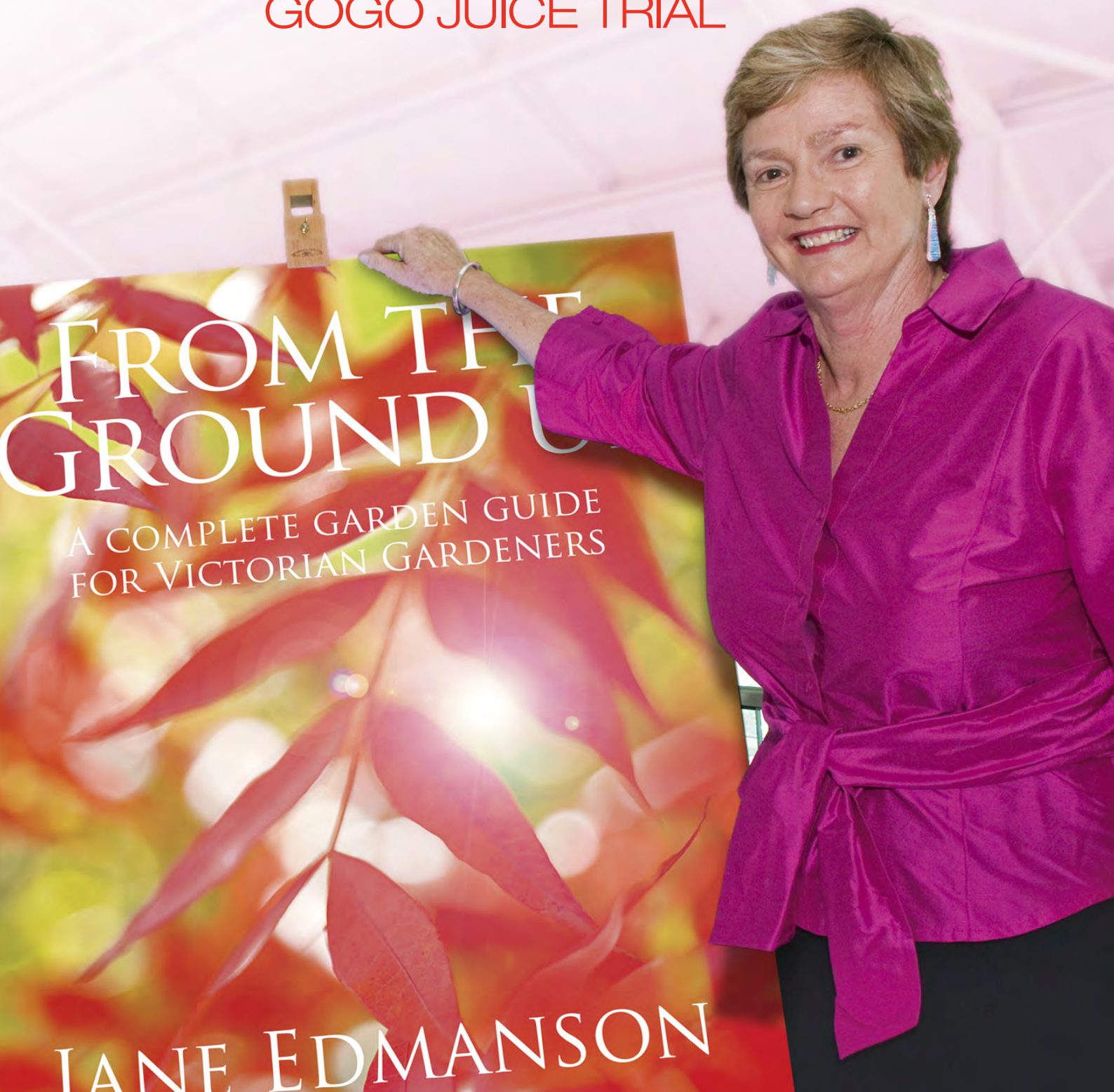


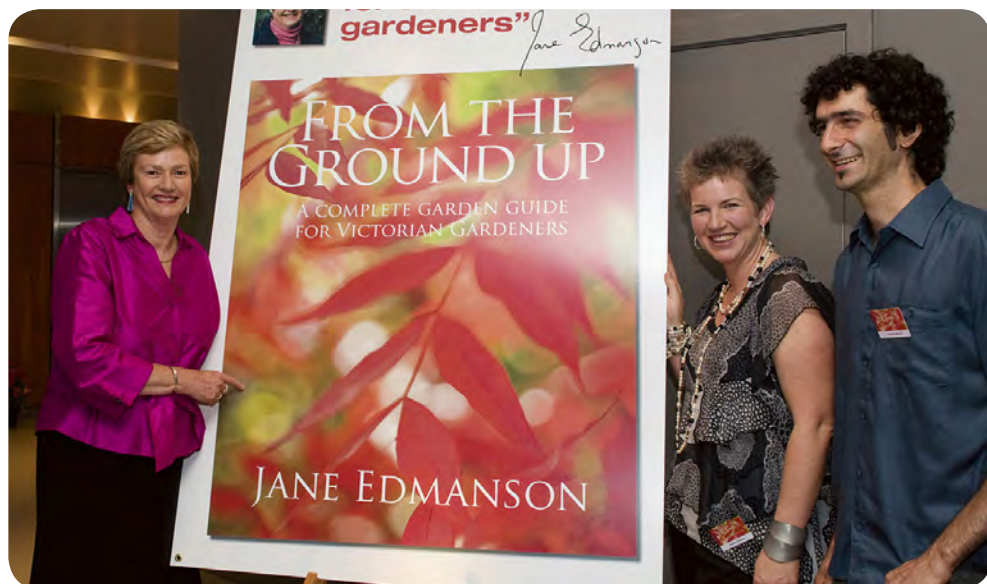
feedback

summer 2010

'FROM THE GROUND UP' BOOK LAUNCH
ROYAL BOTANIC GARDENS CRANBOURNE
SOPHIE WINS HMAA LAUREL AWARD
NATIONAL ROSE TRIAL GARDEN AWARD WINNER
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'FROM THE GROUND UP' BOOK LAUNCH



L to R: Jane Edmanson, Sophie Thomson and photographer Andy Rasheed

The book concept 'From the Ground Up' was initiated by Neutrog in 2003. The idea was to develop a complete and comprehensive garden guide specific to each State. After the South Australian 'From the Ground Up' was written by Sophie Thomson and launched in 2008, plans were undertaken to develop the Victorian edition, to be written by Jane Edmanson.

Jane is one of the most respected gardeners in Australia. A popular presenter on national television as well as radio talkback in Melbourne with 3AW's Big Backyard and weekly gardening segments on Magic 1278, Jane also writes for numerous magazines, hosts both Australian and overseas garden tours, and has been awarded an 'Order of Australia' medal for educational and sustainable work in horticulture and the environment.

Held at the renowned Flemington Racecourse (of which Neutrog is a proud sponsor), the book launch was a night of nights for the gardening world, and a special event for both Jane and everyone involved.

With the beautiful sounds of a string quartet in the background, over 200 guests celebrated the event, including media personalities Melissa King, Sophie Thomson, Stephen Ryan and Vasili Kanidiadis, as well as John Michael Howson, Darren James and David Mann from 3AW, David being the impromptu MC for the evening. Members of the Victorian Rose and Orchid Societies were also present, along with many retail gardening representatives, and of course Sandra and Linda Ross, who are in the process of writing the NSW edition. 'From the Ground Up' NSW will be launched in September 2010 at the Sydney Royal Botanic Gardens.

