

# Groundspread

**Volume 193**  
**May 2018**



**NZGFA 62nd Annual Conference**  
**15–18 July 2018**  
**Invercargill**



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**NEW ZEALAND**  
**GROUNDSPREAD**  
**FERTILISERS ASSOCIATION**  
PROMOTING BEST PRACTICE SPREADING

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## SPREADMARK REGISTERED COMPANIES

As at 1 May 2018

Amuri Transport Ltd  
Andrews Transport 1993 Ltd  
Barwood Motors Ltd  
Beckers Transport Ltd  
Boags Contracting  
Bowe Spreading  
Brooks Spreading Ltd  
Brown & Shanley Bulk Spreading  
Bruce Groundspreading  
Cairns Groundspreaders  
Callander Groundspread  
Central Transport  
DT Kings Transport Ltd  
EG Corlett 2006 Ltd  
Fertspread Ltd  
GVT Landline Ltd  
Himatangi Transport  
Hobbs and Banks Transport  
Hogarth Spreading Ltd

Hokonui Rural Transport  
Hyslop Rural Transport Ltd  
Jackson Spreading  
Karakas Bulkspreading Ltd  
Knight and Dickey  
Kui Griffin & Co Ltd  
Mainland Spreading Ltd  
Manawatu Mini Spreaders  
McCarthy Contracting Ltd  
Northern Southland  
Ongarue Transport Ltd  
Osflo - Spreadmark  
Pedersen Spreaders  
Peter Sole Transport Ltd  
PG Smith Ltd  
Rae Bros Ltd  
R&R Spreading Ltd  
Ravensdown Ltd  
RE Brooks Ltd

Renwick Transport Ltd  
Rose Ag Ltd  
Rural Transport Ltd  
Ryal Bush Transport  
Scullys Transport Ltd  
Sollys Contractors  
Spreading Canterbury Ltd  
Spreading FBT Ltd  
Spreading North Canterbury  
Spreading Northland Ltd  
Spreading Sandford Ltd  
St Andrews Transport  
Stephenson Transport Ltd  
Temuka Transport  
Transport (Waimate) Ltd  
Transport Services Southland  
Wheel Spread Ltd  
Wilson Bulk Transport



Spreadmark is a fertiliser placement quality assurance programme. The scheme will register spreading companies provided they have certified spreading machinery, trained operators and an appropriate quality management system which ensures that farmer/grower outcomes are

met and environmental sustainability is protected.

The Spreadmark scheme is governed by the Fertiliser Quality Council consisting of representatives from fertiliser user groups, NZGFA and fertiliser manufacturers.

For more information contact:

FQC Executive Director: Ann Thompson, 04 494 9191 [athompson@fedfarm.org.nz](mailto:athompson@fedfarm.org.nz)

NZGFA Executive Director: Kevin Geddes [kgeddes@fedfarm.org.nz](mailto:kgeddes@fedfarm.org.nz)





President Dean Brooks  
Ph: 03 541 9561  
d.s.brooks@extra.co.nz

For New Zealand farming, 2018 must be called 'the green year'. Unprecedented rainfalls up and down the country, the drought has even broken in Southland. Here in Nelson we have been measuring our 2018 rainfall by the metre!

The big rains have brought new challenges to those of us who are out on the farms every day, (when we can get on the land) spreading fertilisers. The season has been extended and overall tonnages of fertiliser spread, will have been one of our better years.

While we battle the elements out there, central government is proposing national policy statements to reduce nutrient levels in surface waterways and aquifers. Never has the need for accountability, as well as for accurate fertiliser placement been greater. We must all not just lift our spreading 'game', but we need to be able to prove where we have been, how much fertiliser was applied and be able to demonstrate that no fertiliser went into a waterway.

It is at times like this that we must give thanks for the foresight of the previous leadership of our organisation for establishing Spreadmark. It is through Spreadmark that we are able to show accountability in what we do, each and every

day. It is worth recalling what the Spreadmark fertiliser placement scheme, established in 1994, has achieved for those of us spreading fertilisers today. Spreadmark was established to ensure that fertiliser was distributed accurately and evenly where it would be of greatest agricultural benefit and have the least negative environmental impact.

Since then, Spreadmark has been recognised as the only quality assurance and best-practice benchmark for the ground and aerial fertiliser spreading industries. Spreadmark's role and reputation is expanding, particularly as fertiliser users and the processors of land based production gain a better understanding of the importance of accurate and even distribution of fertiliser products.

Food processors like Synlait are now including an audited quality assurance for the placement of fertiliser as a significant part in the 'paddock-to-plate' story they want to tell. Synlait is now in the process of specifying that their suppliers use only Spreadmark accredited spreading companies for their fertiliser placement. Or appropriately trained and audited Spreadmark Farmer spreaders. It is only through a scheme like Spreadmark that Synlait can guarantee its customers and its regulators that the whole food production process is traceable, independently audited and has met industry standards from start to finish.

Synlait is leading the charge here and I think we will see more processors follow suit as consumer demand for traceability, transparency and, importantly, the 'paddock to plate story' continues to be demanded in our best and highest returning export markets.

This will likely mean that more of our farmers, growers and food processors will actively seek Spreadmark certified companies in favour of others – who may well do a good job but who, at the end of the day, can't prove that their fertiliser spreader has been tested, that their driver has

had Spreadmark training or that the spreading company has been Spreadmark audited to best meet the farmer and processor's needs.

Now with the recent announcement by the Minister of Conservation that national standards for nutrient levels are to be introduced, central government as well as regional councils will be demanding higher standards of traceability and accountability for the use of nutrients on all farmed land.

And as this happens, fertiliser users will begin to demand Spreadmark accredited spreaders, to gain the agronomic advantages but most importantly to satisfy the regulators and the meat, milk or crop processing companies they supply – we will see a rise in Spreadmark accreditation.

Another factor in the mix that will make the Spreadmark scheme even more relevant is that it is an internationally recognised QA scheme. This matters to New Zealand processors exporting New Zealand land based food products into markets demanding international quality assurance standards.

The New Zealand Groundspread Fertiliser's Association totally supports the Spreadmark Code of Practice as 'best practice' for the accurate placement of fertilisers on New Zealand farmland.

I look forward to catching up with you all at the NZGFA Conference in Invercargill 15 to 17 July. Please contact me if there are any specific issues that you want raised in the Conference business sessions. The programme looks as though there will be something to interest us all and of course, there are always the Bluff oysters and blue cod in Southland in the winter!

Keep safe and productive out there.

Dean Brooks  
President.

