



EXPERTISE

- > Agro-ecological systems/ holistic thinking and training
- > On-farm trials
- > Coaching education
- > Behavior change program design
- > Polarity Mapping
- > Public speaking
- > Science communication
- > Diverse teaching methods

AUTHOR

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

EDUCATION

WINTEC

CERT IN ADULT EDUCATION

Waikato, 2004

Otago University

BSc ECOLOGY

1997-1999

Coaches Rising

**Power of Embodied Coaching
Neuroscience of Change 2021**

NICOLE MASTERS



INTEGRITY SOILS

DIRECTOR, OWNER 2006 - today

Nicole is an agroecologist, educator, systems thinker and author. Since 1999 she has had extensive practical experiences in regenerative soil and land practices and coaching and training the trainers. Since 2003 she has been communicating novel methods and systems thinking throughout Australasia, UK and North America.

Nicole has a huge commitment to finding win-win solutions for the wellbeing of both landscapes and landmanagers. With her team they work alongside food producers and the organisations who support them, covering over 29 million acres. Nicole excels at identifying and solving challenges through proactive management and deep ecological systems thinking.

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.

Her passion for fostering the growth of ecological food practices calls upon diverse skills in facilitation, conflict resolution, an understanding of behavioral change and science communication. As a seasoned coach with a *proven record in supporting producers* she now trains the next generation of leaders.

She is an in-demand speaker for keynote conference presentations.

NICOLE MASTERS

Agroecologist, Leadership & 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."

Ag Professional Feedback

"SHIFT helped to develop and refine skills I already possessed but was not effectively employing to influence my peers. SHIFT gave me the tools to accurately assess an individual's "why" as opposed to the "how."

"It gave me to tools to assess, step back and re-approach with a different perspective."

"I have been working with a group of ranchers in the San Luis Valley who have been in drought and are faced with aquifer depletions. In preparing their drought plans, we went through the polyvagal exercise which helped them reflect on stress triggers with spouses and managers. Very effective."

"Refocusing on the "culture" of agriculture has reintroduced empathy into conversations previously centered around science, facts, and blame."

Pennie Scott, Journalist, 'The Land', NSW "Nicole is the most interesting and informative speaker I have ever heard- on any topic!"

David Pratt, Ranching for Profit, USA

"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."

PROJECT HIGHLIGHTS

Soils CRC Regenerative Ag Project Australia 2019/2022

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.

Landcare Research (NZ Crown Research Institute) 2020

One of the lead authors for the soils chapter for a white paper and journal review article. Plus briefing presentation for the Ministry for Primary Industries (MPI). Part of a group that provided a framework used to develop a scientific evidence base and research questions specific to Regenerative Agriculture.

Western Sustainability Exchange (WSE) Montana 2019 -2021

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 - 2021

Scientific partner to the design and roll-out of the Regenerative Index (RX) measures and incentivises improvements through 15 key performance indicators (KPI's) for New Zealand's premier merino wool brand. Developed in-house series of educational modules for staff.

Apricot Lane Farms (Biggest Little Farm) California 2020- Ongoing

Coaching, training staff and troubleshooting. Deliver in-house education.

Indreland Angus Montana, USA 2014 - On-going

On-going coaching services led to the creation of more resilient, productive, profitable ranching system. Uptake of novel grazing and grassland management has increased to over 40% of the neighboring land area across a 26 mile radius.

Riversun Nurseries Gisborne, NZ 2012 - 2018

Design, research and implementation of a "1000-year sustainability vision" for New Zealand's largest rootstock nursery. Results include improved productivity, social, economic and ecological outcomes.

Intertribal Agriculture Council USA 2021 - Ongoing

Developing in-house training series of educational modules for extension staff. Working together to develop tribal professional development programs.

Regen Platform - Soil Mentor App 2021- Ongoing

Provided methodology, descriptions and guidance for a unique benchmarking, soil monitoring and biodiversity app powered by Soil Mentor and Vidacycle.

SOSEI Soil Health Foundations Program in Uruguay 2023 - Ongoing

Funded by Uruguay's Ministry of Agriculture and the Interamerican Development Bank delivered their first "Soil Health Monitoring" training program.

Althorp Estate 2022 - Ongoing

Providing education and guidance on novel regenerative systems design and implementation.

CREATE Agroecological School 2021 - Ongoing

CREATE is a 36 -week program designed to train and empower consultants and coaches in the theory, principles and practices behind healthy, regenerative agricultural systems.

SHIFT- Shifting How Influencers Facilitate Transformation 2023 - Ongoing

Shift expand agricultural professionals' skills and tools to support farmers and ranchers in becoming complex adaptive thinkers to tackle unprecedented challenges in today's western agricultural contexts.

GLOBAL PRESENTATIONS


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**

SOCIAL

 /integritysoils

 /nicolemasters1

 Integrity_Soils

 @integritysoilsLtd7871

CONTACT

info@integritysoils.com

www.integritysoils.com

Beef and Lamb NZ*
 (* denotes Keynote)

Chico State University
 *

BioFarm 2020 (Ireland)
 *

The Mulloon Institute
 (AUS) *

Soil Health
 Conference. Hungary

Women in Ranching
 (USA)

Quivira/HMI (USA) *

Intertribal Agriculture
 Council *

Kangaroo Island Fire
 Recovery (AUS)

High Plains No-Till
 Conference *

Southern Cross
 University (AUS)

Ranch Management
Consultants (USA)*

Althorp Estate (UK) *

Manitoba Forage & Grassland
 Association (CAD) *

National Bison Conference *

Humboldt County Resource
 Conservation District (USA)

North Peace Applied Research
 Asso. (CA)

EcoFarm Conference*

Practical Farmers of Iowa
 (USA) *

Western Colorado Food & Farm
 Forum (USA) *

Vermont Grazing and Livestock
 Conference (USA)*

Groundswell Conference UK*

Alberta Land Institute
 (CAD) *

Victoria No-Till
 Association (AUS) *

TomKat Educational
 Ranch

Agventure online Training
 (Kenya)

Point Blue Conservation
 Science (USA)

Foothills Forage &
 Grazing Asso. (CA)

AcresUSA *

GrassFed Exchange *

Cairns Biological Farming
 Conference (AUS) *

Boulder Conference on
 World Affairs (USA)

And many many more....

AG AND FOOD SYSTEMS PROFESSIONALS - Leadership, communication, personal and professional development programs.

SMALL GROUPS OR LARGE EVENTS covering a range of topics that can be designed specifically to suit your needs. Topics include “Teaming with Microbes” - Microbiology. Basic Microscope classes. Visual Soil Assessments. Weeds as Indicators. Plant and biological communication. Large Scale composting systems. Soil instruments and tools for diagnosis. Fire recovery. Restoring Water Cycles. Climate Resilience. Carbon Cycling. Increasing food quality.

COACHES, CONSULTANTS AND AGRONOMISTS - diagnostics, communication, coaching and client support programs.

IN-HOUSE TRAINING sessions to up-skill staff in communication and leadership. Workshops to educate and empower your clients. These sessions are practical and interactive and guaranteed to deepen understandings around regenerative food systems, effective behaviour change. Resulting in improved outcomes for land managers, supply chains and the organisations that support them.



WWW.INTEGRITYSOILS.COM