



# KNOWLEDGE

NOURISHING UNDERSTANDING OF THE SCIENCE OF FOOD PRODUCTION AND MODERN AGRICULTURE

A QUARTERLY NEWSLETTER OF THE NUTRIENTS FOR LIFE FOUNDATION | WINTER 2006



The Nutrients for Life Foundation Board of Directors met recently in San Francisco, Calif., and is very excited about the many activities the Foundation has underway to help nourish consumer understanding and build support for the important role fertilizers play in improving peoples' lives.

In the short time the Foundation has been in existence, we have made great strides to build consumer awareness through activities such as the *Nourishing the Planet in the 21st Century* curriculum development and other key outreach initiatives. We know you will be similarly pleased as you read about these activities in the pages ahead.

Our new curriculum supplements, for example, bring the science of plant nutrients to middle and high school classrooms and will help to nurture students' enhanced understanding of fertilizers' role in feeding our world's growing population while protecting the environment.

As consumers become further removed from the farm and production agriculture, the efforts of the Nutrients for Life Foundation are increasingly important. Generous support from companies and individuals with an interest in agriculture allows us to continue these vital efforts. Please be sure to think of us as you budget for the year ahead.

With the launch of the *Nourishing the Planet* curriculum supplements, ongoing media outreach and the internationalization of the Fertile Minds program, we have an exciting year ahead. We look forward to keeping you updated on our progress in future editions of this newsletter. I invite you to contact Kathy Mathers at (800) 962-9065 with any questions about the Foundation's activities.

Sincerely yours,

William J. Doyle  
Chairman, Nutrients for Life Foundation

## Nourishing the Planet: New Tools for Science Teachers

From soil analysis and hands-on experiments to a classroom debate on how to address world hunger, the Nutrients for Life Foundation's new curriculum supplements, *Nourishing the Planet in the 21st Century*, provide teachers with free materials to bring soil and plant science to life for their students.

A recent Foundation-sponsored survey found eight in 10 teachers agree there is a shortage of teaching materials that relate science to the real world. Using this insight, as well as field testing and educator advisory conferences, the new curriculum modules are relevant for today's science classrooms. *Nourishing the Planet in the 21st Century* contains six middle school and six high school lessons that meet National Science Education Standards.



The supplements incorporate real-world science into the classroom by exploring how essential nutrients, the properties of soils, and plant-soil interactions influence plant growth and crop nutrient levels.

The six-lesson module provides hands-on classroom applications and inquiry-based lessons to help students realize the challenges of feeding our growing population can be solved with science.

"I enjoyed this unit because it provided relevance for the importance of human responsibility toward land usage, essential elements and soil. It tied in perfectly with plants and environmental standards," said Sharon Harter, high school teacher and field test instructor from Colorado Springs, Colo.

To see the curriculum in action, as well as student and teacher reactions, please go to [www.nutrientsforlife.org/overview.html](http://www.nutrientsforlife.org/overview.html) to watch a video of a field test classroom in Montana.

In this Issue: NFL on the Radio, Curriculum Incorporates Online Lesson, 2007 Golf Tournament, The Nitrogen Cycle



## Hitting the Airwaves

Recently, the Foundation conducted a radio media tour which highlighted fall as the perfect time for consumers to assess their lawn and garden's nutrient needs to prepare for a great season next year.

Interviews with Texas A&M University professor, Dr. Steve King, an expert in vegetable production, pointed homeowners toward a soil test to determine what nutrients their growing lawn and garden have depleted over the growing season. In total, more than 700 stories aired reaching approximately 23 million consumers.

"Fall is the perfect time to test the soil to replace nutrients that have been extracted during the growing season," said King in an interview with a Chicago radio station. "Think about vitamins for people. Nutrients are essential for keeping your lawn and garden healthy and growing."

The media tour included interviews with four national stations and stations in five of the top 10 markets. USA Radio Network, Martha Stewart Living Radio and Voice of America radio network were among the many that aired interviews with Dr. King.



Dr. Steve King, horticulture professor at Texas A&M University, discussed soil testing and the benefits of fertilizers through radio interviews, reaching 23 million consumers nationwide.

## Foundation Promotes Hands-on Learning

According to a recent study on media use by teens, the average middle or high school student spends almost eight hours in front of a TV or computer each DAY.

By creating Humanity Against Hunger, an online Web module, the Foundation is taking learning to the next step by allowing students to tackle real-world issues from the comfort of their own computer.

Students engage in a role-playing "game" which takes them on an exciting journey to Africa, where they will act as agronomists to analyze farmers' soil content.

They are provided with plant symptoms, photos, growing conditions and a reference manual, and are tasked with determining what nutrients are needed to revitalize their crops.



The Humanity Against Hunger module not only allows students to better understand plant nutrient deficiencies but also to explore the broad global, social and economic issues surrounding food production. Take the challenge at

[www.nutrientsforlife.org/humanity.html](http://www.nutrientsforlife.org/humanity.html)

## Encouraging Curriculum Use

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Creating outstanding curriculum supplements is just the start of the Foundation's efforts to ensure that the nation's middle school and high school science students receive science-based information on the value of plant nutrients.

