




New Zealand Fertiliser Manufacturers' Research Association

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“Promotes and encourages responsible and
scientifically-based nutrient management”



New Zealand Fertiliser Manufacturers' Research Association

To promote nutrient best management practice NZFMRA is involved in developing training programmes, funding research, participating in government and local body working groups and works closely with other organisations in the agricultural sector.





New Zealand Fertiliser Manufacturers' Research Association

- Co-Operative industry – Farmer shareholders own member companies
- Association funded by fertiliser companies
- Staff – three full time
- Budget – NZ \$1.6 million (≈ US \$1.2 million)
- Contracts out research and communications requirements
- Focus is on industry/public good (water quality, climate change, FBMP's, cadmium) not company specific issues (sales, marketing, new product development)



New Zealand Fertiliser Manufacturers' Research Association

- Implements industry policy in relation to:
 - Research
 - Sustainability issues
 - Environmental issues
 - Resource Management Act
 - Local Authorities
- Represents the fertiliser industry:
 - On a range of external committees
 - On industry-government discussion groups
 - At national and international conferences





Some Major Achievements

- Developed Code of Practice for Nutrient Management
 - Accepted by regulators allowing fertiliser application to be a 'permitted activity'
- Part owner and funder of a nutrient management model used nationally for nutrient budgets, nutrient management plans and emission reports
- Developed national training course for nutrient management advisors
- Representation on more than 16 government and primary sector committees and working groups



Strengths and Weaknesses of the New Zealand Structure and Approach


Strengths:

- Full industry support
- Established credibility and integrity
- Positive, meaningful contributor
- Pro active industry

Weaknesses

- Spread thinly – few staff, small budget
- 'Grey' area between industry and company issues
- Competitive nature of industry





National Associations – Improving Effectiveness

Anticipate

- Awareness of developing issues and associated policy and to new or changing policy

Relationships

- Establish relationships with influential decision makers and key organisations and provide evidence of a balanced approach (government, NGO's, agriculture)

Conflicts

- Address through proactive influencing of decision makers

