

MITAGATOR – THE POWER OF USING SPATIAL VISUALISATION TO IMPROVE THE UPTAKE AND ADOPTION OF NUTRIENT MANAGEMENT TOOLS

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In the development of decision support tools, the user interface, representation of model outputs, consideration of the end user of the model and the recipient of the tools outputs need to be considered in the design. MitAgator is a nutrient management tool under development that represents losses of Nitrogen, Phosphorus, sediment and E.coli spatially and numerically. As the nutrient management space is a sensitive space in terms of advisors being seen to be making judgements about the appropriateness of on farm nutrient losses the tool uses a non-judgemental framework to represent these losses. This decouples the initial discussion of the origin and management of nutrient flows from the appropriate magnitude of loss. The model then allows losses to be modified constrained by % reduction targets or financial constraints. Pilot testing with end users demonstrates more receptiveness to a visual representation rather than a numeric cue and it is envisaged this will enhance understanding and the likelihood of recommended on farm practice changes being adopted.

Editor's Note: An extended manuscript has not been submitted for this presentation.