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The January meeting of the Council of the New Zealand Groundspread Fertilisers Association was held in the Miramar Golf Club, Wellington International Airport, Wellington on, Tuesday 30 January 2018 commencing at 9-00am.

**Present:** Dean Brooks President; Simon Pedersen Vice President; John Schultz Vice President; Brent Scully; Ross Corlett; Graeme Martin; Steve Whitehead

**In attendance:** Kevin Geddes Executive Director, Lisa Carruthers Loop Promotions, Dani Konig FFNZ, James McCloy EuroAgri, Nadine Parata Ballance AgriNutrients, Bill McGregor NZ AAA.

**Apologies:** Amanda Ryan; Brent Scully, John Schultz (lateness) Resolved: *That the apologies be received.*

**Minutes** 11 October 2017 *That the minutes be accepted.* Moved Ross Corlett, seconded Steve Whitehead. Carried.

### **Matters Arising.**

[1] Review of Spreadmark, FQC Questionnaire to processors about Spreadmark. Low response. Farmers have not understood cost of inaccurate placement of fertiliser. Need to promote to farmers more effectively. Aerial industry has a 'risk based' approach to spreading. We should drive a cost analysis of poor fertiliser placement. Low response means the industry has failed to engage with processors effectively.

[2] Driver Safety Manual Revision. 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. No further progress. Arrange to meet WorksafeNZ. Action Kevin Geddes John Schultz

[3] Professional Development Courses. Discussion. Run courses again. Propose content to cover recruitment of employees, HR Management, employment interview process, personnel selection policies, drug and alcohol policies, employment agreements, job review process. Assist to make the groundspread industry attractive to employees. Include dispatchers and managers in the industry. Propose HR people from fertiliser companies? The outcome of the training should be to raise member understanding of company employment policies. MBIE website has some examples. Potential venues; Christchurch, Hamilton, Manawatu, Invercargill. Use councillors, Graeme Martin and approach Graham Smith. Action Kevin Geddes

[4] Conference 2018 Issues raised by past presidents. John Schultz and Simon Pedersen have dealt with the matter.

[5] List of all New Zealand spreading companies. National office to prepare a new member resource kit to Branches to send to potential new members. Action Kevin Geddes, Dani Konig.

[6] Promotion of Spreadmark - \$10k - signed contract with FQC. Action Dani Konig.

## **FINANCE**

### **To November 2017.**

2018 YTD income is **\$82,666** compared to 2017. YTD income of **\$93,146** and the YTD budget of **\$76,500**. We are down against last year due to a decrease in sundry income which is N3 contributions and conference income. 2018 YTD expenses are **\$66,218** compared with 2017 YTD expenses of **\$62,123** and the YTD budget of **\$65,893**. We are up against last year due to increases in meeting expenses, president's expenses, printing and stationery and administration fees. 2018 YTD profit prior to conference income and expenses are **\$16,448** compared to 2017 YTD of **\$31,023** and the YTD budget of **\$10,607**. 2018 YTD conference expenses are **\$6,541** compared with 2017 YTD conference expenses of **\$4,007**. 2018 YTD net profit is **\$9,907** compared to 2017 YTD **\$27,016** and the YTD budget of **\$10,607**. As at 30 November 2017 we have **\$133,529** in bank accounts and term deposits compared to 30 November 2016 of **\$167,665**. We are forecasting a **\$4,141** cash inflow resulting in a year end bank balance of **\$97,068**.

*That the financial report be received.* Moved Dani Konig, seconded John Schultz.  
Carried.

**Nadine Parata Ballance AgriNutrients.** Farm Environment Plans teams in place. Phase 1 of “My Ballance System” now in place. Phase 2 & 3 are to include the spreading team. Ballance is working on a fertiliser QA quality project. End users require certainty about how the product will spread. Frequently there has been a breakdown of fertilisers through excessive handling. Ballance is looking to create better supply chain, recognising there are more products now. Port hubs do not put all products into one store. Some products will be held in bags. Self-serve silos will simplify product management. Hours of store opening causing problems for ground spreaders. Opening hours should only be set after discussion with customers. The shelf life of SustaiN can be a problem and the product must be used in the season it is manufactured. PhasedN, management of safety issues discussed in the Taranaki workshop. Coated Urea when mixed with super is still generating build-up problems for groundspreaders.

