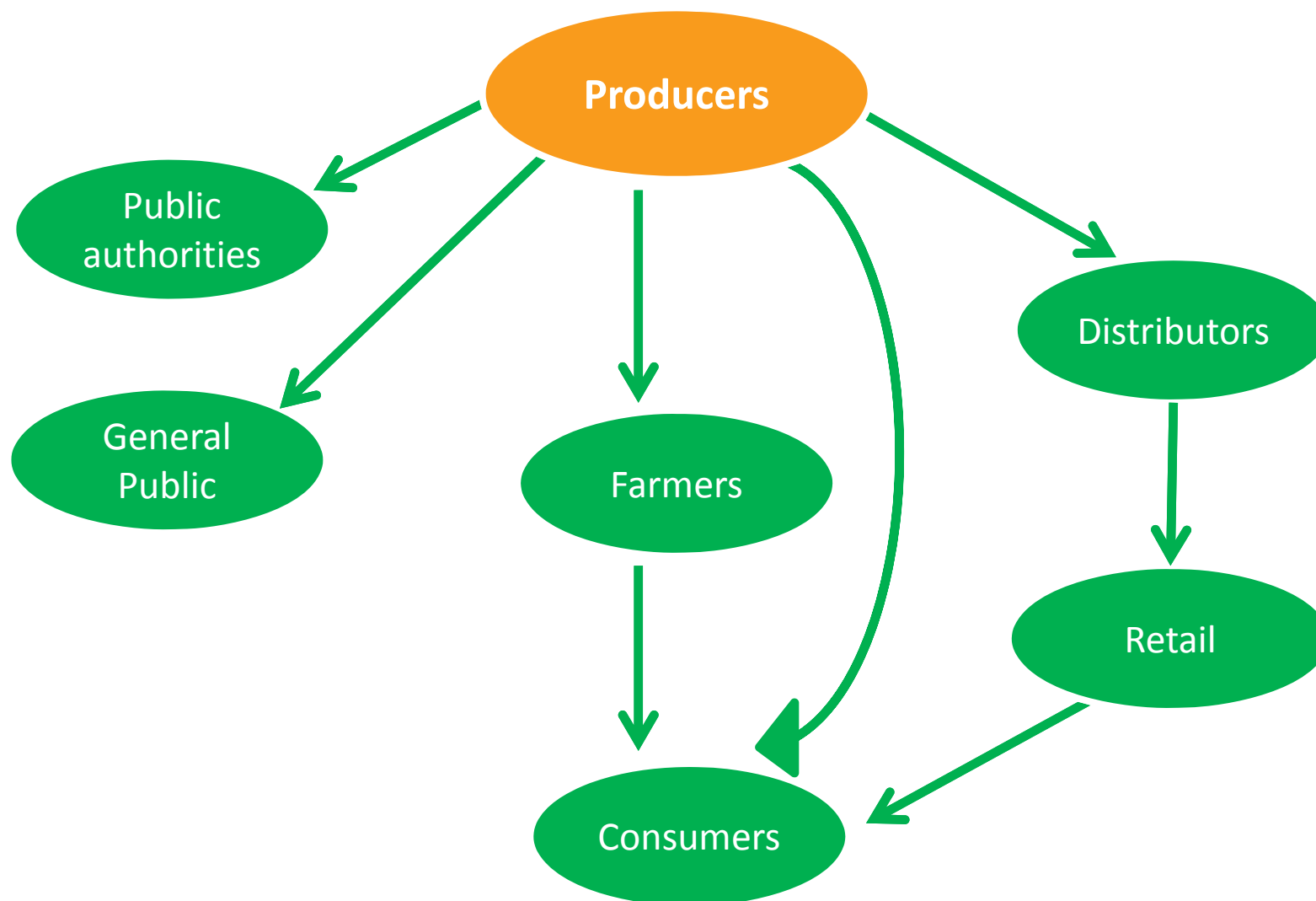
Conclusions

Communication based on “Infinite Fertilizers”

- *Easy to understand*
- *Easy to communicate*
- *Fertilizers become part of the solution*
- *Engaging with our responsibilities*



Modern Industry Communication



A truly beautiful industry...



© Michel Floch – Marine Traffic.com



© Merijn de Waard - Superyachttimes.com



Thank you!

Jacob Hansen

Jacob.hansen@fertilizerseurope.com



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www.twitter.com/FertilizersEuro



<http://www.youtube.com/user/FertilizersEurope>



Group Fertilizers Europe



www.fertilizerseurope.com
www.productstewardship.eu
www.memberslounge.eu
www.danfertilizers.com



Partnership
for growth
Sustainable agriculture in Europe