

# commercial feedback

Commercial update from Neutrog #5

AAMI STADIUM

**Nepenthe, Navels  
& New Products**

**Neutrog helps  
AAMI Stadium  
prepare for  
football and  
U2 in 2006**

*Just try it.*

**Kicking goals  
with Undercover!**

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

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

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# AAMI Stadium



JAMIE BUTTERFIELD, HEAD GROUNDSMAN

AAMI Stadium is South Australia's leading Aussie Rules football ground, opened in 1974. Jamie Butterfield, the Head Groundsman, started work as an apprentice at what was then Football Park in 1980 under the guidance of his father, former Head Curator, Doug Butterfield. In 1995 when Doug retired, Jamie took on the leading role, and with his staff of four groundsman he is kept very busy maintaining the field in peak condition. AAMI Stadium hosts 22 AFL games, 4 pre-season games and 4 to 6 finals games each year, as well as being used for training six times a week from February until the end of September.

"There is a lot of work that goes on behind the scenes to keep the oval looking good", Jamie said. "We mow the field three times a week, taking nearly 2 hours to create the

patterned effect, and up to eight times a week prior to the SANFL Grand Final and AFL Showdowns". Replacing the divots after each match or practice session is another labour intensive activity. This is done by hand with a specially designed fork which enables the turf to be lifted and relaid, almost without any trace of disturbance.

The groundsman do a major renovation of the grounds each year after the end of the football season. This process takes up to 5 weeks, during which time the field undergoes deep aeration with specialised equipment to loosen the compacted soil. The turf is then scarified and 150 tonnes of new soil is applied as a top dressing prior to re-seeding. The turf is 90% rye with a small amount of winter grass.

"The key to having such a lush-looking yet hard-wearing playing field is to encourage healthy growth of the turf and having good healthy soil", Jamie continued.

**"Coming from a farming background & being used to applying high levels of NPK, I was initially concerned that we would not get the growth we required from the lower levels of NPK in the Neutrog products. Despite this initial concern, I appreciated the longer-term benefits these products offered."**

"We started to use Neutrog's lawn fertilisers, Blade Runner & Upsurge in 2000 as part of our fertiliser program, and the results have been great. The organic component of these fertilisers helps to improve the soil's water holding capacity, improve the root growth and strength of the turf, as well as encouraging earthworm activity. Searching under the divots will nearly always reveal lots of fat healthy worms. The health of this

field is definitely a lot better since using Neutrog's lawn fertilisers and the root system of the turf is definitely a lot tougher - we even notice less divots." Jamie concluded "I believe that Neutrog products make the grass plants healthier and this results in a more resilient and hard wearing playing field."

As well as being used for football, AAMI Stadium is also used as a venue for a variety of other events, including the U2 concert in March. For this concert, 54,000 people will be in the stadium, with between 25,000 and 30,000 on the grass. "This will definitely test the health of the turf" Jamie said, "and its ability to recover from being covered with flooring and mats for up to three days during this hot and harsh time of the year. I wouldn't let this happen if I did not believe that the turf was strong and healthy enough to recover."



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# Nepenthe Vineyards



SIMON TOLLEY, VINEYARD MANAGER

Nepenthe is a name synonymous with fine wines and winemaking. Wine expert, James Halliday says, "Nepenthe has quickly established itself as one of the most exciting wineries in Australia".

Recently judged as one of the top five white wine producers from Australia by an illustrious panel of UK journalists, Nepenthe's list of awards and medals is remarkable - ranging from 5 stars in James Halliday's Wine Companion 2005 where this ranking (the highest achievable) is one given only to "Outstanding wineries that regularly produce exemplary wines", to having its 2003 Charleston Pinot Noir included in Matthew Jukes 100 Best Australian Wines 'hotlist'.

So what is the secret to Nepenthe's fine wines?

It is their passion for wine making, interesting grape varieties and innovation in the vineyard.

The vineyards of Nepenthe and their growers have been carefully chosen to deliver the highest quality fruit for their award winning wines. Passionate grape growing and best viticultural practice ensures that only the very best fruit from each region is used.

Nepenthe have 110 hectares of their own vines spread across four vineyards in the Adelaide Hills at Charleston, Lobethal, Balhannah and Hahndorf, and they also manage a further 369 hectares spread over 11 vineyards in the Adelaide Hills, Coonawarra and Langhorne Creek.

Simon Tolley, Nepenthe's Adelaide Hills Vineyard Manager, says "We have used organic fertilisers for the last seven years, and in particular Neutrog's fertilisers post development for the past four years. "We apply Bounce Back in September/October to areas where the established vines are performing poorly and struggling, often due to very little topsoil.

As a result, there is an obvious improvement in vine health and yield in these areas. Bounce Back is a reliable and reactive fertiliser that contains an abundance of the nutrients the vines require.

These nutrients are in a form that is readily available which can be taken up by the vines virtually straight away. "

Nepenthe also uses Rapid Raiser when planting new vines. It is incorporated into the soil with a rotary hoe, along with gypsum and lime.

"Another benefit of using Neutrog's pelletised fertilisers," Simon continued, "is that they are readily available and easy to use. We simply apply them using a conventional fertiliser spreader."



## Undercover

Fantastic results continue to flow in from farmers and growers who have used and/or trialed Undercover in cereal cropping applications.

