

# OverseerFM Pricing Announcement

**OverseerFM will be available under subscription from 11 February 2019. The subscription will be \$200 plus GST per year per farm account.**

In June 2018, Overseer Limited launched its game changing software, OverseerFM for a 6-month free trial period.

We are a purpose-driven, not a profit-driven company that produces science-backed software to support sustainable food production. As a company built on a long history of public-private partnership, we are motivated to provide the best possible decision support tool for farmers at the lowest possible price.

The new software is significantly easier and more intuitive to use and allows farmers to be in control of their farm data and be more connected to the benefits of using nutrient modelling to support farm management planning.

Because Overseer Limited believes that farm data belongs to the farmer, permission to access a farm account is granted by the farm account owner and only one subscription is required per farm account.

## *Why we introduced a charge?*

Overseer requires ongoing investment to add new mitigations and farm management innovations and to keep up with the latest science thinking. Coupled with the \$5M funding provided by the government in their May Budget, the subscription charge will enable us to further develop Overseer to meet users' needs through improved user support, software and science development.

### WHAT DO YOU GET FOR THE PRICE?

- The subscription is applied to a Farm Account<sup>1</sup>
- The subscription is for 12 months from the date of payment.
- The price is \$200 plus GST.
- Once a subscription is paid, **all** users with access to the farm account (based on permissions set by the farm account owner) can use the farm account to create analyses.
- Anyone (with access to the farm account) can pay the subscription.
- The subscription enables full use of available functionality.

## *What is the value of OverseerFM?*

The real value from OverseerFM comes when it is used to support decisions about farm management and system changes. It does this by allowing farmers and their advisers to test the potential impacts of different approaches both as part of increasing nutrient use efficiency on farm or when assessing significant changes to land use.

Overseer enables New Zealand to take an effects-based approach to managing agricultural emissions (including nitrate leaching, phosphorus run-off and greenhouse gas emissions). This replaces the need to put in place input controls on farming.

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<sup>1</sup> A **farm account** holds all the analyses for a farm. There should be only one farm account per farm and the farm account owner should be the farmer or farm manager of that farm. The farm account owner gives permission for others to access the farm account. For more information on farm accounts and farm account access permissions please see our [user guide](#).

## Questions and Answers

### Why is OverseerFM better?

OverseerFM enables farmers and their advisers to understand how they can make meaningful changes in farm management and continually innovate for better performance and sustainability.

OverseerFM **saves time** by making it easier to enter and share data. Time savings from using OverseerFM have been calculated at 3 – 5 hours depending on the complexity of the farm system<sup>2</sup>.

Intuitive data entry options and summary screens allow farmers to engage with overseer modelling results, ensuring the benefits of nutrient modelling can be maximised.

### What can I use OverseerFM for?

- To assess different management options on farm
- To inform your Farm Environment Plan
- Track changes over time
- To send compliance information to Regional Councils, Dairy Companies, Irrigation Schemes.

### What insights can farmers and their advisers get from OverseerFM?

- What **management areas** on your farm are likely to be leaching more and how that relates to your total farm losses
- The **greenhouse gas emissions** being generated on your farm and the carbon footprint for your products
- The likely impacts on leaching and greenhouse gas emissions of changes in **farm management practices**, introduction of **mitigations** and changes in farm enterprises
- How farm emissions are **tracking over time** as different management options and mitigations are implemented
- What **nutrients** are required to maintain soil fertility based on existing production levels
- What area is recommended for **effluent application** (for farms with effluent systems).

### Who pays?

Anyone who has access to the farm account (either because they created it or because access has been granted to them from the farm account owner) can pay the subscription charge. Subscription payments are not restricted to farm account ownership.

Once a farm account subscription has been paid, it gives **all** users who have access to that farm account the ability to run analyses for that farm. This is designed to maximise the use (and therefore benefits) of OverseerFM.

### How do I pay the subscription fee?

Subscriptions will be able to be paid within the OverseerFM software through a secure credit card transaction. Overseer Limited will not be invoicing farm account owners. A detailed step by step guide on paying the subscription

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<sup>2</sup> Overseer – Valuation of the Benefits, August 2018. Prepared by: Andrew Barber, Henry Stenning, James Allen, Phil Journeaux, Jeremy Hunt, Dave Lucock

will be available in the User Guide before 11 February 2019.

### **What happens to the Farm Account data if the subscription expires?**

The subscription does not automatically renew after a year. A message will display in the software that the subscription needs to be paid once the subscription period has expired. All the Farm Account data will remain stored in our system until the subscription is paid. All published analyses will continue to be available for a farm account, however running new analyses will only be possible once the subscription is paid.

### **Can I still use the free version?**

The legacy OVERSEER Nutrient Budgets software will continue to be available to use online until June 2019.

We recommend that you prepare to shift to OverseerFM over the next few months and this will involve ensuring your XML files are updated to version 6.2.3 or 6.3 and that they don't contain soil series or fertiliser by form data. Currently FM does not support DCD or outdoor pig data, but these functions will be in place by June.

Researchers need to continue to use the legacy OVERSEER online software until we have the OverseerScience product ready for use in the new year.

### **How do I send my budget to the regional council?**

OverseerFM allows users to publish a specific analysis to the council for them to review via their OverseerFM dashboard. This provides a secure and traceable process for submitting budget analyses to councils. The Farm Account holds a record of what analyses have been published to whom.

You need to check with your council if they are ready to accept an OverseerFM publication, we know Horizons are, but ECan need some time to get their Farm Portal connected to FM and so they aren't ready quite yet, they will let you know when they are.

### **Who do I contact if I have questions?**

If you have questions about pricing, please contact the Overseer Limited Chief Executive, Caroline Read, on 0226270980 or [caroline.read@overseer.org.nz](mailto:caroline.read@overseer.org.nz)