

# FARMS PARTICIPATING IN **GROWN WITH PURPOSE™** ARE:

## Profitable

Achieve yield goals, maximize returns from crop inputs and grow your business.

## Efficient

Apply crop nutrition products when and where they are needed. By soil testing and using the most effective products with the right timing, minimize losses to the environment.

## Sustainable

Promote the efficacy and stewardship of crop inputs and plant genetics, minimize drift, and limit the effects of farm activities on beneficial insects and the environment.



## GET STARTED

Visit a Grow Team member at your nearest CO-OP® Agro Centre, or email [growteam@fcl.crs](mailto:growteam@fcl.crs) to get started with your complimentary Grown with Purpose consultation.

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**Grown with precision.  
Grown with care.**

**GROWN WITH  
PURPOSE**

# GROWN WITH PURPOSE™

is a forward-thinking program that assesses your farm's planning, use of crop inputs and safe work practices.

Since the program launched in 2019, local Co-op Grow Team members have been working closely with farmers like you, developing customized strategies that improve fertilizer efficiency, optimize production and enhance the overall health of the land.

The Co-op Grow Team includes more than 350 agronomic specialists across Western Canada delivering a wide selection of products and services covering seed, crop nutrition, crop protection, planning and other agronomic services.

## Manage Your Inputs

A comprehensive review of your short- and long-term goals, agronomic strategies and use of crop inputs will provide your local Grow Team member with the insights needed to identify where small changes can have the most impact.

## Plan Strategically

Remove the guesswork. Build a crop plan with your local Grow Team member that uses industry-leading solutions to drive efficiency, enhance crop yields and optimize returns on your farm.

## Be an AGvocate

Stand up and be proud that the food you produce is nutritious, safe and grown with practices that are mindful of air, water and soil quality.



### Farming smarter

Innovation and ingenuity lead to success in Western Canada.

After all, it was here on the Prairies in the 1980s that researchers, manufacturers and producers first adopted — and advanced — the no-till farming practices that growers widely employ today. This practice improved soil moisture, reduced erosion and runoff, and made crop nutrition products more effective — all resulting in better yields and increased profitability.

### Now we're doing it again.

Today, opportunities abundantly exist for growers to embrace technology, collect data and make informed decisions with pinpoint precision — all while demonstrating the stewardship our communities and customers are asking for.

The Co-op Grow Team and the Grown with Purpose Program will help you discover how simple changes complement what you're already doing and can make your farm more profitable, efficient and sustainable:

- Develop a nutrient management plan.
- Take a soil test.
- Determine a nitrogen application time that reduces environmental losses.
- Use an enhanced-efficiency fertilizer.
- Add a legume or pulse crop to your rotation.
- Continue to minimize tillage.

With modern tools, advanced strategies and local supports, you can optimize production one field at a time.