

# Spreading

Ground



Driving your  
land's potential





# Contents

---

<b>Putting on a good spread</b>	<b>2</b>
<b>Best practice for managing risk on the ground</b>	<b>4</b>
<b>Our spreading partners</b>	<b>6</b>
<b>Smarter spreading for your fertiliser spend</b>	<b>8</b>
<b>Seasonal ground spreading activity</b>	<b>10</b>
<b>Here to help - how to get in touch</b>	<b>12</b>

  
**ravensdown**



# Putting on a good spread

**You've tested, planned and ordered your annual fertiliser budget using the farm's nutrient management plan, but none of the benefits from your fertiliser investment are available until the fertiliser is spread.**

## **Be prepared**

Getting your fertiliser investment spread evenly, can increase crop and pasture production, making you more money. It may seem obvious, but the closer the spreader is to applying the fertiliser at the targeted rate, the closer the pasture or crop will be to achieving the targeted response.

Ravensdown is committed to providing precision agriculture tools for all our customers. Working with your local operators, our aim is to deliver a superior service at a competitive market price.

## **The increased response due to an even spread is often greater than the cost of application.**

Ravensdown's technology utilises GPS positioning, flow control stops and starts, and spreadmark certified equipment. All these factors contribute to an even spread, helping you achieve the target response of the crop.

Research has shown that by using Ravensdown spreading technology, the in-paddock variation of spread can be improved by 9 - 17%\*. This equates to a 35 - 60 kgDM/ha increase in pasture production for every 80kg/ha urea application.

## **So how does this affect the bottom line?**

Table shows urea application at 80kg/ha, at a 15:1 kgDM/kgMS conversion:

<b>\$ PER KgMS</b>	<b>\$ PER HA REVENUE</b>
<b>\$5.50</b>	<b>\$11.00 - \$15.00</b>
<b>\$6.00</b>	<b>\$12.00 - \$17.00</b>
<b>\$6.50</b>	<b>\$13.00 - \$19.00</b>



## **What is the meaning of the Spreadmark logo?**

Spreadmark certified applicators displaying the green stripes are accredited and ensure fertilisers are placed where they can be of the most agricultural benefit and the least risk of environmental harm.

\*Source: Ball & Field (1982) N response curve used in conjunction with Lawrence & Yule (2007)



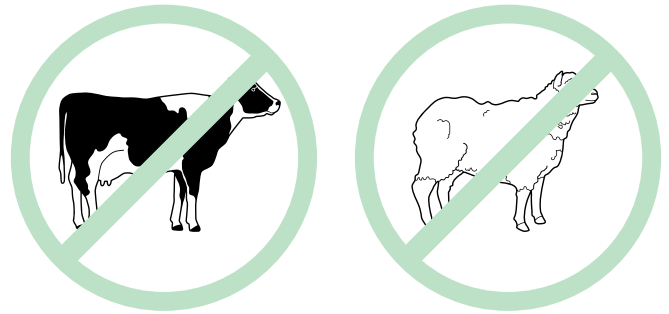
# Best practice for managing risk on the ground

---

**Keeping drivers safe on your farm is a number one priority. It's important that you take every precaution to minimise the risk to yourself, your driver and anyone else involved.**

## **What safety measures are already in place to keep drivers safe?**

- Live-time vehicle tracking so we know where trucks are
- RT and cellular coverage across the fleet
- Pre-start checks on machines
- Training and assessments for drivers
- Hazard identification training and support



## **Ordering from your map in HawkEye gives you the ability to:**

- Order from your agronomy plan or via a standalone order
- Select each paddock individually that you want spread
- Automatically calculate the quantity required based on the area you have selected with the required rate
- Add notes where you can specify any hazards that may be present eg water troughs, greasy tracks, irrigation/effluent lines, culverts and bridges.

These details will be sent directly to the truck to help ensure that the application is applied in the rate place at the right rate.

## **Ordering via alternative means:**

- Be specific about the job details when you book your spreading applicator
- Meet us on farm at the start of the job, or provide a detailed map on arrival including:
  1. Spreading details (rates, areas etc)
  2. Confirm paddocks to be spread
  3. Specify hazards that may be present e.g. water troughs, greasy tracks, irrigation/effluent lines, culverts and bridges

**We welcome your feedback** after the job, so we can let drivers know for next time.

---



**Agronomy plans**  
Ravensdown

**Spreading data**  
Ravensdown joint venture partners

**HawkEye**

**Compliance**  
Accurate nutrient decisions and simplified environmental compliance



# Our spreading partners

HawkEye® provides proof of placement maps for spreading jobs done by Ravensdown joint venture spreaders.

Fertiliser orders made in HawkEye automatically go to your Ravensdown joint venture spreader for scheduling.

These jobs are sent directly to the truck, giving the driver clear direction and controlling the in-truck technology to ensure fertiliser is spread in the right place at the right rate.

