



Applying the science research on the farm

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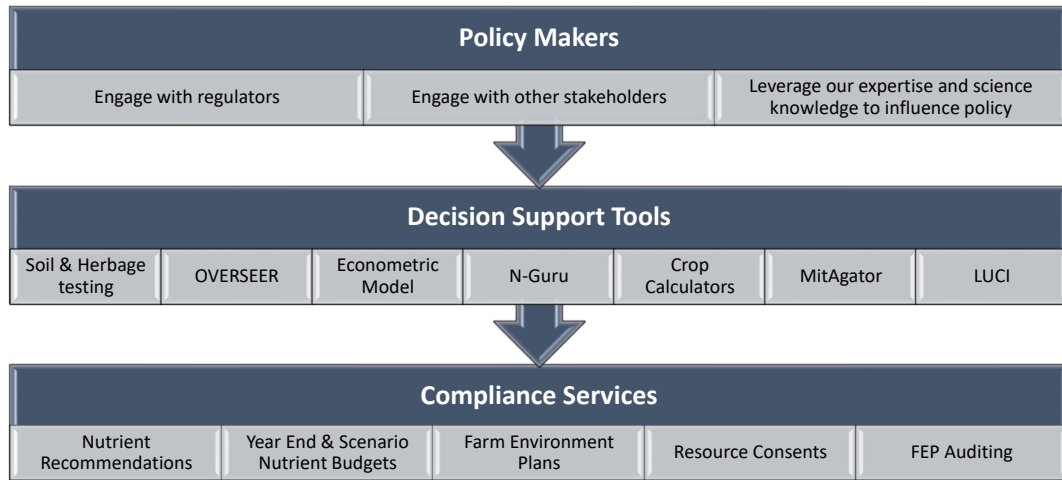


Key Messages

- Fertiliser Association member companies: Ballance Agri-nutrients and Ravensdown
- Farmer owned co-operatives: Driven by: Services to owner shareholders, market share and industry good
- Over 40,000 farmers a year purchase fertiliser from Fertiliser Association companies
- Over 200 advisors out on farm every day
- Over 170 Certified Nutrient Management Advisors
- Significant involvement in Primary Growth Partnership (PGP) and Sustainable Farming Fund (SFF) projects
- Achieving the 4 R's principles;
 - Right Source, Right Rate, Right Time, Right Place

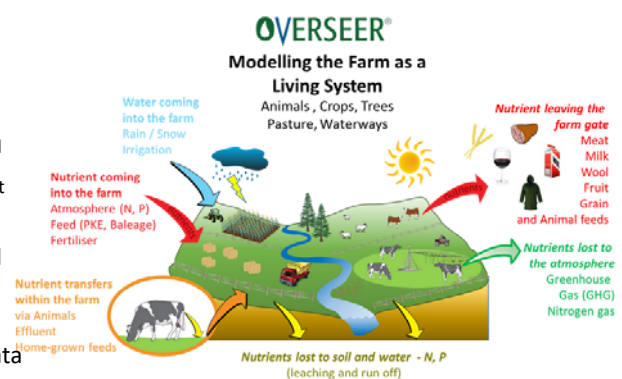


Where do the companies help?



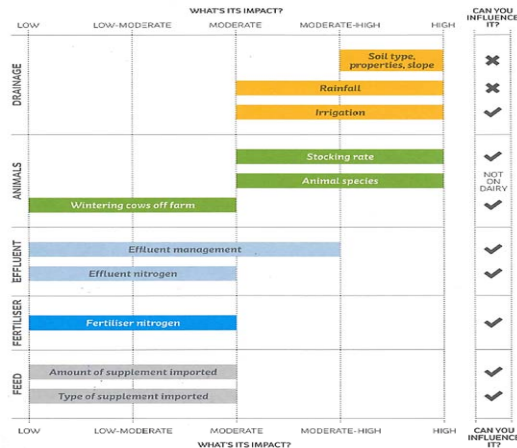
Not all nutrient budgets are equal...

- Accurate data + appropriate qualifications are crucial for a robust Nutrient Budget and Farm Environment Plan
 - NMACP and OVERSEER Best Practise Data Input Standards developed to ensure standard, well qualified application of information
 - Model outputs are only as good as the information that goes into it
- Farmer emphasis needs to be on collecting and storing accurate farm data
- **'Rubbish in, rubbish out'** principle holds – can have massive implications for the farm if the data is wrong
- Nutrient Budget type codified;
 - Predictive
 - Year End
 - Scenario



Making an impact on farm & in catchments

Practical ways to reduce nitrate leaching



- Discussion Groups
- What's My Number Roadshows
- One to One farm visits
- Conferences
- Plan submissions
- Industry working groups
- New Spatial Models

Bringing science to farm and policy...

- Fertiliser Association and member company submissions, stakeholder engagement and implementation work focus on:
 - Agreement with farmers reaching the Good Management Practices standards
 - Ensures **science** informs & shapes the debate
 - Reducing **complexity**
 - Ensuring reporting and auditing **frequency** matches the timeframe of changes in farm practice
 - Sensible and **achievable** implementation timeframes
 - Supporting nationally **consistent** approach to nutrient management



**Fertiliser
Association** 
Shaping profitable and sustainable farming

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