



Media release

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Ballance backs launch of Aerial Spreadmark Code

Ballance Agri-Nutrients is right behind the new the Aerial Spreadmark Code launched yesterday by Minister of Agriculture Jim Anderton in Palmerston North.

General Manager of Distribution and Logistics Gray Baldwin says Ballance is pleased to see measures in place which will result in improved quality of spreading by air.

“We are delighted to see that the standards are being put in place and that our products will be used to achieve optimal results. The introduction of the code will ensure parties meet international standards, improve cost efficiency for farmers and safeguard the environment. Ultimately it will result in more accurate spreading and the reduction of waste.”

Ballance’s Superair operation will be ensuring that all 13 of its aircraft and pilots will be certified under the Aerial Spreadmark Code.

“Starting with our front line aircraft, all our planes will be booked in for testing commencing early next month,” says Baldwin. “Superair customers can be confident that when the aircraft spread, the fertiliser application will be accurate, even, and meeting the standards determined by the code.”

“Our pilots will now have the ultimate responsibility to ensure that the spreading meets the requirements under the code. Spreading must be even, avoid striping and adhere to the strict rules designed to protect the environment, for example recognising buffer zones around waterways.”

Ballance invests heavily into the latest technology available to ensure that the highest standards are met when spreading by air. Superair pilots regularly use GPS to assist with spreading product, and farmers are encouraged to invest in Ballance’s digitally generated farm maps which ensure pilots have exact data when spreading fertiliser.

“Investment into new technology in the rural sector is vital to ensure best business and environmental outcomes. We will be encouraging farmers and our agricultural aviation partners to use these tools to help them meet the new standards under the code.”

Throughout the development of the new code, Ballance representatives sitting on the Fertiliser Quality Council have provided technical advice about the spreading of its fertiliser products. In partnership with other fertiliser companies and the Agricultural Aviation Association, Ballance has also helped formulate appropriate protocols for the aerial spreading of fertiliser.

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