



# KNOWLEDGE

NOURISHING UNDERSTANDING OF THE SCIENCE OF FOOD PRODUCTION AND MODERN AGRICULTURE

A QUARTERLY NEWSLETTER OF THE NUTRIENTS FOR LIFE FOUNDATION | SPRING 2007



I am proud to announce the Nutrients for Life Foundation's upcoming partnership with the Smithsonian Institution. *Soils: Worlds Underfoot*, the exhibit we are sponsoring, will open at the National Museum of Natural History in Washington, D.C., in July 2008. The exhibit will feature hands on activities such

as a periscope showing landscapes and coordinating top soils, soil monoliths from each of the states and highlights career opportunities in soil science. When completed, the exhibit will be found just around the corner from the world famous Hope Diamond and will be housed at the museum for a year and a half before beginning a three to four year traveling tour around the United States.

The Fertilizer Institute, will contribute \$1 million over the next four years in the name of the Nutrients for Life Foundation. This commitment by the fertilizer industry is a tremendous accomplishment in our effort to educate the public, policymakers and media about the positive impact of fertilizers on society. As the world's most visited natural history museum, more than 6 million visitors go through the building each year. I encourage each of you to plan a visit to Washington, D.C., to see the exhibit and witness firsthand its contribution to enhancing public understanding of soils and the nutrients that sustain them.

For more information on the soils exhibit or other Foundation activities detailed in this issue of *Knowledge*, contact Kathy Mathers via telephone at (202) 515-2703 or via e-mail at [kmathers@nutrientsforlife.org](mailto:kmathers@nutrientsforlife.org). To make a special financial contribution to support Foundation programs, please contact Amy Doane via phone at (202) 515-2716 or via e-mail at [adoane@nutrientsforlife.org](mailto:adoane@nutrientsforlife.org).

Sincerely yours,

Ford B. West  
President, Nutrients for Life Foundation

## Nourishing the Planet: Curriculum Now Available!

The Nutrients for Life Foundation is proud to announce the completion of its middle school and high school curriculum supplements, *Nourishing the Planet in the 21st Century*.

Teachers using the curriculum have already reacted enthusiastically. "The students enjoyed the hands on activities, and the curriculum makes a connection to real problems we are dealing with today," said Tammy Brown, a seventh grade teacher at Granard Middle School in Gaffney, S.C.

Each of the lessons further connects the nutrients in soil to nutritious food and healthy environment. In lesson one, students compare the 23 essential elements necessary for human life to the 17 plant nutrients and realize that many are as important for plant health as they are to human health. Lesson four features *Humanity Against Hunger*, a Web module used to demonstrate plant nutrient deficiencies. Students engage in a role playing "game" and act as agronomists in Africa diagnosing farmers' crop nutrient deficiencies. Finally, the class brings together all they have learned to debate the best solutions for addressing world hunger. Students pick three of their top 10 methods to address world hunger.

The Foundation's curriculum adheres to National Science Education Standards and has been favorably reviewed by the Smithsonian Institution. *Nourishing the Planet in the 21st Century* is free to educators and can

be downloaded at [www.nutrientsforlife.org/curriculum.aspx](http://www.nutrientsforlife.org/curriculum.aspx). To send information about the curriculum to schools in your area, please contact the Foundation.



Foundation and Smithsonian staff celebrated the signed sponsorship contract on May 8.

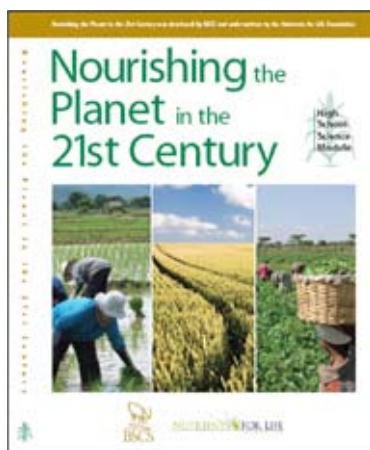
**In this Issue: NFL Stimulates its Supporters, Chuck Leavell "Gets Satisfaction," Renewed Contributions**



## National Science Teachers Association Welcomes Foundation

Teachers from across the country gathered in St. Louis, Mo., for the National Science Teachers Association's annual convention. The Nutrients for Life Foundation participated for the second consecutive year to show off its middle and high school curriculum *Nourishing the Planet in the 21st Century*. The Foundation also presented a workshop featuring the curriculum's Web module *Humanity Against Hunger* as a demonstration of how technology can be used to enhance students' classroom experiences.

