



Media release

21 June 2006

### **Dr Bruce McCabe to head Ballance product development team**

Ballance Agri-Nutrients is pleased to announce the appointment of Dr Bruce McCabe as the company's new Product Development Manager.

Dr McCabe will join the product development team based at Ballance's head office in Mount Maunganui.

Dr McCabe brings a wealth of experience to the role. With a doctorate in geo-chemistry, he has more than 20 year's experience working as a scientific consultant and project manager in areas including, timber processing, mining, dairy processing and heavy manufacturing.

A background in farming and horticulture, with specialised experience in dairying and the olive industry, also means that Dr McCabe has a good understanding of the needs of the rural sector.

Ballance Agri-Nutrients' Business Development Manager Peter Mourits believes Dr McCabe's appointment is a reflection on Ballance's ongoing commitment to product innovation through research and development.

"Dr McCabe places a high premium on innovation, early identification and the exploitation of market opportunities," says Mr Mourits. "The combination of Dr McCabe's practical experience and scientific training, means that he is an excellent choice for the position. Dr McCabe is a great fit with the rest of the team and will ensure that Ballance stays at the forefront of product development in the agri-nutrients industry."

**ENDS**