



agri-nutrients
Ballance

Together,
Creating the Best
Soil and Feed on Earth



How David Diprose turned science into profit.

David runs Ermedale Farm - a 305 hectare dairy farm near Riverton, in Southland. Like most Farmers, he has a strong connection with the land, and had historically operated on intuition. MitAgator gave him the opportunity to challenge his instincts with a tangible layer of science and data. It also gave him proof of intent to best environmental practice to present to Council.

David chatted to us about how MitAgator has helped him take his environmental and economic sustainability credentials from good, to great.

How has MitAgator helped you refine your farming practices?

David: When I first used MitAgator, the information it gave me led to an immediate rethink of how and where I applied fertiliser or spread effluent. It meant that I knew exactly which areas to avoid intensively farming, and which areas of my farm were best equipped to cope with extra strain. When we ran the numbers again, it was really interesting to see how the risk profile of my land had changed, based on our new approach.

“There was no guesswork or assumption. Everything was based on solid data.”

What do you think is MitAgator’s biggest strength?

David: It’s hard to interpret numbers across landscapes and many Farmers struggle to make sense of hard data. MitAgator represents the science visually, literally mapping the Critical Source Areas (or hotspots) across your property.

This visualisation of the science makes it easier to understand and apply findings that make a tangible difference to how you optimise your land.

Once you understand which soil is more sensitive, you can change how you farm, minimise nutrient application in certain areas and focus more intense cropping on land that will give you better results.



What did MitAgator tell you that you didn't already know?

David: We suspected that sediment and phosphorus loss were our two biggest concerns. When we initially used MitAgator, our suspicions were confirmed - but when we ran the numbers again, we learnt that sediment was still a problem although it was no longer carrying phosphorous. There was no guesswork or assumption. Everything was based on solid data. This meant we could confidently rethink where we winter cropped as the soil we were using wasn't coping with the increase in grazing stock.

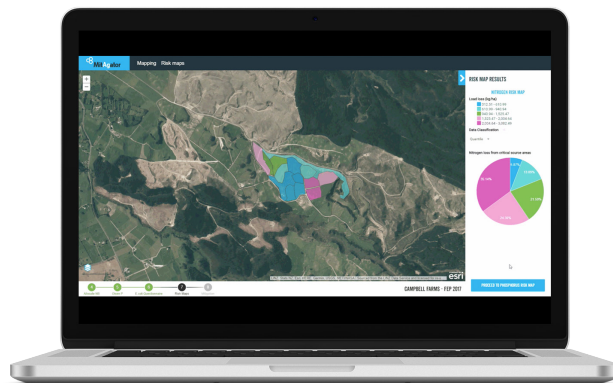
"With MitAgator, you can be more confident that you're spending money in the right places."

How has MitAgator helped you be more profitable?

David: MitAgator has identified where some of my previous decisions have been wrong. While this means increased expenditure in the short term (fixing the mistakes) it means that future decisions are based on fact, and therefore financial resource goes to the right place. With MitAgator, you can be more confident that you're spending money in the right places.

MitAgator can help you become more profitable because you can intensify the areas that can cope with it better. You can start to work with your land's natural strengths and weaknesses, which means less contamination of the environment and better yields.

All of us run on our gut to a certain degree, but MitAgator puts a layer of science and hard data over your existing practices, that gives you a clear roadmap towards smarter use of your land.



"You can start to work with your land's natural strengths and weaknesses."



For the love of the land.

Insights to keep your land thriving into tomorrow.

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