



Media release

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### **Ballance geared up to support revised Code**

Ballance is geared up to support the revised fertiliser industry's Code of Practice for Nutrient Management (2007).

The revised Code, launched yesterday, is mainly intended as a guide for nutrient advisors and consultants, and considers fertiliser use within the broader context of nutrient management. It aims to ensure that all fertilisers are used safely, responsibly and effectively, while avoiding or minimising adverse environmental effects.

Ballance General Manager Sales and Marketing Graeme Smith explains that the Code is formed on the basis that wise nutrient management planning will enable land managers to demonstrate environmental care as they undertake production activities and aim to run a profitable business.

A key focus of the Code is the push for the development of nutrient management plans, and Mr Smith says that Ballance endorses this focus and is preparing to adopt the Code.

'The revised Code is essentially a formalisation of the comprehensive services we are already offering our shareholders. Our staff are well-equipped to deliver on the expectations of the Code, and by June this year more than half of our technical sales staff will have completed the Advanced Sustainable Nutrient Management Course through Massey University, and more will complete this later in the year.'

Ballance technical sales staff receive ongoing training and support to ensure they are up to date with the latest industry information regarding best practice fertiliser use, and it is Ballance's goal to ensure all sales staff hold a minimum of a Certificate in Sustainable Nutrient Management in order to provide shareholders with expert advice.

'Farmers are looking for a higher level of technical advice on farm that challenges farming practices, and we're committed to providing it,' says Mr Smith.

Ballance has contributed to the writing of the Code through its Head of Agro-Science Warwick Catto, who along with other Board members of Fert Research, has been working on the review of the Code for the past two years.

All Ballance technical sales representatives have the nutrient management plan template that has been developed meet the standards outlined in the revised Code in order to assist shareholders to develop their own plans. For more information phone your local representative on 0800 222 090.

**ENDS**