



**NEUTROG<sup>®</sup>**

**The Experts' Choice**  
for home gardeners

**Ethos** – *The characteristic spirit of a company's culture is manifested in the attitudes and aspirations of its people and products.*



Soil is rich in secrets. Unearthing these secrets is a challenge and a commitment... it's something we are very passionate about.

**NEUTROG<sup>®</sup>**  
Biological  Fertilisers



For many years we were  
happy just knowing they  
were there. Then we got  
to understand them  
better, and now we've  
fully embraced the bugs.



# Welcome to Neutrog

We have researched, explored, experimented, invented, refined and evolved. We have changed the way we approach soil enrichment, and created ground-breaking fertilisers that are nutrient rich and microbiologically diverse.

To put it simply, we've embraced the bugs and turned chicken poo into a micro-biotic wonderland.

Before it's transformed into pelleted or liquid fertiliser, our chicken poo is inoculated, composted, screened and steam treated – this process eradicates pathogens, parasites and weed seeds, maximises nutrients, and optimises the living microbiology.

It creates fertilisers that are alive and safe!

Our fertilisers promote soil vitality and nutrient uptake, ensuring optimum performance. They are sustainable, self-evolving and perpetual. Their applications are far-reaching – from farmers to growers to home gardeners.

It took us 20 years to begin this journey. And who knows where it will end. But until such time, we'll continue to embrace the bugs and feed our curiosity... to dig, delve and uncover the secrets of bringing soil to life and life to soil.

The Neutrog of today is a world away from the Neutrog of 1988 (when we began). That Neutrog almost ended on the proverbial dung heap. Looking back, we probably tried to run before we could walk.



# History and Development

## **A barn dance in our board shorts.**

In 1988, our aim was to sell direct to farmers. That was our market, where we would make a big difference and be hugely successful.

We were confident we had a good product – our chicken poo contained a diverse range of nutrients and was suitable for a wide range of soil conditions. However, what it didn't contain was a huge amount of phosphate. To farmers, phosphate was everything – if you weren't using single

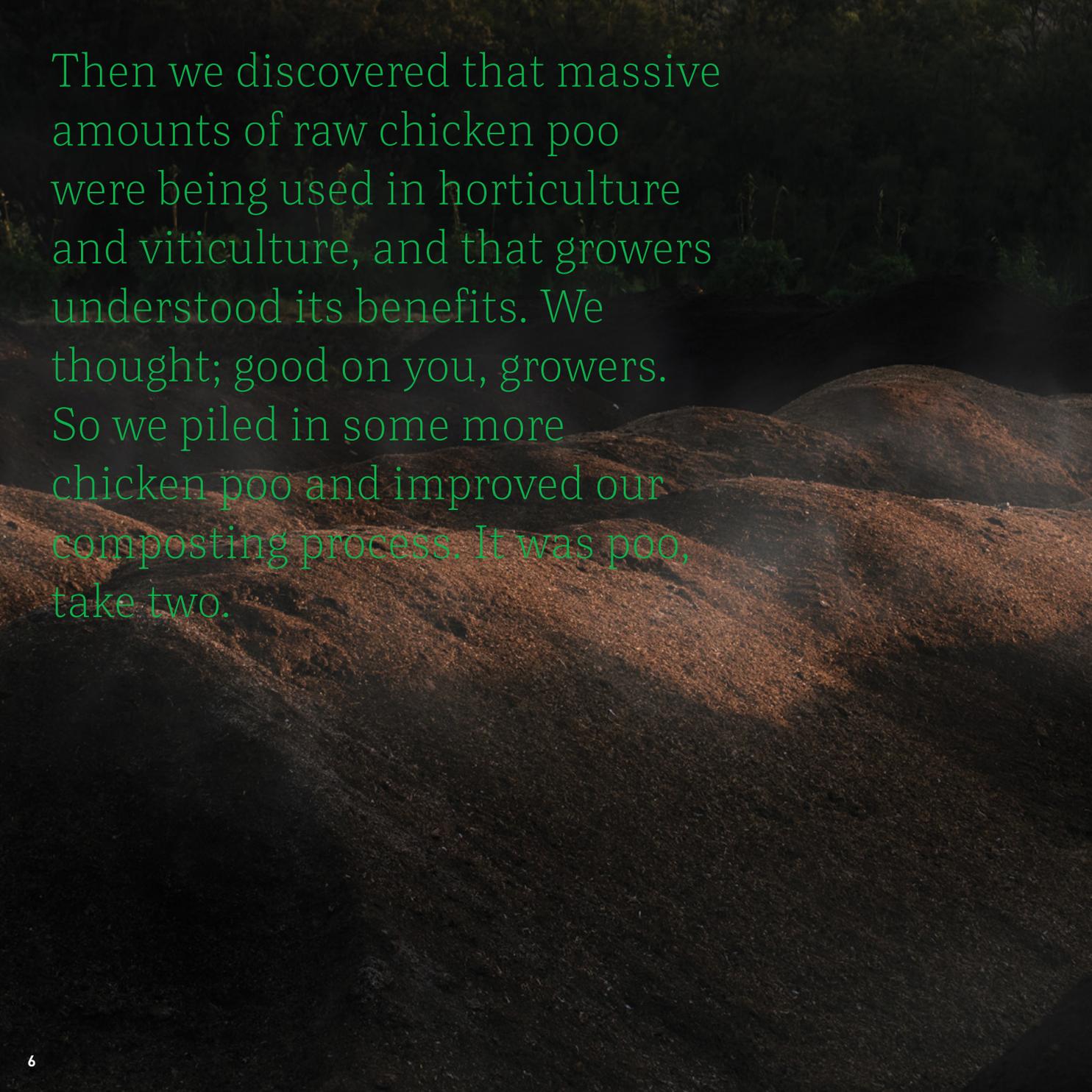
superphosphate (9% phosphate) or even double or triple superphosphate then you just weren't on the same page.

