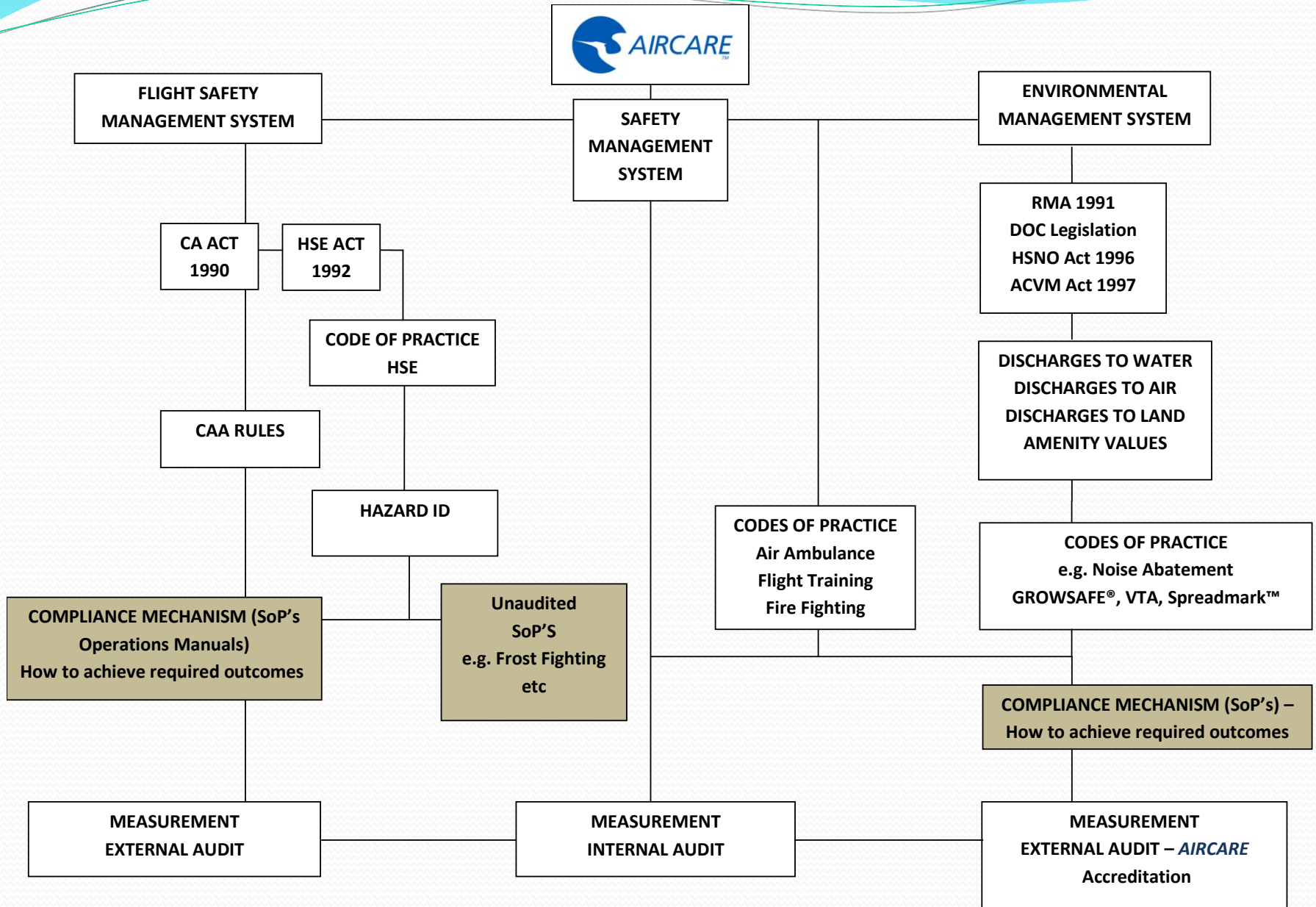


AIRCARE™: What's in it for me?

- As a pilot?
- As an operator?
- As a member of the wider agricultural aviation community?





Pathway to success

Sustainable Farming Fund Project



Auckland Air/Water Plan



QP Guidance Note



RISK BASED ENVIRONMENTAL REG'S



CAA 137 Policy/Risk Profiling



RISK BASED AUDITING



Other key drivers to success

- Emerging middle class in Asia is demanding protein
- Market perception of our environmental performance in emerging markets is critical
- Food safety/security is a key concern in emerging markets
- Increasing commodity prices will motivate our clients (i.e food suppliers) to demand transparent standards from us
- General public demands transparent standards

AIRCARE™ = SUCCESS

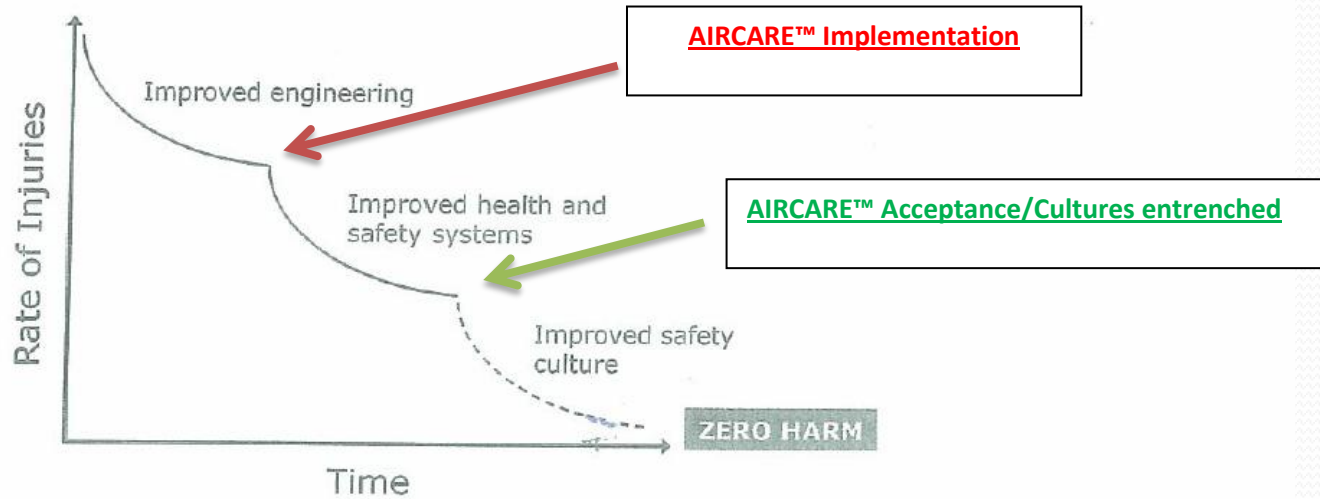
• Business Success

- Safety
- Regulatory compliance
- Profitability
- Sustainability
- Control my own destiny
- Encourages investment in R&D
- Encourages investment in Human Resources
- Encourages capital investment

▪ Industry Success

- Sustainable rules
- Robust rules
- Consistent rules
- Risk based rules
- Sustainable industry that fosters & generates investment & wealth
- Adds value to NZ's economy
- Adds value to NZ's biodiversity

Journey Towards Zero Harm



Business success

- Reduced compliance costs – I run my business NOT the regulator
- Attracts and sustains clients who identify with the same issues that I do, that their clients identify with, that their markets identify with
- AIRCARE™ aligns with other client driven Quality Assurance programmes such as Farm Pride
- Stable workforce – pilots and staff like to operate in an environment that provides good tools for their day-to-day decision making
- Encourages good practice, good cultures