



Executive Director:

Kevin Geddes

P O Box 414

ASHBURTON

Ph: 03 3078148

Fax: 03 3078146

kgeddes@fedfarm.org.nz

www.groundsreaders.co.nz

The October meeting of the Council of the New Zealand Groundspread Fertilisers Association was held in the Miramar Golf Club, Wellington International Airport, Wellington on, Wednesday 11 October 2017 commencing at 9-00am.

Present: Dean Brooks President; John Schultz Vice President; Brent Scully; Ross Corlett; Stu Pinney; Steve Whitehead. In attendance: Kevin Geddes, Amanda Ryan, Lisa Carruthers, Dani Konig, Fabian Kopu, Ann Thompson, Mark Wren.

Apologies: Simon Pedersen, Graeme Martin, Lisa Carruthers (lateness) *That the apologies be received.* Moved Brent Scully, seconded Ross Corlett. Carried.

Conflict of Interest. Dean Brooks and John Schultz stated they own bins built by P Hoyle.

MINUTES – 29 May, 12 July 2017 *That the minutes of both meetings be accepted.* Moved Steve Whitehead, seconded Brent Scully. Carried.

Matters Arising.

[1] Review of Spreadmark, Member Questionnaire; Discussion held over until Mark Wren Synlait Environmental Manager has addressed Council.

[2] Driver Safety Manual. Kevin Geddes advised Council that the revised Driver Safety Manual had been lodged with Worksafe NZ for their approval. Contact with Al McCone Rural Advisor – WorksafeNZ want to rewrite some sections.

[3] Invitation to NZ AAA. Reciprocal registrations to each organisation`s conferences agreed.

[4] Professional Development Courses. Workshop at Christchurch 4/10/17 attracted 10 people, Hamilton Workshop 12/10/17 12 people. Brent Scully commented on the value of the Workshop and that pre Conference would be

better timing. The presenter Geordie McCallum was good but needed to spend more time explaining the process of financial analysis. Brent suggested that while this Professional Development was about the financial management of a groundspreeding company, in alternate years emphasis could be given to HR management. Resolved *that long term sponsorship be arranged with our major sponsors.* Action Kevin Geddes, Dani Konig.

[5] Conference 2018. Discussion. The AGM should be held at the beginning of Conference with opening and closing noted. AGM and business to occupy all Monday morning. The 2018 Conference will be held in the Ascot Hotel Invercargill, 15, 16, 17 July. Council should ensure the MC / Timekeeper keeps to the schedule, provide time for general business, have fewer speakers but allow time for discussion led by Councillors following the speaker(s). It was noted that modern conferences are not business focussed, as organisational issues are managed by Council through the year. Resolved that John Schultz and Simon Pedersen will respond to the issues raised by past presidents.

FINANCE – Daniela Konig reported to the end of September 2017. 2018 YTD income is \$80,618 compared to 2017 YTD income of \$84,871 and the YTD budget of \$76,300. We are down against last year due to a decrease in national subscriptions and sundry income. 2017 sundry income is N3 contributions from seven branches, 2018 is from three. We are up against budget due to outstanding branch payments and the timing of sundry income. 2018 YTD expenses are \$52,213 compared with 2017 YTD expenses of \$43,666 and the YTD budget of \$52,666. The increase on last year is due to an increase in meeting expenses (incl travel), printing and stationary and administration fees. We are on par with budget. 2018 YTD profit prior to conference expenses are \$28,405 compared to 2017 YTD profit of \$41,205 and the YTD budget of \$23,634. 2018 YTD conference expenses are \$6,541 compared with 2017 YTD conference expenses of \$4,007. 2018 YTD net profit is \$21,864 compared to 2017 YTD \$37,199 and the YTD budget of \$23,634. As at 30 September 2017 we have \$155,318 in bank accounts and term deposits compared to 30 September 2016 of \$183,244. We are forecasting a \$3,043 cash inflow resulting in a year end bank balance of \$95,971. *That the financial report be received.* Moved Dani Konig, seconded John Schultz. Carried.

