



Media release

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### **New Ballance technical sales representative for Matamata and Te Poi**

Ballance Agri-Nutrients is pleased to announce it has appointed Geoff Barclay as a technical sales representative for the Te Poi and Matamata area.

Geoff brings a wealth of experience in the primary industries to the role and will be familiar to many of his new clients, having previously worked for Alfa Laval, Wrightson and RD1 in the Matamata area.

Geoff is passionate about farming, and in particular the dairy industry. Over the years he has built up considerable expertise in cropping, pasture renewal, fertiliser use and forestry conversions to dairy.

Geoff says much of his knowledge has a strong practical basis as a result of working in the field with his clients.

“Getting out on the farm and working out practical solutions tailored to each individual farm is what this job is about. I am really looking forward to working for Ballance and offering these solutions to my clients,” says Geoff.

Ballance Eastern Sales Manager Glen Pedersen is looking forward to working with Geoff and believes he has a lot to offer Ballance customers.

“Geoff’s depth of expertise across a wide range of agricultural disciplines means he is well-equipped to offer hands-on advice to customers about their nutrient needs,” says Glen.

**ENDS**