



Media release

5 December 2006

### **Apply fertiliser in summer and save says Ballance**

Bullish international fertiliser prices and an unprecedented demand on raw materials are placing upward pressure on the cost of fertiliser in New Zealand.

Ballance Agri-Nutrients CEO, Larry Bilodeau, who recently visited Morocco, the US and Europe to meet with international partners, says the trend of increasing global demand on raw materials for fertiliser manufacture shows no sign of easing.

“One of the ways farmers can mitigate rising prices is to apply their fertiliser requirements over the coming summer months,” says Larry. “Ballance is offering farmers a summer price discount of \$10 per tonne on manufactured products, including Superten, serpentine super, and Sulphur Gain, to encourage application in December and January. These products will also qualify for extended payment terms through until 20th March 2007 over this timeframe.

“By applying over the summer months when traditional fertiliser demand is low, farmers can avoid logistical delays such as access to aircraft or spreading trucks.

“We are continually looking at smarter strategies to provide maximum benefit to our farmer shareholders and reduce our collective costs. With a summer discount we can reduce our logistic costs and assist farmers who are willing to apply fertiliser over this period.”

Ballance Agri-Nutrients Head of Agro-Science Warwick Catto says there is no disadvantage to applying phosphate over the summer months, and in some cases it can reduce the potential for run off.

‘The availability of phosphate in the soil remains unchanged in summer. By applying phosphate at this time, farmers avoid the more temperamental weather conditions of winter and spring, as well as the longer wait times for equipment and spreading of the product.’

**ENDS**