

# THE *protector*



SOIL CONSERVATION COUNCIL OF CANADA  
CONSEIL CANADIEN DE CONSERVATION DES SOLS



June, 2013

## **Rinse, Remove and Return Your Empty Pesticide and Fertilizer Containers**

*Barry Friesen, CleanFARMS*

Farmers today understand the role they play in being responsible environmental stewards of the land. This includes managing waste generated on their farms.

It used to be that much of this waste was simply burned. Today, fewer farmers are doing this, but the reality is that burning is unfortunately still happening on some farms across Canada. However, farmers now have more options available to them to responsibly manage the waste generated on their farms.

“CleanFARMS offers farmers across the country access to world-renowned programs that cost the farmer absolutely nothing to participate in,” says Barry Friesen, general manager of CleanFARMS.

One such initiative is the empty pesticide and fertilizer container recycling program that encourages farmers to return their empty containers to one of about 1,000 designated sites across Canada.

Canadian farmers have been recycling their empty containers since 1989, thanks to an industry-led initiative that has diverted more than 96 million containers from landfills and open burning sites.

That’s a huge success, but CleanFARMS general manager, Barry Friesen, says the empty pesticide and fertilizer container recycling program could be even stronger if some farmers took just a few extra steps to get the containers ready for recycling before they turn them in.

“The number one thing we want is for farmers to return containers,” says Friesen. “But we also want them to understand that they play an important role in making the plastic highly recyclable.”

For the program to be really effective, farmers must complete three steps – rinse, remove and return.



### **Rinse**

All containers should be triple rinsed or pressure rinsed before they are brought in for recycling to make sure the container is clean prior to entering the recycling process. If container is too dirty when it’s brought to a site, it may be rejected by some locations. Rinsed containers also ensure collection sites are clean and safe.

To help clean the container, many farmers now use a device called a chemical handler that pierces the bottom of the container and sends pressurized water up into the container to rinse the inside thoroughly.



This device not only makes sure the container returned is clean but there's an advantage for farmers.

“One of the key benefits to farmers of triple rinsing is that they can put the product right into their spray tanks so they can use every last molecule of the pesticide. This gives them the assurance that they've got their money's worth of the product,” says Friesen.

### **Remove**

The second step is to remove the cap and booklet from the container.

You can discard the paper booklet in regular waste for approved disposal, just not with the plastic containers because it goes through a different recycling route. The cap must be removed because it is made of a different type of plastic.

“By removing the cap and the paper booklet, it makes the recycling stream of container plastic clean and the process efficient,” says Friesen. “In addition, when the cap is removed, it's easier to guarantee that the container is rinsed.”

### **Return**

The final step, and one that farmers have been doing with great success, is to return the container to their closest drop-off location to be recycled.

CleanFARMS picks up the containers, shreds them and transports the material to recyclers

where the plastic is made into products that can be used back on the farm such as drainage tile. In 2012 alone, over 1.7 million kilograms of plastic from empty pesticide containers was recycled.

“The success of the program tells us that Canadian farmers want to be world leaders in managing on-farm waste. Now we just need to ensure they have access to these kinds of services and know about the programs available to them so they can responsibly dispose of the waste generated on their farms,” says Friesen.



By completing the three Rs of the empty pesticide container recycling program – rinse, remove, return – farmers can do their part to minimize agriculture's footprint on the environment by making sure recyclable farm waste ends up in the right place.



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### **Peace River Forage Association Busy**

*Bill Wilson, Dawson Creek, BC*

In 2012 the Peace River Forage Association received approval through Canadian Agricultural Adaptation Program (CAPP) BC Investment Agriculture Foundation for a 3 year project to identify forage species and seeding systems that can be used successfully on lands disturbed by oil and gas activity. An article in the March 2013 *Protector* describes the project in more detail.

In 2013 approval was received for another major project to look at options producers can use to maintain healthy pastures and hay fields. Droughts for several years and then a high rainfall year have resulted in invasive plants becoming a problem in many forage stands. The plant species range from rose bushes and willows to wild barley and Canada thistle. The project will look at ways to control the invasive plants without having to use cultivation. Chemical application, controlled grazing and biological control are all being considered as options. Another part of the project will be the development of a province wide web-based forage species selection tool.

### **Environmental Initiative in Newfoundland and Labrador**

*Michelle Lester, St. John's, Newfoundland*

The Newfoundland and Labrador Federation of Agriculture (NLFA) is investigating the feasibility of an anaerobic digester in the province, focusing on site selection, input availability, and output demand.