## CONTENTS

President's Report	3	Managing Employees	11	Update from Nadine Parata	18
Executive Director Report	4	Ballance changes to lead team	12	New spreader for Motueka	
Branch News	5-6	Latest from FQC	15	Spreading	19
Ravensdown Smarter Farming	7	Update from Steph Laird	16	More on MyBallance	21
NZGFA 62nd Conference	8-9	Smarter Fertilisers – Phil Sandford	17	Bright prospects for farming	22



— NEW ZEALAND —  
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FERTILISERS ASSOCIATION

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## Groundspread

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The 2018 NZGFA Conference will be held in Invercargill from the 15th to the 17th July. The Conference theme is: "Spread it right – get home safe at night". The Conference Committee have arranged an interesting programme for us all and the President has asked that if any member wants to raise a specific issue at Conference, contact Dean Brooks d.s.brooks@xtra.co.nz or Kevin Geddes kgeddes@fedfarm.org.nz to allocate time in the Conference programme. Conference Secretary Donna Herrick writes: "The Conference will be held at Invercargill's Ascot Park and will be family orientated and informative. The programme will provide community minded motivational

speakers, entertainment and a trip on the Tuesday to view some of our local highlights in Southland. The Tuesday Fun Night will be a great time to kick up your heels in your cowboy boots and relax before the finish of the Conference". The formal Notice of Annual Meeting follows below.

The revision of the NZGFA Driver Safety Manual is in limbo with WorksafeNZ advising that due to staff turnover they have been unable to provide the advice on the outline Worksafe NZ considers necessary to refocus the existing material in the Manual to better reflect the recent changes in health and safety legislation. In the meantime, our existing Safety Manual which does reflect current changes to the Health and Safety in Employment Act, can be used with confidence as a base training document.

The 2018 Professional Development Courses are being developed and a presenter is being sought. The objective of the courses is to strengthen the management skills of owners / managers of fertiliser groundspreading companies to make the groundspreading industry more attractive to employees through engendering good employment policies and practices within member companies. The courses are to be aimed at spreading company owners, managers, dispatchers and senior staff who have a responsibility to manage staff. The content of the courses will cover:

- HR Management, including personnel selection, employment policies, recruitment of employees, employment interview process, employment agreements and job review process.
- Setting targets. Employee participation. Principled negotiation. Dispute management. Disciplinary processes.
- Drug and alcohol policies, implementation and monitoring.
- Company 'safety and well-being' policies.

The one day courses will be offered to members in late June and will be held in, Christchurch, Hamilton, Palmerston North and Invercargill at no cost to members. Full details of the time date and place of the Professional Development Courses will be emailed to all members soon.

The issue of tray spacing as defined in the

Spreadmark Code of Practice has been discussed by the Fertiliser Quality Council. The Code currently specifies 0.5m tray spacing which is now an ISO standard. This is of critical importance to all export horticultural industries, which must Spreadmark test in compliance with GAP standards. As a new development, the electronic weighing of trays being developed by James McCloy of EuroAgri in Ashburton will electronically weigh all the trays for the Spreadmark test. It is possible to calibrate the weight cells for independent audit to ensure the accuracy of the method. It may be that the standard for America, the US ASAE standard, which has different shaped trays – 1m x .25m, does not specify a complete line of trays and does not specify size; but height, and height over trays and bounce. This could become an accepted standard for New Zealand and be written into the Spreadmark Code of Practice.

This is the Branch annual meeting season. All members are invited to attend their Branch Annual Meeting to ensure that your Association is meeting your expectations and that you can have a say in how NZGFA is run. Industry Associations are heavily reliant on the willingness of members to become involved at Branch and national levels so the voice of groundspreaders can be heard and the interests of the industry properly represented. As the President has referred to in his article, national standards for water quality, related to farm animal returns and fertiliser could impact on the way groundspreaders apply fertilisers to farm lands. The New Zealand groundspread fertiliser industry has the benefit of Spreadmark which establishes industry good management practices. Spreadmark is recognised by central and regional government as the fertiliser spreading industry leading the way towards accountability and quality fertiliser placement. Never before has Spreadmark been more important than now.

The National Council of NZGFA will meet in Wellington on the 30th May.

I look forward to seeing you all at Conference

Kevin Geddes

Executive Director.

## NZGFA Branch Annual General Meetings

NZGFA Branches are holding their Annual General Meetings this month. Make sure you attend and take this opportunity to network with others in the industry and most importantly, be prepared to get involved to gain the most benefit from your membership.

### Waikato Branch

Chairman Graeme Martin AGM 18 May 2018  
Phone 027 293 6407 Email: graemem@wealleans.co.nz

### Taranaki Branch

Chairman Ross Corlett AGM 18 May 2018  
Phone 027 471 2828 Email: corglen.ftp@xtra.co.nz

### Central Districts Branch

Chairman Howard Pedersen AGM 29 April 2018  
Phone 027 442 6766 Email: skovland@xtra.co.nz

### Nelson / Marlborough Branch

Chairman Keith Lindup AGM Date TBA  
Phone 027 451 6422 Email: limelindup@xtra.co.nz

### Canterbury Branch

Chairman Ron Smith AGM 25 May 2018  
Phone 027 445 2355 Email: rnhaulage@xtra.co.nz

### Otago Southland Branch

Chairman Grant Anderson AGM 13 June 2018  
Phone 027 660 2293 Email: grant.anderson@hwr.co.nz

## National Council Meeting in May

The May meeting of the Council of the New Zealand Groundspread Fertilisers' Association will be held in the Miramar Golf Club beside the Wellington International Airport, Wellington on, Wednesday 30th May 2018 from 9-00am to 4-30pm.

## NEW ZEALAND GROUNDSPREAD FERTILISER'S ASSOCIATION SIXTY SECOND ANNUAL GENERAL MEETING.

**Notice is hereby given that the 62nd Annual General Meeting of the New Zealand Groundspread Fertiliser's Association will be held at the Ascot Park Hotel, Tay Street Invercargill, on Monday 16 July 2018 commencing at 8-30am. The matters before the AGM are to elect the President and Vice President(s) of the Association for the ensuing year and to confirm Branch representation onto the National Council.**

**Rule 9 (a) states; "A General Meeting of members of the Association shall be held at such times and places as the Council shall from time to time determine. Subject to the provisions of Rule 6(b) hereof, every member of the Association shall be given seven clear days' notice in writing of the time and place of every such meeting".**

**Kevin Geddes; Executive Director; 7-05-2018**

## Waikato



As we are coming to the end of the autumn season it is interesting to reflect on the season(s) we have just had. Spring was characterised as wet and challenging and autumn was exactly the same.

It would be fair to say that everyone would have had a busy time working around the conditions. For the Waikato/BOP we had another good lime season which is "just keep on going" – even at this late stage of the season. Grass growth has been excellent across most regions with second and third cuts of grass silage being the norm.

The autumn fertiliser also started early – much without N incorporated

reflecting the healthy status of the grass in paddocks and many farmers taking advantage of the conditions. Across all sectors we saw strong interest. Summing that all up I believe we have had a good season despite the poor and challenging spring last year. There was even discussion of drought heading into December...

