

# The Co-operative Difference On-farm Solutions Factsheet



## Why is this important

As part of our pathway to our 2030 target, we need to achieve at least an 8% reduction in emissions from carbon removals, 7% reduction in on-farm efficiency and another 7% reduction from novel tech.

We want as many farms as possible to be able to access tools to help us collectively achieve these targets.

The Mars & Nestlé \$1500 funded solutions will benefit a large group of farmers by supporting them to further improve efficiency gains and emissions intensity reductions, which in turn help us make progress towards our Co-op's on-farm emissions target.

## What do farmers need to do

### Mars & Nestle On-farm Solutions:

**Decide** on what on-farm solution will be beneficial for their farm. We recommend farmers discuss this with the key people on farm, especially where farm owners have sharemilkers in place as the reimbursement via the milk cheque will follow the Co-operative Difference payment split that has been set up by the farm owner.

**Approach** their confirmed solution provider for on-farm solutions funding and engage in purchasing the solution.

If a farmer wishes to allocate funding towards planting, they can approach a nursey of their choice and using the guidance provided to them, purchase and plant trees.

**Apply** from August – 30<sup>th</sup> November 2025, by following the link on the Co-operative Difference page to apply for funding towards that specific provider and option.

**Make use** of the solution and **achieve** the Co-operative Difference for the 2025/26 season. If they do not, then we may recoup the funding provided to them.

### Premier Tree Planting Project:

Read the specific [terms and conditions](#), assess their farm against eligibility criteria & express interest via the form located on the Premier Tree Planting webpage (accessed via Co-operative Difference page) by 15 September.

### EcoPond Novel Tech Pilot:

200 farms who expressed interest have been passed on to EcoPond to complete onboarding with EcoPond and engage with scheduling.

## Verification & Payment

### Mars & Nestle On-farm Solutions:

For the technology and herd improvement solutions, Fonterra will verify with the providers if a farmer has engaged and purchased the solution.

If a farmer wishes to allocate funding towards planting, the farmer will need to upload an invoice/receipt from their chosen provider and a photo of the planted trees to the Farm Source website page they're directed to.

Auditing of invoices/receipts and photos of the planted trees will take place throughout the 2025/26 season and on-farm inspections may take place in future.

Once Fonterra verifies the purchase of the solution, the farmer will be reimbursed via their milk cheque the following month.

# What's on offer?

## Feed Optimisation

**Aimer** - Funding is available for Essentials, Pro and Satellite subscriptions. [Find out more about AIMER](#)

**Pasture.io** - Funding available for the 'Fundamental and Essentials' and the 'Fundamental and Ultimate' subscriptions. [Find out more about Pasture.io](#)

## Farm Management & Data Optimisation

**FarmIQ** - Funding is available for the Performance+ and the Pro subscriptions. [Find out more about FarmIQ](#)

**Trev** - Funding is available for the Trev Pro subscription. [Find out more about Trev](#)

## Herd Improvement

**LIC & CRV** - [Find out more and book with LIC](#) [Find out more and book with CRV](#)

- Funding for your fourth herd test.
- Funding is available for BVD tissue testing of any replacement calves.
- Funding for Johne's Disease testing carried out on milk samples.
- Funding is available for genomic testing.
- Funding for the use of any sexed straws.

## Planting

Receive up to \$1,500 in funding to support planting projects on-farm through a nursery or provider of your choice.

## Premier Nutrition - Tree Planting Project

Farm Source are seeking expressions of interest in a small customer funded native tree planting project. Farms will receive native tree planting including post-planting maintenance for up to 3 years. Participation is capped at 15 farms. To be eligible, farms must meet specific criteria, accept terms and conditions and express interest by 15 September.

## EcoPond Novel Tech Pilot

A 12-month pilot is being run with up to 200 Fonterra farmers in Waikato and Southland to trial the scalability and effectiveness of the effluent pond dosing service, which can reduce a farm's effluent pond emissions by at least 90%.

# Frequently Asked Questions

## On-farm solutions:

### What's the eligibility criteria for access to the on-farm solutions, supported by Mars and Nestle?

All farms can apply for and receive funding for on-farm solutions, but they need to achieve any level of the Co-operative Difference at the end of the 2025/26 season. Fonterra reserves the right to seek repayment of funding for any farms that don't achieve the Co-operative Difference in 2025/26.

### How are farmers able to submit ideas on possible solutions?

In February farmers were invited to share their ideas on what solutions they would like to see. Ideas were received through email ([onfarmsolutions@fonterra.com](mailto:onfarmsolutions@fonterra.com)) or through a webform on the Farm Source website. Farmers can continue to provide suggestions and feedback throughout the season on any ideas they would like to see investigated or any that they are already using themselves via the same email address.

### Why have we selected these on-farm solutions?

These solutions were suggested by farmers through the feedback process and scored the highest on the assessment criteria. The providers of these solutions meet the criteria and are ready to deploy in the 2025/26 season. On-farm solutions needed to be available to all farmers, have results-driven emissions reductions, and be easy to install or use.

### Will these on-farm solutions change in future seasons?

Yes, continually review on-farm solutions options, farmer feedback, and outcomes from novel-tech pilots to ensure the solutions available to farmers best meet our assessment criteria.

### What is the difference from last season?

In the 2024/25 season we ran a pilot providing selected on-farm solutions to farmers. The customer funding for

this pilot was capped, which required a ballot system due to over-subscription from farmers.

For the 2025/26 season any farm that achieves any level of the Co-operative Difference will be eligible for on-farm solutions.

### **What if a farm is already using one of the solutions? Can current use be subsidised?**

All other solutions already in use can be funded once their use has been verified, or farmers can choose another solution. The exception is herd testing, which requires farmers to have paid for the first 3 herd tests and the 4th test being eligible for funding.

