

# Peoples Company Part Of Ag Coalition Addressing Nutrient Stewardship And Conservation Practices

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**MAKING THE MOST OF YOUR MOST VALUABLE ASSET**

Your best asset is right under your feet.  
And keeping it healthy is more important than ever.

**4R Plus** | Nutrient management and conservation for healthier soils.

On Tuesday, February 13th, 4R Plus was launched at the Agribusiness Association of Iowa Showcase and Convention in Des Moines, Iowa. Peoples Company has partnered with a coalition of thirty organizations whose vision is to empower Iowa farmers and their efforts to improve soil health. The coalition group includes conservation organizations, government agencies, private agribusiness companies, academic institutions, and others.

The underlying goal of the 4R Plus program is to continue building on the conservation efforts of farmers and landowners, creating a campaign to increase awareness and understanding of the 4R nutrient management practices to increase productivity. By implementing additional conservation practices, farmers and landowners will be protecting the soil, our farms' most valuable asset, for future generations.

4R Plus starts with following the 4R nutrient management practices. The 4Rs of nutrient management include applying the right source of fertilizer, at the right rate, at the right time, and in the right place. The added 'Plus' refers to conservation practices focused on improving water quality, reducing erosion, and increasing soil health and resiliency. Collectively these conservation and stewardship practices are designed to help achieve healthier soils which produce higher yields now and in the future.

To learn more about 4R Plus, please visit [www.4rplus.org](http://www.4rplus.org). If you are a landowner ready to invest in your soil health and partner with an innovative Land Management Company, let an experienced Peoples Company Land Manager help you. For more information, please call 855.800.5263 (LAND) or email us at [LandManagement@PeoplesCompany.com](mailto:LandManagement@PeoplesCompany.com).

**As of January 2018, the following partners are involved in 4R Plus:**

Agren, Agribusiness Association of Iowa, Asmus Farm Supply, CF Industries, City of Cedar Rapids Utilities Department (Water), Conservation Districts of Iowa, Crop Production Services, DuPont Pioneer, Feed Energy, Growmark FS, Heartland Co-op, International Plant Nutrition Institute, Iowa Corn, Iowa Dept. of Ag. and Land Stewardship (IDALS), Iowa Learning Farms, Iowa Soybean Association, Iowa State University, J.R. Simplot Company, Koch Ag. and Energy Solutions, LLC, Land O'Lakes, Nutrien, Natural Resources Conservation Service (NRCS), Peoples Company, Practical Farmers of Iowa, Soil Health Partnership, Tessenlo Kerley, Inc. (Crop Vitality), The Andersons, The Fertilizer Institute, The Nature Conservancy, Twin State/Liqui-Grow.