Like the rest of the industry it is difficult to attract good young drivers in to the Groundspreading industry. We invest in them with Licences etc. and then they look for the bigger trucks and potentially higher dollars. We do not think the grass is greener on the other side.

Across our regions we have seen some new gear hitting the paddocks. It is a good sign seeing investment in your businesses.

Our condolences go out to the Bowe family with the passing of John Bowe. John was a long serving operator in the groundspreading industry. We also wish to acknowledge Graeme Cruickshank who also passed away unexpectedly. Graeme had worked in the industry for 30 years as a driver for Otorohanga Groundspread and also Tony Cook. Our thoughts go out to these families.

Winter is just around the corner and conditions are changing under the trucks. Stay safe out there.

Cheers Bob Hayward

---

## Taranaki

Hello from the Naki,



February and March has provided a steady work flow for most ground spread operators here in Taranaki.

April brought a mixed bag of weather events with thunderstorms, tornadoes, rain, hail, cold snaps and warm sunny Autumnal days in-between albeit a mixed bag the work load has picked up and continues steadily into May as some farmers play catch up finishing off spring orders, while others focus on capital and nitrogen application.

Lime application has also been strong in this area with a number of on farm dumps.

Frequent rain along with warm ground temperatures has seen some good grass

growth throughout the region putting farmers in good stead going into winter.

The new Ravensdown New Plymouth facility has opened but not without its issues; as these are ironed out the wait times will reduce.

Our AGM is on Friday 18 May in New Plymouth followed by a dinner afterwards. I'm looking forward to a good catch up.

Cheers  
Lee Cooper

---

## Central Districts

As I write this last report, the rain has been and gone this week and it is the first time this autumn that I have seen mud in this area.

It has been a very favourable autumn to date in Hawke's Bay. The grass has continued to grow with mild temperatures. Good ground conditions are unusual at this time of year and have allowed the trucks to get around safely without making a mess. Most operators are now seeing light at the end of the tunnel and are through the busiest part of the season.

The temperatures are starting to fall now, and the growth will slow. Most capital dressing are now taken care of

in the region, yet nitrogen is still being widely used to boost production before the soil temperature falls too much. Trade lambs are flying into the area and finally the apple and grape harvest draws to a close.

The growth in the horticulture industry in the Central Districts has been huge in recent years and only continues to go one way. This is a growth area for the mini and tractor drawn spreaders who service this industry and it is hard to say how large this sector will become.

Hopefully the work continues for all involved as we draw closer to the middle of winter.

Cheers, Tom Yule

Hello from the new scribe for Central Districts,

Spreading has been busy over the last few months with a slow start in February resulting in a mad rush between March and now with all operators very busy.

We had our AGM on 29th of April with a small turn out which is good to see.

As Winter is nearing it's a last push to get final orders out and get hill country done before the rain comes.

Hope everyone has a safe trip and good time at conference in Invercargill.

Chris King



## Nelson/Marlborough

### Nelson/Tasman

Never happy with the weather – bloody wet again. We had two cyclones hit the area in close succession, with Gita causing a great deal of damage in the Riwaka/Motueka Valley and surrounding areas and closing the Takaka Hill for several days.

Weather is now good and more settled but have to watch out for wet spots in paddocks.

Still hold ups at Fert Works, some waiting up to two and a half hours – seems that the multiple product mixes really slow the plant down. Badly need the second weighbridge working to tare and check pay load on trucks, which have been loaded with a single line with the loader.

### Golden Bay

Wet as you would guess early on in the year. Weather now good and settled.

The Takaka Hill was a problem getting fert in and lime out. Truck only for two weeks when hill was initially opened and only for two hours per day. Still single lane with traffic lights operating.

Now caught up with work and it's tidy up time for the late autumn jobs.

Keith Lindup



*Sollys fert truck putting cream tanker trailer on barge while Takaka Hill closed*

### Marlborough

Well, we made it through the other side of another harvest – a short and early one so now can focus back on the spreading again. Pasture spreading has continued to be busy with lime, super and urea being applied. Vineyards are just beginning to trickle in, with hopefully people being on the ball getting their soil samples done earlier this year with an earlier end to harvest.

We look forward to the main highway being open again this year, which should hopefully make for easier deliveries of fertiliser up to Marlborough.

Driver training is organised for later this week with local firms.

Tracy

## Canterbury

Hi from Canterbury

It would appear this has been a very good season with the weather being pretty kind and the farmers using more fertiliser, so more work for everyone. There hasn't been too much quiet time this year.

The new Ballance store in Ashburton is open but still not operating a mixing plant. Very nice big shed so hopefully with the larger storage area there will

be no product run outs. I think Ballance owe spreading companies a big thank-you for all the mucking around that they have had to put up with since March. Looking forward to the driver shout when everything is finished. Still not sure the loading system install will operate as envisaged and sadly it's too late in the year to give it a give work out under pressure.

Hear that some spreaders have just

been told by MPI that trucks must be washed before leaving properties on movement control in the Bovis saga. Seems a bit late now but they are doing as requested. Hope this thing gets sorted.

Hope everyone has a good break over winter and gets all that maintenance done ready for next season.

Happy wintering from Canterbury.

## Otago/Southland

Hi All from the Deep South.

Autumn is upon us now with days getting shorter and wet conditions creeping in, making it hard to have a consistent run at the work. Many operators are having a tough season with the work being slow earlier in the season, due to the dry conditions, and now a lot of areas are getting very wet, limiting where the trucks can go. With the planes picking up a lot of work, the

trucks might have normally done.

Over the past few months there has been several incidents of spreader trucks sliding off hills. There is always that added risk as the seasons change and conditions change as well, so just a wee reminder for everyone out there to keep safe and keep their staff safe.

The Branch/Conference committee have been kept busy planning and

preparing for the upcoming conference that is being held in Invercargill in July. I would like to welcome everyone and hope you all can make it south to enjoy some Southern hospitality.

Look forward to seeing you all at the conference for a cold one.

Cheers Steve Whitehead

**Look out for the NZGFA 62nd Annual Conference Registration form enclosed in the magazine.**

**Please complete and return to Donna Herrick email: [Donna.Herrick@hwr.co.nz](mailto:Donna.Herrick@hwr.co.nz) by 15 June 2018**

# Smarter farming needs nutrient efficiency specialism

By Greg Campbell, Chief Executive of Ravensdown



Some tough questions are facing all those involved with food creation in New Zealand. How do we move from commodities like milk powder to niche products that consumers believe in and pay more for? How do we provide proof to back up our food's excellent back story? How do we manage the trade-off between environmental impacts and economic prosperity?

The answer to all these questions is smarter farming. Smarter farming is about challenging all aspects of farming; knowing improvements are always possible and definitely needed. Three trends help set the context.

## 1. More elderly people

In the time it takes you to read this, about 200 people arrived on Earth. New Zealand can only grow enough food to feed about 40 million out of seven billion people. So, the question is; which 0.5% of the world's population are we going to feed and how?