REPORTS Committees:

Fertiliser Quality Council. Dean Brooks reported that \$10k has been granted to NZGFA for Spreadmark promotion. The Spreadmark review is processing.

Training – John Schultz reported that Peter Herrick attended a RTA training event, there was a question about NZGFA training representing national unit standards. Phil Johnson has an online module developed for H&S requirements for drivers. Jim Laird is working under Peter Herrick`s direction in the North Island. Larger companies can use NZGFA / Spreadmark ‘in house’ training. Discussion on including dispatch people in training programs? The many variables make training dispatchers difficult. The ‘Chain of Responsibility’ includes the dispatcher. Should this be a Conference discussion?

Magazine - Amanda Ryan reported the Groundspread magazine is being well received by members If additional magazines are to be produced for Branches to use for promotion to target non-members, this could cost around \$2k to deliver to all non-member spreading companies in New Zealand. The Magazine needs a horizontal logo [Dani to supply] Brent Scully recommended the website carry past conference papers.

Resolved *That National office to compile list of all NZ spreading companies, separate members from non-members and deliver to Branches to use to seek new members.* Action Kevin Geddes Dani Konig.

AFSA Conference –Dean and Sarah Brooks and John and Nivonne Schultz represented NZGFA at the AFSA Conference at Torquay Victoria, 14/15 September. The conference was well run and they hold the Victorian and national board meetings on the first day. The second day had a number of sessions: ‘Economics and marketing’. Three speakers on the price of fertiliser, manufacturing and importing fertiliser and agribusiness in Australia. ‘Work Health and Safety’ - launch of the AFSA online WHS system was launched by Rod Abbott and Amy Wyer. ‘Fertiliser Application Technology’ – mapping and robotic application advances and how they may apply to the industry. A presentation was given on the P cycle and soil biology. Sessions on ‘weather forecasting’ which were recorded for later viewing for those unable to attend. ‘Business and succession planning’ - how to initiate the process and when to involve outside professional help.’ Identifying and analysing business data’ and how to use this to make better business decisions. ‘Human Resources’, how to attract and retain good staff and the effect this can have on your business and the agricultural industry as a whole. ‘Soil and plant technology’, nutrient management guidelines particularly in high rainfall cropping areas. Real time soil tests and the use of this technology for nutrient budgeting.’ Fertsmart and Fertcare’ - update to the industry and how things are going with the uptake of

machinery testing. This Conference also provided a great networking opportunity and discussions were held on how to work together as national organisations to enable our members to access information and idea sharing across the Tasman. There is potential to form a type of exchange system where members could spend time in another country seeing the differences and similarities in the industry and an opportunity to grow business` and share ideas back to respective national associations. Dean and John expressed thanks for the chance to attend the AFSA National Conference and to continue to build the relationship between the two national bodies.

Promotion – Lisa Carruthers reported. Recent activity for NZGFA. Media Releases: *Fert-spreader feedback sought for industry benchmark upgrade (draft).*- 6th September, *New Zealand groundspreaders appoint new ‘driver’* . 21st June, *Groundspreaders’ Conference all about business*. Media coverage includes: Oct/Nov ’17, *Rural Contractor* – Dean Brooks new president of NZGFA. Sept ’17, *Farmers Weekly* – Fertiliser visionaries owed debt. June/July ’17, *Rural Contractor* – Proof of placement vital part of good farm management. June ’17, *Southern Rural Life* – Conference heads to Napier. June ’17, *Wairarapa MidWeek* – Spreading the word. 5th June ’17, *NZ Farmer* – Warning from Fertiliser Quality Council. 9th May ’17, *NZ Herald* – Farmers must ask questions about fertiliser. 26th Feb ’17, *Southern Rural Life* – Cost of inaccurate spreading. Placed articles: Whenever the FQC writes an authored article it is ensured that Spreadmark is included. August ’17, *NFR* – 25 years of overseeing fertiliser regulations, by Anders Crofoot . June ’17, *NFR* – Proof of aerial accuracy lies in accreditation, by Anders Crofoot. May ’17, *Groundspread* – Time for Spreadmark review, by Anders Crofoot. April ’17, *NFR* – Farmers must ask questions about fertiliser, by Anders Crofoot. Advertising – Regular FQC ads run in *National Farming Review* and *Groundspread* magazine. Respectively, these encourage farmers to use Spreadmark accredited spreaders and spreaders to become accredited. These ads are also posted on the FQC’s social media accounts. Other promotional activity – As part of the FQC’s 25 year celebration, a double-sided bookmark was produced, promoting Fertmark on one side and Spreadmark on the other. Notice of the upcoming GFA business workshops were posted on social media. Aerial spreading – We are continuing to make a conscious effort to include aerial spreading in our communications – articles, the website and across social media. NZGFA website – The FQC is still hosting the original version of the website and continue to keep it up-to-date.

