

Paul Singer.

A director of Bay Irrigation, which is Hawkes Bay based and services clients throughout New Zealand. Paul started working in irrigation in 1983 as a contractor and has been involved in horticultural, viticultural and agricultural irrigation.

The Irrigation industry is continually evolving and innovating but has always been focused on technology to make the most efficient use of water. Sometimes the innovation or technology is imported from international suppliers, sometimes it is homegrown technology or innovation. Whatever the source of the innovation or technology, the irrigation industry needs to promote itself as a 'solution' and get away from the 'problem' label which has effectively been pinned to it by regulators who have linked three words, "irrigation, intensification and pollution".

Irrigation New Zealand is the organization to promote the industry, but it needs to have a New Zealand focus, as opposed to a South Island focus. When 75% of all New Zealand's irrigation water is applied over South Island land it is understandable where that focus has come from. However, the voting majority that elect the regulators are in the North Island. The voting public needs to be educated about the role of irrigation in the economy and our industry needs continued promotion as a responsible, technology focused industry that plays an integral role in the primary economy.