If the over-65s in China represented a country, by 2050 its population would be bigger than the UK, France and Germany combined. This could mean more demand for smaller pack sizes and added benefits, like lamb with extra Omega 3 for healthy joints.

## 2. More city-dwellers

More people will be living in cities meaning less space for storing and cooking food and more eating out. A lettuce from a vertical garden, insect protein shake or a 3D-printed lunch at your desk may provide daily nutrients, but perhaps it's New Zealand cheese on the pizza in the restaurant, milk in the latte or ice cream in the hotel for the special moments.

## 3. More middle-class people

Globally, there are 140 million people joining the ranks of the middle class every year - mostly in Asia - and protein is a bigger part of their family diet. Many will pay for food that has come from a trusted source.

But to command a premium, you need the proof. And that's where technology helps: maps that show exactly how much fertiliser was placed where; robots that measure grass growth; laboratories that diagnose soil needs; algorithms that predict how much

feed a farm will grow; coated fertilisers that can reduce greenhouse gas emissions; special aerial cameras that can assess soil nutrients remotely; and software that shows where best to tackle potential phosphate run-off and nitrate leaching.

Ravensdown is working on these tools today so that future generations and all users of our precious natural resources can benefit. There's no silver bullet but we are part of the solution.

Leaving the land in better condition than we found it is no idle dream. But it is going to take a lot of work. Our environmental consultancy, which assists with mitigations and compliance

issues, is the fastest growing part of our business.

Our fleet of topdressing aircraft is being modified with computer-controlled doors so environmentally sensitive areas can be avoided.

As a farmer-owned co-operative, our commitment as nutrient efficiency specialists, is to supply the necessary amount of nutrients that nourish the soils - no more, no less - and help minimise losses for the benefit of the farm and the environment.

I believe smarter farming is the answer because it allows us all to adapt to looming disruption and ultimately benefits all New Zealanders.



# Actions speak louder than words.



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# GRAYMONT



# NZGFA 62nd Annual Conference

## Spreading it Right, Home Safe Every Night

Ascot Park Hotel, Tay Street Invercargill

15 – 18th July 2018

### Hosted by Otago/Southland Branch

We look forward to you all joining us for an informative and family orientated Conference at the Ascot Park Hotel in Invercargill. The programme will provide community minded motivational speakers, entertainment and a trip on the Tuesday to view some of our local highlights in Southland.

The Tuesday Night will be a great time to kick up your heels in your cowboy boots and relax before the finish of the Conference.

There will also be a fun packed day out for the Ladies and Children on the Monday around Southland.

To secure your place, please complete the Registration Form enclosed in this Magazine and email it back to: Otago/Southland Conference Committee Secretary, Donna Herrick at [donna.herrick@hwr.co.nz](mailto:donna.herrick@hwr.co.nz) before 15th June 2018.

Registration forms are also available online at [www.groundspreaders.co.nz](http://www.groundspreaders.co.nz)

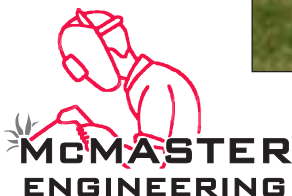
Registrations close 15th June 2018. Late Registrations will incur a late registration fee.

For more information please contact Donna Herrick on Phone 0273616753.



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# NZGFA 62nd Annual Conference

## Spreading it Right, Home Safe Every Night

NZGFA National Conference Programme 2018

Conference MC: Lindsay Beer

### Sunday 15th July

2.00 - 5.00pm	Conference Registrations
11.00 - 1.00pm	Spreadmark Testers meeting
2.30 - 4.00pm	NZGFA National Council meeting
6.00 - 7.00pm	Cocktail Hour
	Official Conference Opening by Gary Tong (Mayor of Southland District Council)
	Speaker: Lloyd Matheson (Southern Rescue Trust)
7.00pm	Mercedes Benz Trucks Dinner (Casual)

### Monday 16th July

Conference Registrations	
7.45am	Sponsors meeting
8.30 - 10.00am	AGM / Election of Officers
10.00 - 10.30	Morning Tea
10.30 - 12.00	General Business
12.00 - 1.00pm	Lunch with Sponsors
1.00 - 1.45pm	Speaker: Tony Laker (Laker House of Travel)
1.45 - 3.00pm	General Business
3.00 - 3.30pm	Afternoon Tea
3.30 - 5.00pm	Finish General Business
6.00 - 7.00pm	Cocktail Hour
7.00pm	Ravensdown Formal Dinner

### Tuesday 17th July

8.00 - 8.30am	Coffee with Tradies
8.30 - 9.00am	Speaker: Ravensdown
9.00 - 9.30am	Speaker: Dean Rattray on Health & Wellbeing in the Workplace
9.30am	Conference Photo
10.00 - 4.00pm	Field day and lunch out and about in Southland
6.00pm	Meet at Reception – Buses leaving 6.15pm Sharp
7.00pm	Cable Price Dinner and Entertainment (Dress in Country & Western Hoedown Theme)

### Wednesday 18th July

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# Employee Engagement is like Berocca for your Business!



When it comes to employment, it's a buyer's market out there. The relationship between employers and employees has undergone a significant shift and now more than ever, there is a retention and safety need for employers to invest time, energy and consideration to their employees.

Employees might be driven by any number of external motivators – whether it's a pay cheque or flexible working – but how many genuinely care about the success of your company? Whether your company is small to medium or a family business it's possible there are some employees who just aren't invested.

This is where employee engagement comes in. It's one thing to bring people on board but what are the most effective employee engagement strategies? How do you keep your people engaged, motivated, safe, healthy, productive and happy?

## Employee Needs and Wants

What do you think are the three key elements behind effective employee engagement? Here's a clue: money isn't one of them! While a good remuneration package goes a long way to keeping an employee engaged, it doesn't do everything. In fact, the three core elements have everything to do with a sense of belonging. Back in 1990, Professor William Kahn held in-depth interviews with employees and found that for an employee to feel engaged, they had to:

- Feel that their work was meaningful and made a difference
- Feel valued, trusted and respected
- Feel safe, secure and self-confident in their role

In other words, the more an employee feels part of a community, the more likely it is that they are engaged with what they do.

We often spend more time working than we do with our families, so it makes sense to consider all the features of the working environment. It's not just all about the money: it's how comfortable we are where we work, how we feel around our colleagues, how we feel about the value of what we do. Consider these hot tips for employee engagement in your business:

### 1. Show your Employees Exactly how their Job Matters

Purpose can get lost in daily tasks, so remind employees why they do what they

do, and how much they mean to your business. It's hard to feel engaged at your job if you don't see the purpose of what you're doing. If your employees feel like useless cogs in a machine they don't fully understand, they'll never feel satisfied and fulfilled at work.

As part of the onboarding process for new hires, help them understand their role and how they will interact with not only their team but the business as a whole.

