

*Just try it.*

# commercial feedback

IN THE FIELD IN VIETNAM WITH ANGUS IRWIN, MR. THAT VAN TUNG, MR. DUNG, MS. HOAI VAN, MR. QUY

(FARMER)



*Just try it.*

Fold & tear along dotted lines. \*Reply Paid. No stamp required if posted in Australia

Please complete  
and mail for  
further information  
on Neutrog's  
product range

Please update my details

Please send me further information

Please remove from mailing list

Distributor \_\_\_\_\_

Name		
Address		
Town		
State	Post Code	Phone (    )
<b>Cropping Enterprise</b>	<b>Use</b>	<b>Hectares (approx)</b>
Viticulture <input type="checkbox"/>	(eg. new, established)	
Horticulture <input type="checkbox"/>	(eg. potatoes, carrots)	
Broadacre <input type="checkbox"/>	(eg. cropping, pasture)	
Turf, Parks & Gardens <input type="checkbox"/>	(eg. oval, golfcourse)	



IT'S BETTER TO BE A TORTOISE THAN A HARE

Pre-judging a fertiliser's value, by its levels of NPK, is something that has been ingrained & conditioned in any of us that have come from a traditional & conventional farming background.

Despite modern technology moving forward in leaps & bounds, there has been no real change to this methodology, yet our yields & the quality of our soils would appear to be diminishing.

The 'Just Try It' by-line was recently introduced to reflect Neutrog's philosophy that you simply can't compare organic based fertilisers, against their chemical counterparts, utilising conventional NPK methodology alone - Organic Fertilisers, not only supply a wide range of nutrients to the soil, but most importantly, provide the catalyst for healthy growth by stimulating the natural processes that occur in the soil.

Some two years ago, Neutrog introduced a product specifically developed for broadacre cereal & cover cropping - Under Cover.

Under Cover combines the "best of both worlds". Its organic base provides the full range of trace elements in an organic form, whilst DAP, along with zinc & manganese have also been added. With a relatively low level of NPK (6/6/1), we appreciate that it is very difficult to comprehend that an application of "Under Cover", at the same cost base as a conventional fertilising program, will perform to the same level.

This newsletter contains the details of a number of farmers who experienced the same initial doubts, have now "just tried" Under Cover & have been pleasantly surprised by the results.

Hence, we simply ask that you "Just Try It" & judge the outcome yourselves.

Neutrog actively seeks & encourages trials of all its products & is happy to discuss sponsored trials in specific circumstances.

Fold & tear along dotted lines \*Reply Paid. No stamp required if posted in Australia



# undercover

### Five broadacre farmers who give their feedback on trialling and using Neutrog's organic based fertilisers:

**Bill Hender of Keith, in the South East of South Australia**, was prepared to 'Just try it'. "Like most farmers, I am concerned about the environment and the soil. However, I was worried that there may be negative results if I change my conventional manufactured fertiliser regime for one using an organic based product.", Bill said. He grows around 450 hectares of cereals and legumes on his 700 hectare property, with the balance being used for sheep and cattle. "After reading about Neutrog's products, I figured that I had nothing to lose. I decided to do a trial of Rapid Raiser on 20 hectares of wheat and Undercover on 20 hectares of canola."

"The results were really interesting. On balance there was no real difference in yield or quantity between using these organic based fertilisers and DAP sulphur, which I had been using for as long as I can remember. However, since Neutrog's organic based fertilisers are more environmentally friendly and likely to have a beneficial effect on the soil, this is a factor in Neutrog's favour. These were actually the results I was hoping for". Bill concluded "There was no disadvantage to using Rapid Raiser and Undercover, and actually when you factor in the environmentally friendly aspects and expected soil improvement, there is an advantage to using Neutrog's organic based products."

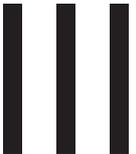
**Donald Stone of Curamulka on South Australia's Eyre Peninsula** farms a 2000 acre property. "I wanted to start looking after the soil, so two years ago I tried using Rapid Raiser", Donald said. "Prior to this I had been using DAP and plain fertiliser. I was keen to increase the soil's organisms as well as boost nutrients. The results of comparing the organic based Neutrog products to DAP were quite positively in Neutrog's favour. Although the yield was the same, the screenings were dramatically improved. The protein was about the same if not a bit better when using Rapid Raiser, but the quality was better. Although it appears that there is less plant growth, the plant's goodness and energy goes into the grain. Another thing that I noticed is that the stock feed was better and the sheep loved eating the stubble".

