

feedback

winter/spring 2009



MAGGIE BEER'S FARM
HEALING & THERAPEUTIC GARDENS
FROM THE GROUND UP: VIC & NSW

MAGGIE BEER'S FARM

After growing up in the western suburbs of Sydney, Maggie Beer and her husband, Colin, purchased their property near Nuriootpa in South Australia's Barossa Valley, in 1973. Here they planted vines and began farming pheasants – the “Pheasant Farm” being the basis upon which the iconic Maggie Beer brand, synonymous with gourmet produce, has been built.



From its famous Pheasant Farm Pate origins, to Maggie being declared a “food legend” by the Advertiser newspaper in South Australia in 2007, the Maggie Beer business has grown to employ 60 staff, producing and managing a diverse range of products, including verjuice, fruit pastes, jams, premium ice creams, sauces, olives, extra virgin olive oil and wines from their two family vineyards; Pheasant Farm Wines and Beer Bros. Many of which, are available throughout Australia and exported to a growing list of countries around the world.

Amongst all of this, Maggie has managed to author 7 very successful cook books, including *Maggie's Table*, *Maggie's Harvest* and the most recent *Maggie's Kitchen*, while at the same time co-host the ABC TV program “The Cook & The Chef” along with regularly contributing to the ABC's Gardening Australia magazine.

Directly tied in to her life on the land, it is fitting that Maggie is the South Australian Ambassador for the Stephanie Alexander Kitchen Garden Foundation. Essentially this project aims to introduce pleasurable food education to young children in primary schools believing that this is the most likely way to positively influence the food choices children make now and into the future. Having successfully introduced teaching kitchens and vegetable gardens to 27 Victorian primary schools, the Stephanie Alexander Kitchen Garden National Program commenced earlier this year with 37 schools around Australia being granted funds from the Federal Government to implement this program, and there are now over 190 schools involved Australia wide – Neutrog is pleased to advise that it directly sponsors a number of the primary schools involved in this program and is currently looking to sponsor on a national basis – this program will feature in an upcoming edition of Feedback.

The latest chapter in the Beer family business is “The Farm” – a beautiful new function centre, designed to seat 160 people, run by Maggie and Colin's daughters, Saskia and Elli Beer. “The Farm” shares its location with Maggie's renowned “Farm Shop”, established in 1999, where visitors can choose from a delicious array of Maggie's gourmet delights to either take home or be enjoyed within the grounds overlooking the dam.

From any way you look at it, the produce from the land is what drives the many aspects of the Maggie Beer brand and when Neutrog were asked to become involved in helping to prepare the grounds at the Pheasant Farm, we were more than happy to jump on board. Maggie wanted to prepare the soil before landscaping around the Farm Shop, with special consideration for the olive trees that were to be transplanted. We recommended a

combination of Gypsum, Seamungus and Bounce Back and as Maggie confirmed, the results have been welcomed. “This is probably the first time our Farm Shop gardens have proven successful. They have really taken a battering over the years, particularly with the heat wave last Summer, and all the ‘little explorers’ who visit with their parents and want to play games in amongst the plants, but this year we have seen an extra resilience in all the vegetation and we are so pleased we made the effort to properly prepare the soil. Can I admit it is the first time we have done so in the 30 years we have had the Pheasant Farm?! Just goes to show that even soil as inhospitable as ours can be turned around to productivity.”

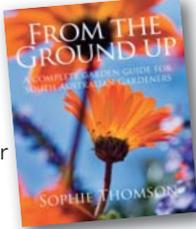
For any further information on Maggie Beer Products and the Farm Shop please visit www.maggibeer.com.au



FROM THE GROUND UP

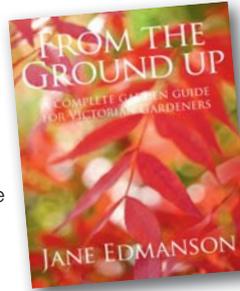
Due to the fabulous success of Sophie Thomson's book 'From the Ground Up' A Complete Garden Guide for South Australian Gardeners (now in its 2nd print); we are now in the process of producing state specific books for Victoria and NSW.