**Bill McGregor NZ AAA** has replaced John Sinclair as NZ AAA Executive Director. Bill has a helicopter background and worked in Solomon Islands, Tonga and Nui in regulatory positions. CAA in NZ is the principal examiner. Bill is now ED of NZ AAA, plus NZ Helicopter Assn. NZ AAA current issues are; regulatory, the levy system, (\$15k fine for each aircraft) WorksafeNZ tank waggons issue. Separation between CAA and WorksafeNZ, in education and regulatory roles. NZ AAA has commented about the limited value of the Spreadmark pattern test for aerial application. The spreading ability of fertiliser is the determinant. NZ AAA Conference will run 29 July to 1 August at the Nelson Rutherford Hotel. Lime does not meet the aircraft jettison standard so prilled lime only, may be spread by air. We must overcome the perception of fertiliser as contaminant into water.

**James McCloy EuroAgri,** Ashburton has developed a reliable system to measure Spreadmark pattern test weights to 0.1gm. For .5m tray spacing there is substantial additional cost. Currently Spreadmark pattern testers can do 4 runs per hour using 1m tray centres. The new electronic weighing system can do 10 runs per hour. There is an additional cost to test to 0.5m trays. The new electronic weighing system is movable from farm to farm. We must be aware that Russell Horrell is ceasing testing. NZGFA supports qualifying more Spreadmark testers providing a risk management system for the industry that could avoid the need for any inflexible regulatory standard.

Moved Brent Scully, seconded Ross Corlett *That NZGFA endorse the EuroAgri proposal for electronic tray weighing for the Spreadmark pattern test and NZGFA supports 1 m tray spacing.* Carried.

### **Correspondence.**

Email - Peter Callander Waikato, expressing concern at the safety aspect of high levels of fine particles in lime creating safety issues for groundspreaders. This matter has been referred to FQC and the Spreadmark auditor

Resolved this matter be taken to FQC to review the Product Classification percentage for fines in agricultural lime.

### **REPORTS    Committees:**

**Fertiliser Quality Council.** Ross Corlett reported the quality super of has been satisfactory. Stephen Whitehead reported South Island super has been more granular with less fines than previous years.

**Training** – John Schultz reported that there has been little activity on the training front because of spreading company work commitments. John met with Phil Johnson and Peter Herrick to discuss the formalisation and content for NZQA certification. The Richardson Group are keen to promote Spreadmark NZQA certification. Met with Ron Smith and Gerard Rushton and Synlait's Mark Wren to discuss a practical training module giving more training to supplement the Farmer Spreadmark on line training module. Synlait use Assure Quality auditors who can audit Farmer Spreadmark certified farmers/operators. Ron Smith and Gerard Rushton are preparing a practical training module that will be available as a Farmer Spreadmark practical training programme when approved by NZGFA and offered on a fully commercial basis.

**Magazine** - Amanda Ryan reported that the closing date for the next issue of the Groundspread Magazine is the 12<sup>th</sup> February.

**Promotion** – Lisa Carruthers reported That since our last meeting in October we have written and distributed one media release and one placed article under the NZGFA brand. The media release was about the launch of the new NZGFA website and achieved coverage in Rural Contractor and online, on Scoop News. The placed article was an 800-word piece for the National Farming Review. We had the opportunity to write about the organisation and the value of Spreadmark. The article ran across the top section of two pages. In addition, the FQC ensured that reference was made to groundspreaders and

