



Media release

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Farmers applauded for embracing sustainable farming

Farmers who equate sustainable farming with smart business sense have been recognised for their leadership at the Ballance Farm Environment Award events, held across the country over the last two months.

Ballance Agri-Nutrients, principle sponsor of the annual events is delighted by the high level of support for the nation-wide awards. This year there has been more than 190 entries across eight regions, with 26 of those entries in the Northland region – the latest region to take part in the awards.

Ballance Agri-Nutrients CEO Larry Bilodeau says that the calibre of entries is more and more impressive each year as farmers use new technologies to improve their business, making them more cost effective, productive and sustainable.

“In today’s competitive market there is increasing pressure for farmers to be looking to take every opportunity to make the most from their investment in the land. The farms entering these awards demonstrate that sustainable farming can be an effective farming practice even under the increasing pressures. Nutrient management is now a core aspect of running any farm profitably and it is fantastic to see so many farmers engaging with this tool.”

The Supreme Winners for the eight participating regions including Waikato, Canterbury, Bay of Plenty, Wellington, Southland, Otago, Northland and Horizons will meet at the National Sustainability Showcase in Rotorua on June 30.

“We are very much looking forward to the national showcase as it brings together some of the most innovative and important developments in sustainable farming in New Zealand,” says Bilodeau.

“The diversity of entries this year has been impressive. In the past the majority of entrants may have been sheep, beef, dairy or arable – now they include a much wider range of agribusiness including horticulture, viticulture, tourism, pigs, and poultry combined with arable. At Ballance we recognise that now more than ever farmers need guidance and expertise to assist them obtain the most from investments they are making.”

Bilodeau says Ballance is delighted with the number of long-standing Ballance clients who have been recognised. Ballance representatives have worked closely with a large

number of the farmers entering the awards, supporting them with their nutrient management programmes, optimising production and reducing the loss of fertiliser to the environment. The winners of the Ballance Nutrient Management Award at the first-ever Northland event were Kerikeri dairy farmers, Ian and June Wilson, who have been clients for more than 13 years.

“It’s great to see farmers all over the country using effective nutrient management as a key part of their sustainable farming practice and being recognized for their achievements.”

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