



EXPERTISE

- > Agro-ecological systems
- > Systems/holistic thinking
- > On-farm trials
- > One-on-one coaching
- > Behavior change systems
- > Soil health assessments
- > Public speaking
- > Science communication
- > Diverse teaching methods

EDUCATION

Auckland University (progress)

**MA ENVIRONMENTAL
MANAGEMENT**

WINTERC

CERT IN ADULT EDUCATION

Waikato, 2004

Otago University

BSc ECOLOGY

1997-1999

NICOLE MASTERS

INTEGRITY SOILS

DIRECTOR, OWNER 2006 - today



Nicole is an agro-ecologist, educator and systems thinker with nearly 20 years' extensive practical and theoretical experience in regenerative land practices. She has been communicating these methods throughout Australasia since 2003 and North America (2013); helping to inspire and guide producers into new and innovative ways to produce food.

Nicole has a large commitment to finding win-win solutions for both the wellbeing of landscapes and landmanagers. As a seasoned soils coach, she has a proven record in supporting producers in meeting their goals. With close to 1 million acres under her programs, Nicole excels at identifying and solving challenges through proactive management.

Her passion for fostering the growth of these farming practices calls upon diverse skills in facilitation, conflict resolution, an understanding of behavioral change and science communication.

With soil as a major driver for ecosystem health, Nicole has worked closely with diverse production sectors from; dairy, sheep & beef, viticulture, compost, nurseries, market gardens, racing studs, lifestyle blocks to large-scale cropping. Working with such diverse clients has fostered a broad knowledge and understanding of the challenges facing different production systems. Nicole has devised and delivered educational programs for a wide range of organizations; consultants, businesses, landcare and extension services.

NICOLE MASTERS

> Agroecologist & Science Communicator

RAVES

Steve Charter, Rancher, Montana

“I was really challenged on thinking about what the potential was for our semi-arid climate. Since Nicole came to the ranch, we’ve embarked on new actions. I now feel more empowered and positive about what is possible here and for all of agriculture”.

Chris Dagg, Sheep and beef farmer,


“Nicole is the only person to come onto the farm that wants us to spend less money. We regard employing Nicole as a non-negotiable item of farm expenditure. Her advice has directly resulted in a financial benefit to us in a year where we have had six consecutive months of below average rainfall.”


Roger White, Sheep & beef farmer

“The short time with Nicole was more informative than the last 18 years listening to fertiliser reps. It has helped in having a greater understanding..., and put us back in control, in regard to soil fertility and animal health.”

SOCIAL

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PROJECT HIGHLIGHTS

This is a snippet of some of the projects Nicole has been involved with:

Riversun Nurseries Gisborne, 2012/On-going

Design, research and implementation of a “1000 year sustainability vision” for New Zealand’s largest rootstock nursery. Assisting staff in assessing and questioning the long term viability of current decision making around economic, social and environmental factors. Qualitative and quantitative assessments of a range of different scenarios and their impacts on vine and soil health. As a result many historic practices have been abandoned in favour of practices which have resulted in improved productivity, social, economic and ecological outcomes.

Peggie Station Marlborough, 2012/On-going

Peggie Station is a sheep and beef station with high biodiversity values. A 3 year on-farm soil programme was recommended and implemented to support the farm biodiversity and production goals, whilst focusing on reducing soil losses from erosion prone areas. Animal health and reproduction has lifted. Monitored trial areas are showing significant improvements in soil microbiology, nutrient retention and land stabilisation.

Motutapu Island Auckland 2014/On-going

Developed and implemented a 3 year regenerative farming system trial comparing different management approaches. Successfully reducing off-farm inputs and costs, while improving plant and animal performance. The Island is celebrated as the only pest/ predator free farm in the world. The farm offers rare conservation initiatives inside a productive beef and sheep operation.

Consulting

Around the world Integrity Soils’ clients are successfully running low-input production systems. This approach builds the health, resilience and financial performance whilst improving environmental outcomes. Clients receive comprehensive soil and pasture care reports tailored to individual farm/ranch goals and limitations. Baseline and on-going monitoring helps producers quantify their management to make sound choices into the future.

TigerCast Worms Owner 2002-2006

Commercial wormfarm and composting operation producing biologically balanced vermicast blended specifically for horticultural and agricultural use. Designed and implemented a 10 year household waste program with Tauranga City Council. The program was identified as one of the most successful vermiculture programs in the world; empowering households to effectively manage their organic waste for many years.

> Presentations for the following groups

Workshop Feedback

“Nicole is a dynamic presenter - helped by audience participation made us think and realize that we have much to learn yet;”

“Very good structured introduction to a complex concept for many;”

“Best workshop I’ve ever attended!”

“My expectations were high and Nicole exceeded them. Her knowledge, personality, humor, and enthusiasm were compelling. She kept the audience thoroughly engaged in the classroom and in the field. Nicole’s presentation was powerful and changed the way our clients look at soil and the role of soil in producing a healthy product at a healthy profit.” *David Pratt, Ranching for Profit, USA*

“Nicole is the most interesting and informative speaker I have ever heard- on any topic!” *Pennie Scott, Journalist, ‘The Land’, NSW*

“Nicole brings the cutting edge science that allows us to innovate and develop practices necessary to remain profitable.” *Klaus Boelke, Warby Range Landcare, NSW*

Beef and Lamb NZ

Hawkesbury-Nepean

Catchment Management
Authority (AUS)

The Mulloon Institute
(AUS)

Northern Plains Resource
Council (USA)

Taruna College

Eastern Institute of
Technology

Sydney Landcare Services

Ranch Management
Consultants (USA)

Kaipara Harbour
Integrated Management
Group

Tauranga City Council
(NZ)

Humboldt County
Resource Conservation
District (US)

North Peace Applied
Research Asso. (CAN)

Lincoln University

BOP Polytechnic

Auckland Council (NZ)

Goulburn Broken

Catchment Management
Authority (AUS)

NutriSoil LS, Albury (AUS)

Environment BOP

Foothills Forage &
Grazing Asso. (CAN)

Association of Biological
Farmers

And many more....

Interactive and fun Soil Workshops catered to your needs:

“Teaming with Microbes” - Microbiology classes - microbe, mineral, plant synergies.

“A protozoa eye view” - Basic Microscope classes.

Visual Soil Assessments. Weeds as Indicators.

Soil instruments and tools for diagnosis.

Soil Test interpretation.

Soil programming principles: put your own fertility program together.

Closing the loop: reducing off-farm inputs while maximising on-farm returns...and many more topics

