



PART ONE : Our History
1970 - 2001

Credit and Recognition Page

- ▶ Russell Horrell (National Life Member)
- ▶ Ray Hyslop (Life Member - Canterbury Branch)
- ▶ Malcolm Campbell (National Life Member, Branch President)
- ▶ Lance Pedersen (National Life Member and Past President)
- ▶ John Hoskin (National Life Member and Past President)



1970's

- ▶ Russell Horrell started working for Lincoln Ventures in June 1970



Fertiliser spreader testing
in the still air lab



Vehicle fertiliser testing.

1980's

- ▶ Rogernomics hit the agriculture sector with the removal of subsidies
 - ▶ High interest rates >20%
 - ▶ Average house value in 1980's \$25,500
- ▶ Groundspread NZ (NZGFA) Members within the Canterbury Region faced legal action over striping that had financial implications. They had to prove that their machinery was not at fault.
- ▶ Groundspread NZ (NZGFA) Members within the Manawatu Region were also conducting their own testing due to increased pressure from Regional Council labelling fertiliser application as a pollutant to waterways
- ▶ National Council actively lobbied Parliament and regularly attended Parliament.
- ▶ Groundspread NZ (NZGFA) attended National Fieldays to actively promote the industry.
- ▶ Dougherty Bros. completed the first testing of Groundspread Trucks.
- ▶ The vision and outcome for our Forefathers was to have and develop a robust quality assurance programme for the industry

1990's

- ▶ Lincoln Ventures received a foundation grant to allow them to complete the whirl wind tour of the UK to better understand the testing in the field. UK Spreaders were pre tested prior to being sold.
- ▶ December '93 Testing of Groundspreaders was launched
- ▶ Early '94 discussion with 'Lincoln' and NZGFA to takeover testing
- ▶ New Plymouth held the '94 Conference - Malcolm Campbell suggested that the testing of spreaders should be called something ...maybe Spreadmark.
- ▶ 1995 - first off site testing conducted at the show grounds in Hawera.
- ▶ 1999 the audit process of 'Spreadmark' was developed.
- ▶ Spreadmark discussions / acceptance could divide a room
- ▶ Globalg.a.p - website. Certification bodies. First started out as EuroGap - for food and feed. Designed to set a good standard for their product going to the rest of the world.
- ▶ Spreadmark cost the Groundspread NZ Association (NZGFA) dearly throughout the 1990s
 - ▶ Development of trays
 - ▶ Testing costs (extended credit terms applied by Groundspread members)
 - ▶ Marketing

2000's

- ▶ **Current MOU signed between Federated Farmers NZ (FFNZ) and Groundspread NZ Association (NZGFA)**
- ▶ **These are some poignant excerpts from the MOU**
 - ▶ *(1) This agreement recognises the relationship between the two parties with respect to the ownership and use of the Spreadmark trademark. It commits both parties to a harmonious and productive relationship that will be characterised by regular and open consultation with the aim of bringing benefits to the members of both organisations.*
 - ▶ *(7) The governance of the Society will continue under the constitution that permits the NZGFA to appoint three members to the council and that the council will continue to exercise control over key aspects, which will include, but not be limited to, the charging regime and the appointment of quality auditors.*
 - ▶ *(9) Where services relating to Spreadmark certification are to be charged by the society or a promotional or administrative levy is to be collected, these charges and levies will include a differentiation to the benefit of members of NZGFA. This differential will be set with the agreement of the council of NZGFA and recognises the role of NZGFA in developing the Spreadmark trademark.*
- ▶ **The vision and outcome for our Forefathers was to have and develop a robust quality assurance programme for the industry**



PART TWO: Our Present

2000's

- ▶ We would like to thank and acknowledge members of the wider Groundspread Community for their contributions to the creation of Part Two.
- ▶ Part two is about the current state of Spreadmark
 - ▶ Supporters
 - ▶ Detractors
- ▶ We made the decision to present part two to the members of the Groundspread Association at our Members Day in July.



The Transition

- ▶ 2001 the decision was made to move the Spreadmark Programme over to the management of the newly formed Fertiliser Quality Council
 - ▶ Spreadmark Code of Practice developed
- ▶ 2006 recommendations made at the conference: for Spreadmark to move forward Groundspread needed to socialize the programme with:
 - ▶ Regional Councils
 - ▶ Dairy Companies
 - ▶ Farmers
- ▶ 2007 - Horizon's Regional Council recommends the use of Spreadmark.
- ▶ Regional Councils including Tasman, Waikato and Hawkes Bay recommend the use of a Spreadmark Accredited operators - not enforced.
- ▶ <https://fb.watch/t6WDZjxCnr/>



The Why ? ‘Detractors’

- ▶ Cost of audits and no perceived value to their business
- ▶ Audit / Training - weighted focus on paperwork rather than driver and truck skills
- ▶ Farmers are not aware of what Spreadmark is.
- ▶ Competitors not Spreadmark Accredited
- ▶ Quality of Fertiliser product
- ▶ Some Corporates include use of Spreadmark in farm plans but do not enforce or monitor
- ▶ Self testing of own gear - credibility



The Why? 'Supporters'

- ▶ A specialist Quality Assurance programme
- ▶ Part of on farm compliance systems
- ▶ Spreadmark supports us knowing that what we say we do is done
 - ▶ Professional Groundspread Operators
- ▶ Training
 - ▶ Educates and Quantifies Groundspread Operators Professionalism and Skill
- ▶ "It's a specialty service"
- ▶ Improves relations with Regional Councils
- ▶ **We are certified professional nutrient applicators**



- ✓ Accurate Nutrient Placement
- ✓ Trained Operators
- ✓ Independent Auditing

[illegible]

The Why?

