Farming and Planning – A Marriage Made in Heaven or Hell?

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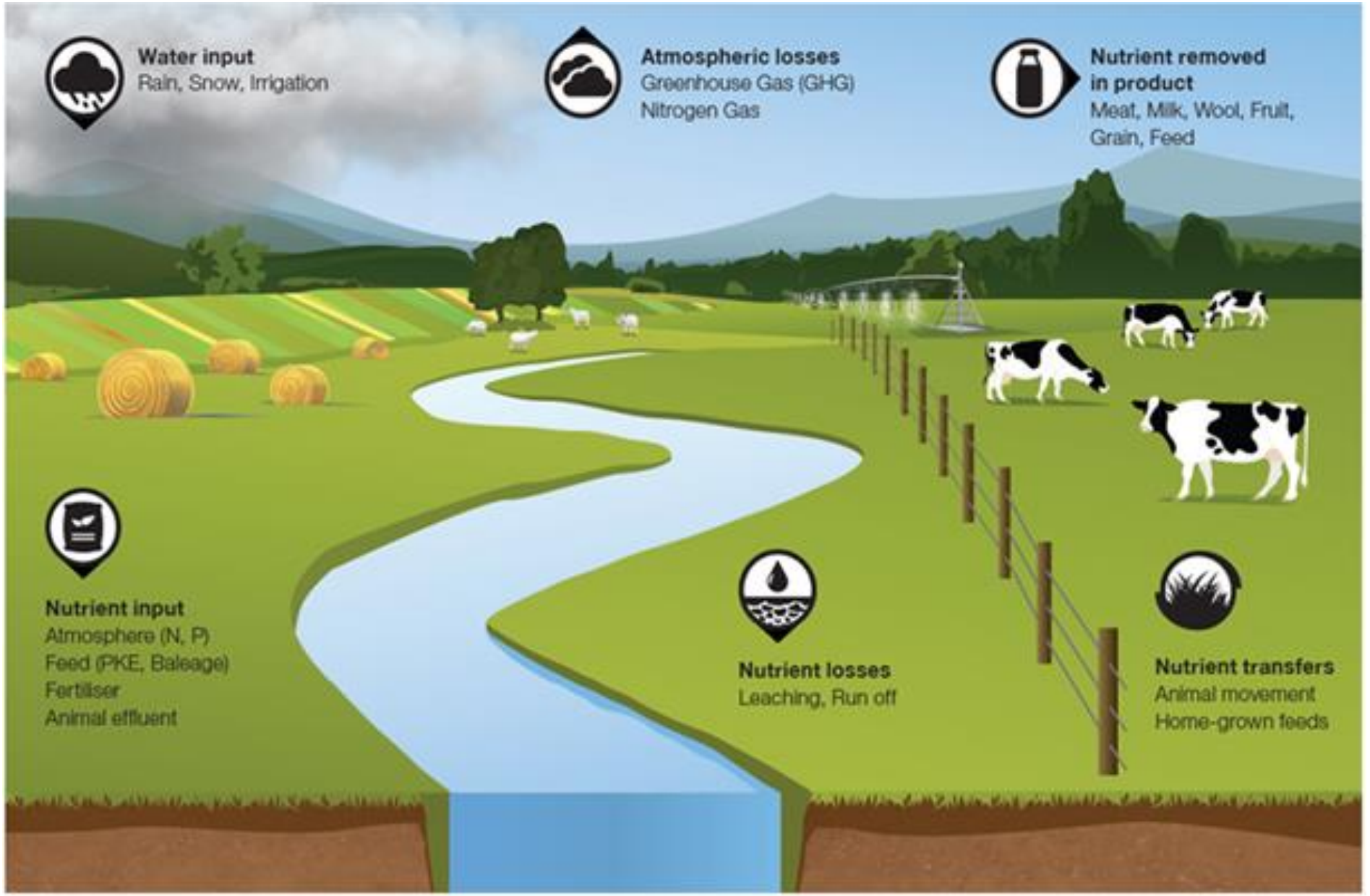
Ravensdown - Just a Fertiliser Company?