Foundation Executive Director Kathy Mathers noted the teachers' reception to the new curriculum. "Teachers get excited about all the credentials our curriculum comes with; standards-based, field tested, reviewed by the Smithsonian. And the Web module gives them a technique for teaching soil science in a way they haven't been able to before."



The Foundation's middle school and high school curriculum supplements can be found on its Web site at [www.nutrientsforlife.org/curriculum.aspx](http://www.nutrientsforlife.org/curriculum.aspx).

# Chuck Leavell "Gets Satisfaction" With Nutrients for Life

Rolling Stones band member Chuck Leavell recently promoted the work of the Foundation and fertilizer's role in growing healthy trees. In a satellite media tour showcasing the United Nation's new Plant for the Planet: Billion Tree Campaign, the singer connected the Foundation's message about the benefits of fertilizer to the tree planting effort. Leavell reminded viewers about the important nutrients fertilizer provides to young trees. The media tour included nationally syndicated radio and national TV reports with *ABC News Now* and *Associated Press TV*.



Expressing his passion for forestry and the environment, Leavell discussed the importance of trees for the environment, maintenance tips for growing healthy trees and encouraged viewers to plant for the planet in their own communities. Estimates are that 385,000 viewers saw these news stories that included the fertilizer message.

## Stimulating Education

The Foundation hopes to “stimulate” delegates at the Southwestern Fertilizer Conference (SWFC) by updating the group on the important gains its programs are making in the media, classroom and internationally. *Stimulus*, a Foundation sponsored multi-media program, will be held on Tuesday, July 31, as the keynote portion of the conference program.

The Foundation is pleased to be partnering with the SWFC to hold an educational expo during the SWFC annual meeting in July. Donor interest in spreading the word about the Foundation’s programs led the Foundation to seek an opportunity to reach out to the attendees in San Antonio, Texas. The SWFC is a national meeting of great prominence for the fertilizer industry.

“We welcome all attendees of SWFC to come to *Stimulus* to see how the Foundation’s efforts to educate the public about the important contributions of fertilizer and modern agriculture have grown,” said Ford West, Foundation president. “We look forward to sharing all we have done in the last three years with both donors and those hearing the message for the first time.”

Individuals interested in attending only the SWFC educational program are eligible for complimentary registration. Please contact Foundation Executive Director Kathy Mathers via telephone at (202) 515-2703 or via e-mail at [kmathers@nutrientsforlife.org](mailto:kmathers@nutrientsforlife.org) for further information.



Stimulus will provide updates on the Foundation’s efforts to donors and those in attendance at the Southwestern Fertilizer Conference in San Antonio, Texas on July 31.

## Foundation Wins Marketing Awards

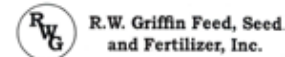
The Nutrients for Life Foundation celebrates its win of two marketing awards for its outstanding communications efforts over the last year. The Foundation won for its Radio/Audio News entry in the 2007 Best of National AgriMarketing Association (NAMA) and for the entry of its *Nourishing the Planet in the 21st Century* curriculum supplement Web module in the 2007 Association Trends contest.

Interviews with Dr. Steve King highlighting fertilizer’s benefits in using best management practices to revive lawn and gardens from the stress of summer caught the attention of the NAMA judges. The Foundation also participated in print and video news initiatives using similar messages throughout the growing seasons.