### 2. Feedback / Enable an Employee Voice

According to a survey from Officevibe, 63% of employees don't feel appreciated at work, and 69% of employees believe they would work harder if they received

more feedback. Providing feedback is a powerful tool for engagement.

Enable channels where employees can also raise issues and give feedback. Consider using toolbox meetings or morning teas where your teams can air issues and get feedback from their peers and managers.

### 3. Think "Bottom Up", not "Top Down"

You don't build a house starting from the roof and working downwards. The same goes for businesses. Your people are the core on which your business is founded, and if you don't know what it's thinking, you may run into trouble.

*Continued on p.14*

## BULK SPREADERS AND TRAILERS



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## Digital core to future of New Zealand farming says Ballance

Ballance Agri-Nutrients' announced changes on 12 April to its lead team that reinforce digitisation as core to the Co-operative and the future competitiveness of New Zealand farming.

Chief Executive, Mark Wynne, says the creation of a new Chief Digital Officer role reflects a strategy to become a truly customer-centric organisation, with digital at the heart.

Ballance was the first New Zealand organisation to go live with SAP S/4HANA in 2016, providing a foundation for the launch this year of the MyBallance customer experience platform that puts customers in control – providing real-time data and the capability to place and track nutrient plans and orders online 24/7, and with digital mapping the ability to report accurately on nutrient application on their farms.

"We have made tremendous progress on our digital journey over the past few years – using data and analytics within our business – and also in creating a truly outstanding experience for our customers. Our farmers are more connected than ever, and this about our business being future ready."

Mr Wynne says the current CIO, Dave Scullin, would be joining the Ballance executive as Chief Digital Officer immediately. The role has responsibility for maintaining momentum for Ballance – "delivering a personalised service for our customers, real-time data to drive decision-making and more simplified business processes".

Together with digital capability, Mr Wynne says the transformation of Ballance's onshore supply chain is a major component of the strategic programme for the next three years. To ensure a sharp focus on this investment and process improvement, the business is now separating the development of its New Zealand network under a new role, GM Onshore Supply Chain. Other supply chain functions – including Procurement, Supply and Shipping, S&OP – will be repositioned within the Finance function to accelerate and embed the efficiency gains achieved over the past 18 months.

Based on planned investment in new infrastructure over the next decade, Ballance has also established a new role of Infrastructure Engineering Programme Manager responsible for all infrastructure

capital engineering projects across Supply Chain, Fertiliser Operations and the Kapuni manufacturing site.

With the separation of the Supply Chain function, the role of GM Supply Chain

has been disestablished. Mr Wynne says GM Supply, Greg Delaney, has decided not to pursue a new role with Ballance, and will be leaving the Company on 31 May at the end of this financial year.

"We are thankful for the contribution and legacy that Greg leaves from his 16 years in our business, across fertiliser operations, distribution and in helping ensure surety of supply for our farmers through the seasons and into the future.

Mr Wynne says a process for recruitment for the new roles will begin immediately.



*Ballance Chief Digital Officer Dave Scullin*

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The data collected by TracMap Online from the TracMap in-cab GPS display unit is sent back to you so you can invoice immediately with proof of placement.



## Employee Engagement is like Berocca for your Business!

Continued from p. 11

Focus on common issues and ask your team about how an issue can be improved upon. The more your team are asked their opinions, the more they will feel empowered, trusted and respected – and the more engaged they'll be.

#### 4. Demonstrate you're Listening

As is encouraged in the Health & Safety

at Work Act 2015, if a clear issue has been identified, then it should be acted upon. More importantly, it should be visibly addressed, particularly if you have discussed it with them. Knowing that an employee's opinions are listened to and also contribute to change is another way to increase engagement. Use internal notice boards/emails to demonstrate what you've done in response to what your employees have said.

sharing and learning, whether in meetings or socially is a great way to foster engagement and create / strengthen links between employees.

#### 6. Training - Understand Individual Learning Styles and Preferences

Understand how your employees like to learn and engage – whether they prefer to learn independently or in groups. You will also find out a lot about how well they work and in which ways they are more likely to learn with discussion and ideas. Consider also when to offer training and for how long.

#### Conclusion

Your business is a community – for you, your employees and your managers. Communities thrive best when everyone feels they are included, valued, trusted and safe. The more engaged your employees are, the more productive they become, and you get something money just can't buy – a happy workplace!

For more information or advice to guide you through the above, call SBS now on Freephone (0508) 424 723 or email [info@safebusiness.co.nz](mailto:info@safebusiness.co.nz).



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## New guidelines for bulk fertiliser storage and handling will hopefully maintain product quality for spreaders, says Anders Crofoot, FQC Chairman



When ground and aerial spreaders discover that what's happening out there on the paddocks isn't tallying with the expected spread patterns for the product that they are distributing, it is likely that the physical characteristics of the product have altered.

More often than not, this is due to poor storage and handling.

Bulk fertiliser product may have met spec' when it left the manufacturing plant but what happens after that in terms of storage and handling – at the warehouse and while loading and transporting to the farm – can cause the physical product to change.

Caking, dust fines and moisture intake can all occur. So too can contamination particularly if incompatible products have been stored next to each other (urea and superphosphate for example). The result is that the physical shape and strength of fertiliser particles will alter. This in turn will affect the spreading characteristics of the product.

While this isn't a major issue for the industry, it is something that is picked up by fertiliser spreaders frequently enough for it to be a significant annoyance – and a popular topic of conversation.

Spreaders, especially those who are Spreadmark-certified, can usually recalibrate their machinery to fix the problem but this is disruptive to their work and very inconvenient, especially if they are working to a tight timeframe.

In a move to help alleviate this frustration, The Fertiliser Quality Council (FQC) has produced a set of storage and handling guidelines for manufacturers and distributors who deal with bulk fertiliser.

The guidelines, which can also be applied to the storage and handling of fertiliser on-farm, aim to ensure that the physical quality of the product is maintained from when it arrives in the depot (or farm shed) to the point it is distributed on the land.

The guidelines give tips and advice across several topics including; storage considerations; receiving product; bagging off; blending; segregating product; and transporting fertiliser.

They also provide simple reminders that vehicle decks must be leak free and dry, covers too must be clean and dry so no contamination occurs, and storage warehouses must be weather tight.

Emphasis is placed on always rotating product and information is given as to why caking and dust formation might occur.

Importantly, the guidelines encourage everyone involved in the supply chain to take responsibility for maintaining the product quality to ensure that the end-user has a product that is fit for purpose.

The guidelines will soon be available to download via the FQC website [www.fqc.co.nz](http://www.fqc.co.nz). Manufacturers and distributors will be encouraged to print the guidelines and display them as a poster in their storage areas. Spreading companies might also want to make the fertiliser stores they work with aware of the guidelines.