Of course any event held at the Flemington Racecourse would not be complete without the four legged variety – Melbourne Cup winners Brew and Doriemus were also present for all horse lovers to admire.

The success of the night was evident as many positive comments were forthcoming, including this one from Remy Favre from Felco "...The function was superb, and most importantly, the book's contents are of such variety and quality that it is going to become an often-used reference for many gardens, including our own. I wish you full success with what must have been a mammoth task".

"Congratulations on a beautiful book, which looks as though it will become a real reference 'bible'!" Judith Henke, Melbourne Zoo.

"The night was magnificent - talk about classy! I am guessing that the style and graciousness of the event is a reflection of the values and quality of everything that Neutrog does". Patrick MacDonald.

Since its launch, sales of 'From the Ground Up' have been fantastic, and have exceeded expectations. A book designed for both the novice and experienced gardener and full of brilliant photos, it is a must for any gardener. If you don't own a copy yet, they are available from all good bookstores and garden centres.

GOGO JUICE TRIALS

Trials have been undertaken in recent months to measure the effects of Neutrog's long-awaited liquid fertiliser GOGO Juice.

Combining kelp, seaweed, fish and humic acid with carefully selected beneficial bacteria, GOGO Juice is a powerhouse of goodness for both the soil and plants.

Those currently trialling GOGO Juice include Flemington Racecourse in Victoria, the Royal Botanic Gardens in NSW and AAMI Stadium in South Australia, and indications to date are positive.

Graham Douglass from the Wynn Vale Community Garden in South Australia has also been trialling GOGO Juice on spring onions. Commencing in early December 2009, Graham planted two pots of spring onions from the same punnet, with identical potting mix. The pots have been watered solely with rain water, but only one pot has had applications of GOGO Juice, at an application rate of 10mls diluted in 5 litres of water on a fortnightly basis.



