

# 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 Details:
  - » Yield will be calculated on minimum 80 acres, one hybrid per field. The representative check must be located in the same field
  - » Encouraged to post 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

APR 11, 2025	APR 18, 2025	JUNE 20, 2025	NOV 1, 2025	JAN 2026
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 Martin Van Der Heever 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:  
[nutrienagsolutions.ca/yield-challenge](https://nutrienagsolutions.ca/yield-challenge)

To see what type of charities or projects are eligible, use the following link:  
[nutrien.com/sustainability/community-investment/apply-funding](https://nutrien.com/sustainability/community-investment/apply-funding)

Official rules can be found at:  
[nutrienagsolutions.ca/yield-challenge-terms-and-conditions](https://nutrienagsolutions.ca/yield-challenge-terms-and-conditions)



## FOR MORE INFORMATION CONTACT

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