

The logo for the Nutrients for Life Foundation is centered on a textured, light-colored background. It features the word "NUTRIENTS" in a green, serif font, followed by a green stylized plant icon with three leaves. To the right of the icon is the word "FOR LIFE" in a dark blue, serif font. Below "FOR LIFE" is the word "FOUNDATION" in a smaller, green, sans-serif font. A thin horizontal line runs across the text.

NUTRIENTS FOR LIFE

FOUNDATION

Harriet Wegmeyer
Executive Director & Secretary

*It is our **vision** that people will understand the vital role fertilizers play in the health of plants, and ultimately, the health of people. In doing so, we will change people's perception one by one.*



Who Is the Foundation?

- Established in 2004.
- Supported by the fertilizer industry and agribusiness community.
- Work to improve the image of fertilizer by focusing on the benefits of fertilizer.
- Target audiences include industry, students and teachers, media, policymakers and general consumers.

Foundation Activities

- Media Campaign
- Dig It! The Secret of Soils exhibit at the Smithsonian Museum of Natural History
- Educational Tools
- Nutrition Research
- International Growth



Media Campaign

- Draw the connection between fertilizer and every day nutrients – even consumer packaged goods.
- Fertilizer is Life's Main Ingredient.
- Began in the Washington, D.C., market Sept. 22 on radio and Oct. 13 on Metro.
- Duration of 13 weeks.
- Campaign will then be offered to donor-members for use in other markets.



FERTILIZER:
helping all kinds of
**LITTLE SPROUTS
GROW.**

Kids are growing up healthier and living longer lives, thanks to the main ingredients of fertilizer – N (Nitrogen), P (Phosphorus) and K (Potassium). We simply could not feed the world without it. It helps even the littlest sprouts grow big and strong. Learn more at NutrientsForLife.org.

fertilizer
LIFE'S MAIN INGREDIENT™

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fertilizer 
LIFE'S MAIN INGREDIENT™



Every
RECIPE STARTS
with the
**SAME ESSENTIAL
INGREDIENT.**

From this morning's breakfast cereal to tonight's Penne de Mom, all of your family's meals begin with one life-giving ingredient: fertilizer. Drawn from nature, fertilizer not only feeds the world, but adds taste and nutrition as well. The result? Abundant crops. Healthier kids. And a lot of messy faces. Learn more at NutrientsForLife.org.

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fertilizer 

LIFE'S MAIN INGREDIENT™



THANK MOM
for the pancakes

.....&.....
N.P.K.
for the ingredients.

Mom puts in the love and effort.
But today's fertilizer, featuring N (Nitrogen),
P (Phosphorus) and K (Potassium),
makes it all possible. Drawn from nature,
fertilizer not only feeds the world, but adds taste
and nutrition as well. For the second course,
learn more at NutrientsForLife.org.