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## Helping Farm Sustainably



**By Stephanie Laird**

Ravensdown is committed to helping farmers reduce their environmental impact through products, expertise and technology. We are also just as determined to tackle our own. As part of our commitment to reducing Ravensdown's environmental impact, we are privileged to be accepted into the Sustainable Business Council.

The Council represents businesses that are responsible for a third of New Zealand's private sector GDP. It is not just a club that you pay to join. Companies apply and acceptance is not guaranteed. Ravensdown had to prove our commitment to a better New Zealand at all levels of the organisation. Specifically, we have to show how we are going to start assessing our carbon footprint and be transparent in our reporting of progress or setbacks.

As we have commenced this journey, we have been welcomed into the Council. This will enable us to learn from other leaders in the private sector and begin to identify improvements in our own performance. Sharing our successes will, in turn, show others how to go about improving their own performance, and ultimately lead to a more sustainable New Zealand.

Our initiatives to reduce our environmental impact are throughout the supply chain, from the supplier, through to shipping, port handling, manufacturing, storage, transport, loading and application. Initiatives you will be seeing locally include a commitment to reducing overloading in loader buckets, and truck bins, with an emphasis on



product bulk, reducing spillage from conveyors, and spillage onto tarps, draw bars, wheel arches etc.

We are encouraging others in the agri-sector to join because sustainability is so important when it comes to farming. We all have an important part to play in the long-term stewardship of precious natural resources.

If you would like to learn more about the Sustainable Business Council, please visit <http://www.sbc.org.nz/>



*Greg Campbell with electric car*



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# Smarter fertilisers increase application window for ground spreaders

By Phil Sandford, Spreading Sandford

At one of the busiest times of the year, it pays to be on the front foot when it comes to getting your nitrogen on. And one of the ways farmers can do this is by considering smart fertilisers over traditional urea products.

I've been in the fertiliser spreading game for 28 years. And while nitrogen can be applied across the spring, summer and autumn months, there's often a rush for urea applications as farmers look to give pastures a boost before winter.

Nearly all farmers know that traditional urea products are best to have at least 10mm of rain or irrigation within eight hours of application to reduce volatilisation effects. And for a ground spreader, the need for rainfall post-spreading can cause backlogs as everybody rings in wanting their urea spread at the same time.

The use of coated fertilisers like N-Protect can help avoid this backlog as they can be spread without the need for immediate rainfall, giving spreaders the ability to get the job done without remaining at the mercy of the weather forecast. Farmers also benefit from knowing that they can leave the spreaders to get on with the job without having to scan the sky for imminent rain or worry about whether the spreader will get to them before the heavens open.

Why the rain-dance for urea users?

Traditional urea products are best to have at least 10mm of rain or irrigation within eight hours of application to reduce volatilisation effects. This is vital, so the uncoated urea granule can be moved into the soil rather than sitting on the surface, because that's when it otherwise starts to shed some of its nitrogen into the atmosphere instead of being available for the plant. Nobody wants this – it's bad for the environment and bad for the bottom line – a lose-lose

situation. And for those who know the cost of getting it wrong, this pressure can be stressful for farmers and frustrating for spreaders.

New generation smarter N application

There is good news for those who need to get their N on and don't want to watch every NIWA weather update with baited breath. Urea products like N-Protect have a urease inhibitor coating that slows the N-loss process, meaning it can be applied in conditions where losses of N through volatilisation can be reduced economically.

For spreaders like me, every autumn day is a logistical challenge of arranging a perfect match of driver, truck, product and farm. Safety, fuel and weather constraints such as high winds all have to be factored in.

Like farmers, a spreader's life is complicated enough controlling the things I can control. So, if there's a choice between traditional, rain-dependent urea and innovations like N-Protect that help ease the weather headache, I know which I would prefer. For farmers and spreaders, it's a win-win situation.



Phil Sandford



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## MyBallance – making it work for you



**By Nadine Parata**  
National Distribution  
Manager

Since we launched our new MyBallance online platform in March, we've been continuing to listen to our customers and make it even better.



MyBallance was inspired by farmer insights, and with the help and feedback we have been able to

learn more about what's working well and where we can make changes to deliver a really great experience for you and our customers. Our aim is to make the process as easy as possible for everyone who works with us in helping keep New Zealand growing.

One of the questions that's been raised is around the notifications that carriers and spreaders receive with CONFIRMED RECOMMENDATIONS and

CONFIRMED ORDERS. We've developed a simple guide that explains the two-step process and communications that you are likely to get at each stage. You can download the guide from our website, [ballance.co.nz/carriers-spreaders](http://ballance.co.nz/carriers-spreaders).

CONFIRMED RECOMMENDATIONS can be sent out some time before the pick-up date, to help you plan your upcoming workload efficiently. CONFIRMED ORDERS are typically notified a few days before the pick-up is due, and relate to product that has been ordered without a Recommendation being created for the farmer or grower in MyBallance by one of our Nutrient Specialists.

There have been some big changes in our business processes, and we've had a great response to how easy MyBallance is to use – the capability to place and track orders online 24/7, and with digital mapping another feature that's helping our customers get 'future ready' is the ability to report accurately on nutrient applications on their farms.

Thanks again for your feedback and support in helping us improve our service to farmers. Please keep it coming.

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## You can't keep a good man down



At a time when most men would be thinking of having a well-earned rest, Nelson's Keith Lindup from Motueka Spreading is expanding the horticultural side of his business adding a new purpose-built spreader and new Landini Rex 90 tractor.

"As I am not doing as much work myself we needed another orchard spreader to keep up with the demand. The extra work is due to narrow rows take twice as long to do, so we need to be operating both orchard spreaders."

Keith says the new spreader was built locally by Knapp Engineering in Motueka over the summer months.

"They built our original orchard spreader 15 years ago and altered the belt and chain system to where we are today. We have a two-chain bar system with a belt riveted on top, this keeps the belt running true and is ideal also for low rates like pot sulphate at 100kg per hectare and 5 metre bout width. Great for band spreading with a fine adjustment on the spinner speed control. We work in different row widths, down to 2 metre rows and we have fitted a special band spreading nozzle to guide fert to each row."

The hydraulics supplier was Ross Windust Hydraulics, spinner assemblies were made by Engineering Repairs Ashburton, wiring installed by local Burnett Automotive Electrical and hydraulic hosing was completed by Fluid Power Motueka.

"The old spreader is 2.4metres long by 1.2metres wide – the new one is 2.7metres long and 1.25metres wide and is capable of holding 2 one-ton bags of fert, as we use these one-ton bags quite regularly. Bulk lime, dolomite, gypsum and fert are handled through our transfer bin which holds about 28 ton of lime."

Spreading fertiliser in the Tasman region has been a way of life for Keith Lindup for 32 years - from his start up in 1986 with a four-wheel drive Ford County and SAM spreader for hill country agricultural work and a two-wheel drive Ford 3910 orchard tractor and SAM spreader for horticulture - operating as Lindup Groundspread Ltd through to the present day business of Motueka Spreading Ltd.