- Formed in 1977 as a farmer co-operative supplying superphosphate
- Started diversifying in early 2000s to better serve shareholders
- Launched national in-house environmental consultancy in 2013
- See ourselves as a nutrient management company: we use expertise, technology and products to help farmers reduce environmental impacts and optimise value from the land
- Ravensdown exists to enable smarter farming for a better New Zealand

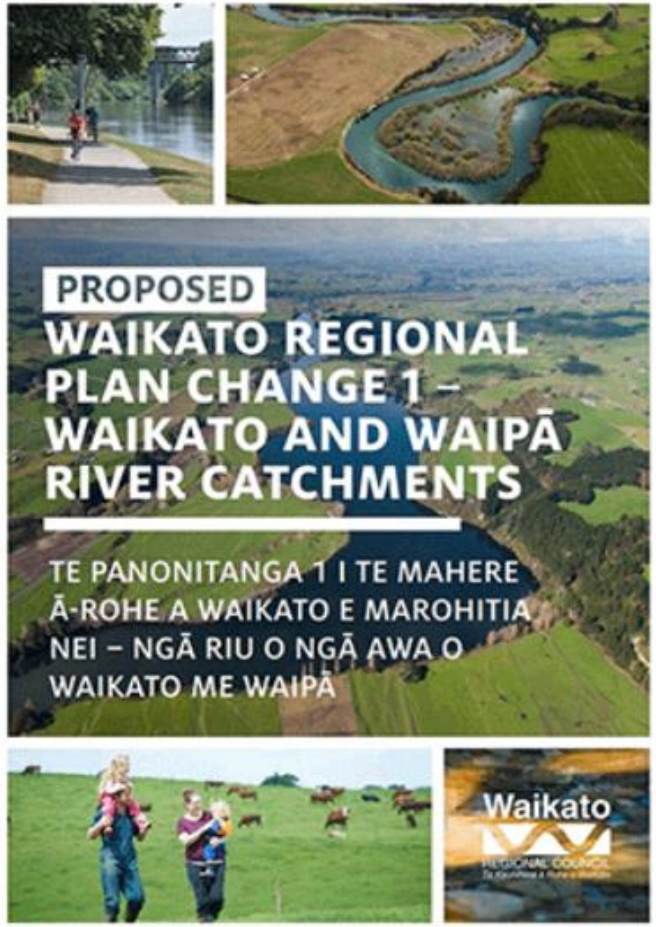
The Nitrogen Cycle



ravensdown

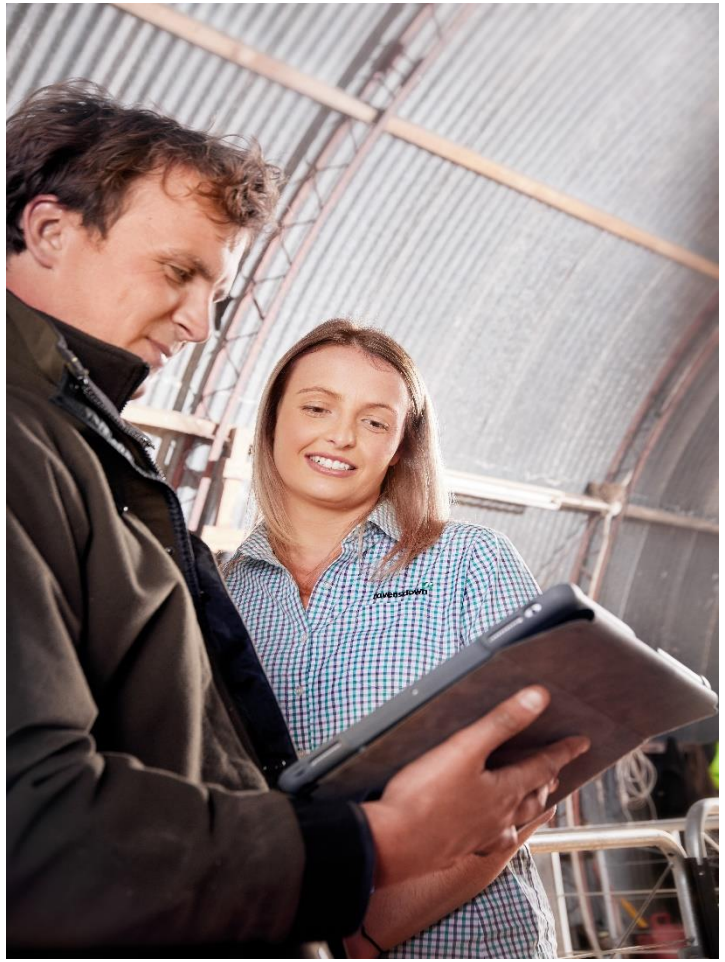
Context

- Farming is increasingly subject to regulation
- Operative plans limit nutrient losses in Waikato (Lake Taupo), Horizons, Hawkes Bay (Tukituki), Canterbury, Otago
- Plan changes/reviews in process that will regulate nutrient losses include Waikato, Gisborne, Bay of Plenty (Lake Rotorua), Hawkes Bay (TANK), Southland



