Spreadmark Discussion

Wow! Where to begin… the opportunity to present Part One and Part Two of our Spreadmark Presentation to our wider membership at the Members Day in July was fantastic. Lee and I put hours of preparation and thought into the best way to present to our group. Over the last 8 months as our presentation journey has unfolded, we recognised presenting the past and the current was ours to put together for you to enjoy and the future – was yours. This was about having an inclusive approach where all who chose to be present could have a say.

Our morning commenced with the presentation of the draft Code of Practice. The work started by the original working group, February 2023, has really taken shape over the last 6 months as Leo Fietje has further developed the draft booklets. These are still open for feedback – it’s vital that you provide feedback or commentary to ensure the Code of Practice is workable for you and your business.

The Future – Part Three of our presentation was presented in the afternoon, after a truly delicious lunch. We asked the room to break up into groups of 6 – 8 people (per table). Each table had a mix of Groundspread Association business owners, staff and industry partners. It was fantastic to see participants from Ballance, Ravensdown, Marnco, Fertiliser Quality Council and E-Can attending our afternoon session. The importance of Spreadmark is seen by all our stakeholders. It was great to see that people circulated and attended multiple sessions in the afternoon, the sessions were topical.

As Lee and I circulated around the room it was fantastic to hear discussions around what the future looked like, what was value. For me personally, Value is a hot topic when we consider the future of Spreadmark. I feel strongly that we each have a different opinion on what value is and what it looks like. Should Value been seen as purely financial, or should it be a mark of excellence across the industry? This one word – Value - has 4 definitions and 92 synonyms and antonyms, this alone highlights the importance of everyone having input to Part Three.

Some key points we took away from the afternoon breakout session:

* As an industry we are committed to the future of Spreadmark and ensuring its longevity.
* Driver Training
* Formal qualifications
* Education – Councils / Farmers / Industry Bodies
* Marketing to the agricultural market
* Partnering

Lee and I would like to personally thank each of you that attended our sessions, your contributions will go towards building our Spreadmark Portfolio workbook for the year ahead. The next 6 weeks will be about creating our plan. Don’t be surprised if we ask for your input throughout the year ahead – Spreadmark is for the industry.

We have been lucky enough to gain a new council member to our “Spreadmark Team” and know that they will bring immense knowledge, expertise and another perspective. Thus, ensuring we deliver on what we have promised – to tick some boxes and present outcomes to you all for July 2025. Rather than spoil the surprise you will get to read their Bio in our next magazine. Lee and I are really excited to be working with them.

Special Thanks to Warwick Catto for constructive feedback to our earlier presentation, what we have found through this is there are limited images of early Spreadmark testing, development and Groundspreading. If you have any available that you are happy to share, could you please scan and email these to us.

As always don’t be strangers – any questions or feedback are welcomed through Spreadmark@groundspreadnz.com