

# feedback

Seasonal update from Neutrog Australia Autumn 2000



## Sign up!

Here is Neutrog's highly visible 20 ft container sign at Fernworld on busy Heatherton Road. If any retailers or distributors are interested in further storage, please contact Steve Smith at Neutrog SA.

## Sophie's new line

Neutrog, the Expert's Choice, have had a long association with experts in the gardening field - not only through their sponsorship of Radio Gardening programs like 3MP in Victoria and 5DN & 5AA in Adelaide, but also through their sponsorship of the Botanic Gardens of Adelaide since 1995.

The Botanic Gardens of Adelaide used to operate a free Home Garden Advisory Service which received up to 30,000 calls a year. This service was unable to continue in late 1996 due to a lack of resources.

Having been a presenter on Gardening talkback in Adelaide for the past 7 years, most recently with 5DN, I am aware that there are many questions about gardening which never get the opportunity of being



Sophie Thomson, Manager of the Botanic Gardens Advice & Help Line

asked of the experts 'on air'. As a joint venture between the Government of South Australia and private enterprise, the Botanic Gardens Advice Line is a new service which has been recently launched and responds to this great demand to provide the community with expert garden advice.

I am excited to be Manager of this service, which involves the setting up of a 190 user pays number to enable callers from city and country areas to speak to, and receive advice from, the highly qualified horticulturalists at the Botanic Gardens. With such a tremendous wealth of knowledge available at the Gardens, callers are assured of receiving expert, unbiased advice on a wide range of gardening issues related to plant selection, pests and diseases and weed control by practically and academically qualified advisers.

The experts at the new Botanic Gardens Advice Line are dedicated to answering calls and callers will have their problems and queries solved quickly - there are no queuing or holding facilities. The feedback we have received from callers since we launched this new service in early October has been very positive and caller numbers are growing.

So if you or any of your customers and clients need expert garden advice, call the experts at;

**Botanic Gardens Advice & Help Line on 1902 283 583 (\$2,95 per min)**

**or visit us at our website:**

**[www.botanicgardens.com.au](http://www.botanicgardens.com.au)**

As we all know, expert advice is the first step to creating and maintaining a great looking, colourful and healthy garden.

*Happy Gardening, Sophie Thomson*

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# Semaphore Rd. Garden Shoppe



Paul and Roz Kelly commenced their business in leased premises in August 1992. They purchased larger premises last year to accommodate their growth.

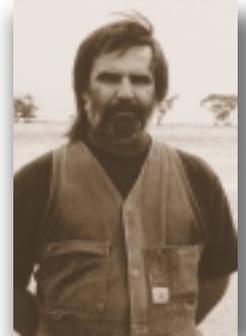


Paul Kelly, keeping stock of his market with the full range of Neutrog products

Very loyal Neutrog customers since day one using Rapid Raiser on all the stock that they grew and stock that they brought in. The quality of their stock has been their trade mark hence winning many small business awards. Over the years Paul's feedback on product quality has been most valuable and his enthusiasm to include Neutrog in all his in-store promotions have paid off by increasing his business by 25%. Stocking the full range of Neutrog products has allowed Paul to capitalise on Neutrog's corporate advertising and subsequently increasing his sales.

# Mark Doecke

Mark Doecke grows 3,500 acres of wheat near Loxton in South Australia and began using Neutrog Rapid Raiser three years ago after it was recommended to him by a neighbour. Previously Mark had fertilised his crop with MAPs, DAPs and super phosphates.



Mark Doecke, Cereal grower

In 1996 he fertilised 30 acres of his property with an organic product based on pea straw, but decided it was too expensive and ended his experiment. Later that year Mark changed to Neutrog Rapid Raiser and has never looked back, describing it as a very easy, effective and cost efficient method of fertilising.

"Rapid Raiser hangs on longer than other fertilisers. MAPs and DAPs give your crop a quick burst, but the nitrogen and protein in Rapid Raiser remains in the soil throughout the entire growing season." Mark spreads Rapid Raiser with his combine and says it weighs half that of conventional fertilisers, making his job considerably easier.

Mark cited two examples of Rapid Raiser's benefits to him as a wheat farmer. The first was in 1996 when his neighbour, who used conventional fertilisers, suffered a reduction in yield due to a severe frost. Remarkably, Mark's crop remained intact and he believes this is due to the nitrogen induced heat Rapid Raiser generates in the soil.

