



Nutrient Management
Adviser Certification
Programme Ltd



ANNUAL REPORT

2022/2023



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September 2023



STRATEGIC GOALS



To set a credible benchmark
for expertise in nutrient
management



To deliver value to advisers
who become certified



Work in an integrated way
with other certification
and assurance schemes to
support the rural sector

INTRODUCTION

About

The Nutrient Management Adviser Certification Programme (NMACP) is an industry-wide certification programme targeted at those who provide nutrient management advice to New Zealand farmers.

By ensuring that advisers have the right qualifications and experience, we can make sure New Zealand farmers receive the highest standard of nutrient management advice to enable sustainable, responsible and efficient nutrient use.

The Programme is administered by the Fertiliser Association of New Zealand.

2023 marks 10 years since the Programme was first established.

The scheme relies on the support of DairyNZ, Beef + Lamb NZ, Fertiliser Association of New Zealand and the NZ Institute of Primary Industry Management.



SNAPSHOT

40%

Reports audited
A grade in 2022

216

Current certified
advisers

346

Advisers certified
since inception

99

Advisers endorsed
for greenhouse
gases

14

New Nutrient
Management
Advisers certified

15

Minimum hours
of professional
development
required

563

Adviser reports
audited since 2017



CHAIR'S REPORT

The year in summary

2023 celebrates a decade since the Nutrient Management Adviser Certification Programme began.

The past decade has seen the Programme constantly evolve in response to nutrient management and farming best practice in New Zealand.

When the Programme was first established certified advisers were mainly from fertiliser companies, while today they come from a much broader range of organisations, including regional councils, Industry Good Organisation groups, farm consultancies and farm environmental consultancy providers.

More than 340 people have been certified in the past 10 years, ensuring our farmers from the very top of the North Island to the bottom of the South Island are receiving the best nutrient management advice possible.

2023 has continued to present new challenges and change, including, the introduction of new Freshwater Farm Plans, severe weather events experienced across the country, and continued global events impacting nutrient availability and cost. Continued good nutrient advice is essential to help farmers navigate the current landscape.

I would like to acknowledge all our current certified advisers, from those most recently certified to those that have been on board since the inception of the Programme in 2013. A special mention goes out to our very first Certified Adviser Ants Roberts, who today works as the Chief Scientific Officer at Ravensdown and sits on our Standard Setting group.

I would also like to thank our Standard Setting Group and our Board for their hard work in ensuring the Programme remains current and meets the ever-changing needs of today's environment.

Mike Manning

Mike Manning

NMACP Board Chair

WHO WE ARE

The Programme is funded by the Fertiliser Association of New Zealand, DairyNZ and Beef + Lamb New Zealand. NMACP is managed by a pan-industry Board of Directors and a Standard Setting Group.

Our Board members

The Board is responsible for governance, direction and budgeting. It assures that the programme is delivering on its strategic goals.



Mike Manning
General Manager
Innovation and Strategy
Ravensdown Limited
NMACP Director (Chair)



James Allen
Managing Director
AgFirst Waikato Limited
Chairman AgFirst NZ
NMACP Director



Andrew Sanders
National Sales Manager
Ballance Agri-Nutrients Limited
NMACP Director



Dr Vera Power
Chief Executive
Fertiliser Association of New Zealand
NMACP Director



Jason Griffin
Extension Manager - Western North
Island
Beef + Lamb New Zealand Ltd
NMACP Director



Geoff Taylor
Strategy and Investments
DairyNZ Limited
NMACP Director

Programme Manager/Administrator

Donna Mumm manages the day-to-day administration of the programme. Donna is the contact person for potential and current certified advisers and for any public enquiries about NMACP.

Standard Setting Group

The Standard Setting Group sets clear and transparent standards for the training and assessment of certified nutrient management advisers. The Group also defines the scope of knowledge within which advisers are certified.



Ants Roberts
Chief Scientific Officer
Ravensdown Ltd



Ian Power
Nutrient Sales Manager
Agro Science
Ballance Agri-Nutrients Ltd



Jim Moir
Associate Professor of Soil Fertility
Lincoln University



Erica van Reenen
Managing Director
Agribusiness & Environmental
Consultant
AgFirst Manawatu-Whanganui Ltd



Jon Palmer
Sustainable Agricultural Adviser
Waikato Regional Council



Jane Chrystal
Principal Science Adviser -
Farm Systems & Environment
Beef & Lamb New Zealand Limited



Leo Fietje
Rural Consultant



Adam Duker
Lead Adviser – Solutions and
Development
Dairy NZ Limited



Lucy Burkitt
Associate Professor
FLRC Environmental Sciences Group,
Massey University



HOW THE PROGRAMME WORKS

To become certified advisers must have:

