

HOMETOWN YIELD CHALLENGE



In this challenge, growers will compete for an opportunity to give a \$20,000 investment to their project/charity of choice. Two winners will be selected based on the highest yields recorded in each area. Additionally, three runner-ups will be named with an opportunity to give a \$5,000 investment.

PROGRAM DETAILS

- To enter the program, the submission must have:
 - ✓ Field boundary mapped in Echelon
 - ✓ Proven Seed canola hybrid of grower's choice
 - ✓ Phosphorous fertilizer (MAP, MAP+MST) treated with Atlas XC
 - ✓ Use of nutritional products such as Awaken or Radiate encouraged
- Additional Requirements:
 - ✓ Yield will be calculated on minimum 80 acres, one hybrid per field with a representative check strip within the field
 - ✓ Minimum 3 social media posts of the field provided by the staff or farmer
 - » Tag the divisional account for your area or send to the division account to post
 - » Use #NutrienHometownPride
 - ✓ The highest % growth over grower standard practice (check) from each division will determine the winner

KEY DATES

MAR 1, 2024	MAR 15, 2024	JUNE 20, 2024	NOV 1, 2024	NOV 30, 2024
Grower and project submission deadline	Final roster of vetted participating retailers and projects announced	Field boundaries confirmed in Echelon	Harvest results must be submitted	Winners announced

KEY INVESTMENT PARAMETERS

- Project or charity to fall under both Charitable Investment and Community Sponsorship requests
- Focus areas to fall under Environmental Stewardship, Inclusive Industry and/or Resilient Communities
 - » Contact Derek Flad or Shelby LaRose for more details

END RESULT

- Two Investments of \$20,000 each (1 for the Black/Irrigated Soil Zone and 1 for the Brown/DarkBrown Soil Zone) will be awarded to the cause of the growers' with highest yields recorded in each area
- Three additional investments of \$5,000 will be awarded to runners-up in other three divisions

TO APPLY

To submit your application, scan the QR code or visit:

www.nutrienagsolutions.ca/yield-challenge

To see what type of charities or projects are eligible, use the following link:

<https://www.nutrien.com/sustainability/community-investment/apply-funding>



FOR MORE INFORMATION CONTACT

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