Mark also believes his crop is now more resistant to sun and heat damage following a recent incident when his neighbour's crop was 'burnt off', while his crop remained unscathed. because of the impressive results on his property, Mark and his wife now use Rapid Raiser in their garden, where they have subsequently noticed more worm activity, indicating healthier, more fertile soil.

# Ian Zadow

Ian Zadow made a decision ten years ago that he would prefer not to be a sheep farmer. The Zadow's then decided to establish a 100 acre potato farm on two 'pivots'. They grow two crops a year on the light loam over clay soil. Ample water is available from the adjoining Murray river.

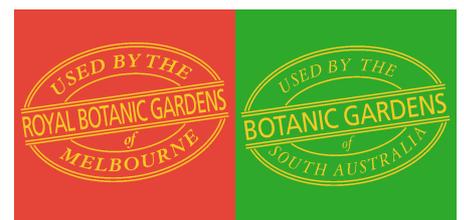
Ian initially used chicken manure he picked up from a poultry farmer some ten kilometres from his farm. The product was messy to handle and consisted of half saw dust. Additionally a spreader had to be hired on each occasion and obtaining an even coverage was impossible.

Five years ago they changed to Neutrog Rapid Raiser. The prime reasons being convenience, ready availability and cost. Ian had also heard of other positive experiences. The Zadow's are happy with the results. Although they have not conducted

controlled trials, their most recent crop yielding 20 tonnes to the acre is probably testimony enough.

Regular soil tests are conducted and in most areas there is a notable carbon deficiency. In future orders of Neutrog Rapid Raiser, Ian will order added carbon. He was impressed with an anecdote of Arab countries obtaining outstanding results growing crops on pure sand using Neutrog products with a considerable amount of added carbon.

Ian Zadow, Potato farmer



Noticed these on our products?



## Neutrog a best seller at Greenworld

Greenworld is a large retail nursery covering three and a half acres at Melton, thirty-five kilometres west of Melbourne Central Business District.

It is jointly owned by Steve Rodriguez and Allan Pryor.

Manager Helen Lovel, says Greenworld, which stocks Neutrog's Rapid Raiser and Nutra-Mulch, is one of the best nurseries in Victoria, and Neutrog one of their best-selling brands.

She says Neutrog products are 'getting known' and are producing good results for customers.

She told the story of one regular customer, from country Victoria, who has to endure dry weather and water restrictions.

"In Spring she buys three to four bags of Neutrog products every week and her garden looks magnificent, despite water restrictions and living in a dry area," Helen said.

She says Neutrog is popular because it has been properly tested by nursery staff and recommended to their customers.

"Most staff have been at Greenworld a long time. Customers know we test our products, so trust our recommendations." she said.

Neutrog is applied twice a year to selected garden beds within the nursery and to a box hedge.



Greenworld also supplies the Neutrog fertiliser used on the Victoria State Rose Garden at Werribee Park.

And demand for Neutrog can only grow, according to Helen, through word of mouth and the widespread media coverage both Greenworld and Neutrog have received.

Helen teamed up Steve Fowler, proprietor of Neutrog's Victorian distributor Botanical Distribution to promote Neutrog on a 3AK radio program for six months.

And Greenworld has also just completed a comprehensive television advertising campaign on WIN Television, targeting customers from country Victoria.

"We have a lot of regular customers and a close relationship with Neutrog. We're like a big family." she said.

## 'The Terraces'. Managing better with Neutrog



Melissa Buttery, Vineyard manager 'The Terraces' Vineyard Management, McLaren Vale, SA

Melissa Buttery has been managing 900 acres of vineyard with vineyard management company 'The Terraces' for two years and says the overall health of their vines has been impressive since using Neutrog's Bounce Back land Rapid Raiser.

The products also assist the growth and development of young vines and are good for permanent cover crops, according to Melissa.

"It gives young vines a great start and we have seen good results in our permanent cover crops," she said.

Previously the company used raw fowl manure, but found it unreliable. The Terraces were then approached by Neutrog's Steve Smith and Angus Irwin and soon began experimenting.

"Neutrog is easier to use and more cost effective than fowl manure." Melissa said.