Our 2% wasn't received well. It was like we'd turned up to a barn dance in our board shorts. We put in considerable effort promoting the benefits of our nutrient-rich/nutrient-diverse fertiliser to farmers – that our 2% phosphate fertiliser was just as effective as their superphosphates.

Sadly, not enough farmers were prepared to dance with us, and we ended up becoming a well fertilised wallflower.



We were confident we had a good product – our chicken poo contained a diverse range of nutrients and was suitable for a wide range of soil conditions.



Then we discovered that massive amounts of raw chicken poo were being used in horticulture and viticulture, and that growers understood its benefits. We thought; good on you, growers. So we piled in some more chicken poo and improved our composting process. It was poo, take two.

### **Less is more (unless you're convinced more is more).**

While the growers understood the benefits of raw chicken poo, they were also wary of the negatives: it's hard to spread evenly, can easily burn plants, contains diseases and promotes weed growth. Still, we could see a lot of upside (poo-tential).

This time, we left the poo to decompose in large thermophilic (heat retaining) piles for about three months. The piles were turned to provide oxygen for bacteria. This, in turn, controlled the temperature – warm enough to kill off the bad bugs, but cool enough for the good ones to survive. This allowed the nutrients in the poo to be more readily available to plants. It also stabilised the free ammonia that runs wild in the raw stuff and causes burning in plants.

After the composting process, the chicken poo was screened (non-poo bits removed), steam-treated at composting temperature, pelleted and tested. The results were very pleasing – it was easy to spread and we had eradicated the weed seeds and diseases.

But even more pleasingly, it required much less Neutrog to out-perform the 'scooped from the shed' variety.

The growers loved the easy, evenly-spreading pellets, were impressed we'd removed the weed seeds, pumped about the eradication of diseases and fired up about the lack of plant burning. But guess what... they found it hard to accept that one handful of ours was better a bucket load of theirs – theirs had to be better because it was... more.

Their logic was based on the premise that putting more organic material in the soil must mean there's more organic matter in the soil. It seems reasonable, except... it's just not accurate.

To prove our point, we took a scientific approach and conducted an experiment. It only took a year...



It required much less Neutrog to out-perform the 'scooped from the shed' variety.



## OUR EXPERIMENT

### TITLE

The proliferation of organic matter in soil:  
a comparison between pelleted chicken manure and raw chicken poo.

### HYPOTHESIS

One tonne of Neutrog pelleted chicken manure would out-perform nine tonnes of raw chicken poo.

### MATERIALS

Neutrog pelleted chicken manure, raw chicken poo, top soil.

### PROCEDURE

One tonne of our composted and pelleted chicken manure was spread over a hectare of land (3000 tonnes of topsoil) and the same was done with nine tonnes of raw chicken poo. They were monitored for a year.

### RESULTS

Neither made a significant difference to the initial organic carbon levels. Ours added 0.0001% to the topsoil and raw chicken poo added 0.001% (in line with the discrepancy in volume). However, after a year, our organic matter readings had increased by 0.5 percentage points, whereas the raw chicken poo had remained essentially the same.

### CONCLUSION

The initial quantity of fertiliser has no immediate effect on the organic matter levels of the soil. However, when raw manure is added to the soil, most (if not all) of its nitrogen content is lost to the atmosphere. Therefore, in order for bacteria to decompose the manure, it draws upon the nitrogen within the soil. This causes a nitrogen deficiency, and ultimately stunts growth above and below the ground.

Conversely, our pelleted product is inoculated with a wide variety of beneficial bacteria and is already composted. It actually adds nitrogen and bacteria to the soil, and acts as a catalyst for the natural breakdown of organic materials. It facilitates enhanced plant growth above and below the ground, and ultimately produces higher levels of organic matter within the soil.



We persisted, informed and educated. In the end, the proof was in the pellets. Neutrog had established itself as a credible producer of organic fertilisers, and products like Rapid Raiser and Bounce Back became very popular.

Neutrog was well established when we started delving into the nature of our fertilisers from a biological point of view – we consistently out-performed the raw stuff, but... we didn't exactly know why.



### **Biological... a logical evolution.**

Our biological journey took us through hypothesis, testing and deduction before we finally arrived at our theory that bacteria play a significant role in nutrient availability and uptake. After all, nothing can work without bacteria... including nutrients.

We approached (and gained the services of) world-renowned molecular micro-biologist, Dr Uwe Stroehrer. He concurred with our broad theory that bacteria proliferated through the composting process. He further proposed that after many years of composting the same materials on the same site, we had effectively bred 'super bugs' – ones that were highly proficient in breaking down organic matter (and unlocking the nutrients in soil). Then we began experimenting in earnest.

We put composted chicken poo into beer brewing kits with the idea of brewing 'super composting' bacteria. We had a few false starts (added too much sugar – and not enough oxygen – and made lactic acid instead), but eventually we propagated the good bacteria found in our compost. It was a game changer – we had brewed a microbe-diverse 'potion' (now known as eNcase) and a whole new world of possibilities suddenly opened up. From this, we created strange brews (added kelp, straw, fish meal, coal and other performance-enhancing nutrient-rich/nutrient-diverse ingredients) which eventually became products like GOGO Juice, Seamungus and Gyganic.