Spreadmark within all its recent communications activity - resulting in six pieces of media coverage across the following titles: [1] National Farming Review. [2] Groundspread magazine. [3] Farmers Weekly. [4] Scoop News. [5] Rural Contractor. Of particular note is Alan Emerson's article 'Fertiliser visionaries owed debt' in Farmers Weekly from September. In it Alan says things like: "The Council administers the Spreadmark scheme, which I believe is a must for farmers" and "Why companies like Fonterra, Landcorp, the meat companies and local government don't insist on Fertmark and Spreadmark is beyond me". Media releases in draft form include: [1] The online farmer fertiliser spreading training course. [2] Spreadmark review. [3] New storage and handling guidelines. **Advertising:** The FQC is continuing to run the joint Fertmark/Spreadmark ads in National Farming Review Groundspread magazine. These ads are due for a refresh and will be updated soon. **NZGFA on the FQC website:** The NZGFA pages have now been removed from the FQC website. However, several prominent links remain and NZGFA stories are featured on the home page. The site is regularly up-to-date with the monthly Spreadmark-registered companies lists. **Social media:** NZGFA stories and newsworthy events – such as the professional development workshops – are promoted on the FQC social media sites. On Twitter, the FQC has 262 followers and 52 on Facebook.

**Business Development** – Daniela Konig reported.

[1] Promote NZGFA Brand. In December the article titled 'Close-knit organisation adds strength to robust fertiliser spreading service' was published in the National Farming Review. It was an 800-word article with picture.

We have also updated both our invoices and membership form to reflect our new branding.

[2] Create Partnership/Sponsorship Packages. The promotional partnership agreement has been given to Anders Crofoot, the president of the FQC. It is likely the agreement will be discussed at tomorrow's FQC meeting. I have had an informal discussion with FMG regarding how the two organisation could work together. There is potential to gain FMG as a partner of the association. I will be meeting with FMG in February to continue the discussion.

[3] Research Additional Income Streams. The 2017/18 Membership Directory has been sent out. We had eight companies advertise, generating \$2,500 in

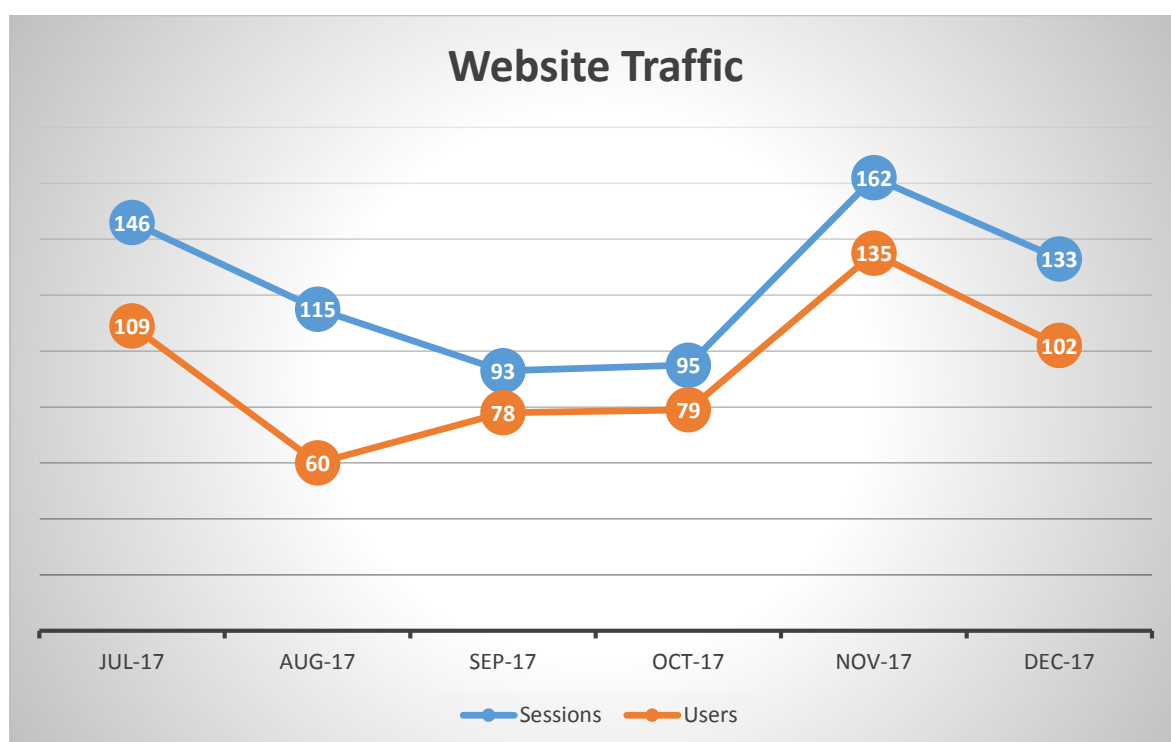
revenue. All companies were happy with the directory being current for nine months rather than the twelve months it was last year.