- An agricultural degree, or equivalent experience
- Successfully completed the [Massey University Intermediate and Advanced certificate papers in Sustainable Nutrient Management](#)
- Completed five nutrient management reports or the equivalent within the last two years, and at least one within the last six months
- Submitted two nutrient management reports for audit
- Passed an online exam

Once certified, advisers must:

- Agree to be bound by our code of ethics
- Undertake a minimum of 15 hours professional development
- Complete two professional learning modules
- Submit nutrient management plans for regular audit

How the Programme benefits the primary sector

- By focusing on ensuring the profitability of farms while meeting environmental responsibilities
- By helping advisers to support their customers live within the changing regulatory requirement
- By creating a common perspective for farm advisers and regulators
- By providing ongoing professional development to deliver the best and most up-to-date advice available
- By providing clear, consistent, standardised processes and a clear career pathway for Nutrient Management Advisers

CERTIFIED ADVISERS



At the end of the financial year, we had 216 advisers certified. Ten years ago, we had eight.

Currently, farm advisers' skills appear highly sought after. As a result, there is always natural attrition from the programme.

This year, the 28 advisers who left the programme were replaced with 14 new advisers who came from a range of organisations.

There are numerous benefits in becoming a CNMA (Certified Nutrient Management Adviser) including:

- Gaining and demonstrating knowledge and expertise in the provision of nutrient management advice to the highest standard
- Access to ongoing continuing professional development opportunities
- Access to e-learning portal tailored to this programme
- Keeping on top of emerging policy needs



“Being certified allows my farmers to have confidence that the advice I am giving to them complies with regional and government regulations. This ensures they can achieve their business goals and stay compliant. It also ensures they are being kept up to date with the changing world that we both work in.” - Carolyn Green - Ravensdown Ltd



ENHANCING CAPABILITY AND CONFIDENCE

Auditing was introduced in 2017 to build capability and ensure farmers have confidence in the capability of advisers.

Advisers submit reports for auditing by an external auditor as part of certification, and as part of continuing professional development. The reports submitted are expected to show understanding of nutrient cycling in agricultural systems and to use the right information to give good advice.

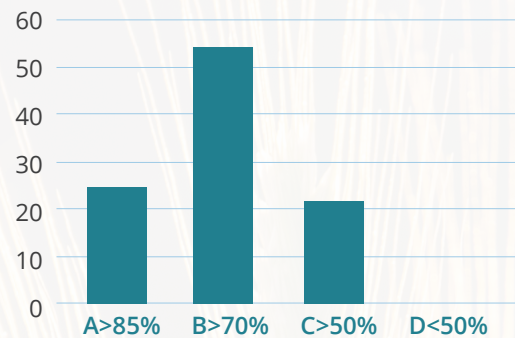
The intention is for each adviser to have a report audited at the application stage and every two years. We have undertaken 563 audits since the start of the programme.

We aggregate the auditing data on a calendar basis, so data for 2020 and 2021 is presented in separate graphs below. For 2023, 40% of advisers received an A graded audit.

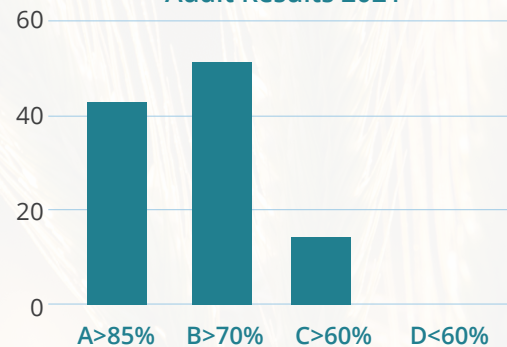


The pass mark (C grade) was increased in late 2020 from 50% to 60%

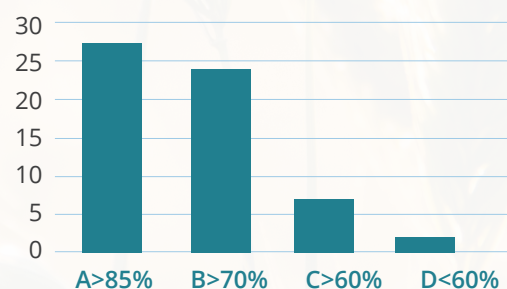
Audit Results 2020



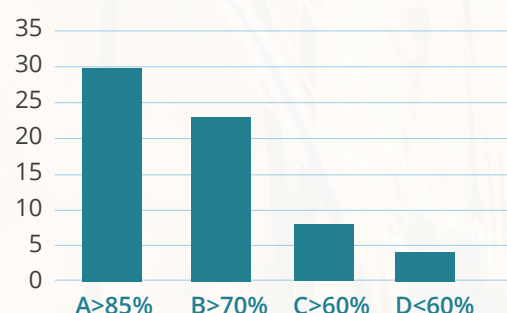
Audit Results 2021



Audit Results 2022



Audit Results 2023 to date



PROFESSIONAL DEVELOPMENT

Advisers undertake a minimum of 15 hours of professional development each year and complete at least two compulsory learning modules. This ensures advisers can provide the most up-to-date and relevant advice. These learning modules have a high uptake and are extremely well received.

