



Media release

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### **Ballance leads promotion of nutrient management in the East Coast**

Ballance Agri-Nutrients' Wairarapa Technical Sales Representative Michael Spence is leading the charge in nutrient management on the East Coast and encouraging farmers to adopt nutrient budgets this winter.

Michael recently completed the Sustainable Nutrient Management course, run by Massey University in May, and since then has been focusing on delivering nutrient budgets for Wairarapa farmers over the quieter winter period.

"We understand the importance of nutrient management on the East Coast and it has been really rewarding working closely with farmers and calculating their nutrient budgets for them.

"Winter is an ideal time to reflect on the last 12 months and start putting systems in place for the year ahead. We are encouraging all farmers to complete a nutrient budget by the end of 2007."

Michael is one of six Ballance East Coast representatives who have completed the Massey University course. Ballance East Coast Sales Manager Matt Hood says that while all of the representatives completed nutrient budgets before the course, it provided the team with a great oversight of the big picture and why they are so valuable.

"As a company we encourage farmers to adopt sustainable farming practices wherever possible. All of my representatives are from strong farming backgrounds and understand the importance of spending money wisely on farm inputs – nutrient budgets ensure this is the case and that farmers only use the amount of nutrients they need to achieve production targets."

Since 2002 a total of 105 Ballance staff have completed the Massey University Sustainable Nutrient Management standard course and 20 are participating in the advanced course, which was introduced this year.

According to Ballance Technical Consultant Aaron Stafford nutrient management is a high priority for both farmers and fertiliser companies.

"It is important that we assist farmers as much as possible to implement these tools. Working with farmers to establish the right amount of fertiliser they need to reach production targets can result in cost savings and with less wastage can also reduce potential environmental impacts."

**ENDS**