Business Development – Daniela Konig reported. 200 Business cards to be printed for the Chair and Executive Director. An article to be written for the FFNZ December Farming Review. NZGFA to contribute information about developments in fertiliser spreading, promote Spreadmark and what Spreadmark does. The agreement between FQC and NZGFA to provide \$10k for Spreadmark promotion. Moved John Schultz, seconded Brent Scully. *That the agreement between FQC and NZGFA be forwarded to FQC for signing.* Carried. An NZGFA email Newsletter will continue to be produced and distributed to all members every second month. NZGFA Website upgrade to include Branch pages. There have been 233 website users, average session 4.8 pages. Resolved. *The 'Spreadmark Promotional Levy' to be called the 'Spreadmark Levy'*

GENERAL BUSINESS:

Fabian Kopu, Ravensdown Spreading Manager joined the meeting. Fabian said the company had a good supply of constant quality P rock, so don't expect outages. Fodder beet mixes in heavy demand. New Plymouth new store opening 19 Feb opening including a precision blending plant. Stores are flexible on opening and closing times. Redevelopment at Seadown in the autumn including a new dispatch point. Precision blending facility at Nelson. Flip screen use. Ravensdown is measuring physical quality and checking physical degradation of the product through the transport process. Fabian Kopu left the meeting

Mark Wren Synlait Environmental Manager, described the Synlait 'Lead with Pride' farm certification and inspection system which must include a credible Farmer Spreadmark certification. The QCONZ developed driver training module is a satisfactory assessment of driver competence for Synlait. As well as driver / fertiliser spreader operator training, Synlait also require a Spreadmark pattern test for all Synlait listed Gold supplier farms. Proof of placement is needed. Farmer Spreadmark training could be provided by NZGFA trainers. Synlait could have a business relationship with NZGFA to link their brand with Spreadmark. GPS fertiliser placement records must be part of the training. The threat to Spreadmark is a lowering of standards. The current AgCal pattern test certificate without driver training is not sufficient for Synlait Gold standard. Synlait and Spreadmark can strengthen each brand. The Canterbury farm model demonstrated a 44c kg milk solids gain from more accurate fertilizer placement. I.S.O accreditation is important to Synlait. Proposed points: [1] Farmers become Spreadmark accredited. [2] NZGFA give driver / farmer training to supplement

the training module. [3] One standard for the Spreadmark pattern test. [4] On farm audit process by Synlait using Assure Quality. [5] NZGFA form a business relationship with Synlait to train drivers.

Ann Thompson FQC said a Spreadmark review survey is go out to processors. The Farmer Spreadmark module is on-line fgc.co.nz QCONZ.co.nz Alistair Holmes lime spreading research showed variable spread patterns.

John Sinclair NZAAA. Spreadmark review. AAA Spreadmark review, members see no point in a regular pattern test for aerial fertiliser application. The test for evenness is adequate but light on precision. Promote Aerial Spreadmark as a means to keep fertilizer out of water. Recommend a Risk Management Table showing a risk based approach. The NZ AAA view is that the pattern test is not practicable for aerial. The real problem is the variability of fertiliser! Both companies are working on product spreading ability for fertiliser. Need a particle hardness number on all fertilizers at stores.

In committee. Discussion on staff succession. Spreadmark promotion contract to be signed before any financial commitment made. Increase limit on President NZGFA credit card. Out of Committee.

Next meeting: To be scheduled the day before FQC Forum meeting.

Closure: 4.30pm