



Information, Education and Regulation, an Industry Perspective

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Introduction

- **NCMS Objectives.**
- **Why industry involvement in the NCMS was successful.**
- **The Fertilizer Industry Federation.**
- **The Fertcare Program.**
- **The NCMC, a useful model?**

Objectives

- **Objective 3, uniform adoption of MPC's.**
- **Adopted by all States in 2005.**
 - P products 300mg Cd/kg P
 - Trace elements 50mg Cd/kg product
 - All others 10mg Cd/kg product



Objectives

- **Objective 4. Labelling for content & warning statements.**

Table 1. State Regulation and warning statements.		
Suggested Regulation	Implemented	Not Implemented
Cadmium content	NSW SA VIC	NT QLD TAS WA
Warning Statement	NSW SA VIC* TAS+ *if > 1mg Cd/kg +if > 10% of MPC	NT QLD WA
Feeding to Livestock	NT QLD	NSW SA TAS VIC WA

**Partially
achieved**

Objectives

- **Objective 4. Labelling for content & warning statements.**
- **Fertilizer Working Group**
 - Good intent, extremely slow.
- **Australian Standard**
 - Good instrument, no one home.
- **Code of Practice**
 - Under development, late 2007.

The Context



Fertilizer Industry Federation (FIFA)

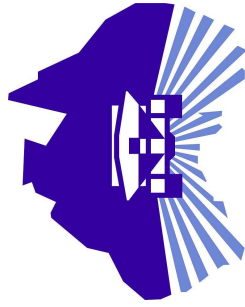
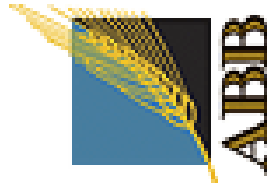
The peak fertilizer industry body.

Development and implementation of public policy.

- Quarantine
- Food Safety
- Environment
- Security
- Regulation

FIFA

- **An incorporated association (Vic) and registered body (ASIC).**
- **Not for profit.**
- **Board of directors elected annually.**
- **Members are Australian companies that manufacture, import or distribute fertilizer.**
- **>95% of Australian fertilizer sales.**



AFSA
Australian Fertiliser Services Association



Resources

- A\$325,000 Per annum from Members 2003-2006, A\$350,000 current year.
- A\$700,000 from Government 2003-6
- Staff of 2.
- Effective partnership with AFSA
- Services agreement with Croplife

Industry View

- **Fertilizers can contribute to both eutrophication and to concentrations of heavy metals and other undesirable chemicals in the environment and in the food chain.**
- **The biggest risk is through poor practice in application.**
 - Good practice in manufacture, storage, transport and handling is also important.

Industry Approach

- **Responsible and credible participant in the development and implementation of public policy.**
- **Committed to making a significant tangible contribution to effective management of the issues.**
- **Fertcare is central to this approach.**

Objectives

- **Objective 2. Code of practice to target low cadmium fertilizers to industries at risk.**
 - Low cadmium superphosphate (100mg Cd/kg P) available and used in horticultural blends.
 - Fertcare. Comprehensive industry training program that also promotes other good practice measures.



Fertcare

- **Training, quality assurance and certification.**
- **Focussed on environment and food safety.**
- **Balanced approach to productivity.**
- **National and open.**
- **Delivered to national competencies under the AQF.**



FERTCARE®

Government Support



Fertcare Training

- **Technical committee and expert review central to the quality of material.**
- **Delivered at three levels of complexity.**
 - A – Logistics, spreader operators.
 - B – Sales.
 - C – Advisers, soil and plant test recommendations.

Fertcare training delivery

- **Mode to suit the intended audience.**
 - Level A – workplace training workshop
 - Level B – self paced guided CD
 - Level C – reading and coursework
- **All cross refer.**
- **All require local input.**

Fertcare quality assurance / certification

- **Accredited Adviser**
 - Recognition of prior competence.
 - Biennial independent audit.
- **Premises**
 - Environment and OHS risk management plan.
 - Biennial audit.
- **Accu-Spread**

Promotion



Foyer



Display

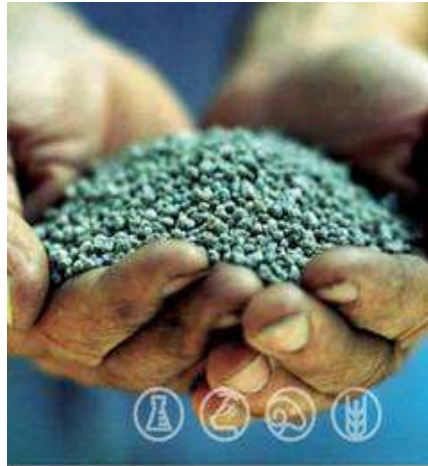


Merchandising



Print

Promotion



Fertiliser Products

2006-2007



Fertiliser Supply Agreement

2006-2007



Promotion



Fertcare – Industry Commitment

- **100% of eligible staff to be trained by the end of 2008.**
 - Those who provide advice to the customer in either a sales or advisory role and those who handle, store and spread product.
- **If this is not achieved, consider non voluntary measures to achieve adoption.**

NCMC – A useful model?

- **Provided trusted advice to users, to policy makers and to industry.**
 - Involvement of Government, industry and users.
 - A respected secretariat with scientific strength in the subject area.
 - Good linkage with policy makers.
- **Useful where a range of ongoing management actions are required.**

Acknowledgements



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Thank You