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T h e E x p e r t ' s C h o i c e

## A Global View

Over the last three months, Neutrog has had visits by directors from Wise & Company from the Philippines and Audi Patamakome representing a syndicate from Thailand.



From left: Rene C Barretto, VP Wise & Co Inc; Angus Irwin, Neutrog Australia; Renato Z Francisco, CEO & Chairman, Wise Holdings Inc; Eduardo L Alino, President, Wise & Co

After successfully trialling Neutrog products they have been here finalising negotiations to establish factories in their own countries.



Audi Patamakome, Thailand Syndicate & Angus Irwin, Neutrog Australia

## School Days



Sacred Heart College is located in Adelaide's beachside suburb of Brighton and well known for its extensive and beautifully laid out gardens.

Until 1995 the grounds staff used chemical fertiliser but on recommendation decided to trial Neutrog products. They undertook a program which still continues. Autumn: Upsurge, Winter: Blade Runner, Spring: Upsurge, Summer: Blade Runner.

On the main oval, product is added at the rate of one tonne per season. The head curator, Paul Morgan, cited the positives as a direct result of the change to Neutrog. "There are no burnmarks on the oval and the products are very easy to spread evenly. Compared to the 'dead weight' of bagged chemical fertiliser, Neutrog bags are much easier to handle.

The oval stays green longer (approx. ten weeks) compared to chemical fertiliser where colour lasted for about five weeks. Testing shows a significant drop in total soluble salts in the soil with a large increase in soil organic matter. Very importantly of course, Neutrog is more economical to use.

Neutrog arrange for a soil test each year. From those results we ascertain any special requirements. Interestingly, the testing shows increasing residual improvement each year.

We use Neutrog Rapid Raiser and Nutra Mulch in all the school gardens, they have never looked better and we constantly receive comment on their appearance.

Editor: Upsurge Boosted Lawn Fertiliser is a blend of organic and inorganic compounds providing both a quick response and long term release. Upsurge is ideal for new and established lawns, citrus trees, fruit trees and vegetables.

## Upsurge Analysis

(dry weight basis)		% W/W
Nitrogen (N)	As Organic	2.95
Nitrogen (N)	As Ammonium	1.90
Nitrogen (N)	As Urea	2.30
Nitrogen (N)	As Nitrate	0.85
<b>Total Nitrogen (N)</b>		<b>8.00</b>
Phosphorus (P)	As Citrate Soluble	1.00
Potassium (K)	As Organic	1.36
Potassium (K)	As Chloride	2.50
<b>Total Potassium (K)</b>		<b>3.86</b>
Sulphur (S)	As Organic	1.30
Sulphur (S)	As Sulphates	1.20
<b>Total Sulphur (S)</b>		<b>2.50</b>
Calcium (Ca)	As Organic	4.00
Magnesium (Mg)	As Organic	0.40
Iron (Fe)	As Organic	0.10
Zinc (Zn)	As Organic	0.02
Manganese (Mn)	As Organic	0.03
Copper (Cu)	As Organic	0.01

## www.ooops!

We reported in our last issue that our website would be up and running.

Please accept our apology. It wasn't. It took a few more cyber hours and megabytes to launch it properly.

Please visit us now at:  
[www.neutrog.com.au](http://www.neutrog.com.au)



Also note our new email address:  
[neutrog@neutrog.com.au](mailto:neutrog@neutrog.com.au)

Neutrog Australia  
Mines Road, Kanmantoo  
South Australia, 5252  
phone: (08) 8538 5077  
fax: (08) 8538 5094  
email: [neutrog@neutrog.com.au](mailto:neutrog@neutrog.com.au)  
website: [www.neutrog.com.au](http://www.neutrog.com.au)

Neutrog Victoria  
45 Brady Road  
North Dandenong  
Victoria, 3175  
phone: (03) 9701 1997  
fax: (03) 9701 1961

Neutrog Africa  
34 Igwababa Road,  
Kloof Kwazulu, Natal 3610,  
South Africa  
phone: 27 31 764 2958  
fax: 27 31 764 2958

Neutrog Hong Kong  
3A Kam Yuen Mansions  
3 Old Peak Road, Hong Kong  
phone: 852 2504 5195  
fax: 852 2504 5192  
email: [lizbar@netvigator.com](mailto:lizbar@netvigator.com)

  
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