

**There are a lot of ways to measure a company's performance.** Often the best measures don't necessarily appear on a quarterly profit statement. They lie in a company's ability to meet your long-term needs. At PotashCorp, that means investing in new fertilizer production capacity that will keep pace with the world's burgeoning demand for food. Like our newly expanded Rocanville potash mine, which will offer granular potash with the highest uniformity index in the business. Plus, our long-term view of things doesn't stop there.

## WORLD DEMAND

We're also investing in our communities, and leading the way in environmental initiatives. Today that's called sustainability. But it's how we've always done things at PotashCorp. As the world's leading producer of the three essential agricultural nutrients — potash, phosphate and nitrogen — we see sustainability as much more than a fashionable new way to do business. It's a reflection of our reason for being: Helping you grow today — and sustain far into the future. That is how we look at the world. Visit [www.potashcorp.com](http://www.potashcorp.com).