It's also revolutionised our composting process – we've invented and will patent our Poultus Microbial Diversity Optimisation Technology which inoculates the chicken poo with eNcase. It dramatically improves (and quickens) decomposition, enriches the poo, enhances the level and availability of nutrients, and reduces the stinky-ness. It also improves the safety of the poo by 'filling and occupying' the space that could otherwise be taken by pathogenic (disease-causing) bacteria.

As a company, Neutrog is only at the beginning of its biological evolution, but we are already manufacturing novel and imaginative products that have never been made – ones that are more microbiologically diverse, making them more robust and adaptable, and more tolerant to drought, heat and frost. We are researching, examining and DNA matching, endeavouring to uncover the true scope of bacterial diversity and the probiotic potential of these products.

It's exciting to think where the future may take us, and the possibilities these biological formulations may bring.



 It was a game changer – we had brewed a microbe-diverse 'potion' (now known as eNcase) and a whole new world of possibilities suddenly opened up.

Most of our raw chicken poo goes through one of two processes. It either becomes one of our pelleted fertilisers or an ingredient in one of our liquid fertilisers. It sounds simple, but the science is amazing and the possibilities are endless.



# The Processes

## **Pelleted fertilisers**

When we started producing pelleted fertiliser in the late 1980s, our operation was very basic. Really all we did was truck in the chicken poo, let it sit in piles for a few months, occasionally turn it (so it didn't explode on us) before hammer-milling it and putting it through the pelleting machine.

The trouble was, the composted poo was inconsistent and hard to pellet – a lot of it went to waste. From a poo-processing point of view, we were in nappies. Later on we outsourced the composting process to contract composters, but the time and energy we invested in 'wind-row composting' did our heads in. Still, that was then and this is now, and fortunately things have changed.



## From poo to pellets, it goes something like this:

- 1 Raw chicken poo is delivered straight from the chicken shed to us (nothing much has changed there).
- 2 Upon arrival, we inoculate the raw chicken poo with eNCase, our proprietary micro-biotic potion. There are a number of reasons for doing this: Firstly, it makes the poo safe by preventing pathogenic bacteria (like E. coli, Salmonella and Legionella) from 'crashing the party'; secondly, it increases microbiological diversity, essential for healthy plant growth; thirdly, it speeds up the composting time, which has many environmental and energy-saving benefits; and lastly, it significantly reduces the odour. As you could imagine, thousands of tonnes of raw chicken poo isn't exactly pleasant on the nose. (Actually, you can't imagine).
- 3 It is then composted using Thermophilic Deep Stacking to create a microbiologically diverse, nutrient-rich base for our range of fertilisers. Think of a pile of chicken poo as a self-baking nutrient cake (but not one you'd serve at a party). The heat comes from the decomposition process – good bacteria overwhelming bad bacteria. Thermophilic means 'heat loving' and refers to the nature of good bacteria. However, if the pile becomes too hot (over 70°C) the good bacteria also begin to die. So obtaining and maintaining the optimum composting temperature of 50°C – 60°C is critical. Apart from the microbiology, there are two external forces that affect the temperature: the surface area of the pile and the number of times it is turned (swapping the hotter poo in the middle of the pile with the cooler surface poo). Turning also provides the good bacteria with much needed oxygen. That's why we prefer to Deep Stack our poo instead of the more practiced method of Wind Row composting. Our Deep Stack piles have about 30% of the surface area of Wind Row piles, which means heat loss is significantly reduced, and a more even temperature is maintained. We monitor the temperature on a daily basis, and regularly test the moisture content and oxygen levels. The piles are turned 4-5 times (depending on temperature variations) until they are sufficiently composted.





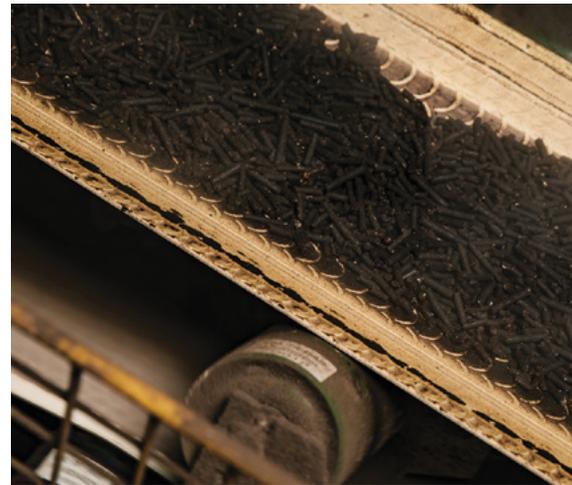
4 Composted chicken poo is screened. The screening process removes any coarse material, including straw and wood shavings. We carry out sieve tests to ensure our particle sizes are sufficiently and consistently fine—the finer the particle size, the more uniform the nutrient distribution. (This is critical when trying to grow uniform-sized fruit and vegetables, and one of the reasons why our pelleted products out-perform bulk raw manure). The coarse material (apart from a very small percentage of rocks) is either recycled into new deliveries of chicken poo or diverted into new piles and re-composted before being screened again. The straw and wood shavings are separated and turned into 'Whoflungdung', our fantastic super-mulch. The screened poo is safety tested (again) before heading to the mixing shed.

5 The screened chicken poo is then mixed with various other additives (like gypsum, rock phosphate, magnesium sulphate, iron phosphate, and a whole host of other things) depending on what we are making and the nutritional requirements of its targeted plants. For example, Rapid Raiser is made by adding rock sulphate whereas we add a composted pre-mix of kelp, seaweed, fish meal and coal to create Seamungus.