- ▶ **NZGFA supports Spreadmark Quality Assurance Programme**
 - ▶ Why has it not moved forward?
- ▶ **“Why do we put fertiliser on evenly?”**
 - ▶ “To grow Grass” | ”To make Farmers rich”
- ▶ **“To make Farmers Richer and Stronger”**
 - ▶ “Less vulnerable to Councils”
- ▶ **Credibility - Good robust testing standard**



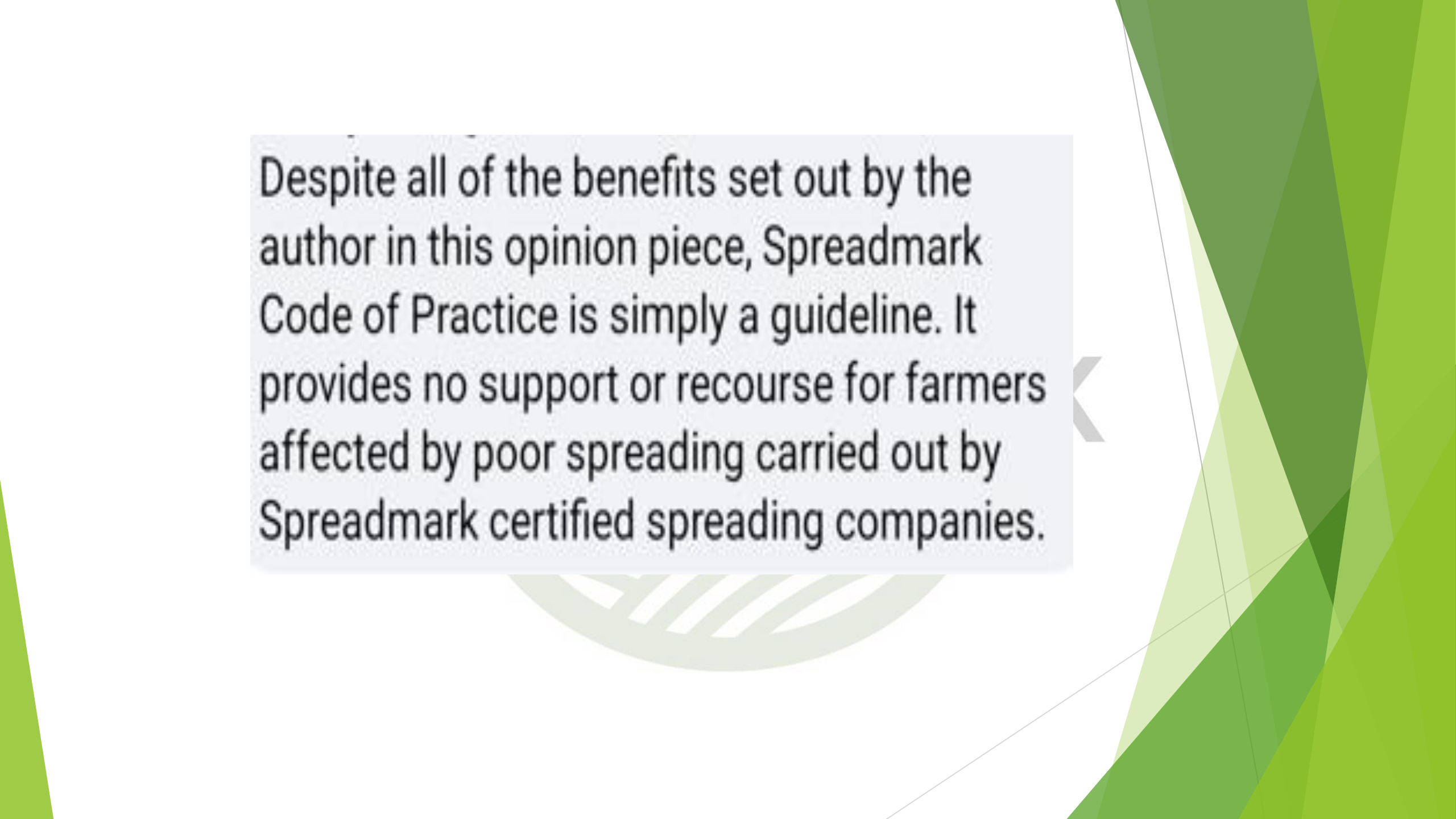


Part Three: Our Future

What do you want?

- ▶ New Code of Practise due for release
- ▶ Dairy Co-Ops
- ▶ Regional Councils
- ▶ Banks
- ▶ Processors (Alliance, Silver Fern Farms, AFFCO)



The background features abstract green geometric shapes in various shades of green, some overlapping. A faint circular logo with diagonal lines is visible behind the text box.

Despite all of the benefits set out by the author in this opinion piece, Spreadmark Code of Practice is simply a guideline. It provides no support or recourse for farmers affected by poor spreading carried out by Spreadmark certified spreading companies.