



Media release

3 March 2006

**Kiwifruit nutrient management seasonally sensitive
International keynote speaker sponsored by Ballance**

The importance of seasonal nutrient management was shared with 300 kiwifruit enthusiasts at this year's International Society for Horticultural Science Kiwifruit Symposium in Rotorua held last week.

Ballance Agri-Nutrients sponsored Massimo Tagliavini, a professor at the University of Bologna in Italy, to be the keynote speaker at the symposium at which he shared his knowledge and expertise in orchard nutrient recycling.

Ballance secured a half-day exclusive seminar session with Professor Tagliavini prior to the Kiwifruit Symposium, where 30 key players and customers were invited along to take part and obtain an international perspective. Professor Tagliavini reminded people about the relationship between the seasons and plant growth. Spring and autumn are the times when plant nutrient recycling and nutrient fluxes are most evident, so it is then when nitrogen is provided.

Ballance Agri-Nutrients Horticulture specialist Jo Honey says Professor Tagliavini provided conference delegates with useful, practical advice in terms of maximising nutrient inputs through precision application.

"He offered great insight into nutrient management and re-iterated that precise nutrient application is more economical, and with less wastage it's better for the environment. It is something that sounds simple in theory but is often over-looked."

There were approximately 200 attendees from New Zealand at last week's conference, and a number of international representatives including researchers, growers and industry participants.

This was the second symposium to be held in New Zealand, the first New Zealand conference was held in 1991.

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