



Media release

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### **New addition to the Ballance team**

A decision to go back to university has paid off for Ballance Agri-Nutrients' new Technical Sales Representative for the Hauraki Plains and Coromandel region.

Carolien Udema joins the team at Ballance as the new Technical Sales Representative for the Hauraki Plains and Coromandel region after completing a Bachelor of Applied Science in Agriculture at Massey University last year.

After leaving school in 1997, at the end of sixth form, Carolien was unsure about what she wanted to do, so she spent six years working in a variety of different industries including working as a sales assistant at RDI.

It was during her time at RDI that she met up with a Ballance representative working in Te Awamutu, and after spending a few days in the field with her decided that she wanted to be doing something similar. What she didn't realise was that she would be doing the exact same thing in three years' time.

"I didn't know what I wanted to do when I was 17, but it's funny as soon as you work it out it just clicks," she says.

"My grandparents spent their lives farming in Holland and I remember being intrigued by their stories and experience, which makes my decision to pursue a career in agriculture even more perfect."

Carolien says she is excited about her new role, which will involve giving technical advice, making soil recommendations and devising nutrient budgets for approximately 400 farmers in the area.

"I can't wait to get out on the road and meet the farmers in the region. I'm looking forward to assisting them gain more from their fertiliser use through nutrient budgeting and at the same time learning from their local knowledge."

Carolien is looking to settle in the area as soon as she can and is currently residing in Hamilton. She enjoys a range of outdoor pursuits in her spare time, including fishing, camping, horse riding and golf.

**ENDS**