



BECOME *a* 4R ADVOCATE



APPLY NOW



Application Deadline is January 30, 2026 | Winners will be notified March 2026

BECOME *a* 4R ADVOCATE

The 4R Advocate program recognizes agricultural retailers and their grower customers who are leading the way in implementing advanced 4R Nutrient Stewardship practices. The selected group of 2026 4R Advocates will represent the agriculture industry in raising awareness and adoption of 4R Nutrient Stewardship. Since 2012, the 4R Advocate Program has recognized 128 farmers and retailers who manage over 300,000 acres in 27 states.

2026 4R ADVOCATES: LEADING THE CHANGE

As 4R Advocates, retailer-grower pairs play a pivotal role in highlighting how innovations and precision in agriculture provide solutions to environmental concerns among legislators, environmental groups and the general public, while improving ROI.

PROGRAM BENEFITS

Retailers

- Recognize innovative grower-customers
- Protect grower's right to operate by sharing positive nutrient stewardship examples
- Position your company as a trusted resource
- Participate alongside grower in events and speaking opportunities.

Growers

- Recognition for advanced nutrient stewardship efforts
- Photo and video shoot highlighting farm, family and work
- Participation in case study to evaluate ROI and nutrient use efficiency
- Expense-paid trips to Agronomy Conference, DC and Commodity Classic

A FULL YEAR OF OPPORTUNITIES

- On-Farm Celebration, Recognition and Filming
- Dedicated Media Training & Media Interactions
- Recognition at TFI's Agronomy Conference
- Visit to Capitol Hill
- Speaking Engagements
- Host On-Farm Events
- Exclusive Commodity Classic Experience

HOW TO APPLY

Nominations are now open to all TFI retailer members. Join us in our mission to promote sustainable nutrient management and be recognized as a leader in the agricultural community.

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Scan here for the application!



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