



Media release

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Ballance Agri-Nutrients deploys specialist nutrient budgeting team

With only five months to go before dairy farmers are required to complete a nutrient budget, Ballance Agri-Nutrients has employed a specialist team of eight people to assist shareholders to produce a nutrient budget.

The team, which will provide the equivalent of 9000 man-hours, will ensure that all Ballance shareholders are in a position to meet their obligations under the Clean Streams Accord by 30 June 2007. The Accord was formed between Fonterra, Regional Councils, MAF and the Ministry for the Environment.

General Manager of Sales and Marketing for Ballance, Graeme Smith, says the extra 9000 hours will be freely available to shareholders between now and June.

'Nutrient budgets are one of the most important tools available to farmers today in order to ensure fertiliser use is both sustainable and cost effective. While Ballance has been assisting farmers to produce nutrient budgets for some time, it is now a matter of urgency that we help our shareholders who haven't prepared a nutrient budget to do so.

'The free service is an investment that we are pleased to make on behalf of our shareholders given the benefits it will deliver to both farmers and the environment,' says Graeme.

Chair of the Dairy Environment Leadership Group, John Penno, welcomed the strengthening of Ballance's team, noting that the extra staff will be crucial in the drive to reach all farmers.

'Preparing a nutrient budget is an important first step towards taking action to manage for profitability, productivity and natural resources outcomes.

'The deployment of a specialist nutrient budgeting team clearly shows that Ballance is committed to assisting its shareholders to appropriately manage nutrients on-farm,' says John.

The extra staff will be in addition to the 65 technical sales representatives Ballance already employs. The nutrient budgeting team will be based in the Waikato and Bay of Plenty regions.

Ballance shareholders who still need to complete a nutrient budget should contact their local representative or call the company directly on 0800 267 266.

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