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fertilizer 

LIFE'S MAIN INGREDIENT™

Food Memory Radio Spot for WTOP



Life's Main Ingredient Radio Spot for WTOP

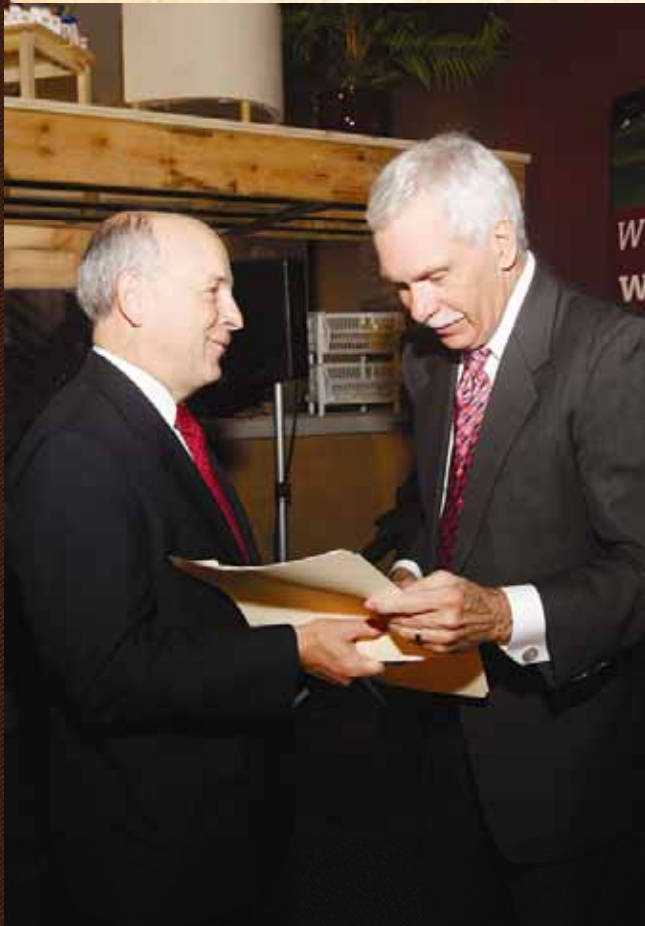


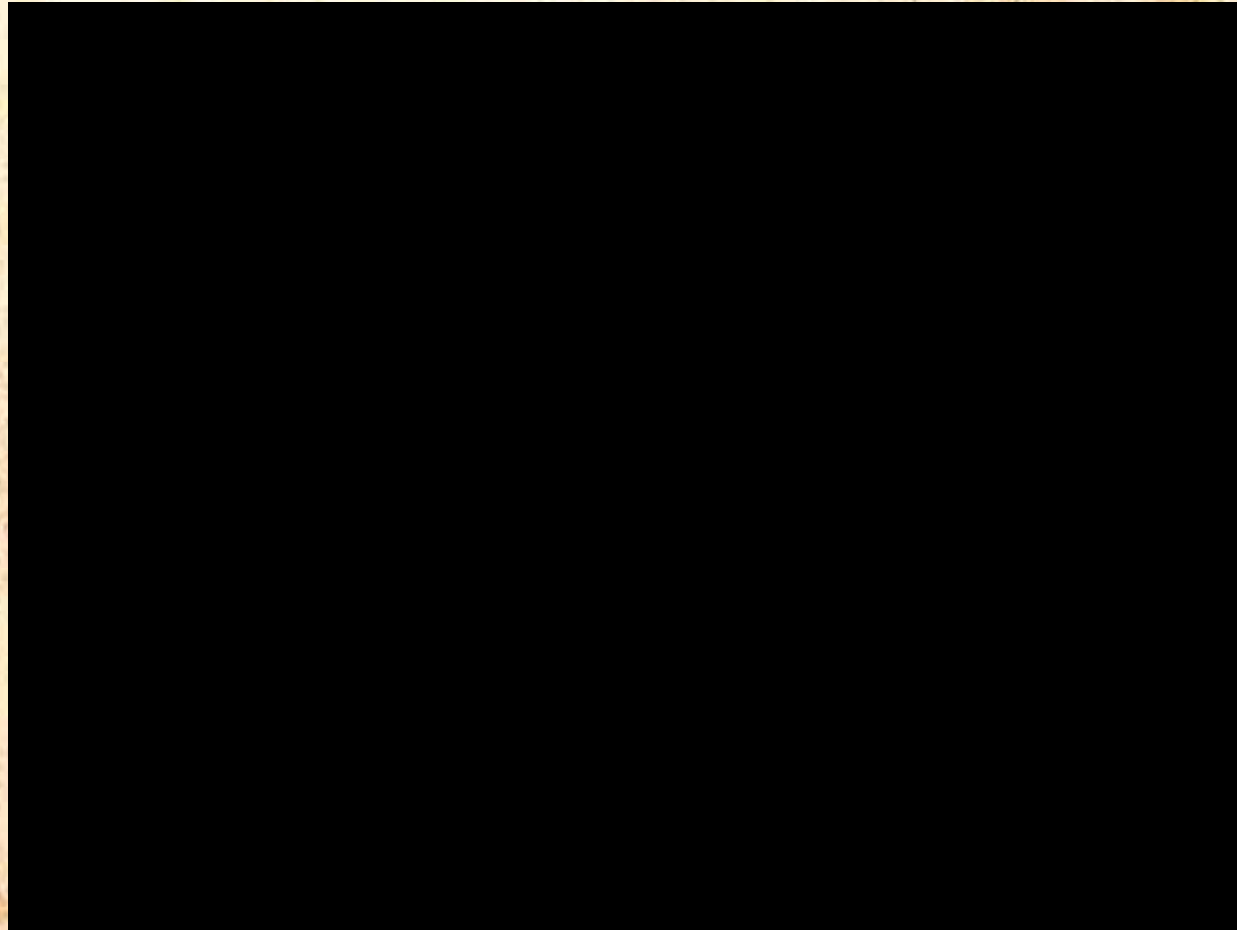
Dig It! The Secrets of Soil



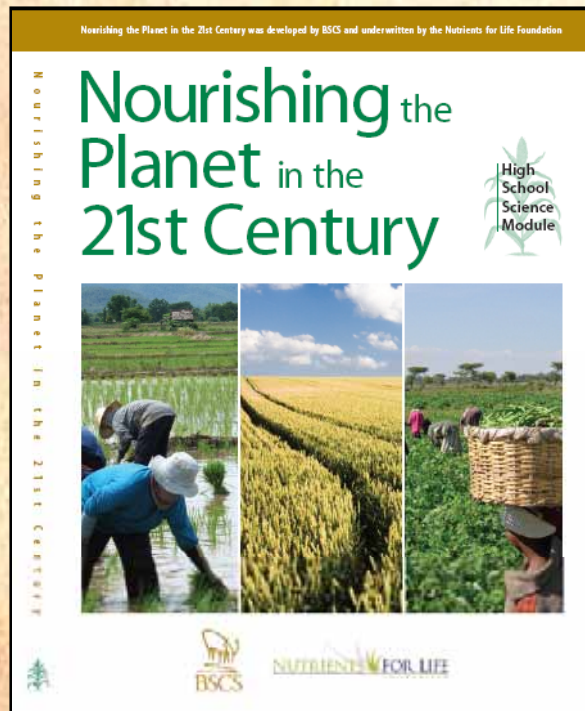
- Nutrients for Life Foundation is the lead sponsor.
- Creates greater awareness and understanding of the benefits of agriculture and fertilizer.
- Partnership with Smithsonian's Museum of Natural History and the SSSA.
- Opened July 19, 2008!
- Exhibit will travel for four years to 10 different locations with Seattle, Wash., kicking off the traveling tour in May 2010.

Dig It! The Secrets of Soil





Middle and High School Curriculum



- Middle school and high school supplements.
- Adhere to National Science Education Standards.
- Hands-on, Internet, critical thinking and math activities.
- Six 45 min. lessons.
- Reviewed by the Smithsonian Institution.
- Over 3,000 requested since its creation.

Middle and High School Curriculum

"I believe this is one of the best science curriculums I have found in quite some time, finally one that is pretty much all inclusive, and easy to understand."

Valrico, Florida

"It was very helpful in making students aware of the relevancy of food to their lives and the curriculum."

Pasadena, Texas

"I teach various units on soil in different classes and this curriculum put a lot of the information into logical sequences for various subjects, especially chemistry."

N. Tazewell, Virginia

Foundation Complimentary Materials



- Fertile Minds ProAction Kit
- There's What in My Food?
- Fun with the Plant Nutrient Team
- All complimentary materials to educate about fertilizer's role.

Linking Fertilizer and Nutrition

- Nutrients for Life Foundation Professor of Soil and Food Crop Nutrition at Oklahoma State University.
- Professorship will study the link between fertilizer application and nutritional quality of food.
- Partnered with TFI and IPNI.
- Donated \$250,000 and it was matched three-fold for a \$1 million endowment.

Linking Fertilizer and Nutrition



- Foundation is working with Dr. Stephen King at Texas A&M.
- Study how different nutrients impact nutritional content.
- Study lycopene in watermelons. Lycopene has been linked to cancer prevention and prostate health.
- Early indicators are good.

Nutrients for Life

- Canada
 - Launched this year
 - Working on curriculum
- Brazil
 - Meeting next week
- Columbia
 - Forming chapter
- Ecuador
- Turkey
- China
- Germany



Questions?

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