

Making BMPs happen

Deciding what's "Right" and Acting

Flowers Canada (Ontario) Inc. February 1, 2017
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Pollinators

GMO

**People care about what you do
and how you do it**

Water
Quality

Native Plants

Nutrients

Water
Quantity

What is Social Responsibility

- Social responsibility is an ethical framework which suggests that an entity, be it an organization, business or individual, has an obligation to act for the benefit of society at large.
- Social responsibility is a duty every individual has to perform so as to maintain a balance between the economy and the ecosystems...doing the right thing.
- Whether you call it social responsibility, social license or social contract, it is ultimately driven by **public perception**.
- **It comes down to TRUST!**
- **Do you have a story to tell?**



Issues change but interest remains



*Soil-Applied
Imidacloprid
translocates to
Ornamental flowers
and reduces survival
of adult Lady Beetles
and Larval Butterflies*



Flowerscanadagrowers.com

*The Premier of Ontario and
Governors of Michigan and
Ohio signed a Collaborative
Agreement on June 13, 2015*

*40% reduction of
Phosphorus to western
basin of Lake Erie by
2025, with an interim
reduction target of 20%
by 2020*

What are Farm Organizations doing?

Prosperous, sustainable farms -- resilience, climate change



Ontario Federation of Agriculture



Profitable and responsible stewardship of resources -- water is key



Dalry Farmers of Canada

**Responsible stewardship of the environment -
-conserving soil**



Soil your Undies, Earthworms and Windrows



Olivia Garnett

What messages is FCO sending?

- Proactively addresses common challenges to our industry - implement solutions that benefit both our industry and the Canadian economy
- A Blueprint for Environmentally Sustainable Greenhouse Farming: Water Specialist

Key words Growers use to describe them selves:

Family

Customer need = choice

Growth

Escape/Adventure

Locally Grown

Quality

Reliable

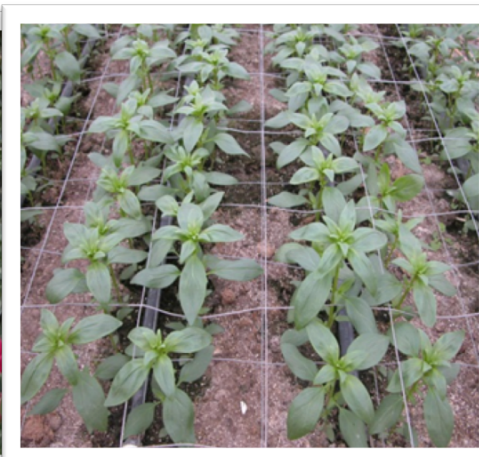
Efficient

Renowned

High Demand

Technology

Superb



Key initiative on Consumer webpage

- [pickOntario](#) is a marketing campaign to help raise awareness, interest and demand for Ontario-grown cut flowers and potted plants.
- pickOntario's continuous goal is to remind people that there are locally grown flowers in Ontario.
- pickOntario will be at the National Women's show making complimentary flower crowns to make your experience (and selfies) even more beautiful.
- Flowers for mental and physical health
- Flower of the month, Grower of the month



Can you describe sustainability?



Closed systems may include technologies like these flood benches and troughs, which collect nutrient feed water for reuse.



Collecting rainwater from greenhouse roofs and storing it for irrigation use is a good water management practice.



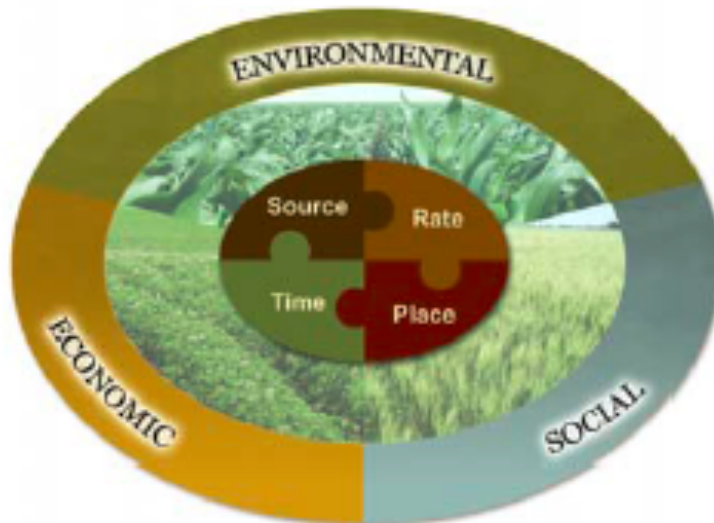
Knowing where subsurface drainage pipes are and how they connect to existing systems will help to determine water flow in and around your operation.



A compacted surface and an impermeable barrier will assist in collecting any nutrient rich water from your outdoor collection area.

What is industry doing?

4R: "right" means sustainable



4R
PLANT
NUTRITION

**PROVISION
COALITION**
PROCESSING FOOD SUSTAINABLY

Walmart
SustainabilityHUB

Home Our Goals How To Make A Difference Share What You've

Home How To Make A Difference Fertilizer Optimization



**How to Make a Difference -
Fertilizer optimization**



FARM & FOOD
Care ONTARIO

"Building public trust in food and farming"

4
nutrient
stewardship

Fertilizer Placement Study in Container Nurseries

- Many container nurseries incorporate their fertilizer in the first year of production; can mean up to 50% more leaching of P from bottom of pot compared to other methods
- Nursery containers with dibbled/subsurface fertilizer:
 - Used 20% less fertilizer (lower costs to farmer),
 - Had comparable tissue analyses to other treatments (equal growth and quality),
 - Had lower nutrient levels in leachate (improved environmental impact), and
 - Had great roots
- Promoted 4 R's to nursery growers – Right rate, Right location, Right time, and Right product
- \$74,800 investment by OMAFRA through TPA, outreach to over 150 growers at LO Nursery Short Course, at least 10 growers want try modifying their fertilizer placement practices in summer 2016 to test the results of this study

DIBBLE

TOP DRESS

INCORPORATED

Greenhouse & Nursery Water Videos



- Here's the link: <http://www.omafra.gov.on.ca/english/crops/hort/videos.htm>



Self-Assessment and Best Management Practices
for Water and Fertilizer Use
in Greenhouse Vegetable Production

Best Management Practices and Self-Assessment
Water and Fertilizer Use for
Outdoor Container Production



Water and Nutrient Use Efficiencies

Best Management
Practice Self
Assessment Tool for
Greenhouses and
Outdoor Container
Production

Self-Assessment for Water and Fertilizer Use

Production Water As used in production



Pre-Production Water Before use in the greenhouse

Post Production Water After use in the greenhouse

BMPs for water and fertilizer use at all stages of production

- Assess the current use of water and fertilizer at your production facility
- Determine where improvements can be made
- Document ongoing improvements



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