Our joint venture partners are:

- Spreading Canterbury
- Mainland Spreading
- Spreading Northland
- Spreading Sandford

  
**ravensdown**





# Smarter spreading for your fertiliser spend

---

**How do we ensure we are maximising every dollar spent on fertiliser, while maintaining environmental responsibility?**

**The answer is precision agriculture.**

**Using precision agriculture ensures every fertiliser application spreads the right amount, in the right place, at the right time and in the right manner.**

There are three specific areas to consider:

## **1. Smarter standards**

The industry standard for fertiliser application (both ground and aerial) is Spreadmark\*, a fertiliser placement quality assurance programme.

Every two years, spreading equipment is tested across a range of products to ensure accurate and even fertiliser placement is being achieved across the overlapping swath, at the required rate. This testing also allows for continuous improvement by altering some of the machine designs to spread more consistently. As part of the process, each bin has its own unique identifier, which tracks past and present results to allow for a robust auditing process long term.

Operators are required to be trained as part of the Spreadmark scheme. This ensures competence in fertiliser knowledge, spreading skills, communication skills and environmental awareness. Competency is assessed using written, verbal, and practical assessments, to better enable every Spreadmark-certified applicator to apply nutrients in the most productive manner.

This ensures fertiliser is being applied at an optimal rate and distribution pattern with an appropriate overlapping swath width.

## **2. Smarter proof of placement**

Ravensdown's spreading partners use proof of placement technology to record all fertiliser spreading. Industry agreed good management practices (GMP) requires information on fertiliser applications to be kept including product, rate, date and location. GMP is a key basis for farm environment plans (FEP). Beginning with soil testing and agronomy plans which incorporate GMP and FEP recommendations, proof of placement technology ensures the fertiliser is being applied in the right place at the right rate. Orders can be placed from your agronomy plan or as a stand-alone order in HawkEye sending a map directly to your Ravensdown spreading partner. Using Ravensdown's HawkEye technology, the spreading information from your order is sent directly to HawkEye, allowing for NPKS reporting per paddock, block and farm environmental management zone. This also allows for simple tracking of fertiliser applications versus agronomy plans.

HawkEye technology can save you time and money and increase the efficiency of your fertiliser spend, allowing you to optimise value from your land while reducing environmental impact.

## **3. Smarter applications**

Ensuring nutrient applications are even, accurate and traceable is the first part of minimising environmental impacts from fertiliser and ensuring GMP and FEP recommendations are met, but what about at paddock level?

Areas such as gateways and stock camps are often high fertility and compacted, so it makes sense to exclude them from spreading.

A gateway exclusion zone is typically a 50m radius circle. Based on this radius, the exclusion zone equates to 0.2ha - an application saving of \$10.26 per gateway for an 80kg/ha urea application (including product, cartage and spreading). Within paddock testing can also indicate where areas of high and low fertility are in a paddock. Ravensdown spreading partners are able to apply nutrients as recommended by your local agri manger to exactly where they are needed.



# Seasonal ground spreading activity



## Spring

---

Look to apply potash and sulphur following the wet winter period to boost pasture growth.

---

Include slugbait with your base dressing for spring-sown crops.

---

Utilise our precision application technology to produce more and waste less. Get more from your fertiliser dollar spend.

---



## Summer

---

Avoid the autumn rush – book your application now.

Bring super application forward on hill country during drier periods.

Apply AgLime early for improved nutrient availability to plants.



## Autumn

---

Plan and apply your autumn fertiliser application.

Apply nitrogen six weeks after planting grass to help with tillering.

Use Hawkeye® to track progress (NPKS Reporting) and improve traceability.



## Winter

---

Avoid the spring rush. Apply lime now to your upcoming crop paddocks.

Apply nitrogen to boost early spring growth.

Remember you can go online to [hawkeye.farm](http://hawkeye.farm) to place your order.

# Here to help

---

**We're here to help you drive the productivity of your land. Our team on the ground can help you plan the nutrients you need and apply them where you need them. We can't control the weather but we can use our local knowledge and spreading expertise to your best advantage.**

---

## **It's easy to book your application.**

Simply order online at [hawkeye.farm](http://hawkeye.farm) or call the Customer Centre on 0800 100 123.

---

## **Contacts**

---

### **Spreading Canterbury**

Southbridge 03 324 2082

---

### **Mainland Spreading**

Aoraki 03 439 5501

Otago 027 439 9768

---

### **Spreading Northland**

Dargaville 09 439 4950  
027 499 2530

---

### **Spreading Sandford**

Auroa 0800 707 404

Whanganui 06 343 8640

Bulls (Rural Bulk) 06 322 1774

Wairarapa 06 308 9658

Napier (Rae Bros) 06 835 9572

**All ground spreaders are calibrated and certified as to their swath and evenness of spread.**



**ravensdown** 

0800 100 123  
[ravensdown.co.nz](http://ravensdown.co.nz)

V0323