



#### 2019 ANNUAL REPORT

### NUTRIENTS FOR LIFE

112

## Mission

Promote a holistic education on the importance

of plant nutrients to feed the world.

## Vision

Empower the next generation of innovators and decision makers with the science literacy on plant nutrients to develop solutions in sustainably feeding the world.





# Collaboration is K



#### FROM OUR EXECUTIVE DIRECTOR



Whether a teacher, a volunteer, a member of the agriculture industry or a friend, thank you for being part of our journey in 2019. The Nutrients for Life Foundation had a strong year reaching over 4.5 million students and teachers. We have many teachers in every state using our curriculum and resources to open young minds to the science of crop nutrients and their importance to not only plant life, but our lives.

In 2004, a group of fertilizer industry visionaries set out to create an organization to focus on science education, with particular attention to soil and crop nutrients. The mission early on was simply to create and make available resources on plant and soil science. That



organization would become the Nutrients for Life Foundation. Now, 16 years later, our vision is similar but with every year comes new goals, projects and opportunities.

Every two years we gather teachers from various geographic locations and grade levels, and bring them together at our Teacher Summit. This year the Teacher Summit was held in Omaha, Neb. This group of teachers spent hours reviewing our educational resources and making recommendations for their use in the classroom. In short, they help keep NFLF relevant in the classroom, and we are so grateful for the time and effort they give. You can read more about this effort on page 12.

Each and every day, I am guided by a quote from Albert Einstein, "Education is not the learning of facts, but the training of the mind to think." Sure, students can learn the facts about nitrogen. Its chemical symbol is N. It is part of the chlorophyll molecule, which gives plants their green color and is involved in creating food for the plant through photosynthesis. Through our resources, we aim for students to think. Why does this specific plant need nutrients? How will the plant get nitrogen and the other necessary nutrients? Then we ask them to think broader such as the larger questions of food security and environmental impacts.

The need of our science-based resources is real, and we are more than happy to be the trusted resource for so many educators. NFLF has established itself as the premier source for soil and crop nutrient resources, just as those visionaries had hoped when they first came together. We remain committed to delivering a valuable educational program to teachers, volunteers and industry members, and to showcase the critical role fertilizers have in the classroom and in our lives.

Harriet E. Wegneyer

HARRIET WEGMEYER Executive Director



145,712 Curricula and Curricula Supplements

123,159 Posters and Supporting Resources

#### **STUDENTS IMPACTED**



Our mission at the Nutrients for Life Foundation is to educate about the importance of responsible fertilizer use in growing healthy crops, increasing food production and feeding a growing population. NFLF lessons help educators teach their students about soil science, the environment, and the growing demand for food, while sparking critical thinking and analysis. We are proud of the resources we've distributed and the continued growth of our teacher network. All information developed by our Foundation is science-based and supported by agronomists. Our supplemental educational materials are based on our curriculum which has been reviewed by the Smithsonian Institution, the world's largest museum complex and research organization.

# **TEACHERS** IMPACTED





#### INDUSTRY TOOL KIT

#### A LESSON WORTH TEACHING

e have a lesson worth teaching, and as a member of the fertilizer industry, you are the perfect person to teach it! The Nutrients for Life Foundation (NFLF) unveiled an Industry Toolkit to support the great work accomplished by each and every member of the fertilizer industry. Employees who sign up to be Industry Ambassadors, will be able to utilize the NFLF curriculum and resources to inform and educate the public about the vital role fertilizer plays in our everyday lives.

The Industry Ambassador program complements the Teacher Ambassador network which was established in 2017. By having passionate industry people in the classroom talking about the value and necessity of fertilizer, the general public will undoubtedly gain a greater understanding and appreciation for its vital role.

"This idea came to us from the industry, and through multiple conversations we discovered there was a real need," said NFLF Executive Director Harriet Wegmeyer. "This industry toolkit gives every single member of the fertilizer industry – no matter your position – the opportunity to confidently speak at career day, the local Kiwanas Club meeting or school classroom."

The goal is to provide lessons from NFLF's Smithsonian-approved curriculum and equip members of the industry to share the importance of soil science, as well as company-specific information with the public. Geared at various age groups, the toolkit includes seven different lessons that have been taken from the curriculum.

