

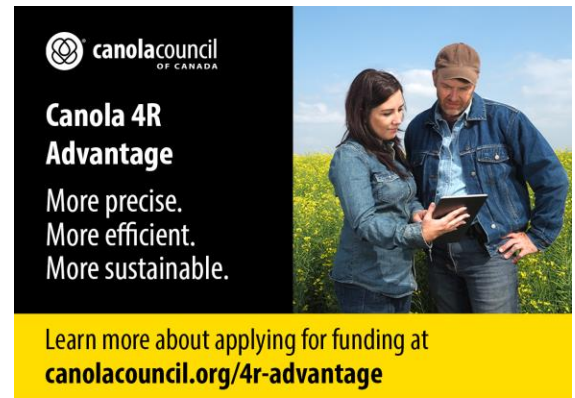
Canola 4R Advantage – Year Two

The Canola Council of Canada (CCC) is pleased to release details around year two of Canola 4R Advantage, a program offering financial support to growers as they initiate or advance 4R Nutrient Stewardship on their farms.

Canola 4R Advantage is one of the 13 programs being delivered by Canadian agricultural organizations with funding from the Agriculture and Agri-Food Canada's On-Farm Climate Action Fund (OFCAF).

Canola 4R Advantage continues to provide incentives for canola growers to initiate or advance best management practices (BMPs) in four areas:

1. Soil testing
2. Field zone mapping
3. Preferred application
4. Enhanced efficiency fertilizers



The graphic features the Canola Council of Canada logo and the text: **Canola 4R Advantage**, *More precise. More efficient. More sustainable.* Below this is a photo of a man and a woman in a field looking at a tablet. At the bottom, a yellow banner reads: **Learn more about applying for funding at canolacouncil.org/4r-advantage**

Funding for Canola 4R Advantage is provided by Agriculture and Agri-Food Canada through the Agricultural Climate Solutions – On-Farm Climate Action Fund.

Year two of Canola 4R Advantage will cover expenses paid by growers between April 1, 2023, and March 31, 2024. A new digital application portal is expected to open in June 2023.

In year two, growers can access these additional program enhancements:

- **More dollars per BMP:** Funding limits for each of these four BMPs will increase from \$6,000 per BMP per farm to \$20,000 per BMP per farm.
- **More BMPs per farm:** Each farm can seek support for up to four BMPs per year, compared to the limit of two BMPs per farm in year one.
- **Added eligibility for 4R plan development:** In addition to support for up to four BMPs, the program can reimburse a portion of consulting fees charged by a 4R designated agronomist to develop a grower's 4R Nutrient Stewardship Plan, for the purpose of this project. Having a verified 4R plan is a requirement when applying for funding under Canola 4R Advantage.
- **Funding continued adoption of new practices:** Growers can seek funding to continue BMPs that were started since February 7, 2022. This change provides another incentive to keep using 4R practices over the long term.

Other program details established by AAFC will remain in place, including the 85 per cent reimbursement cap for eligible expenses and a maximum \$75,000 limit in total funding received by a farm business across all OFCAF programs over the two-year OFCAF program lifetime.

Find more program details on the CCC website at canolacouncil.org/4r-advantage, including [FAQs](#) and a recorded webinar covering year two program enhancements. Please [contact](#) Canola 4R Advantage program administrators with any further questions at 4RAdvantage@canolacouncil.org or (888) 492-0007.