



Media release

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Ballance and Ashburton Trading Society join forces to benefit local community

Ballance Agri-Nutrients and Ashburton Trading Society have joined forces to ensure local Society members have access to quality fertiliser products at competitive prices.

The new partnership will provide ATS members with competitive fertiliser pricing upfront; transacting Ballance business at trade price.

Ashburton Trading Society Chief Executive, Bruce McPherson says that the ATS Board has made the decision to partner with Ballance in the best long-term interests of members.

'Ballance's recent investment in its distribution network in the Mid-Canterbury region, as well as its consistent return to shareholders, leading position on environmental sustainability, and product innovation, were key factors in the decision,' says Mr McPherson.

In addition to the Ashburton Service Centre, Ballance has established four consignment stores in Methven, Anama, Hinds and Rakaia over the past few years to ensure farmers in the Mid-Canterbury region have greater access to the Ballance range of specialist fertilisers.

Ballance General Manager Sales and Marketing, Graeme Smith, says that Ballance's approach to business is to work in partnership with established local companies, supporting their role in the community and building relationships that last.

'The new partnership means that members of the Ashburton Trading Society will have access to Ballance fertiliser products at the company's trade price, while still receiving benefits of belonging to the Society.'

'Ballance is thrilled to have ATS on board, and we are looking forward to developing a strong working relationship with the society to ensure their members receive the benefits of this new partnership,' says Mr Smith.

Ashburton Trading Society is a farmer-owned co-operative based in Mid-Canterbury. It was formed in 1963, and set up by local farmers who were seeking a means of achieving lower input costs in their operations.

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