We have received a significant amount of positive feedback from SA gardeners on how the book relates to their specific needs, plant species and climatic conditions. Victorian and NSW gardeners will now benefit from the expert advice of Jane Edmonson (3AW and Gardening Australia) author of the Victorian edition and Sandra and Linda Ross (2GB & Better Homes & Gardens) co-authors of the New South Wales edition tailoring their books specific to the states that they know so well.



From the Ground Up – Victoria

Jane Edmonson was very excited when she heard about the SA book and was very keen to be involved in sharing her knowledge and experience with Victorian gardeners.

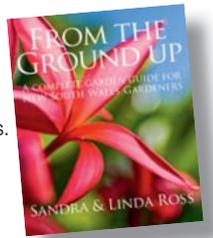


Jane is author and co-author of several gardening books, a presenter on Gardening Australia on the ABC and also contributes to the Gardening Australia magazine. She is also a popular presenter on gardening talkback radio 3AW and magic 1278 in Melbourne. Every year Jane takes garden tours, both within Australia and overseas, as well as garden talks and media presentations. She has also received an Order of Australia for her services to Horticulture and Education.

From the Ground Up – A Complete Garden Guide for Victorian Gardeners will be launched in Melbourne in November this year.

From the Ground Up – NSW

The Ross family, Graham, Sandra and Linda are one of Australia's most famous gardening families. They have been on radio 2GB in Sydney with their Garden Clinic program since 1980, authored six garden books and produced and presented gardening TV programs including Better Homes & Gardens and Groundforce. The Ross family has been inspiring people for years to create their own unique gardens. Now Sandra and Linda are combining their knowledge and experience with the NSW edition focusing uniquely on this eastern state's horticulture and climate.



From the Ground Up – A Complete Garden Guide for New South Wales Gardeners will be launched in Sydney early next year.

To register for a signed copy of the Victorian or NSW book please email: book@neutrog.com.au

HEALING & THERAPEUTIC GARDENS



L to R : a friendly greeting; colourful crucifix orchid; 'garden whimsy' birds nest; Steven Wells on the rainbow wall

In the grounds of the Royal Talbot Rehabilitation Centre in Melbourne lies a healing garden haven. These gardens have been designed and created by Steven Wells, a Clinical Nurse Specialist and a Horticultural Therapist, to aid in the patient's recovery and to provide a more home-like environment as they undergo their physical and cognitive rehabilitation following significant injuries or ill-health, such as strokes, spinal or brain injuries.

The Royal Talbot Rehabilitation Centre offers an integrated range of specialist services, located in Kew, in Melbourne, it caters for some 600 inpatients and more than 8,000 outpatient visits each year. The gardens are a sanctuary that provides refuge, rehabilitation and relaxation, and form part of the Horticultural Therapy program that Steven has established, using plants and garden related activities to assist with achieving patient rehabilitation goals and to promote the well-being of people's mind, body and spirit.

For many patients gardening is an integral part of their lifestyle, and when faced with a change in their lifestyle due to illness, their level of gardening is often altered. By engaging them in the garden program they can improve their physical and psychological health and get enjoyment and a renewed sense of capability to continue gardening when they return home.

"These healing gardens have been established on the principles of lower maintenance and low water use, but high in colour, interest and fun." says Steve. "They have been established over the past 4 years and with the support of Neutrog and the use of Seamungus throughout the gardens, has ensured that the plants have not only survived the drier conditions but have thrived providing great results for so many people to enjoy. The gardens survive on rainfall alone, so the addition of Neutrog's quality soil conditioners has significantly improved plant establishment and growth."