Needless to say, Graham is pleased with the trial so far. He wrote to us with an update only 4 weeks after the trial commenced, and stated "I must say I am very impressed with GOGO Juice at this stage. We have trials running at both the Community Garden and here at home and I will be taking photos on a regular basis".

As the photo above indicates, the pot on the right has been applied with GOGO Juice, and even at this early stage, the benefits are evident. We will keep you posted with the results.

Have you seen our new website?

The 'Home Garden' section is full of useful, up to date information on our products, applications, newsletters, articles and more.
www.neutrog.com.au





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ROYAL BOTANIC GARDENS CRANBOURNE

Red Sand Garden

Situated approximately 45 minutes south-east of Melbourne, the Australian Garden at the Royal Botanic Gardens Cranbourne (RBGC) is establishing a reputation as being one of the world's finest gardens, and sits amongst a magnificent bushland setting.

The RBGC encompasses 363 hectares, and supports some of the region's best indigenous vegetation including heathlands, woodlands and wetlands of State significance. Visitors can enjoy the extensive walking tracks, where native birds, animals and many diverse plant communities flourish.

For many years the Royal Botanic Gardens in Melbourne wanted to create a garden where it could showcase the remarkable Australian flora. The first stage of the Australian Garden opened in 2006. Covering 11 hectares, it incorporates spectacular landscape features such as the Red Sand Garden and Rockpool Waterway (both pictured), the Escarpment Wall sculpture and Eucalypt Walk. These features are complemented by a Visitor Centre

incorporating information and educational facilities for the public, a café and shop.

The final 9 hectare second stage of the garden commenced in late 2008, and will be opened in the spring of 2011. This will complete the vision for the Australian Garden, and will include additional major landscape features such as a large ornamental lake, a series of complex display gardens, an events precinct and extended educational and visitor facilities.

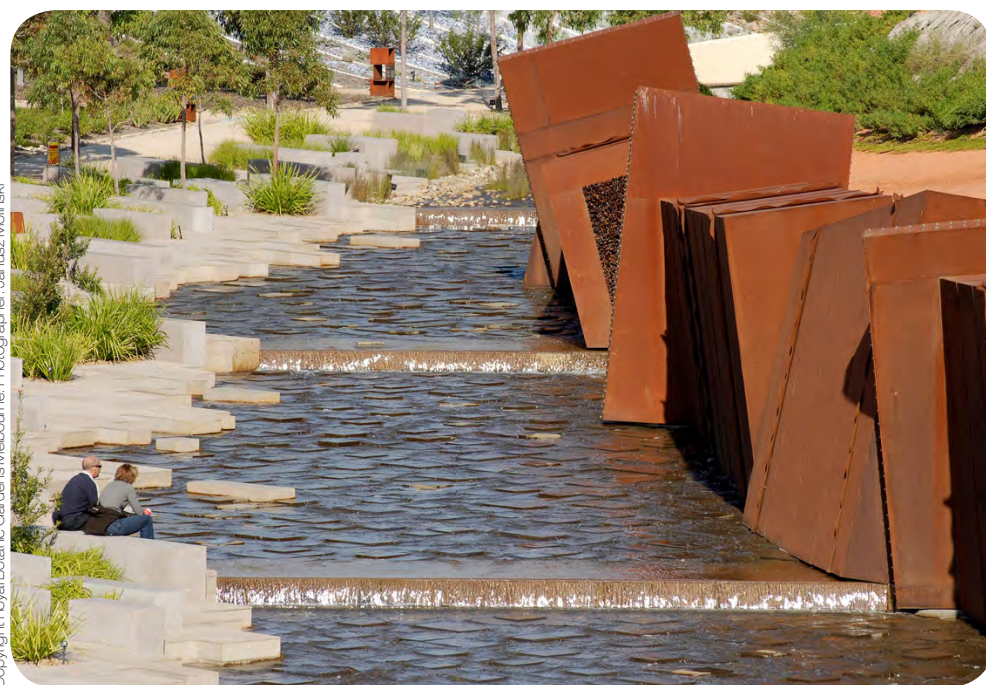
The Australian Garden is a fantastic place for people of all ages. Children love visiting the Kids Backyard, the Desert Discovery Camp and wading in the Rockpool Waterway. There is also a woodland picnic area, and a new 4km bicycle track that winds its way

through the beautiful bushland, grassland and wetland areas. A diverse native animal population is abundant, including koalas and wallabies, the Southern Brown Bandicoot, the Short Beaked Echidna, the New Holland Honey Eater and the Superb Fairy Wren.