Anaerobic digestion takes organic material through a series of processes that breaks down organic waste, producing a biogas and a liquid substance known as digestate. The biogas can be used as an alternate energy source and the digestate, which is made up of solid remnants, has potential applications as a fertilizer.

Newfoundland and Labrador is facing increasing challenges with the safe and environmentally sustainable management of organic waste products, such as waste from traditional livestock facilities and organic residues from food processing facilities.

The study hopes to result in a reduction in Newfoundland and Labrador's dependency on the import of agricultural products and by-products, while recycling organic waste and generating a new form of renewable energy.

The project will determine the overall feasibility, optimal placement of a digester and whether the province's agriculture industry can support multiple digesters.

The project was funded in part by Agriculture and Agri-food Canada's Canadian Agricultural Adaptation Program (CAPP)



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# WORLD CONGRESS 6

on CONSERVATION AGRICULTURE

WEST LAFAYETTE, Ind. — The 6<sup>th</sup> World Congress on Conservation Agriculture (WCCA) announces [registration](#) is now open. The event will be held June 22-26, 2014, at the Winnipeg Convention Center in Winnipeg, Manitoba. Growers, researchers, policy makers and others interested in conservation agriculture are encouraged to attend the WCCA to network with peers from around the world, discuss policy affecting adoption of conservation practices and review the application of the latest research in the field.

“The 2014 Congress will be the first time the WCCA has been hosted in North America,” notes Karen Scanlon, executive director of the Conservation Technology Information Center (CTIC), a member of the Conservation Agriculture Systems Alliance and one of the Congress organizers. “It’s the perfect opportunity for growers and others to connect with peers from around the world to learn about new, innovative and practical applications of conservation research and technologies for the farm.”

With an anticipated audience of more than 600 people, the Congress program will maximize networking and interaction among presenters

and attendees. The focus will be on dialogue, information exchange and exploration of new ideas. Concurrent session tracks will explore the following areas of conservation agriculture:

- Track 1: Growing more with less – the future of sustainable intensification  
Track 2: Weatherproofing agriculture - the adaption of farming practices to address climate variability  
Track 3: Increasing conservation adoption - how innovative technology and approaches can drive greater adoption of conservation systems around the world



“The program for the 6<sup>th</sup> WCCA is designed to promote interaction among attendees so that producers and scientists can learn from each other,” says Jerry Hatfield, director of USDA’s National Laboratory for Agriculture and the Environment and chair of the WCCA Program Committee. “We want the Congress to create a lasting impact on agriculture production around the world.”

Opportunities for producers to share their successes and learn about new innovations in conservation makes this event stand out, says Don McCabe, producer and president of the Soil Conservation Council of Canada, a

national, non-governmental organization, formed in 1987 to provide a non-partisan public forum at the national level for soil conservation." I invite producers from everywhere to join us in Winnipeg to discover



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and discuss productive conservation systems that the backbone of agriculture sustainability.”

Keynote speakers currently committed include David Montgomery, author of “Dirt: The Erosion of Civilizations,” and Dwayne Beck, manager of Dakota Lakes Research Farm. Additional keynote speakers are being booked for the event.

[Register](#) today to join the World Congress on Conservation Agriculture.

The Conservation Agriculture Systems Alliance, a North American network of conservation-focused agricultural organizations, will host the 6<sup>th</sup> WCCA. The hosts welcome conservation advocates from around the world to join this international event, to learn how North America producers are achieving conservation goals while using intensive crop production systems.

For more information on the WCCA, visit [www.ctic.org/WCCA](http://www.ctic.org/WCCA).



## **WORLD CONGRESS INDUSTRY SPONSORSHIP OPPORTUNITIES**

### **REACH THE GLOBAL AG MARKET WITH YOUR SPONSORSHIP**

The 6th World Congress on Conservation Agriculture will increase awareness, create excitement and educate farmers in innovative conservation and sustainability efforts. You can be a partner in this effort. With an exploding population and growing demand for food, fuel and fiber, agriculture has never been more important to the world. Yet the weather, increasing in variability and severity, challenges farmers like never before. In response, we must improve the ability of farmers to literally weather the storm and increase production simultaneously. This event, hosted for the first time in North America, is designed to provide farmers around the globe with proven and practical conservation systems to help them meet these needs. More than 60 countries from six continents will be represented at the Congress in Winnipeg next June.

### **SHOWCASE PRACTICAL APPLICATIONS FOR FARMERS**

Our program chair Dr. Jerry Hatfield, USDA-ARS, is working with his team to schedule high powered speakers to deliver the latest innovations in CA to attendees. They are designing content and activities that engage farmers, their experts and suppliers.