**Philip Jacka at Spalding in South Australia's Mid North** was also prepared to give Undercover a go. He grows wheat, barley, oats, lucerne, canola and beans on his 1900 hectare property and was interested in using organic fertiliser as it is better for the soil. "I decided to trial Undercover on barley, lupins and oaten hay", Philip said. "Although Undercover doesn't have the initial kick that DAP has, the crops trialled had consistent even growth through the year/growing season. Despite what was one of our driest years, the results from the crops fed with Undercover were equivalent to, if not better from what I had been using. If anything, our yields were better from crops fed with Undercover."



Delivery Address  
CPA  
KANMANTOO SA 5252

No stamp required if posted in Australia



Neutrog Australia  
Reply Paid 70678  
KANMANTOO SA 5252

**Robert Sanders of Balaclava, also in the Mid North** grows wheat, barley, peas, lupins and canola on his 1000 acre property. "I trialed Rapid Raiser and Under Cover on the weaker sandy rises, to get a bit more growth out of the crop. After having used DAP and urea for years, I wanted to put more life back into the soil and increase the organic matter. The crop did grow better and stronger where Neutrog fertilisers were trialed.

**Tim Freak from Coomandook in the South East of South Australia** grows 3500 acres of wheat, barley, lucerne, canola and oaten hay. After having trialed Rapid Raiser for two years, Tim decided to try Undercover. "I liked the thought of using organic fertiliser. If it can do the same job for the same money, going with the organics is much better as it is sustainable for the longer term", Tim said. When he did the trial, he found that visually he couldn't tell the difference. There was also very little difference in the yield. "As I had hoped, for the same economic cost as DAP, Under Cover produced similar yields. Using a more organic product is the way we would like to head, due primarily to the long term benefits for the soil. We will continue to use Under Cover over the next few years and continue our comparisons."

Undercover has also been trialed and used extensively in viticulture. Two viticulturists who were prepared to 'Just try it' are:

**Ian Smith, Vineyard Manager for Leasingham Wines in South Australia's Clare Valley** is one such person who was prepared to 'Just try it'. "We trialed Undercover on a 50 hectare vineyard as a sod enhancer for a permanent rye grass cover crop. This cover crop has extremely good strong growth and expansion. The crop worked very effectively to smother out annual broad leaf weeds and stopped them completely", Ian concluded, "Ideally we want to do away with chemical spraying and encourage the cover crop to take off. Undercover certainly helped with this." On the strength of these initial trails, Undercover will be used on certain vineyards this coming year.

**David Gartelmann of Connor's Farm at McLaren Vale** has been using Neutrog fertilisers to even out the vigour and productivity of vines on the 80 acre vineyard which had a lot of variability. "We have used Bounce Back on the vines, especially the older plants, for the last three years, spreading it underneath the rows at different rates according to the different needs of the vines. This has helped to even out the variability within the vineyard. The sandy soils within the vineyard benefit from using this organic fertiliser and we plant a cover crop for the same reason. Last winter we trialed sowing the cover crop with Undercover in alternate rows. I feel that Undercover is a much friendlier fertiliser to use, as it is putting organic carbons back into the sandy soil." David concluded, "I was quite happy with the trial. The cover crop was healthier and had better colour and bulk to it. This year we will use Undercover again as our primary fertiliser for the cover crop."

# meet the team:

In each Feedback we will introduce you to some of the Neutrog team members. In this edition, we would like to introduce you to the Sales Team and our new Operations Manager.

## Neutrog Sales Team

**Clive Sangster** grew up and worked on the family property at Keith in the South East of SA. The property consisted of livestock, cereal, and both irrigated and dry land Lucerne production. Clive has spent a number of years in rural retailing, mainly located in broad acre cereal regions.

Clive has had the last 15 years in the horticultural and viticultural industries with the last 5 focusing on plant food and fertilisers.



Clive has a good knowledge of all the regional areas in SA, and the primary production involved in each of these

regions. Clive understands the nutritional needs of the horticultural, viticultural, and broadacre crops and processes a strong empathy with growers of these crops.

Clive joined Neutrog in early 2004. He is responsible for all of SA and Southern Victoria with the exception of the Riverland and the Barossa Valley.

He can be contacted on 0408 831 674 or via email on [clive@neutrog.com.au](mailto:clive@neutrog.com.au)

**Bill Ambaras** was born in Berri and spent most of his early life living and working on his family's fruit properties. He later owned his own vineyard for several years. Bill also spent 10 years working in and around the horticultural industry with his roles ranging from retailing to being a grower liaison officer.

Bill joined the team at Neutrog in July 2003 and he manages the Riverland area, the Barossa Region, the



Sunraysia District, Robinvale and Swan Hill in Victoria, as well as the Northern Territory and Kununurra. Bill enjoys

the feedback he gets from people who use Neutrog's products, and knowing that he is helping people improve their soils, so that they achieve improved crop quantity and quality, which produces a better return for them. He uses Neutrog products on his own small vineyard in Barmera and has great results.

Bill can be contacted on 0408 840 395 or via email on [bill@neutrog.com.au](mailto:bill@neutrog.com.au).