John Arnott is the Manager of Horticulture at the Royal Botanic Gardens Cranbourne. For a number of years the RBGC has been using Neutrog products in the Australian Garden. As the gardens specialise in Australian natives, **Seamungus** is applied in all planting situations, as well as for any garden bed renovations. John states "It is easy to over-fertilise natives, and as the first two years are critical in establishing new plants, we find that **Seamungus** is a gentle soil conditioner which we have found encourages good growth so far. We are about to commence the planting of Stage Two of the Australian Garden, establishing over 70,000 plants, so it is important that we give these plants every opportunity to thrive".

The gardens are a place of beauty, enjoyment and education that can be appreciated at several levels – as a celebration of the diversity of Australian plants, an exploration of the influence of plants and landscapes on Indigenous and European cultures, a source of knowledge about our environment and its management, and as a demonstration of sustainable practices for home gardeners.

For more information on the gardens, visit www.rbg.vic.gov.au/rbg-cranbourne or telephone 03 5990 2200.



Rockpool Waterway

Copyright Royal Botanic Gardens Melbourne. Photographer: Janusz Molinski

SOPHIE WINS HMAA LAUREL AWARD

Every two years the Horticultural Media Association of Australia (HMAA) presents the 'Laurel Awards' which recognise exceptional creativity in communicating the benefits and joys of gardening to the community.



L to R: Sophie Thomson, Hon. Legh Davis and Meredith Kirton

The most recent awards were held in October 2009, and Neutrog is proud to announce that Sophie Thomson was the joint recipient of the 2009 Laurel Award for the general book section for 'From the Ground Up'. Meredith Kirton was the other recipient for her book 'Harvest'.

This award defines 'From the Ground Up' SA edition as being the best book written for general garden appeal that is interesting and entertaining as well as being accurate, informative, well presented and easy to read.

'From The Ground Up' is available at all good bookstores and garden centres.

Neutrog would also like to congratulate Maggie Beer (featured in our last Feedback newsletter) for receiving the '2010 Senior Australian of the Year' award.



The winner of the \$200 Maggie Beer Hamper competition from Feedback Winter/Spring 2009 drawn on the 2nd December was Therese Strangman of Balgowlah NSW. Congratulations Therese!

SUDDEN IMPACT FOR ROSES GETS RESULTS!



2009 Bronze Winner 'So In Love'

The National Rose Trial Garden of Australia was initially established to trial roses not yet commercially released in Australia - be they bred in Australia or overseas, to determine the roses that are best suited to Australian conditions. The roses are then judged at an annual public event, to determine which are the most popular.

The 2009 National Rose Trial Garden awards were held in October, and the winner of the Bronze Medal was a pink floribunda called 'So In Love' submitted by Sue Kingsford. It was also voted hands down as the 'Best Rose' during its first year of trial period by the International Rose Judging Panel, and received the first 'Rose Hills' (USA) gold medal to be awarded in Australia, which was presented by Dr. Tommy Cairns of the American Rose Society. The Horticultural Media Association of Australia also voted it 'Best Rose' after it's completion of the second year trial period.

Sue has recently retired from the position of Secretary of the National Rose Society of Australia, held for 3 years, after having made an outstanding contribution as Honorary Secretary of the Rose Society of NSW for 19 years prior to that. A passionate rose grower for over 65 years, Sue has even had success in growing roses in Fiji - a feat deemed impossible by most.

Many years ago when the Rose Society of NSW was approached to trial **Sudden Impact for Roses**, Sue played a major part in this process. "I found that the plants which had been applied with **Sudden Impact for Roses** stayed much more foliated, they shrugged off the black spot, didn't droop in the really hot weather and weren't affected by the early frosts compared to the roses that hadn't received any" Sue said. She is also a long-time

user of **Seamungus**, and states "I use **Seamungus** with everything that I plant, as well as a winter fertiliser to keep the soil in great condition".



Sue Kingsford receiving her award from Lord Mayor of Adelaide Michael Harbison

Sue continues her passion of growing beautiful roses, and along with Steve Beck manage 'Roses and Friends', who are agents for Glen Avon Roses (where 'So in Love' was bred) and John Ford Roses, both of New Zealand, as well as Chris Warner and Colin Horner (UK), and the Belgian Government. Sue says "There will be some spectacular roses on the market soon!"

For more information on the National Rose Trial Gardens visit www.nationalrosetrialgarden.net.au



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To receive regular updates of new products, catalogues, newsletters and sample products, join the Pooh Bahs. To join, register your email address at www.neutrog.com.au - Membership is free. Junior Pooh Bahs are very welcome.



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