Overview

- Why does Fertcare exist?
- Great Barrier Reef
People & Food

- 9.1 billion by 2050
- 70% increase in food 2005 & 2050
Eutrophication
Productivity & Environment
Training & Accreditation
Lift skills & knowledge
Focused on high quality advice to farmers
Fertcare Accredited Advisor

- Confidence that advice is based on soil/plant testing of a high standard & accepted science
- Assessment of competence against 5 Performance Standard
- Biennial audit
- 260 FAA
- Industry led
- Strong industry linkages
Other Advisor QA Programs

Certified Crop Advisor
- Pass 2 assessments
- 40 hrs continuing education / 2 years
- 13,000 CCA’s

Nutrient Management Adviser Certification Programme
- Pass 2 assessments
- 15 hrs of professional development / year
- 100 certified advisors
Great Barrier Reef

- Largest coral reef ecosystem covering 344,400 km²
- 600 types of soft & hard coral
- 100 species of jelly fish
- 3,000 varieties of molluscs
- 500 species of worms
- 1,625 types of fish
- 133 varieties of sharks & rays
- 30 species of whales & dolphins
Crown of Thorns Starfish

- Adult COTS eat coral
- Water N & P influence phytoplankton
- Phytoplankton influence COTS larval development
Great Barrier Reef

- 2000 Fertilizer industry focus
- 2003 Reef Plan & Science Summary Statement
- Voluntary measures by ag industries including Fertcare
- 2008 Scientific Consensus
- 2009 Reef Regulation
- 2012 Move to BMP
- Returning to enforcing regulation
2014 Report – 17% DIN

Reef Plan – 
50% DIN by 2018 & 80% DIN by 2025
Conclusion
Objective, Site Specific Nutrient Input