## Operations

**Chris Trestrail** has recently joined Neutrog's team as Operations Manager. He comes from a varied background in the fields of production and operations. This experience helps him get the best results in both areas. A number of significant improvements have recently been made in Neutrog's manufacturing operations. These include the installation of a new high tech weigh bridge which is linked directly to the office, and



new warehousing and pallet racking. Chris envisages that these latter improvements will provide substantially improved stock handling,

stock control and facilitate undercover loading. Planned future developments include the installation of additional presses and a reorganisation of the packaging area. These changes will result in improvement in both throughput and output from the manufacturing plant, ensuring faster, more efficient supply to all our customers.

# looking overseas

## Neutrog's expansion into overseas markets continues to grow.

Neutrog Australia has been involved in overseas markets since 1992. This involvement has ranged from shipping product around the world to setting up manufacturing operations in other countries.

Neutrog Africa currently manufactures Neutrog fertiliser under license and has a factory in Cape Town, South Africa. This factory started manufacturing in March 2001 and now employs 35 people, producing over 10,000 tonnes of fertiliser a year, a growth of 555% in three years. Currently 80% of production goes to the commercial market and 20% to the retail market.

The commercial market covers the Western, Eastern and Northern Cape and the Free State. In these areas, Neutrog fertilisers are being used for vines, vegetables, potatoes, onions, wheat and indigenous plant farming (proteas, buchu and rooibos).

Neutrog Africa is currently looking at possible licence opportunities in Gauteng (South Africa), Zambia & Kenya. A container of trial Sudden Impact for Roses has been sent to Kenya, where there are 2200 hectares of Commercial Roses grown under cover. Zambia and Kenya will also be ideal markets for the flagship products of Bounce Back & Rapid Raiser. However due to the strength of the South African currency, this will have to be produced locally in these territories. Zambia in particular is seen as a growth centre for Horticulture, with Kenya already a "big" player in the European Horticultural produce market.

Depending upon its availability and freight costs, Neutrog is a source of products for export from either its Australian or South African plants to supply

customers around the world. Neutrog products have been exported to many countries including Singapore, Indonesia, Guam, The Middle East, Kenya, Zimbabwe, Malta and Thailand. Recently, a customer in Guam was given permission to take Neutrog fertiliser into Hawaii. Negotiations are also underway with companies in South Korea,

Korea. The organic fertiliser market in South Korea totals in excess of 1 million tonnes per year. South Korea is a large horticultural producer and has a high awareness of the benefits of using organic fertilisers. Neutrog products are being used in the retail and commercial markets, the latter includes strawberries, vegetables and cut flowers.

500,000 of which are organic. The Vietnamese Government strongly supports the use of organic fertiliser, particularly processed products like those that Neutrog produce. The main commercial crops grown are cereals, vegetables, (carrots, cauliflower and cabbage), flowers, (orchids and roses), peanuts, peppers, coffee and



TOMATOES IN SOUTH KOREA FERTILISED WITH NEUTROG'S RAPID RAISER



MR. THAT VAN TUNG, MS. HOAI VAN, MR. NGUYEN TIEN ANH, MR. DOAN VAN QUYNH, MR. DUNG

Vietnam, New Zealand and Thailand, which are looking to set up manufacturing operations.

In 2003 after 12 months of negotiations and four months of government testing, Neutrog beat major European suppliers to win a contract to ship 100 tonnes of fertiliser to South Korea. Since this time, a further 300 tonnes has been sent. Currently, Neutrog fertilisers are distributed by a company called Envytech which has in excess of 280 independent distributors across

In Vietnam, the 12 month registration process required for importing a new fertiliser was completed on the 4th February 2005. Bounce Back has now received the approval of the Vietnamese Ministry of Agriculture and Rural Development (MARD) for use in all agricultural production throughout the 61 provinces of Vietnam. Neutrog has already received orders for 10 containers of Bounce Back. Currently Vietnam imports 4.5 million tonnes of fertiliser each year,



FILLING BOUNCE BACK, SOUTH AFRICA



VIETNAM, CELEBRATING THE YEAR OF THE ROOSTER

fruit trees. Initial trials of Neutrog fertiliser have been very well received by commercial farmers. There is also great potential for Neutrog fertiliser to take a leading role within the large retail home garden market. Initial negotiations with Neutrog's licensed distributor in Vietnam, Vietrade, and the Vietnamese Institute of Agricultural Science (equivalent of Australia's Department of Agriculture) support the establishment of a Neutrog factory in Vietnam.

Distributor

  
**Just try it.**

Neutrog Australia Pty Ltd  
Mines Road, Kanmantoo  
South Australia 5252  
T (08) 8538 5077  
F (08) 8538 5094  
E info@neutrog.com.au  
W www.neutrog.com.au