Our efforts have taken us on the road to the conferences teachers most like to attend and also include an extensive e-marketing campaign targeting leading teachers.

In coordination with the launch of the new curriculum, the Foundation has also kicked off a marketing push to reach science educators throughout the nation. This past April, the Foundation joined over 4,000 educators in Anaheim, Calif., for the National Science Teacher's Association National Conference on Science Education.

The Foundation also spoke to thousands of educators at the National Association of Biology Teachers annual conference in Albuquerque, N.M., and the Conference for the Advancement of Science Education in Wichita Falls, Texas. Through workshops and exhibits, Foundation representatives



demonstrated the new curriculum and had several hundred interested teachers pre-registering on-site for copies.

More than 45,000 teachers and curriculum developers will soon receive an e-mail announcing the launch of the curriculum, with

information on how to download their own copy, as well as links to more educational materials. In an effort to reach influential curriculum developers, the Foundation is also sending complimentary curriculum modules to science department chairs in the nation's 100 largest school districts, as well as state Ag in the Classroom programs.

## Fertile Minds: Nourishing Our International Grassroots

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The Fertile Minds program has helped correct common misconceptions about fertilizers in communities across the country through the Fertile Minds ProAction kits. Each kit contains innovative tools such as videos, publications and PowerPoint presentations to help educate consumers of all ages about the vital role fertilizers play. Now the Foundation will be helping to nourish the industry's grassroots overseas as the Fertile Minds program goes global. The ProAction kit is currently being revised to include guidelines on tactics that will work around the world. To provide assistance in adopting this important program for global use, or to learn more about our international efforts, please contact the Foundation at (800) 962-9065.

## 2006 CALENDAR OF EVENTS

November 29 Foundation Presentation by Dr. Jay Lehr  
New York State Pest Management Association  
New Rochelle, N.Y.

December 5 – 7 Foundation Presentation and Exhibit Booth  
Agricultural Retailers Association Annual Conference  
St. Petersburg, Fla.

December 12 Foundation Presentation by Dr. Jay Lehr  
Far West Agribusiness Association Winter Meeting  
Kennewick, Wash.

Requests for Foundation presentations can be made to Amy Doane at (202) 515-2716 or [adoane@nutrientsforlife.org](mailto:adoane@nutrientsforlife.org)

## A New Image

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From Washington, D.C., to California, and throughout the heartland in between, the Nutrients for Life Foundation is spreading the good news about fertilizers through educational and media outreach. If you'd like to see how the Foundation has been working to create a new image for the fertilizer industry, we invite you to catch a glimpse of all the Foundation's activities by viewing our new *Nourishing the Planet* video. Please visit [www.nutrientsforlife.org/whatsnew.htm](http://www.nutrientsforlife.org/whatsnew.htm) to view the video, or contact the Foundation to order your own complimentary copy.

## 2007 Golf Tournament set for TPC Craig Ranch

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The Foundation hopes you will join us for the 3rd annual Nutrients for Life Foundation golf tournament. We are pleased to be playing at the exclusive TPC Craig Ranch in McKinney, Tex. on Feb. 12, 2007 and team sponsorships are selling quickly. All proceeds from the tournament will go to benefit the critical work of the Nutrients for Life Foundation. For further information or to register a foursome or sponsor a hole, please contact Foundation Marketing Specialist Amy Doane via telephone at (202) 515-2716 or via e-mail at [adoane@nutrientsforlife.org](mailto:adoane@nutrientsforlife.org).

# 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.

If you would like more information about supporting the Nutrients for Life Foundation, please visit our Web site at [www.nutrientsforlife.org](http://www.nutrientsforlife.org) or contact Kathy Mathers at (800) 962-9065.

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## Nitrogen Cycle Chopper is Donated to Foundation

The Nutrients for Life Foundation and AGROTAIN International recently announced AGROTAIN's decision to donate its Nitrogen Cycle™ chopper motorcycle to benefit the Foundation's outreach efforts. This one-of-a-kind bike will be used in the Foundation's



education and fundraising efforts which fund ongoing efforts aimed at educating students, the media and the general public about the tremendous benefits of commercial fertilizers. The Nitrogen Cycle™ is a themed tribute Chopper Motorcycle to the fertilizer industry.

This American Ironhorse "Texas Chopper" features a detailed drawing of the nitrogen cycle from an agronomic standpoint, in addition to depictions of both dry and liquid fertilizer applications.

## Southwestern Fertilizer Conference Joins Foundation Supporters

The Southwestern Fertilizer Conference has donated \$9,500 to the Nutrients for Life Foundation to fund ongoing Foundation efforts.

The Foundation extends its sincere thanks to AGROTAIN International and the Southwestern Fertilizer Conference for their generous donations.