6 The various mixes are conveyed into the pelleting machine. Here, the composted poo mixes become 4-5mm pellets. As an added safety measure, the pellets are steam-treated at composting temperature (which retains the beneficial bacteria). This is a double-up of our turning procedure during the composting stage.

7 The pellets go into a dryer and cooler to remove moisture and stabilise nutrients and bacteria. Then they are further screened to remove all the fine (dusty) material. Out comes our range of pelleted fertilisers.

8 The fertilisers are delivered in bulk, both nationally and internationally, for use in broad-acre farming, horticulture, viticulture, turf, parks and gardens. And, of course, packaged for sale in local retail outlets.







## Liquid fertilisers

Two words encapsulate our liquid fertiliser evolution – fascinating and frustrating. Once we'd latched onto the biological blueprint of our chicken poo brew, we thought... this stuff is amazing, let's get it into a container and start selling it. Well we soon discovered that our biological diverse brew required two more words – time and dedication (and a lot of tinkering). Still, the results have been worth it.



### From bugs to bottles, it goes something like this:

- 1 A small amount of GOGO Juice (from the previous batch of GOGO Juice) is put into a 6000 litre stainless steel vat of water, with things like kelp, lucerne, fish meal, coal and of course, chicken poo to add to the nutrient and bacterial diversity. Through the brewing process, the bacteria digests the ingredients, and, in doing so, extracts beneficial elements like natural growth hormones, humic and fulvic acid, amino acids, vitamins, alginates and whole lot of other performance enhancing attributes. These become part the mix. This is also the process for making Seamungus, except we start with a small amount of (previous batch) Seamungus.
- 2 The mix is aerated through perforated pipes at the bottom of the vat. It is agitated and circulated to keep all the ingredients (including the oxygen) a homogenous brew, and heated to a temperature of 40°C to maximise metabolic activity.
- 3 At five weeks, the mix receives its first filter. The residue is used in our Gyganic product.
- 4 The mix receives a second filter. At this point, we have a vat of GOGO Juice (or Seamungus, depending on what we're brewing). It is transferred into 1 litre bottles for the retail market and 20, 200 and 1000 litre containers for the commercial market.
- 5 At six weeks the mix has completed brewing. We turn off the aeration and agitation and put the bugs in a state of stasis.
- 6 The mix is re-mixed (not brewed) in a different vat. We add small amounts of GOGO Juice and Seamungus to water (and specific water soluble nutrients) to make Strike Back for Orchids and Sudden Impact for Roses. Again, these products are bottled for the retail and commercial markets.

We do a poo-load of testing to make sure your garden and you continue to thrive. For us, it's about producing products that perform. And keep on performing. We care that you care, and ensure every Neutrog product you use is beneficial to your particular environment.



# Standards, Safety and Certifications

## **We're locked into the safe.**

For us, Quality Control and Safety Assurance go hand in hand, and are critical components of products that perform day in day out. As well as nutrient content and microbiological diversity, our fertilisers are tested for pesticides, fungicides, heavy metals and the five pathogenic bacteria that are harmful to humans – salmonella, legionella, listeria, E. coli, and faecal coliforms.



No other organic fertiliser manufacturer comes close to the Quality Control we undertake and the Safety Assurance standards we abide by.

Testing is carried out at every stage of the process, from the inoculation of fresh chicken poo to the steam-treating of the pellets.

Added to this, we regularly send samples of our products to be DNA tested. Here, they are tested for all known bacteria, so we can identify anything that is harmful to plants and animals.

No other organic fertiliser manufacturer comes close to the Quality Control we undertake and the Safety Assurance standards we abide by. It makes you think... if other fertilisers aren't tested the way Neutrog is tested, what are we putting in our soils? And then you have to ask, what are we growing and eating... now that's food for thought.



**Yes, we've been certified.**

Due to the thoroughness of our processes, safety testing, the traceability of raw materials (and other compliance requirements), specific Neutrog products are registered as Australian Certified Organic Inputs. This registration is the mark of our commitment to providing nutrient-rich and diverse products that are safe to use. You'll see the ACO logo on all relevant Neutrog products.



**There's nothing standard about our standards.**

There are many aspects to the Australian Composting Standards (yes, there is such a thing). As a manufacturer of fertiliser, it's our process rather than the end product which comes under scrutiny.

In a nutshell, the most important and relevant standard (for us) is the ability to attain a composting temperature of 50°C – 60°C for 15 consecutive days to ensure pathogenic and disease-causing bacteria are eradicated, along with any parasites and/or weed seeds.

During our composting process, we're able to maintain this optimum temperature for much longer periods. Added to this, our composted product is steam treated (at 50°C) during the pelleting process.

Our processes and testing are earth-shatteringly thorough and our fertilisers are Quality Controlled and Safety Assured. Put simply, they're the best on (and in) earth.





# The Experts' Choice

## Proven performance

We have spent many years researching and developing our products, working closely with farmers, growers and professional gardeners (loam wasn't built in a day). Through this time, our products have consistently out-performed traditional and established methods of fertilising.

These results have brought us credibility in the commercial market – we are now recognised throughout Australia (and beyond) as the manufacturers of optimum performing biological fertilisers, and have also been endorsed by numerous societies, which is no mean feat.