*Above and below: Motueka Spreading's new orchard spreader*








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# NOTHING CHANGES FOR SPREADERS EVERYTHING CHANGES FOR FARMERS



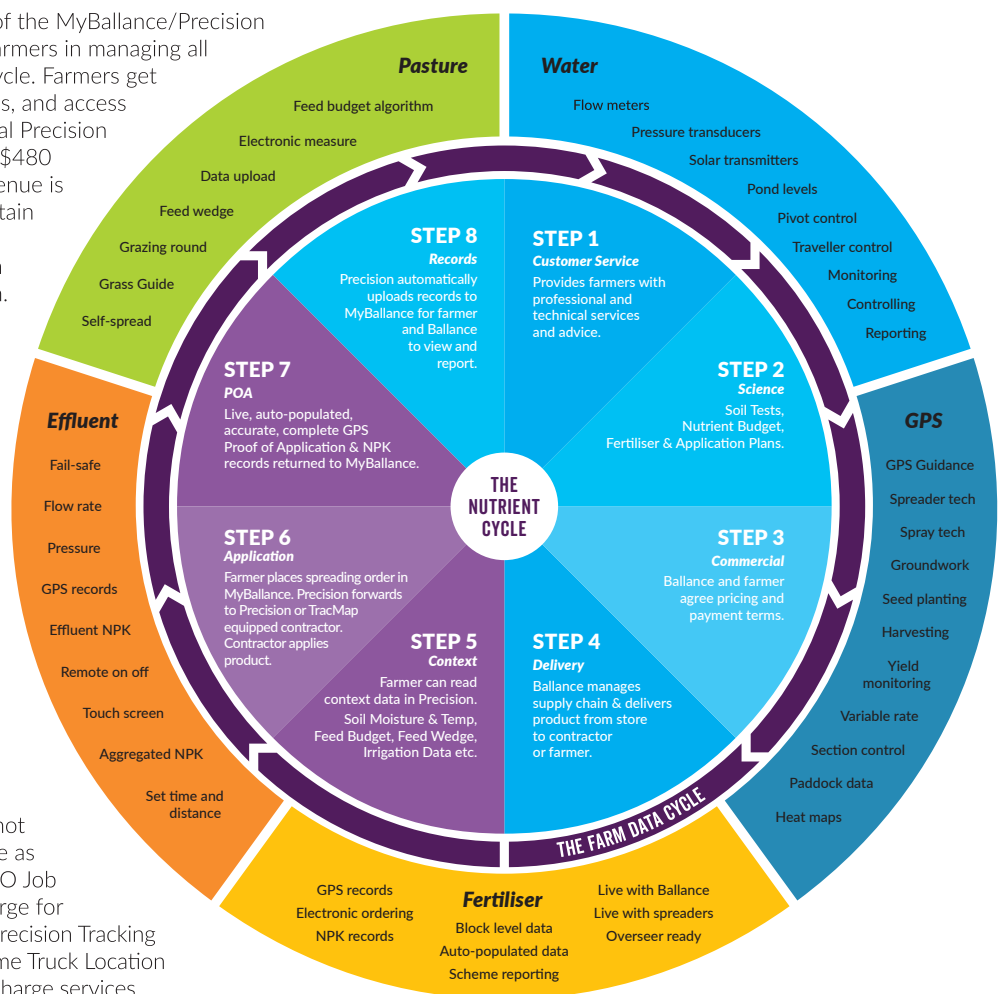
With the launch of MyBalance in partnership with Precision Farming, farmers can now integrate and manage a wider range of farm technologies all within the MyBalance platform.

The Nutrient Cycle is the inner core of the MyBalance/Precision Farming system, delivering value to farmers in managing all aspects of their eight-step nutrient cycle. Farmers get free access to seven of the eight steps, and access Proof of Application through an annual Precision Farming subscription from as little as \$480 per year. Part of this subscription revenue is paid to TracMap to develop and maintain integrated software that enables aggregation of POA data via Precision Farming into the MyBalance platform.

Farmers can then choose to upgrade to more advanced packages depending on their requirements to achieve greater value in their farming businesses.

And for Ground Spreaders, it's business as usual, only better. Irrespective of whether you use Precision Tracking or TracMap GPS technology in your fleet, you receive orders for spreading in exactly the same way you always have. Farmers place their orders for product in MyBalance and for application either in MyBalance or Precision Farming, and spreading orders are forwarded to you as usual.

Spreaders using TracMap Online are not surcharged for POA, but pay the same as any other ag contractor using the TMO Job Management system. There is no charge for mapping or POA for spreaders using Precision Tracking either, as they pay only for live, real-time Truck Location & Performance (TLP) and Road User Charge services.



*Significant improvements for farmers. Business as usual, only better, for Ground Spreaders.*



## Double the price or double the value?

With the advent of the MyBallance nutrient management platform and its substantial uptake by thousands of farmers already, even before any significant marketing has taken place, the farming world is clearly indicating they like what they see in the new MyBallance platform.

MyBallance delivers on what farmers have been asking for, for ages – all their relevant land data in one place. MyBallance has been designed literally from the ground up – meaning not only is it a completely new system rather than a mere facelift of an older system, but also it is designed from the soil up, by integrating into one portal all aspects of nutrient management, compliance and sustainability.

MyBallance has been launched in partnership with Precision Farming. The reason why Ballance has partnered with Precision Farming, as distinct from Precision Tracking Ltd and TracMap, is that MyBallance in addition to the efficient placement of spreading orders with contractors and receipt of Proof of Placement, it needs many more data feeds to enable the MyBallance platform to deliver full value to farmers. Examples of these other feeds are pasture growth, soil moisture and temperature, effluent application data, irrigation data and more.

Precision Farming is in the business of aggregating these data feeds, whereas Precision Tracking, like TracMap, is in the business of supporting agricultural contractors to run their businesses more efficiently, and when doing so, both generate POA data.

Were Ballance to source all the other data feeds required, then they would simply be building another Ag Hub, but Ballance's decision has been to concentrate on their substantial areas of expertise in science and agronomy, nutrient management, compliance and sustainability. Current and new products like N-Guru and Mitigator are examples of sophisticated tools that complement their core areas of expertise, to say nothing of the substantial command of fertiliser manufacture, import, and distribution.

Just in the same way as Ballance leaves spreading to firms across NZ who make that their core focus, so too has Ballance left the aggregation of farm data to Precision Farming, who shares that data as permissioned by farmers, electronically with the MyBallance platform.

