



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

AUTHOR:

FOR THE LOVE OF SOIL:
strategies to regenerate
our food production
systems

Released October 15th 2019

EDUCATION

WINTEC

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 over 1.2 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 is involved with:

Soils CRC Regenerative Ag Australia 2019/On-going

Core Team member for a unique Soils CRC Transdisciplinary project with NZ and Australian Scientists and leading Regenerative Farmers. Facilitating conversations between researchers and farmers in determining monitoring goals and protocols.

Western Sustainability Exchange (WSE) Montana 2019 -

Part of the Science Advisory Council, directing measurement and monitoring programs. WSE have rolled out one of the first soil carbon projects on grasslands, which measures and reward producers on soil carbon drawdown.

NZ Merino New Zealand 2019 - On-going

Scientific partner to the design and roll-out of a certified Regenerative merino wool brand.

GrassFed Exchange Board Member 2020 - On-going

Twinrivers Colony Alberta, CAD 2016/On-going

Coaching with this 32,000 acre grain and beef operation led to the successful and profitable transition from a high to low-input program. Significant improvements in soil, carbon and water, as well as crop health. This farm is a great example of how looking after soil ecology, results in economic outcomes.

Indreland Angus Montana, USA 2014/On-going

On-going coaching services has led to the creation of a more resilient and productive ranch in irrigated and rangeland environments. The ranch has lifted feed quality by 30% and lifted carrying capacity by 25% in 3 years. Regeneration of degraded farmland is yielding surprising results in the early years of implementation.

Riversun Nurseries Gisborne, NZ 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.

> Presentations for the following groups

WORKSHOP FEEDBACK

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

“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*

BOOK REVIEWS

“For years many of us involved in regenerative agriculture have been touting the soil health - plant health - animal health - human health connection but no one has tied them all together like Nicole does in “For the love of Soil”! *Gabe Brown, Browns Ranch, USA*

“She lucidly shares lessons learned from the deep-topsoil futures she and her farming and ranching partners manage for and achieve. I read it with wonder; gaining something new and useful from every page.” *Abe Collins, Collins Grazing, Soil Carbon Coalition*

Beef and Lamb NZ	Ranch Management Consultants (USA)	Alberta Land Institute (CAD)
Hawkesbury-Nepean Catchment Management Authority (AUS)	Auckland City Council (NZ)	Victoria No-Till Association (AUS)
The Mulloon Institute (AUS)	Tom Miner Basin Association (USA)	NZ Merino
Quivira/HMI (USA)	Humboldt County Resource Conservation District (USA)	Point Blue Conservation Science (USA)
Chesapeake Bay Foundation (USA)	North Peace Applied Research Asso. (CA)	Foothills Forage & Grazing Asso. (CA)
Eastern Institute of Technology (NZ)	Practical Farmers of Iowa (USA)	Ranching for Profit (USA)
Sydney Landcare Services (AUS)	Chico State University (USA)	And many many more....

Interactive and fun 1 to 4 day 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 Test interpretation.

Soil instruments and tools for diagnosis. Fire recovery.

Soil programming principles: put your own fertility program together.

Vermiculture and/or Mechanical composting workshops

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