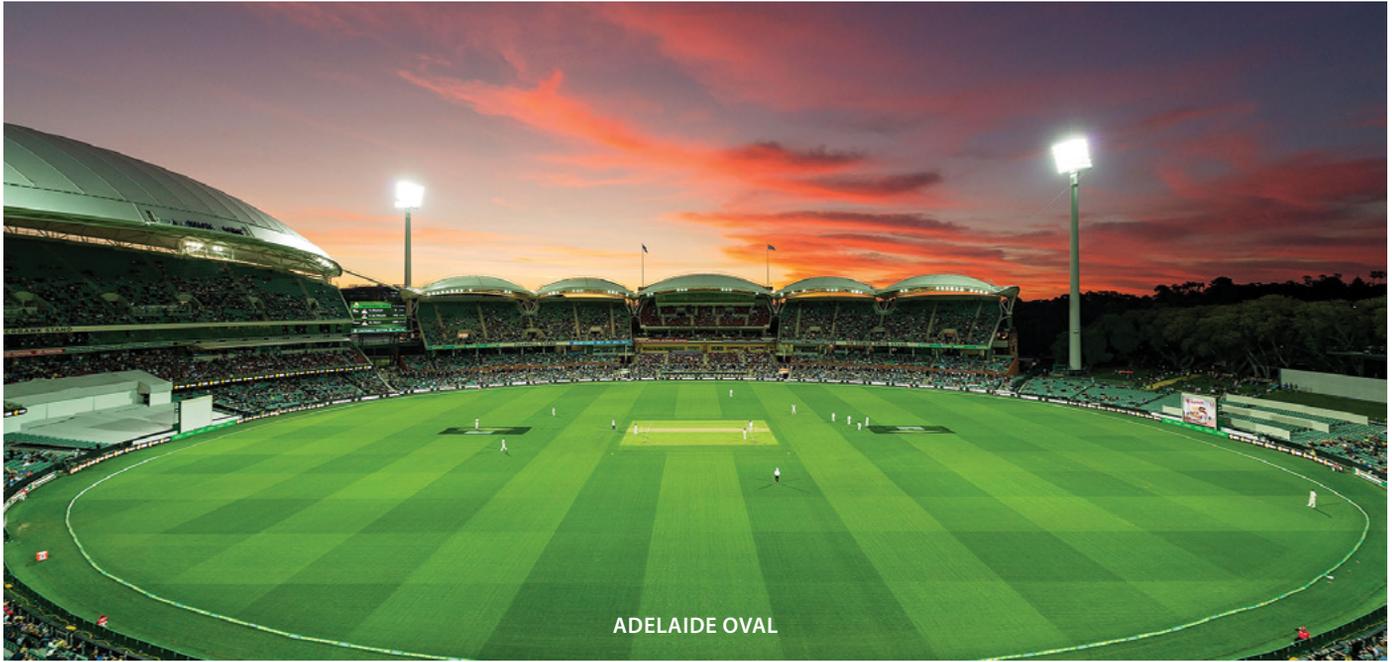
Neutrog has become the experts' choice.

We are one of the very few (if not the only) Australian fertiliser manufacturer with a retail presence based on the proven performance of our products in the commercial market.



We are now recognised throughout Australia (and beyond) as the manufacturers of optimum performing biological fertilisers.

*Richard Ball, Littlehampton.*





FLEMINGTON RACECOURSE



ROYAL MELBOURNE GOLF CLUB



## Cultivated the promise

As a company, our roots are indelibly tied to the commercial market – where we sowed the seed for a better understanding of fertilisers and cultivated the promise of performance. The Neutrog name, and what it stands for, can be seen across a wide range of commercial applications: from the vineyards at Petaluma and Henschke's to the lavender crops of Jurlique, from the strawberry patches at Beerenberg to the orange orchards of Nippy's, and from the gardens at Carrick Hill to the countless hectares of cereal crops and pastures of broad acre farmers.



TREASURY  
WINE ESTATES

Botanic Gardens  
of ADELAIDE



ADELAIDE  
MOUNT LOFTY  
WITTUNGA



HENSCHKE



ARALUEN  
BOTANIC PARK



CARRICK HILL



PETALUMA

Jurlique





# Products

## **Purpose and endeavour**

Each Neutrog product has a story – a story of purpose and endeavour. Some have challenged preconceived beliefs and methodologies, some have had to out-perform ‘the best stuff’, and some have been delightful discoveries and interesting tweaks, but all of them have improved the growing environments in which they have been used.

As we continue to explore the nature of fertiliser our understanding grows, and so does the potential for further ground-breaking discoveries and greater product diversity. It’s in our nature to postulate and persist – our minds are open to all kinds of possibilities. One thing is for certain, we won’t die wondering.

*Steve Sykes of the Rare Fruit Society of SA at the Kanmantoo Arboretum. The society members worked closely with Neutrog to develop Gyganic – a specialist vegetable, fruit and citrus fertiliser.*

# NEUTROG®

Biological Fertilisers

These 20 garden clubs represent in excess of 10,000 members endorsing Neutrog products



These product endorsements provide retail staff and home gardeners with the confidence to use and recommend Neutrog products.

## The Expert's Choice

We've lived up to our promise.