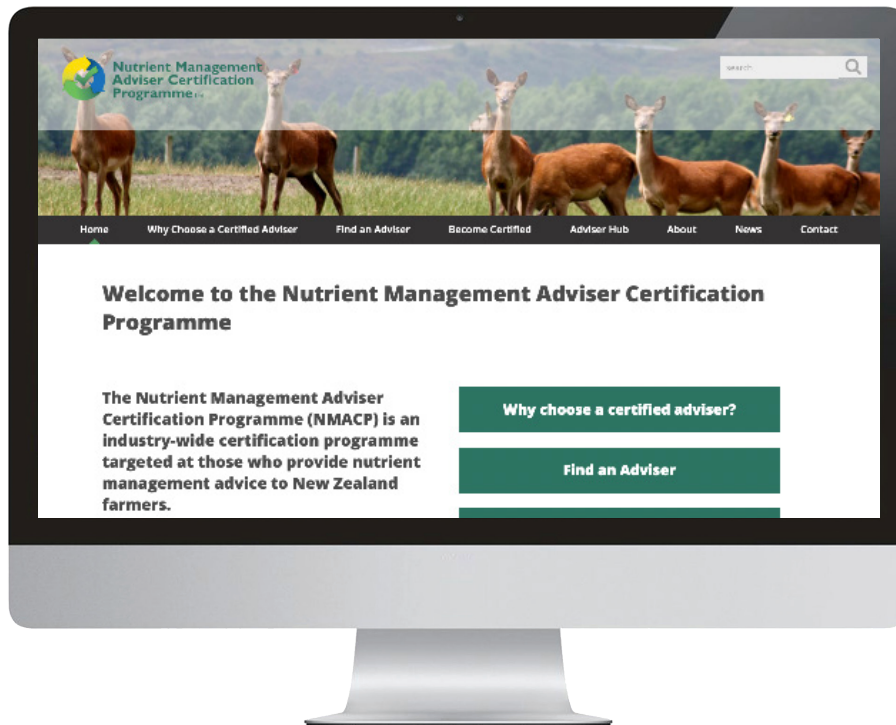
A new module on the revised Code of Practice for Fertiliser Nutrient Management is due for release.



Currently available learning modules

- Tiered Fertiliser Management System for soil cadmium
- Nitrogen mitigation
- Sheep and beef farm systems
- Fundamentals of Irrigation:
 - Introduction to soil and water, and irrigation scheduling
 - Irrigation systems and nutrients
- RMA:
 - RMA legal framework and the requirement for regulatory control
 - Regional plans and resource consents
- Growth cycles and nutrient requirements of forage crops
- Mitigations to reduce P loss
- Code of ethics
- Growth cycles and nutrient requirements of vegetable crops
- Using S-map
- Trace element use on pastoral farms
- Lime use on pastoral farms

COMMUNICATIONS



Our communications and marketing is designed to:

- Raise awareness of the programme
- Improve engagement with the programme (across the primary sector and specific key audiences)
- Increase the number of advisers becoming and remaining certified
- Boost the number of farmers choosing to use certified advisers for their nutrient management advice

Our website is the key mechanism we use to promote the certification scheme. We use Google analytics to track hits on our website. In the 2022/23 financial year we had 1,700 unique users visit the website, viewing a total of 10,000 pages. The most popular pages on the website, other than the homepage, include the 'find an adviser' page.

This year we have updated our NMACP Communications Strategy and have identified a number of other platforms through which we hope to promote the Programme.

We track which regions drive the most traffic to our 'find an adviser' website page as a measure of likely demand. The regions undergoing active plan implementation, or where there is active community discussion, are the areas with high demand. Canterbury, Waikato, Southland and Otago continue to be areas of high demand.



THE NEXT DECADE

Managing nutrients well is core to both farm performance and reducing environmental risk. As expectations continue to grow, farm assurance approaches will be increasingly part of every conversation.

High global fertiliser prices and constrained financial returns mean all farms are seeking to manage nutrients well and build farm resilience. As a result, confidence in good advice will be increasingly core to nutrient use. Certified nutrient advisers have an important role to play. In demonstrating both expert nutrient knowledge and adherence to quality standards they will be increasingly core to supporting the types of relationships that build value for their clients.