The Foundation’s *Humanity Against Hunger* Web module found a place at the top in the minds of the judges at Association Trends. The module is the fourth unit of the Foundation’s six-lesson curriculum supplements for middle and high school students.

## Foundation Receives Renewed Pledges

Several companies and individuals have renewed their charter donor pledges to the Foundation for the 2007-08 budget year. These donors include Agrium; CF Industries; Intrepid Mining; The Mosaic Company; PotashCorp; R. W. Griffin Feed, Seed and Fertilizer; Terra Industries; Simplot; and Yara North America. New individual donors are Tom Shannon of Actagra Plant Nutrients in California and Bill Herz of The Fertilizer Institute. New donor El Dorado Chemical Company also added its support this year. The Foundation appreciates the continued support from each of these companies. A complete list of donors can be found on the back page of this newsletter or on the Foundation Web site at [www.nutrientsforlife.org/donation-overview.htm](http://www.nutrientsforlife.org/donation-overview.htm).



## Smithsonian Invites Participation on Advisory Committee

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Five thousand square feet have been reserved at the Smithsonian Institution's National Museum of Natural History for a new exhibit on soils. The Nutrients for Life Foundation along with The Fertilizer Institute (TFI) has agreed to sponsor the museum's new exhibit which is being designed to increase the level of public awareness about the important role of soils in our world.

With the sponsorship of the exhibit, the Smithsonian has invited representatives from the Foundation and the International Plant Nutrition Institute (IPNI) to participate on the extended advisory committee for the exhibit's design. Bill Herz, TFI vice president of scientific affairs, will represent the Foundation, while Tom Bruulsema will represent IPNI on the team. As participants on the committee, Herz and Bruulsema will have the opportunity to review design and planning details, as well as encourage exhibit messages about the role of modern agriculture in keeping our soils sustainable.

Other exhibit partners include the Soil Science Society of America, the U.S. Department of Interior's Bureau of Land Management and several U.S. Department of Agriculture agencies including the Natural Resources Conservation Service.

The exhibit is scheduled to open in July of 2008 and will be housed in the natural history museum through January 2010 when it will tour the United States as part of the Smithsonian Institution's Traveling Exhibit Service (SITES) for three to four years.

# Supermarket Guru Studies Consumer Food Knowledge

Phil Lempert, nationally renowned food industry expert and trend spotter, recently partnered with the Foundation to reach out to the media with facts about consumers' food interests. In an address to the fertilizer industry at The Fertilizer Institute's (TFI) 2007 Fertilizer Marketing Business Meeting, Lempert announced results of a survey conducted on TFI's behalf sharing that four out of five consumers are more concerned about health, nutrition and fitness than they were a year ago. According to Lempert, today's consumers, more than ever, are interested in knowing where their food comes from and how it was raised or grown.

With this in mind, Nutrients for Life partnered with Lempert to release this information to consumers through newspapers and magazines across the country. Media outreach efforts to these consumers will point out that 84 percent of consumers recognize nutrient content of fruits and vegetables can vary based on production practices, and 70 percent of survey respondents chose using soil nutrients as the preferred method of enhancing nutrient content of produce. Outreach efforts are focused at national and regional publications across the country.



## Foundation Board Meets at Fertilizer Marketing Business Meeting

The Foundation Board of Directors met at The Fertilizer Institute's annual Fertilizer Marketing Business Meeting in Dallas, Texas, in February, to review activities and establish future plans for educating the public about the tremendous benefits of fertilizers.

Kicking off the meeting, Foundation staff presented results from 2006, during which the Foundation took big strides forward to continue educating influencers and the public about the benefits of fertilizers. These Foundation efforts are creating consumer support for fertilizers by informing the public of the benefits in key media outreach activities. Additionally, in order to impact long-term attitudes, the Foundation is educating middle and high school students about the important roles fertilizers play in feeding our hungry world through the distribution of its *Nourishing the Planet in the 21st Century* curriculum supplements.