That's why these commercial fertilisers can also be seen in the front and back yards of the home gardener:

Bounce Back	Seamungus	Whoflungdung
Blade Runner	Upsurge	Undercover
Rapid Raiser	GOGO Juice	Gyganic

## Rewarding hard yakka

As we progressed and developed as a company, we began forming relationships with various societies, botanic gardens, golf clubs and other sporting arenas. A lot of it was word of mouth – we'd let our fertilisers do the talking – and quite a few people wanted to work with us. These collaborations (with renowned and celebrated experts) resulted in our specialist, plant specific fertilisers, known as our Signature Range:

Kahoona	Sudden Impact for Roses
Bush Tucker	Sudden Impact for Lawns
Gyganic	Strike Back for Orchids

The development of these products was an intensive and extensive process of trial and error. For example:

Sudden Impact for Roses wasn't 'sudden' from our point of view – it took three years of formulating and testing before it was endorsed by the Rose Society of South Australia, and a further eight years of trialling before it was endorsed at a national and international level. Similarly, Strike Back for Orchids was developed over many years with the SA Cymbidium Orchid Club. Bush Tucker was developed by Neutrog in conjunction with native plant expert Angus Stewart and soil scientist Simon Leake – again it was a lot of hard yakka, but rewarding hard yakka.

As with our commercial-based products, the success of our specialist, plant specific products is based entirely on performance – if they didn't perform, they simply wouldn't exist.

The lengths we've gone to, the amount of time we've dedicated and the investments we've made to ensure the high performance of our products is unsurpassed in the industry. As a company, Neutrog continues to raise the bar.

From its beginnings, Neutrog has actively sought to continuously improve the efficacy and performance of its products. Each new product is developed over many years and is trialled and tested before being released to the marketplace.

One such product that most rose lovers are very familiar with evolved from a potato and onion fertiliser in the 1990s. Sudden Impact for Roses was born through Rose Society of South Australia member Kelvin Trimper's desire to work with a fertiliser company that could produce a special purpose rose fertiliser. Neutrog was approached and over the next couple of years various refinements were made – most significantly the nitrogen to potassium ratio was adjusted, and iron and magnesium added. Over the next three years trials were undertaken by professional rose growers and amateur rosarians on over 500,000 roses before being successfully launched to the public in 2001. Sudden Impact for Roses is now used by major public rose gardens around Australia including the iconic Flemington Racecourse, the International Rose Garden, National Rose Trial Garden and Mornington Botanical Rose Garden along with commercial rose growers and home gardeners both here and overseas.



# A year round fertilising program for every kind of plant.



Roses & other  
Flowering Plants



Fruit, Citrus &  
Vegetables



Lawns &  
Non-flowering  
Plants



Acid Loving Plants



Natives &  
General Garden





**Like humans and animals, plants require regular feeding throughout the year – at least once in each season.**

Happy, healthy, well nourished plants are more resistant to pests, diseases, heat stress and frost.

Spring and autumn are the more recognised times to fertilise the garden, however summer and winter are just as important.

Even though there's no dramatic plant growth in winter, there is still plenty going on below the ground. Applying an organic fertiliser such as Rapid Raiser or Seamungus introduces beneficial bacteria which stimulates activity within the soil, breaks down organic matter, unlocks nutrients and enhances root growth, providing your plants with a head start for spring.

These programs encompass flowering and non-flowering plants, natives, vegetables and herbs, fruit trees and lawns.

It's another way we invest in performance.



There is a Neutrog year round fertilising program for every plant in your garden.

Our R&D is pushing boundaries, and daring to propose what may seem impossible. This thought process is embedded in our culture of deep curiosity, where ‘what if’ becomes ‘let’s go for it’. Our passion for discovery has created the Neutrog of today, and continues to drive the Neutrog of tomorrow.



# Research and Development

## Alive with possibilities

Our research and development team is headed by micro-biologist, Dr Uwe Stroehrer.

Much of our initial research centred on bacteria and the roles they play in the decomposition of organic matter. Through our own efforts, we have invented new and improved ways of composting, manufacturing and delivering fertilisers. We have also identified and isolated bacteria that perform specific roles, which will revolutionise our products and our processes. The flow on effect is mind-boggling – more sustainable, robust and nutrient rich environments from which we can help feed the world.

As we continue to delve into the natural science of microbiology, the future is literally alive with possibilities. The following are some of our possibilities that have become (or are becoming) realities:

**eNcase** is our marvellous bug brew which we developed in our laboratory at Kanmantoo. It's a multi-purpose micro-biotic wonder potion we use to enhance the performance and safety of our products. It was used as the basis for much of our initial research, and from it we are creating innovative products that have far-reaching benefits.

eNcase® |  Optimising  
Microbial  
Diversity

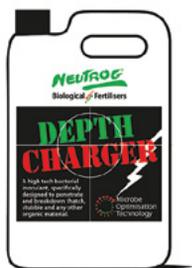
## Currently in Development



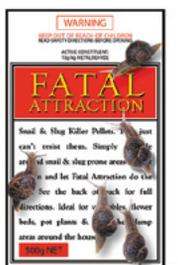
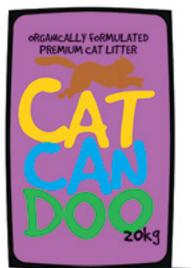
**Litterbugs** contains a unique selection of ammonia-liberating bacteria which control and reduce the ammonia levels in animal bedding (straw and poo) found in farm sheds. It makes for a more productive, much healthier and less odorous environment for the animals (and farmers). We are in

the process of conducting formal efficacy trials at Adelaide University (partly funded by a federal research grant). If successful, Litterbugs will potentially have world-wide applications.

**Depth Charger** reduces the surface tension of the diluted inoculant, allowing for the bacteria within to penetrate crop stubble, thatch and other organic materials, thereby speeding up decomposition, unlocking nutrients and improving the soil's ability to retain moisture.



**Catcandoo** is our own kitty litter. It contains an inoculant additive to help nullify odour (based on the Litterbugs principle). It means your cat will think its poo doesn't stink! (Not that they don't already, of course).