- Fertilizer 101 All Ages
- If Earth Were an Apple All Ages
- From Root to Leaf All Ages
- Soil Separation All Ages
- Nutrient Movement Middle and High School Students
- Exploration of Soil Elementary Students
- 4R Nutrient Stewardship All Ages

The lessons each come with a ready-to-go kit which includes the items you need to teach the lesson. Each kit has educational resources to be gifted to a teacher in the classroom setting, as well as items needed to teach the lesson, such as a fertilizer bag, food coloring or sand. Lessons and kits can be ordered on the Nutrients for Life website. The website also contains a coordinating PowerPoint and suggested script for each lesson.

"I am excited to bring this program to my colleagues at Brandt," said Brandt Chief Marketing Officer and NFLF Advisory Council Chairman Karl Barnhart. "We have strong relationships with communities in our service area. This is a win-win for everyone, as we are able to provide science knowledge as well as talk about our company and jobs. I hear all the time of team members that get invited to speak to our youth, but just don't know what to say. This is exactly what we need!"

Through a grassroots effort, we can spread the word about soil health to students of all ages and to adult organizations that are always looking for programs. Our story is not only important, but it is interesting and serves a vital role in educating consumers and future decision-makers. As an industry, let's get out in our communities and share with pride the great things your company is doing in your community, information about your job for future job seekers and a science lesson!





#### **TEACHER AMBASSADORS**

e are thankful to have a volunteer network of 17 educator ambassadors, ranging from elementary to college level, helping promote the importance of nutrient use through our Nutrients for Life resources. Their passion of our resources, along with an interview process is a requirement to be classified as an ambassador. The NFLF has ambassadors in 12 different states that host workshops, present at confer-

ences, and distribute our materials. In 2019, their efforts reached 875 educators and the general public through 12 workshops, 2 events, and a newsletter writeup.



**Lisa Brown** College Station, TX



Adrian Carter Pompano Beach, FL



Katie Cooper Salmon, ID



**Debbi Cox** Concord, NH



Anita DeWeese Pratt, KS



Sue Meggers Truro, IA



**Jamie Metzger** Williamsport, OH



Nathan Moore Colton, WA



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**Kerrie Sluder** Johnson City, TN



**Ann Smart** New Orleans, LA



**Stacy Snyder** Tripoli, IA



**Sara Toleman** Kimberly, ID



Micah Weber Rock Valley, IA



**Lori Whitlow** Salem, VA



## **12** WORKSHOPS **2** EVENTS



I have always found the resources from Nutrients for Life to be so valuable to me. When I saw the opportunity to become an Ambassador and spread the word, I couldn't help but think it was a great idea!

Katie Cooper, Agricultural Education Salmon High School SALMON, ID





#### **TEACHER SUMMIT**

cience and agriculture teachers from around the nation met in Omaha, Neb., July 22-24, to work with the Nutrients for Life Foundation staff to review and critique the NFLF curriculum and resources. This was the fourth biennial summit, and the feedback from the educators helps keep resources relevant in the classroom. Ten teachers representing both coasts and parts of the Midwest shared their thoughts and ideas on how the resources could be improved and expanded.

Throughout the meeting, teachers discussed the desired path for future materials and programs for the Foundation. The teachers examined components of the Nutrients for Life resources and arrived at a 'top ten' list of priorities that will benefit instructors that teach soil science and plant nutrients. Among the top of the list is to update and provide more interactive posters and to create a section on the website dedicated to soil activities.

While in Omaha, the teachers were able to tour Midwest Laboratories, a family-owned soil testing facility. Through this experience, the teachers gained valuable insight into the soil profile and the laboratory processes that generate results for soil recommendations. With this new information, teachers can take back what they learned to help their students have a better understanding of farming and crop production.







#### **NEW RESOURCES**

#### CARING FOR OUR WATERSHEDS

ater quality challenges and solutions continue to be explored with the Nutrients for Life Foundation's resources. In 2019, the emphasis was to increase program participation and awareness of two remarkable programs -Caring for Our Watersheds and H2Know in Northeast Ohio and the Lake Erie Watershed.

Caring for Our Watersheds empowers students to imagine, develop, and create solutions in their local watersheds. The program promotes watershed awareness and stewardship, values student ideas, and offers support when turning theoretical ideas into action. Judges in the environmental field score student entries and ten projects are selected to compete in the final competition which will be held April 25, 2020. \$10,000 in implementation funding (up to \$1,000 per project) is available to all participants, allowing each and every idea to be turned into a reality. Students will then present their projects and finalists receive cash awards and matching grants for their schools. This program aligns perfectly with NFLF's H2Know program, an interactive digital case study focusing on the challenges of water quality and the Lake Erie Watershed. In 2019 a Lake Erie Watershed educational video was developed. The video showcases the importance of protecting our watershed and some of the water quality challenges facing our



Katie Nainiger NFLF WATERSHED COORDINATOR

Great Lakes. Caring for Our Watersheds and H2Know were presented to over 200 students and teachers in Northeast Ohio. The programs make the students answer the question of "What Can You Do to Improve Your Local Watershed?"

