



Media release

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Ballance backs Wairarapa Meat & Wool New Zealand Monitor Farm Programme

The fifth Wairarapa Meat & Wool New Zealand Monitor Farm Programme is up and running again with a new sponsor on board – Ballance Agri-Nutrients.

The present Wairarapa programme differs from the standard approach taken in the past in that it is not based around a single farm. The new format encompasses two parts.

The first part of the programme comprises four farms, which are monitored using Baker & Associates Pastoral Monitoring System. These farms provide a general representation of the different types of farms in the area. The results are reported to interested farmers in the area on a monthly basis. The monitoring system measures a number of factors including monthly liveweight/ha and pasture growth.

This part of the programme is designed to provide farmers with timely information to guide and assist their decision-making. It also allows farmers in the area to monitor these farms over the term of the programme and help them better understand their business from the results and knowledge gained from the monitor farms.

The second part of the programme comprises field days and seminars, held throughout the year, focusing on topical issues affecting the area. The first, held last month, focused on ewe and lamb survival and lamb growth – an issue which farmers in the Wairarapa had expressed as being a barrier to improved production and profitability.

Primary funder of the programme Meat & Wool New Zealand is delighted to have Ballance Agri-Nutrients on board, says Regional Manager of Meat & Wool New Zealand Richmond Beetham.

“Fertiliser is a significant cost for farmers so it is ideal to have the expertise of Ballance Agri-Nutrients, who have access to the latest technology, and can provide cost effective fertiliser recommendations, and technical assistance to all those involved in the monitor farm programme.

“Ballance’s involvement is vital to the programme. It helps with the cost of monthly data analysis and also means that we can source quality speakers for the field days and seminars held as part of the programme.”

Ballance Agri-Nutrients East Coast Sales Manager Matt Hood says the new sponsorship initiative will be of huge benefit to local farmers over the next three years.

“We’re really excited about our involvement in this programme and what it can deliver to farmers. This is a flagship programme for Wairarapa farmers and the new

approach is generating interest from across the country. As a key supplier to farm businesses, this is our opportunity to get beside farmers in the Wairarapa and help improve their profitability & sustainability.”

The Wairarapa Meat & Wool New Zealand Monitor Farm Programme was developed by Meat & Wool New Zealand in 1991 and is facilitated by Chris Garland of Baker & Associates. Other sponsors of the programme include Westpac Bank and Williams & Kettle.

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