



agri-nutrients  
**Ballance**

Together,  
Creating the Best  
Soil and Feed on Earth



# How Rick Burke balanced sustainability with profitability

Rick and his wife Jan of Pukekauri Farms farm 310 hectares North of Tauranga in the Bay of Plenty. Twenty years ago, when he bought his farm, it was a major contributor to sediment pollution in the Tauranga Harbour. Today the water quality on his farm is ranked 9 out of 10 and his operation is more profitable than ever.

So who better to explain why MitAgator is so valuable.

## How do you think MitAgator can help farmers and their land thrive?

Rick: MitAgator is a really useful first tool for farmers to get a clear picture of their land use capability. MitAgator painted a picture for me over my whole farm, identifying hot spots of contaminant and nutrient loss. This is a great way to start breaking old habits and think instead about optimising land use. I've been working with beef and lamb farmers across Bay of Plenty and Waikato to help them understand new regulation. As part of this process I take them through compliance requirements and how to meet them. It's been interesting to see farmers start to understand the limitations on their land, and on the flip side of this, the opportunities to be more productive and profitable.

***"understand the opportunities to be more productive and profitable."***

MitAgator gave me some really valuable findings and advice, helping me understand my Critical Source Areas (CSAs) and measured my farming practices against hard data.

## How aware are you of 2025 compliance and how does it impact the way you farm?

Rick: Very aware. The Waikato Regional Council has Notified their Regulatory Plan and Bay of Regional Council are in the process of establishing their Regulatory requirements. As a member of the Beef+Lamb Mid Northern Farmer Council, I work with farmers to help them make sense of it all. MitAgator is a great way to take the first steps towards compliance. It gives you a clear understanding of what the requirements are, as well as offering advice on how to action the work that needs to be done. This takes guesswork out of the equation, meaning you can make more cost effective decisions and present more solid evidence back to Council.





## How do you see MitAgator impacting the industry as a whole?

Rick: I think MitAgator is going to become invaluable to farmers at an individual business level, but even more so collectively across communities. To be able to run the service individually over a group of, say, 30 farms - is an incredible opportunity to achieve meaningful change at a community level. Not only does this mean a greater impact overall, but it helps farmers recognise that they are not alone in their struggle to bridge the gap between economic and environmental sustainability. And when it comes to waterways, these are shared resources that run through multiple properties, so it should really be up to all of us to protect them, collectively.

***“With MitAgator, you can be more confident that you’re spending money in the right places.”***

Seeing the difference you’re making can be really empowering, and most farmers want to do the right thing - they’re just not sure how. MitAgator simplifies the process by presenting clear findings and targets for the future, with action plans that are tailored to farmers’ budgets and farm types.

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