

Anton Nicholls



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Qualifications

- Bachelor of Agricultural Science, 1st class Honours, Lincoln University.
- Member of New Zealand Institute of Primary Industry Management
- Registered Farm Management Consultant (NZIPIM)
- BASIS Certificate in Crop Protection (UK)
- Certificate in Sustainable Nutrient Management in NZ Agriculture

Experience

- 2 years Arable Consultant for Agriculture NZ
- 5 years Extension Agronomist for Foundation for Arable Research (FAR)
- 4 years self-employed Arable Consultant Agronomist trading as Cropright Ltd Independent Agronomy
- 12 years: July 2009 - present Arable Consultant for MRB

Expertise

- Strong understanding of arable farm business management and cost efficiencies to maximise profitability of mixed cropping arable production
- Services include gross margin (crop and livestock) and cost of production analysis, full financial analysis, strategic planning, machinery and irrigation costings, arable production costs database
- Designing farm systems that integrate a mix of arable crops and livestock
- Specialist grain and seed crop management knowledge. Extensive arable industry knowledge. Independent solutions to crop management with up-to-date knowledge of new products/technologies
- Project management for industry stakeholders
- Broad range of national and international contacts
- Precision Agriculture implementation on NZ arable farms. Specialising in multispectral imaging (satellite, drone), and variable rate application for monitoring crop health and performance.

Anton has worked extensively within the arable industry in Canterbury, Otago, Southland, Manawatu, Wairarapa and Hawkes Bay.

He lives in Ashburton and enjoys family and mountain biking in his spare time.