Two remarkable programs with the mission of instilling environmental stewardship among the next generation and improving the quality of the watersheds within our communities. Nutrients for Life partnered with Nutrien, the Hamilton County Soil and Water Conservation District, and the Ohio Soybean Council, to bring these programs to educators throughout Ohio.

Caring for Our Watersheds program is available in California, Colorado, Ohio, Chesapeake Bay and four Canadian Provinces. For more information visit <u>caring-forourwatersheds.com</u>.



## **STUDENTS PLAYED THE NITROGEN** CYCLE CHALLENGE GAME



#### NITROGEN CYCLE CHALLENGE GAME



he Nitrogen Cycle isn't an easy concept for students to grasp. In order to help, we created the online Nitrogen Cycle Challenge Game that not only makes it fun to learn, but also provides two real-life scenarios to help demonstrate its relevance. Students head out to the cornfield as a farmer or to tend their tomatoes as a home gardener, earning high scores and

badges along the way. As they work through the challenge, they answer questions and fill in the nitrogen cycle. Students learn its importance to our crops and gardens and teachers gain a sense of understanding based on student scores.

#### NFLF NATIONAL EDUCATOR SEMINAR

n June, teachers from Ohio, Michigan and Tennessee gathered in Cleveland, Ohio, for the second annual Nutrients for Life Professional Development event, "Soil – Life's Main Ingredient." The event was held in conjunction with The Fertilizer Institute's 4R Summit. Teachers and NFLF staff came together for two days of highly impactful learning and collaboration.

Day one afforded the opportunity to tour the Baldwin Water Treatment Plant and learn the process water goes through in this plant to take it from Lake Erie into the houses of Cleveland citizens. Participants spent the rest of the day learning about the history and science behind fertilizer and had an introduction to 4R Nutrient stewardship and sustainability, before being allowed to hear from experts in the industry. Alan Blalock (Nutrien), Dr. Terry Tindall (Simplot), and David Myerholtz (4R Advocate from Ohio) formed the 4R panel, allowing teachers to discuss and ask questions about sustainability and the 4Rs. Jordan Hoewischer, Director of Water Quality and Research with Ohio Farm Bureau, joined the teachers and led a skype session with local Ohio farmers, allowing teachers to see first-hand the process farmers are going through to ensure sustainable farming practices and the ties to the NFLF digital water quality case study, H2Know.

Day two was spent diving deep into the Nutrients for Life curriculum, environmental science resource and other NFLF materials and hands on activities. Teachers spent most of the day interacting with the resources in sessions led by NFLF staff. The event was capped off with a tour of the Cleveland Brown's field led by Neal Pate, the Brown's stadium and field manager. Teachers learned the role fertilizer plays in a safe playing field for athletes and were able to spend time asking questions.

We look forward to year three of this event being held in Saint Louis, Mo., in July in conjunction with Info Ag.







OF THE TEACHERS WERE USING THE RESOURCES BEFORE THE WORKSHOP

## OF THE TEACHERS PLAN TO USE NFLF RESOURCES IN THE FUTURE



**66** Thank you so very much for all of the information, materials, and time that went into preparing for the workshop. The information will be shared with other teachers in the district. The materials and information that I gained during the workshop will be put to good use in my classroom and will make the educational experience for my future students richer and more engaging. Thank you!

#### **DONOR VALUES**



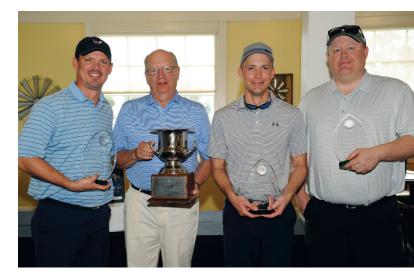
#### GOLF WITH A PURPOSE

very year supporters of Nutrients for Life gather on the links to compete for the Fertilizer Cup and support the Foundation's fertilizer education efforts. The golf tournaments have been a significant revenue generator for the Foundation. In 2019, NFLF raised nearly \$94,000 for its mission by golfing with a purpose.

"We are strong supporters of Nutrients for Life's education mission and believe that as an industry we must share the purpose of fertilizer," said Gavilon President Brian Harlander. "I have played in every fundraising golf tournament since the inaugural one in 2005, and am pleased I am able to combine my love of golf and desire to help educate children."

