

**Ballance Agri-Nutrients Clearview PGP
Quarterly Report Public Summary
Report for Quarter ended 30 June 2014**

This paper is an executive summary of the formal quarterly report made by Ballance Agri-Nutrients to the Ministry for Primary Industries (MPI) regarding the Clearview Innovations PGP programme for the quarter ending 30 June 2014.

The fourth quarter of the 2013-14 financial year has been a productive quarter for the Ballance Clearview PGP Programme. During this period a number of projects have been completed, and preparation is underway for the planning and contracting for those 10 projects continuing into 2014-15 year.

A major highlight for this quarter has been planning the launch of the first outcome of the Programme - decision support software branded N-Guru™. This software has been launched internally to the sales team and training in use of the software has been completed. N-Guru™ is being launched to farmers in July 2014 for use during pre-Spring soil testing. As part of our launch planning process, we held a series of farmer user focus groups to gather their feedback and gain some insights about the customer value proposition and the most effective way to launch the product. The feedback was overwhelmingly positive.

Feedback from the MitAgator user stakeholder groups has also now been completed, and is currently being reviewed by the project team. Overall the participants were excited and positive about the development and potential access to a model such as MitAgator™.

A best practice extension strategy and implementation plan is under development to ensure maximum uptake and effectiveness of the new nutrient products and services being developed and released under this programme.

Two key stop/go decision points were reached this quarter and recommendations have been made regarding the next steps for these milestones.