So what's the story with Proof of Application. Farmers have enjoyed getting POA free from Precision Tracking spreaders on a spread by spread basis, which is really "proof of delivery" in that these reports confirm completion of each spreading job. To access the full suite of NPK values, to select by date range, nutrient source and paddock, to integrate with effluent NPK, to report at block level, to generate Overseer reports or to export data ready for milk company reports, and more, farmers subscribe to Precision Farming. Other data feeds like soil moisture and temperature are also integrated on a live, automatic basis. (Precision Farming works diligently to prioritise sensor originated data over manually inputted data as the latter is often incomplete, usually late, and always labour intensive. Such systems, of which there are about half a dozen in NZ, are what are called "store and retrieve" systems, rather than farm information systems. The first tells farmers only what they typed in earlier. The latter provides information they didn't already have, and on which fact-based decisions can be made and implemented.)

And so to pricing and value.

Farmers using Precision Tracking equipped spreaders do not pay their spreaders for POA. Nor do spreaders pay Precision Tracking anything for Proof of Application or for job submission – only for Truck Location and Performance and Road User Charge management.

Similarly, TracMap charges for their job management system, TracMap Online, at the same rate for all ag contractors, whether the system is used for spreading, spraying or for any other services like silage or haymaking. Spreading generates a POA record, whereas silage or haymaking do not, but the monthly or annual subscription is the same.

Thus spreaders are not paying their respective GPS system provider, Precision Tracking or TracMap, for POA.

While farmers can get limited POA from their spreader, in order to fulfil their widely requested call for "all their data in one place" this they can now do by using the MyBallance / Precision Farming system. And since the farmer is the beneficiary of all that data in one place, it should be them, not their spreader, who pays for it. And indeed that is the case.

Market disruptions happen all the time. Take Sky Television for example. Kiwis have been able to get TVNZ and TV3 and other channels for free for years, (well, "free" if you don't count the compulsory imposition of having to "pay" for your free viewing by watching 15 minutes of ads per hour). And of course we still can have "free" TVNZ and TV3. But if we want all our sport, Discovery Channel, CNN and the rest all in one place, then we pay a subscription. Or if we want a different set of benefits like being able to watch movies or programmes any time we want, not when they are broadcast, then we can subscribe to Netflix.

Similarly, when farmers want all the added benefits of aggregated, automatic, live farm data across a range of functions on their farm, then they pay a subscription for that data aggregation, the connectivity, the database engines and software services that make up the whole set of benefits.

Farmers are not paying twice. Sure, the market is being disrupted, but markets are disrupted every day. And we are about to see greater disruption yet, and not from a technology perspective. The latest focus of the NZ Government on water quality is going to cause more market disruptions.

What we are all agreed upon is that with each of us in our own sectors playing an important part in working together according to our respective strengths, we can serve our common customer, the farmer, better so they can run more productive, more profitable, more compliant and more sustainable farms. That's good for them as customers, good for us as suppliers, and good for New Zealand Inc.

*Jointly submitted by Precision Tracking and TracMap*



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## Bright prospects after positive farming year

Farmers may rightly feel under siege in recent months, from the weather as much as from media coverage about the environmental impacts of farming, the rise of alternative proteins, and the tough toll the job can have on mental health.

But looking through the weather's challenges and negative headlines, the farming sector has a highly positive story to tell as the farming year approaches its seasonal end.

Without exception every part of New Zealand's farming sector has enjoyed a positive profitable year in terms of returns, delivering record incomes to provinces from Kaitia to Bluff.

Latest data from Beef + Lamb New Zealand (B+LNZ) will provide welcome end of season news for dry stock farmers, many who battled with tough times through the mid-2000s where farm incomes dropped to their lowest point since World War II.

In its latest economic service forecast B+LNZ has revised farm profit before tax up to \$126,300 for its general "all classes" sheep and beef farm for 2017-18. That is a lift of 39% on last year.

B+LNZ head economist Andrew Burt said the positive news reflected strong returns for both sheep and beef coinciding.

Sheep revenue is expected to be up 22%, with lamb values revised well up on the start of the year, pushing 661c a kg or about \$120 a head thanks to a shortage of stock heading into the tail end of the season.

Despite export volumes being almost exactly the same as last year, the lift in value will push the sheep meat sector over the \$3 billion mark for the first time in history.

Beef is also facing total returns with the magic "3" in front of it, expected to earn the country \$3.2 billion this year, with a lift in value offsetting a 5% drop in export volumes.

Despite global beef production increasing, a growing Chinese appetite for beef is helping underpin the strong prices, while continuing growth in the United States economy has kept New Zealand's sales of beef there buoyant.

"This is a really positive thing when we consider where the NZ dollar is, compared to 15 years ago. It indicates market demand is strong, and our key markets are in very good health."

While there are murmurings on concerns over any trade war between US and China, Andrew Burt qualifies that it is largely words so far.

He also points to a level of reliance upon New Zealand product in a market like the US, where feed lot beef requires New Zealand's leaner grass fed beef to be blended into it.

"And as a supplier New Zealand is still regarded as a very safe, reliable and consistent provider for a market that is still experiencing strong growth."

A shortage in venison numbers and a concerted effort by DeerNZ to develop new off-season market niches has meant that sector is also experiencing record high schedule returns on meat.

"Building year-round venison demand and more consistent prices throughout the year have long been industry goals," says Deer Industry NZ marketing manager Innes Moffat.

Demand is running comfortably ahead of available supply as



*B+LNZ has revised farm profit before tax up to \$126,300 for sheep and beef farms for 2017-18 - that is a lift of 39% on last year*

farmers work to rebuild their herds after an industry slide through the 2000s.

Meantime across the fence in the dairy sector a tumultuous couple of years have steadied out this season, with Fonterra revising up its expected milk solids payout to \$6.55/kg milk solids.

Such a solid figure puts dairy farmers, many who have had to take on additional debt in the past two years to cover the poor payouts, on a more confident footing.

DairyNZ economist Matthew Newman is also cautiously optimistic about the coming season, with expectations the dairy payout will be close to this year's figure, and production this year is likely to only be down by about 1%.

"The good news has also been that as an industry we have managed to keep farm working costs low. For 2016-17 they averaged \$3.75/kg milk solids. While likely to be up slightly this season, they are still significantly down on where they were at their height of \$4.33/kg milk solids, back in 2013-14."

Overall the dairy sector is expected to generate \$16 billion in earnings this year, up on the \$13.4 billion a year ago.

Horticultural returns are also looking highly positive across all crop types, with Zespri anticipating at \$2 billion-plus crop for the first time this year. Apple growers are also 10% up in volume with highly positive sales prospects across all overseas markets.

Industry leaders' greatest concern in recent months has been more around finding pickers for harvesting and processing fruit, rather than where that fruit will be sold.

Bayleys national country manager Duncan Ross said the optimism in the primary sector is being reflected in the strong level of interest being expressed in pastoral and horticultural land. He said that interest was coming from both existing farmers and from outside investors looking for strong returns in markets with sustainable prospects.

"There have been some tough years across all sectors, and it is rare they all align as they do. But it suggests there is a maturing of our primary sector, focusing on providing increasingly wealthy markets with high quality, safe and sustainably sourced food – it is a great time to be part of the primary sector."





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