



Media release

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Ballance and Hatuma Lime partnership is good for farmers

Growing demand from farmers for a Ballance Hatuma dicalcic phosphate has led to a unique industry partnership between fertiliser company Ballance Agri-Nutrients and lime company Hatuma Lime Ltd.

The agreement was reached as a result of increasing demand from farmers for Hatuma dicalcic phosphate as they review their fertiliser practices, with a growing number looking to source product made with Ballance's superten.

"Dicalcic phosphate is popular particularly in the lower North Island where farmers have identified a number of benefits, including improved stock health and reduced animal health costs," says Aaron Topp, Head of Sales and Marketing for Hatuma. "The phosphate in dicalcic phosphate is in a less soluble form than in superphosphate and as a result reduces the potential for run-off."

Ballance East Coast Sales Manager Matt Hood is pleased to be working with Hatuma to deliver a quality product to customers.

"Hatuma has an excellent reputation for its quality products and services, so Ballance welcomes the opportunity to jointly produce this product. We recognise there is a substantial market for dicalcic, and the combination of Hatuma lime, Ballance superten and the manufacturing expertise of these two companies will ensure the product is of the highest quality," says Mr Hood.

Mr Topp says the partnership will bring substantial benefits to farmers and he is looking forward to working with Ballance on this project.

"Ballance has a longstanding commitment to the environment and the Ballance Hatuma dicalcic complements this. We believe that there is a significant market for products jointly produced with Ballance."

The Ballance Hatuma dicalcic will be available from Hatuma's Waipawa site from mid December. For more information contact your local Ballance or Hatuma representative, or go to Ballance's new look website at www.ballance.co.nz or Hatuma Lime at www.hatuma.co.nz

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