The 2019 Nutrients for Life Foundation Golf Tournament was held at the Celebration Golf Course in Florida in February as part of The Fertilizer Institute's Annual Meeting. The Gavilon Fertilizer team of Brian Harlander, Brent Harlander, Mat Taylor and Matt Skov claimed the Fertilizer Cup. (pictured above right)

The 2019 Nutrients for Life Golf Classic held in July in conjunction with the Southwestern Fertilizer Conference saw the Kadant Grantek Inc. team of Joe Ernst, Jeff Holler, Nate Kaiser and Chris Skibba take top honors. (pictured bottom right)





#### **NFLF GOLF COMMITTEE**

Brian Harlander, GAVILON Justin Gough, LSB INDUSTRIES Cody Melle, NUTRIEN Tom Torretti, COOPER CONSOLIDATED

RAISED THROUGH GOLFING WITH A PURPOSE

#### MEET THE TEAM

## Eight individuals, united in our passion for education, agriculture, people and excitement for our nation's youth.



**Tiffany Ballow** Program Manager and Louisiana Regional Representative



**Tracy Baxter** Florida Regional Representative



**Melissa Bigge** Kansas Regional Representative



**Melissa Buehler** Nebraska Regional Representative



**Debra Kearney** Iowa Regional Representative



**Rick Phillips** California, Idaho, Washington Regional Representative



Haley Siergiej Illinois Regional Representative



Harriet Wegmeyer Executive Director

#### FROM OUR CHAIRMAN

#### BECOME YOUR OWN ADVOCATE



I am proud to share the Nutrients for Life Foundation's annual report. It reflects a meaningful year in which our team once again focused on the importance of crop nutrients through educational resources for teachers and students, as well as members of our industry.

I think the work done at Nutrients for Life is relevant on a daily basis and really helps cultivate a passion for tomorrow's agriculture. In my second term as NFLF's chairman, I am proud of the great work accomplished, and eager for the plans that lie ahead.

One highlight of the year was the unveiling of an Industry Toolkit to support the great work accomplished by each and every member of the fertilizer industry. This exciting opportunity allows employees, who sign up to be Industry Ambassadors, the ability to utilize the NFLF curriculum and resources to inform and educate the public about the vital role fertilizer plays in our everyday lives.

The goal is to provide lessons from NFLF's Smithsonian-approved curriculum and equip members of the industry to share the importance of soil science, as well as company-specific information with the public. Geared to various age groups, the toolkit includes seven different lessons that have been taken from the curriculum. I encourage every member of the fertilizer industry to use a lesson in your community.

NFLF's core curriculum and supplemental resources have made a significant impact each year since NFLF was formed in 2004. The NFLF team was able to reach over 3.6 million students and more than 134,000 teachers with its science-based resources in 2019. H2Know is the first resource to bring the 4R program, which incorporates the Right fertilizer source at the Right rate, at the Right time and in the Right place, into high school science classrooms. H2Know is aligned with current challenges the fertilizer industry is facing and discusses solutions and best efforts. Demand has been strong for this resource along with our core curriculum *Nourishing the Planet in the 21st Century.* 

As President of Trammo, a privately owned global distribution and merchandising company specializing in anhydrous Ammonia, among other ag related raw materials, and proud leader of our industry my vision for Nutrients for Life 2020 is to increase our outreach with the help of those that work within it, continue developing vital tools that showcase the importance of nutrients in our world and to showcase our industry's efforts in providing environmentally safe and efficient practices that are necessary now and detrimental to our future.

Thank you to all the companies and individuals who have recognized the critical role NFLF and its educational efforts play by being financial supporters. As we look forward to the year ahead, I challenge you to take a lesson from the Industry Toolkit and teach! We have plants, retail locations and offices all around the country, let's extend our reach and share the value of crop nutrients with those in our communities.

JEFF MINNIS President, Trammo Inc. Chairman, Nutrients for Life Foundation

#### FINANCIAL SUMMARY

JUNE 30, 2019

# \$906,991 2019 TOTAL REVENUE

## \$1,066,750

**TOTAL EXPENSES** 

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OUTREACH	\$195,948
DISCOVERY EDUCATION PARTNERSHIP	\$125,000
RESOURCE CREATION AND PROMOTION	\$161,501
REGIONAL PROGRAMMING	\$249,511
FUNDRAISING	\$203,312
GENERAL & ADMINISTRATION	\$131,478

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We would like to extend a special thank you to our board level contributors.



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