The Friends Sensory Garden is filled with various sight, sound, smell, taste and touch experiences. Throughout the gardens lie artistic and quirky elements that bring a smile, and with the recent addition of The Garden Rooms area provides additional spaces for the patients, their families and staff to enjoy the wonderful array of colourful dry tolerant plants. It is a place to escape, where you can stop, relax, reflect and regenerate... in essence it can be a sanctuary, and these healing gardens certainly help to do just that.

The establishment of the gardens and the program has only been made possible from the generosity of donors.

If you would like to offer support or would like further information please contact Steven Wells on 03 9490 7622 steven.wells@austin.org.au or visit <http://photos.connexus.net.au/sjwells> to view photos of the gardens.

THE CYMBIDIUM ORCHID CLUB OF WA JOINS THE FOLD



After a period of successful trials, the Cymbidium Orchid Club of Western Australia has advised their recommendation and endorsement of Neutrog's Strike Back for Orchids.

The Cymbidium Orchid Club of WA has been established for 14 years, with over 120 members. Club President Helen Stretch states "Strike Back for Orchids is a 'one stop shop' for fertilising orchids, and it's especially great for beginners as it's just a simple application once a month".

This now brings 4 such endorsements for Strike Back for Orchids with WA joining the Cymbidium Orchid Club of SA, NSW and Victoria, since development of Strike Back for Orchids in 2006.



For information on growing orchids in WA or to join the Cymbidium Orchid Club of Western Australia visit www.cymbidiumclubwa.com.au

Strike Back for Orchids is ideal for all potted flowering and fruiting plants – not just orchids. Now also available in 8kg buckets.

NEUTROG IRELAND INTERNATIONAL STAKES

Neutrog Ireland is in full swing. Neutrog's Irish licensee has spent the last 12-18 months researching our fertiliser products and setting up their manufacturing plant. With great success they produced their first batch of Irish pellets on June 14 this year, and are currently refining the process getting ready for the big launch into the UK and European market in northern spring. First products to be released are Sudden Impact for Roses, Strike Back for Orchids, Rapid Raiser and Seamungus, along with a range of commercial lines.



SEAMUNGUS GREEN

Seamungus – is now also available in a "crumble" form and this can be found in the new "green" 9kg pail.



The Seamungus pellets remain available in the 'blue' 2kg and 12kg pails.

Whether in a pellet or crumble form, the Seamungus formula remains the same – jam packed full of goodness, Seamungus is manufactured by composting seaweed, fish, humic acid and manure.

Seamungus is a health tonic for all your plants including natives and bare rooted roses.

The new "crumble" form is ideal for situations (i.e. Lawns) and conditions (too dry to breakdown pellets) where more immediate breakdown is required.

Seamungus will retain up to 70% of its own weight in water.

Further information regarding Seamungus or to simply register online for future updates visit www.neutrog.com.au

ROSE SOCIETY OF WA FOLLOWS SUIT

Following successful trials by their members, the Rose Society of WA recently advised of their decision to endorse Neutrog's "Sudden Impact for Roses".

The Rose Society of WA had its 75th anniversary last year, making it one of the oldest horticultural societies in the state. The Society has over 200 members and includes under their umbrella the South West Rose Group of WA, who themselves have endorsed Sudden

Impact for Roses for a number of years now. Sudden Impact for Roses now has endorsements from 9 Societies Australia wide and 3 in South Africa.

For more information or to join the WA Rose Society go to www.wa.rose.org.au

Sudden Impact for Roses is ideal for all flowering & fruiting plants... not just roses.



WIN A MAGGIE BEER HAMPER TO THE VALUE OF \$200

Win a Maggie Beer Hamper to the value of \$200 just in time for Christmas festivities. To enter email your name, postal address and phone number to comp@neutrog.com.au

All entrants will become members of Maggie's exclusive Food Club and receive updates from Neutrog Australia. Competition closes November 30th 2009. Winner notified by email December 3rd 2009.

GOGO JUICE... IT'S ON THE TRUCK!



Visit www.neutrog.com.au for all the latest news, events, products, newsletters and catalogues. New website coming soon.



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