An early survey done by the Foundation found that consumers are most receptive to messages about fertilizer when they are included in messages about home gardening and lawn care. In keeping with this philosophy, the Foundation has reached 40 million consumers in 2006 alone using a variety of techniques including color-editorial pieces and radio and satellite media tours as components of its media outreach efforts.

The Foundation also continues to reach out to teachers to promote its just-completed *Nourishing the Planet in the 21st Century* curriculum supplements. Over the past year, the Foundation conducted several activities to create awareness and generate interest in these standards-based learning materials. Foundation representatives attended three national teacher conferences gaining access to over 60,000 science teachers. An e-postcard will be sent to 5,000 science teachers across the country to introduce the curriculum.

The board endorsed the Foundation's strategic plan for the coming year. Components of the plan include the development of educational tools for use with domestic and international audiences, continued promotion of the curriculum supplements as well as ongoing media outreach. An event aimed at retailers attending the July Southwestern Fertilizer Conference and a re-vamped, more news-driven Web site will be outgrowths of this year's activities.

The Foundation is on the move in 2007!

## Terra Industries Takes Fertilizer Cup!

Once again, the Foundation hosted a successful golf tournament! The Foundation's annual fundraising event, held just prior to The Fertilizer Institute's Fertilizer Marketing Business Meeting, raised more than \$100,000 to aid the mission to educate the public on the tremendous benefits of fertilizers. The tournament was held at TPC Craig Ranch, a private course in McKinney, Texas. Over 100 individuals played in the tournament which was sponsored by 39 companies. The coveted Fertilizer Cup was won by the foursome from Terra Industries. Congratulations to Paul Thompson, Nick DeRoos, Bob Cashdollar and Andy Hunter!

In a survey of participants, the majority respondents found the Bobby Jones amenities fantastic and enjoyed the networking opportunities with others in the industry. The Foundation will host its 4th annual tournament on Feb. 4, 2008, at the Hyatt Regency Grand Cypress in Orlando, Fla.



Congratulations to Terra Industries team of Bob Cashdollar, Paul Thompson, Nick DeRoos and Andy Hunter winners of the 2007 Fertilizer Cup!

## 2007 CALENDAR OF EVENTS

### June 5

Foundation Presentation  
*Cooperative Communicators Association*  
Williamsburg, Va.

### June 6-9

Foundation Presentation and Booth  
*National Agriculture in the Classroom Conference*  
New Orleans, La.

### July 31

Stimulus  
*Southwestern Fertilizer Conference*  
San Antonio, Texas

# Donors' Corner

The Nutrients for Life Foundation would like to thank the following donors, who are generously funding the Foundation's efforts to educate consumers on the impact plant nutrients have on our environment, our crops, our foods and our health.

## Corporate & Association

### Donors:

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Jim Schellhorn  
Tom Shannon  
James Senger  
Jeffrey R. Walker  
Ford B. West  
Harry Vroomen

## State Associations Fund Foundation Projects

Illinois Fertilizer and Agri-Chemical Association and Kansas Agribusiness Retailers Association (KARA) have found creative ways for their members to participate in the important work of the Foundation.

Through its members' purchase of myRMP tools from Asmark Institute, the Illinois association has already contributed \$1,500 to the Foundation. KARA President Tom Tunnell was the winner of a California vacation at the Foundation golf tournament. Instead of taking the vacation himself, industry leaders in Kansas will participate in a silent auction for the package at the organization's meeting in November. Proceeds from the auction will go to the Foundation.

Also showing support for the Foundation are South Carolina Farm Bureau and South Carolina Agriculture in the Classroom. In the spring edition of their magazine an article titled "Lending Nature a Hand," illustrated the benefits of fertilizer and mentioned the Foundation as a source for information and educational tools.

*Knowledge is published quarterly for friends and supporters of the Nutrients for Life Foundation. For more information about the items appearing in the newsletter, please contact: Foundation President Ford B. West or Executive Director Kathy Mathers.*

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