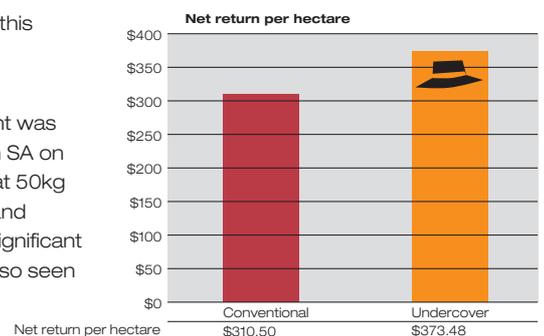
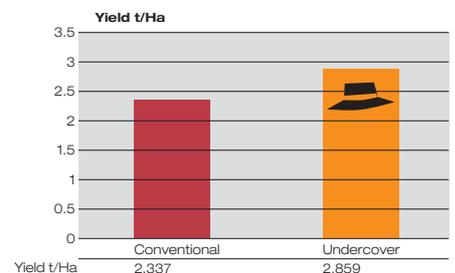
As expected, many were initially concerned that the lower levels of NPK within Undercover would not be able to produce a similar or better outcome to their existing conventional fertilising program.

Apart from its organic base, Undercover contains 20% DAP along with added levels of Zinc & Manganese. The organic component not only supplies a

wide and balanced range of nutrients to the soil, but most importantly, provides the catalyst for healthy growth by stimulating the natural processes that occur in the soil.

The only way to judge this product yourself is to "Just Try It".

The trial shown at right was conducted at Sedan in SA on "Yippie" wheat, sown at 50kg per hectare 11/07/05 and harvested 28/12/05. Significant improvements were also seen in wheat density and screenings.



# Top Ten Navel Citrus Grove

Richard and Judy Bertalli had a big vision when they took over his father's 36 acre citrus block at Dareton near Mildura in 1980.

They envisioned a highly productive plantation producing top quality fruit over an extended period. However, when the soil was tested by the Department of Agriculture, Richard and Judy were told "You have dirt but that's it – there is absolutely nothing else in it!" This started an ongoing program to improve the soil of the previously exhausted land. Over the last twenty-five years they have totally redrained and replanted the whole property.

Having worked with the Department of Agriculture for ten years, Richard saw the benefit of a citrus block that would supply quality fruit over the whole growing season of nine months without the chemical growth regulators that are often used to extend the season. Richard selected ten varieties of Navel oranges that mature three to four weeks apart, from the first variety 'Ryan', in March through to the last cropper 'Chisletts', that peaks about Christmas. He also saw the potential to have high density planting to get the maximum yield off the property,

with half of his block planted at 400 trees to the acre as opposed to the usual rate of 200 to the acre. This has allowed him to harvest up to 35 tonnes of fruit per acre, three times the district average. Not only is the quantity high, but the block also produces top quality, good-sized fruit.

Richard says, "The key to our great results is a total program of having young, highly productive trees, high density planting, new rootstocks, cover cropping, and the appropriate use of water and fertilisers." Richard has used Neutrog fertilisers for the last 5 years, and he says, "Rapid Raiser has been a major part of the regeneration of this land. I use it when planting new trees, on the existing trees and to boost the cover crop." When planting new trees, Richard applies 250g in the bottom of the hole and a further 250g in a circle around the base of the tree. With trees one to three years of age, he applies 800 grams per tree by measure by hand, 400 grams in spring and 400 grams in mid summer. For trees 4 years of age and older, Richard uses a spreader imported from New Zealand and towed behind an ATV 4 x 4 bike to cast the fertiliser



RICHARD AND JUDY BERTALLI WITH SOME 5 YEAR OLD CITRUS TREES IN HIGH DENSITY PLANTING, REPLANT SITUATION

on the growing bank in June or July. With the cover crop, Rapid Raiser is added to the deep rips made in the existing cover crop at the time of resowing. "Initially I started using three 40kg bags to the acre and over the last six years I have increased it to twelve 40kg bags to the acre. I believe that it is making a substantial difference in fruit quantity and size, as well as the obvious visible difference in the soil. We never used to have worms or dung beetles and now we have heaps."

"From a practical angle, I find Rapid Raiser very convenient and easy to handle – just using one tonne hopper bags and a forklift. There is no weed issue with these pellets as they are composted, heat treated and pasteurised, unlike some other organic alternatives, and this is important for Quality Assurance." Richard concluded, "Rapid Raiser is an important part of our total program and with high production and high packout, it is all working!"

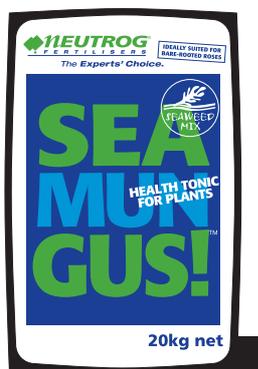
## New Products



### Sudden Impact for Lawns

is an organic based, chemically boosted turf fertiliser, blended in a granular form.

Sudden Impact for Lawns combines the "best of both worlds" – its organic base provides a balanced full range of plant nutrients, whilst the carefully selected water-soluble nutrients have been added to maximise the performance of each application.



### Seamungus

combines the very best organic raw materials – seaweed, humic acid, fish & manure. These raw materials initially undergo a unique composting process, specifically designed to stabilise the nutrients, maximise nutrient availability and to ensure the product is free of any parasites, pathogens and weed seeds, before being pelleted into a product that is easy to handle and spread.

Seamungus contains a wide range of essential plant nutrients along with a number of naturally occurring growth stimulants. Further, it aids in increasing the ability of the soil to retain moisture.

**Sudden Impact for Lawns and Seamungus are available in commercial 20kg bags, 1 tonne Bulk Bags & Bulk, along with smaller packs for the home gardener.**

[www.neutrog.com.au](http://www.neutrog.com.au)

 **NEUTROG**  
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