[4] Create Communications to Members. The e-newsletter has been created. I will now begin creating content starting with relevant store and product information from the fertiliser companies followed by updates from branches including upcoming branch meetings and events.

[5] Website The following pages have been updated:

i News – Three media releases added. ii Groundspread Magazine – November and August magazines added. iii Conference – 2018 conference information moved to the top of the page. iv Meeting minutes – October council meeting minutes added. The below table and graph breakdown our website traffic since the launch of the site.

Month	Sessions	Users	Page Views
Jul-17	146	109	859
Aug-17	115	60	592
Sep-17	93	78	296
Oct-17	95	79	358
Nov-17	162	135	452
Dec-17	133	102	437
Jan-18	98	85	236



The below table specifies the number of visits to the top 10 viewed pages for the quarter October 17 to December 17.

Page	Page Views
Home page	230
Member list	151
Membership login	63
Spreadmark member list	61
Conference 2017 gallery	60
Magazine	39
Conference	36
The team	35
News	32
Organisation overview	26

**Transport Central Districts.** - Simon Pedersen reported there were few transport issues currently. Safety at work is an ongoing issue. He spoke of the passing of past Branch Secretary Joyce Telfer. The 2017 Conference profit was \$10k which the Central Districts would like to be directed to the NZGFA Trust. Since the Conference the Branch been inactive.

**Taranaki Branch.** Ross Corlett reported extremely dry conditions particularly in Southern Taranaki. Spreadmark testing with Jim Laird and a Driver Training day

**Waikato Branch.** Graeme Martin reported that the season was wet to begin with, but with periods of wet and dry has given spreaders intense working periods. Grass growth is good, fertiliser is still going on, lime yet to come. Spreaders are getting the same amount of work. The Waikato Branch is working to increase communication – two new members have been signed on. Conference 2019 – there are no volunteers yet. There is good member participation at meetings. Sustainable farming practice was featured at one Branch meeting. The Northland Branch remains inactive.

**Nelson Branch.** Dean Brooks reported Nelson / Marlborough has been very wet then very dry. Work has been spasmodic. In January rained 300mm. A good autumn is predicted.

**Canterbury Branch.** John Schultz reported Canterbury has been very hot. Good rains at Christmas ensured continuing growth. M Bovis issues impact on

fertiliser spreading and farm transport with time and costs in washing and sanitising trucks. There are problems for all transport industries moving vehicles onto farms.

**Otago / Southland Branch.** Stephen Whitehead reported the dry season has continued. Groundspreaders have had a good run with lack of wind and rain so fertiliser spreading has been steady. Critically low river water levels have imposed rationing on water cartage. Large numbers of store stock are moving out north. Fodder crop strike failures are causing issues for farmers.

**Conference 2018.** Brent Scully reported everything is in hand. List of contacts for sponsorship has been received from Central Districts. Truck company sponsorship? Council requires to see Conference action plan and progress of implementation of that plan.

Moved JohnSchultz seconded Simon Pedersen. *That copies of the Conference Committee minutes be sent to Councillors for their information and ongoing assistance. A Conference Action Plan with timeline and Conference budget be circulated. Carried.*

Theme: Spread it right – get home safe at night.

#### **GENERAL BUSINESS:**

**In committee.** The on going administrative and management servicing to NZGFA was discussed.

**Out of Committee.** Resolved Council review all Job Descriptions for positions within NZGFA.

**Next meeting:** To be scheduled in May.

**Closure 4-45pm**