**Fatal Attraction** is also in its developmental stage, however, slowly but surely, it will become an organic, environmentally friendly snail bait.

**Dead Horse** is our specialised tomato fertiliser that is currently being developed in collaboration with the iconic Diggers Club, Australia's largest garden club, to produce the optimum balance of nutrients.



NO HORSES WERE HARMED  
IN THE PRODUCTION OF  
THIS FRIENDLY FERTILISER

## Recently Released

**Whoflungdung** is a biologically activated, nutrient rich, weed free, absorbent, super mulch. A recycled waste product, Whoflungdung is made up of straw and wood shavings screened from chicken manure, composted and inoculated with eNcase. As well as reducing weeds it introduces a wide diversity of beneficial bacteria to the soil which encourages healthy plant growth, whilst at the same time reducing, if not eliminating nitrogen draw-down issues. Many users also happily report that blackbirds don't seem to like it.



## Neu-tech

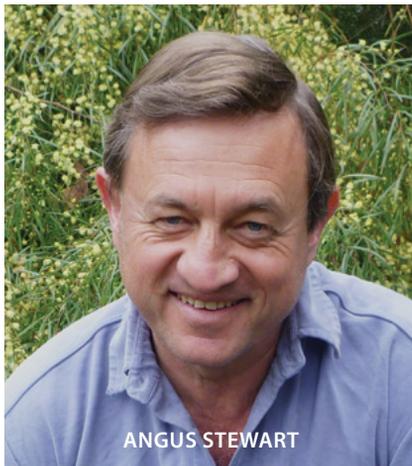
Not only do we spend a lot of time researching the nature of bacteria, we're implementing (and even inventing) new technologies. These advances and innovations are changing the way our fertilisers are produced and, importantly, the way they perform.

### **Poultus Microbial Optimisation System**

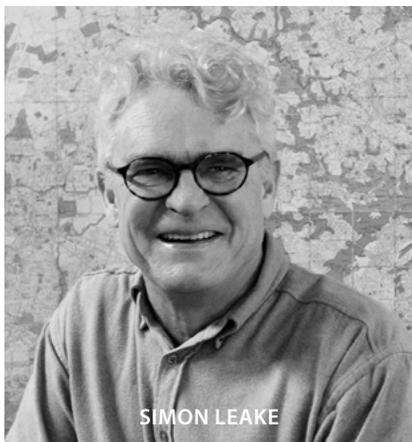
The PMOS maintains poo-pile temperature through aeration, thereby speeding up the composting process, saving energy and reducing the composting footprint – it only takes 8-10 weeks (not 14-16 weeks) for a pile of chicken poo to compost at Kanmantoo. It's also reduced the amount of turns from five to three (see The Pelleting Process on page 13). However, our PMOS is unique because of its revolutionary, patent pending delivery system, which atomises our inoculant, eNcase, allowing it to protect and enrich our composting piles of poo. The benefits flow through to all of our products.



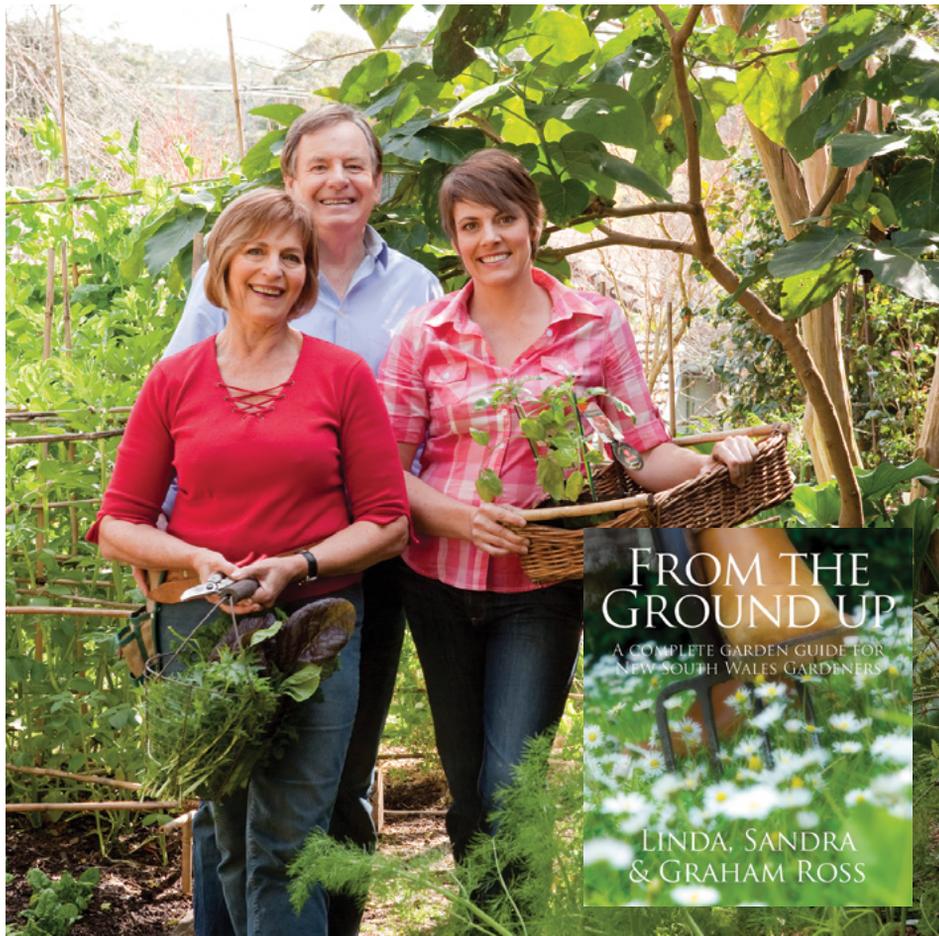
One of the highlights at Neutrog has been the establishment of the 'Rare Fruit Arboretum' at Neutrog's Kanmantoo site. The project is a joint venture between Neutrog and the Rare Fruit Society of South Australia. Some 300 fruit trees have been planted across two areas, made up of 150 differing varieties of peaches, nectarines, figs, apples, pears and quinces. This project will play a significant role in the conservation of these varieties, plus it provides a unique opportunity for Neutrog and its Research Development team, led by Dr Uwe Stroehrer, to carry out further research and development into determining the optimum nutritional and biological needs of these fruit trees. The arboretum is an extension of the relationship Neutrog established with the Rare Fruit Society of SA a number of years ago when it teamed up with its members to develop, trial and release Neutrog's well known, organic-based vegetable, fruit and citrus fertiliser 'Gyganic'.