### **Will a farm participating in other initiatives such as EcoPond and Premier Tree Planting still be able to access funding for on-farm solutions?**

Yes. Farms selected to participate in the EcoPond Pilot and Premier Nutrition planting project can also apply for the on-farm solutions supported by Mars and Nestlé.

### **Will farmers be able to access funding for on-farm solution at any point in the season?**

From July 2025, you can start contacting providers to book in your chosen tool or service - they will then invoice you and you will pay them directly. The application form for all on-farm solutions will be open from August until the 30th of November 2025. After you've submitted your application (plus an invoice/receipt in the case of the planting option) and our verification process is complete following your use of the on-farm solution, you will then be reimbursed up to \$1,500. The chosen tool or service will need to be used in the 2025/26 season for reimbursement to be provided.

### **For the \$1,500 funding for planting, can I get funding for trees not found on the recommended list?**

## **EcoPond Novel Tech Pilot:**

### **What is EcoPond?**

EcoPond was developed by Agnition, Ravensdown's innovation and investment subsidiary, and Lincoln University. It is a system that uses polyferric sulphate and sulphuric acid to reduce and prevent methane emissions in effluent ponds. Studies have shown the treatment could reduce a farm's effluent pond emissions by over 90%.

### **What percentage of a farm's emissions come from effluent ponds?**

Effluent ponds on average represent about 5% of an average Fonterra farm's total emissions, which include emissions associated with land use change and those released from peat soil, minus any carbon removals.

Yes, funding can be applied to trees that are outside of the recommended list. It is recommended for the biodiversity benefits that natives are selected, but non-natives can still have funding.

### **Are the on-farm solutions fully funded?**

The selected on-farm solution will be subsidised up to the capped amount of \$1,500 per farm, so all farmers who achieve any level of the Co-operative Difference can benefit.

Farmers will need to book the service in and pay the provider directly before then receiving a reimbursement of up to \$1,500. In August, about where this funding has come from. Farmers will need to book the service in and pay the provider directly before then receiving a reimbursement of up to \$1,500. The application form is open now and will close 30 November, 2025.

### **How and when will I be reimbursed up to \$1,500?**

After you've let us know what on-farm solution you're choosing via the application form, we'll go through a verification process directly with the providers. The exception to this is the planting option - in this case you'll need to fill in the application form and also send us the receipt/invoice with your chosen nursery. For more information on the planting option please see here. For the other options, once we've verified with the provider that you've booked your chosen on-farm solution, we will reimburse you to cover your spend with one solution of your choice, up to the value of \$1,500, as long as all Terms and Conditions are met. You will be reimbursed through your monthly milk statement, and this will typically be in the month after we've verified your use of the solution. The payment will follow the Co-operative Difference Te Pūtake payment split set up for your farm.

### **Why is the pilot only available for farmers in the Waikato and Southland?**

EcoPond's truck capacity is currently limited to these regions. The pilot will help test whether the technology can be scaled to other parts of the country.

### **How long will the pilot run for?**

The agreement between EcoPond and Fonterra is for two years, though this pilot will engage farmers to participate for the 2025/26 season with up to 200 farmers total across the two areas taking part.

### **When are EcoPond trucks expected to be on farm?**

EcoPond has scheduled the first pond dosing as part of the Fonterra pilot for the week beginning 25 August.

## Premier Nutrition Tree Planting Project:

### How many farms will be involved in the project?

This planting project is small, with up to 15 spaces available for this year. The final number of participating farms will depend on cost factors, including the total hectares available for planting and the proximity of farms to one another. Farmers interested in on-farm planting funding can also access the \$1,500 towards a nursery provider of their choice as part of the Co-op's wider on-farm solutions.

### How will the farms be selected?

If oversubscribed, a selection process will be carried out from those who have expressed interest via the form and meet eligibility criteria. Additional criteria will be used by Fonterra, such as proximity to other applicant farms and total hectares to be planted, to maximise customer funding and efficacy of third-party planting operations. In shortlisting, Fonterra reserves the right to reduce the number of hectares proposed to be planted from the number you may have indicated in your expression of interest.

### How is this different from the other planting options available in on-farm solutions?

There are two planting options available for farmers. The native tree planting project, funded by Premier Nutrition, is a small-scale project with limited spaces. Farmers must apply and be selected based on specific criteria, and if chosen, they commit to the project for up to three years. A designated planting group will carry out native planting and maintenance on the farm, and in return, farmers agree to share feedback, data, and stories to support marketing. The On-Farm Solutions planting option funded by Mars and Nestlé is open to farms that meet the Co-operative Difference criteria. There's no cap on the number of participating farms or selection process, and eligible farmers receive a \$1,500 reimbursement to use

with a nursery or provider of their choice.

### Are the selected Premier Nutrition planting farms also eligible for other funding through on-farm solutions?

Yes. Farms selected to participate in the Premier Nutrition planting programme can also apply for the on-farm solutions funded by Mars and Nestlé.

### When will selected farms be notified?

Successful farms will be notified by November 2025. If confirmed, participating farmers will have their contact details shared with the planting group and will need to arrange on-farm visits with the designated planting group by the end of 2025, with the planting scheduled to occur in winter 2026.

### Can selected farms count their Premier Nutrition planting towards Co-operative Difference emissions achievements?

Yes, native trees planted through this project can be accounted in farms' emissions numbers once trees are planted and mapped on the carbon removals tool on the Farm Source website.

### Why are Organic farmers not eligible for the project?

Organic farmers are part of a separate milk pool and are not eligible for the Premier Nutrition project, as Premier does not use organic milk and requires marketing stories from the participating farms within their supply chain as part of the initiative. Note, organic farmers are eligible for the other customer-funded on-farm solutions.