In order to showcase the spectrum of new, innovative and practical applications of conservation from around the world, the format of presentations will be shortened compared to previous WCCA events. Research presentations will focus on solutions for the farmer.

Poster sessions will be changed to a rapid-fire two minute summary presentation, followed by networking with the presenter.

Growers are the experts in the application of technology and research on their own farms, so our conference will provide a stage for them to share their successes and failures in their own words. The presentations and programming are all designed to increase networking and attendee interaction with



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presenters and other attendees. A lunch and learn session is one example. Attendees can choose a table with a presenter who will moderate the discussion of a certain topic of their choosing during the meal. Our goal is to have each farmer who attends to be able to take two or three new ideas home and implement them right away. These “field-ready” conservation practices are key to providing growers the value and experience they demand out of an event of this caliber.

**NATIONAL MEDIA PROMOTES EVENT LIKE NEVER BEFORE**

The 6th WCCA event will be promoted to farmers by exclusive media sponsors in Canada and the USA. Glacier Media from Canada and Farm Journal Media from the USA will promote the event through their respective media portfolios. These outlets include TV, radio, print, websites, newsletters, applications, events, and others. The commitment from these media companies extends to assisting in the recruitment of speakers and suggestions of topics for the event. Feature stories will promote the themes of the conference in advance of the event.

**RAISE AWARENESS OF FARM-TO-TABLE SUSTAINABILITY**

Most corporations serving consumers have a sustainability plan. But what does this mean to the farmers who supply the ingredients they use in their products? This conference will introduce an industry panel of experts sharing their corporate sustainability initiatives and goals with growers. The dialogue on sustainable practices with growers will seek to identify opportunities for cooperation. Farmers will better understand the direction these companies will take in the future. This will be the first Food Chain Stakeholder sustainability session during a WCCA event. As consumer demand for sustainable production grows, the industry must respond. This forum will allow growers to learn more about the impact of the changing marketplace on their farms.

**A LASTING LEGACY OF CONSERVATION**

One objective for the conference is to create an ongoing resource to promote Conservation Agriculture into the future. The content generated will continue to be available online in various formats for years to come.

**THE BENEFITS OF SPONSORSHIP**

**CATEGORY EXCLUSIVITY AVAILABLE**

If you choose the Platinum or Gold level sponsorship, you can receive category exclusivity for your organization

**START PROMOTING NOW**

Our promotion starts now and will run for more than a year leading up to the event. You will be recognized on our advance promotional materials as a supporter of the conference.

**TAP INTO SOCIAL MEDIA FEEDS**

Our social media will help feed your network information on conservation and sustainable practices to help you educate your customers, followers, and network.

**GET YOUR CUSTOMERS INVOLVED**

We encourage sponsors at all levels to invite their farmers and customers to the event. The incentive of a \$150 discount on a set number of registrations is designed to encourage you to bring your customers to Winnipeg.



**WANT TO DISPLAY YOUR LATEST INNOVATION?**

Our plans include an area devoted to trade show displays, if you desire to plan an exhibit. We do have a limited number of 10x10 spaces for each sponsor.

**UNIQUE PLATINUM BENEFITS**

- 10 x 10 booth in the display area
- First round picks of additional sponsorship options
- Opportunities to assist in programming
- High visibility for your experts and logo
- Short presentation at reception, lunch or dinner
- Top billing for your company
- Platinum Level Category Exclusivity
- 5 complimentary registrations
- 50 discounted registrations (\$150 off each) for your customers

**Cost: \$50,000**

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**GOLD SPONSOR BENEFITS**

- 10 x 10 booth in the display area
- Second round pick of additional sponsorship options
- Opportunities to assist in programming
- Top billing for your company and logo as breakfast or break sponsor with other Gold level sponsors
- Gold Level Category Exclusivity
- 3 complimentary registrations
- 40 discounted registrations (\$150 off each) for your customers

**Cost: \$30,000**

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**SILVER SPONSOR BENEFITS**

- 10 x 10 booth in the display area
- Third round pick of additional sponsorship options
- Shared billing for your company as break sponsor with other sponsors
- 2 complimentary registrations
- 30 discounted registrations (\$150 off each) for your customers

**Cost: \$15,000**

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**BRONZE SPONSOR BENEFITS**

- 10 x 10 booth in the display area
- Final pick of additional sponsorship options
- Sponsor listing
- 1 complimentary registration
- 10 discounted registrations (\$150 off each) for your customers

**Cost: \$5,000**



GrowZone

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