ANGUS STEWART



SIMON LEAKE



FROM THE  
GROUND UP  
A COMPLETE GARDEN GUIDE FOR  
NEW SOUTH WALES GARDENERS  
LINDA, SANDRA  
& GRAHAM ROSS



FROM THE  
GROUND UP  
A COMPLETE GARDEN GUIDE  
FOR VICTORIAN GARDENERS  
JANE EDMANSON



FROM THE  
GROUND UP  
A COMPLETE GARDEN GUIDE FOR  
SOUTH AUSTRALIAN GARDENERS  
SOPHIE THOMSON



Botanic Gardens  
of ADELAIDE



THE UNIVERSITY  
of ADELAIDE



## Collaborations

We are not just locked into our own world of microscopes and petri dishes. We are actively collaborating with experts, putting theories into practice, and testing new ideas for 'real life' applications. In the process, we are furthering our knowledge and understanding of the nature of fertilisers and how they work in different environments.

We are working with some of the brightest minds and most respected institutions in Australia, including universities (Adelaide, Flinders and Western Sydney), Botanic Gardens of Adelaide, societies (Rare Fruit and Rose), research institutions (CSIRO) and commercial users (like Treasury Wine Estates and Adelaide City Council).

This is just an overview of the breadth and depth of our inquisitiveness – we're on a journey that has no destination, and we're very comfortable with that.

Five years in the making, the *From the Ground Up* books are complete and comprehensive State-specific garden guides for novices and experts alike. They are a collaborative effort utilising the recommendations of many plant experts, combined with the author's vast plant knowledge and experience. Packed full of magnificent photographs, *From the Ground Up* allows you to visually identify everything from the best plants for your garden to the pests and diseases causing your plants grief.



# RARE FRUIT ARBORETUM

For research and conservation

A joint venture between Neutrog and the Rare Fruit Society



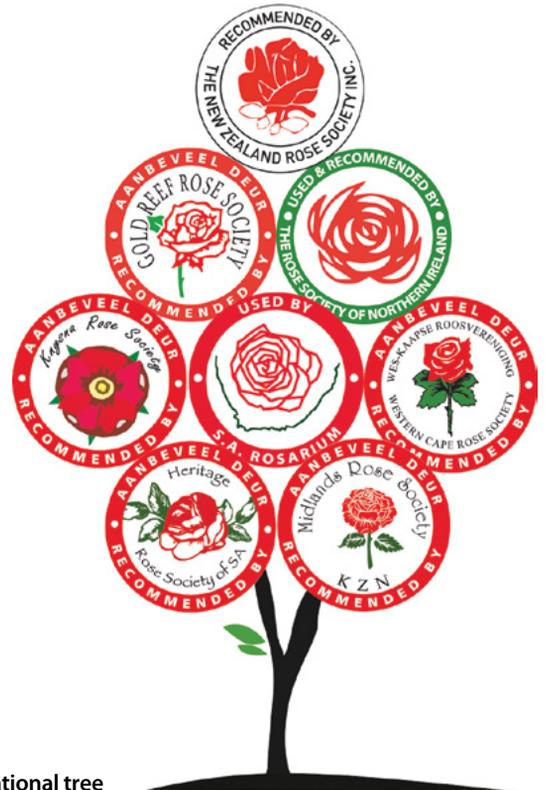


*One of three Gromor factories in South Africa where Neutrog products are manufactured under licence.*

## Spreading our fertilisers

From our 'barn dance' years to where we are now, some 1 million tonnes of poo has passed under our bridge. From our original factory in South Australia along with the factory established under license in South Africa, Neutrog supplies some of the most magnificent gardens and grounds around the world.

Neutrog fertilisers are currently being exported in large quantities from Australia to places like Vietnam, Singapore, Korea and Taiwan where there is a cultural appreciation of our clean, green origins.



Our International tree

Our vision is  
to be the most  
connected & trusted  
fertiliser brand  
in the world.



## Connect with us.



Receive regular updates on new products, newsletters, promotional offers and our Year-Round fertilising programs. By becoming a Pooh Bah member you will also assist with our support of various community organisations and initiatives.

It's free to join, communication is via email, and you can unsubscribe at any time. To join, simply visit [www.neutrog.com.au](http://www.neutrog.com.au) (we promise not to bombard you with emails or share your details with anyone else).



Commercial grower  
newsletter



Home gardener  
newsletter



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Apart from some of the packaged products shown above, NeutroG's products are available in bulk bags and bulk. NeutroG also manufactures prescription mixed products to suit any specific nutrient requirements.