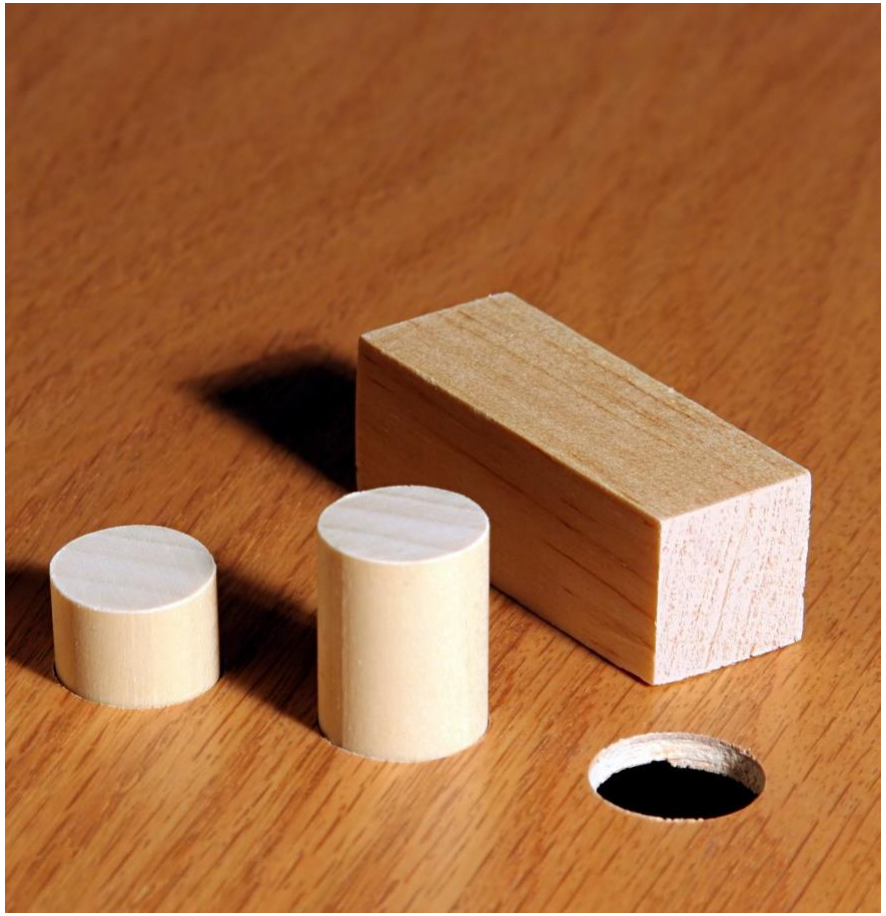
Current Regulatory Tools

- Resource Consents
- Farm Environment Plans – some require regular audits
- Nitrogen loss baselines/reference points
- Non-statutory plans eg Catchment Management Plans, Waterway Management Plans, Iwi Management Plans
- Good Farming Practice guidance



So What's the Problem?

- Environmental regulation is new to farmers
- Inherent distrust between farmers and councils
- Farming does not fit traditional planning thinking
- Compliance costs can be hefty
- Climate change/Biodiversity/Carbon Emissions
- Urban growth



Traditional Farm Systems

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Actual Farm Systems

- Can involve complex and variable operations
- Will often involve a mix of farming types
- May involve new crops, animals or systems

The Questions

How do we encourage planners to open their minds to science?

- We need to understand the problem we're trying to solve
- Technical detail needs to be conveyed in simple terms

How do we enable education and assistance to dovetail with regulation?

How do we build scalability to progress towards the common goal of improved water quality?

- We need to be able to link individual efforts to community, catchment, regional and national level collaboration
- We need to find ways to recognise farmers who have already made positive changes

Closing

- Farming is a business - it needs to be cost effective and efficient
- Farmers recognise land and water resources are their biggest asset
- If land and water resources are not appropriately managed there is no business
- Planning tools and regulation needs to be adaptive to different environments, changing technology and understanding
- Environmental gain - a cost or an opportunity?

If farms cannot be managed as sustainable businesses, what is the future for the management of that natural resource?