



MEDIA RELEASE

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Ballance drops prices to assist loyal shareholders

International fertiliser prices are starting to come down, and Ballance wants to help remove any barriers preventing their farmer shareholders from applying their summer fertiliser requirements.

Ballance is offering its shareholders an exclusive deal of \$35 off per tonne of superten, sulphur gain and Serpentine Super uplifted between 19 January and 28 February 2009.

Ballance has promised shareholders that if the prices drop further in March, then farmers will receive the cash-back difference.

Ballance Chief Executive, Larry Bilodeau, said that technically, these three product lines are often used over the summer period to help achieve optimum production.

'Although conditions are ideal for summer fertiliser applications in many parts of the country, farmers are holding off in the hope that prices will come down in the coming months. By lowering prices now, this should allow farmers to purchase and apply maintenance fertiliser when the time is right to restore lost nutrients.

'Farmers should take advantage of this quiet time of year, when groundspreader and aerial topdressers are readily available to apply their maintenance fertiliser.

'The key reason for applying maintenance fertiliser is to simply top-up the annual losses of nutrients that occur through production and within-farm transfer. As such, it isn't necessary to wait until autumn to apply these products.'

Ballance's Price Drop Guarantee promotion finishes on 28 February 2009. Contact your local Ballance Technical Sales Representative on 0800 222 090 for more information, or visit www.ballance.co.nz