

feedback

Seasonal update from Neutrog Australia Spring 2000

FERTILISING PROGRAM STOCKISTS

Over the past few years we have received many calls from frustrated consumers seeking one of our products. In many instances they have visited an outlet that stocks one or two of our products but not the particular product they were looking for. Over the next 12 months Neutrog will be working extremely hard to establish its distribution through "accredited" stockists. These outlets will not only stock and support Neutrog's year-round fertilising program but most importantly their staff will be thoroughly trained in the optimum use of the Neutrog products. In addition Neutrog will heavily promote these "accredited" stockists via the likes of this newsletter, as part of its advertising strategy and within the web site www.neutrog.com.au. All of which only serve to make the Neutrog products more readily accessible.

NEUTROG'S YEAR-ROUND FERTILISING PROGRAM

Experts who rely upon optimum growth to earn their living have specifically developed Neutrog's year-round fertilising program. Each product has been manufactured utilising a unique blend of organic materials designed to maximise the performance when applied in each particular season. This reflects Neutrog's philosophy that the key to achieving "explosive" results is feeding your plants a well-balanced fertiliser 4-5 times per year.



The Expert's Choice

	Winter	Spring	Summer	Autumn
Garden				
Lawn				

The Grass Grows Greener at the Royal Botanic Gardens Melbourne

"How do I grow a good-looking lawn?" is one of the most frequent questions visitors ask Royal Botanic Gardens staff.

With 35 hectares to nurture, the horticultural staff is well underway with fertilising and maintenance plans to keep the turf looking bright. Moreover, the lawn maintenance carried out at the Gardens is easily adapted to any home garden.

Thanks to Neutrog sponsorship, the Gardens starts its spring fertilising program with Upsurge NPK 8:1:5 at the rate of 50 grams per square metre.

From October to November, the gardeners begin to adjust the mowers to increase the cutting height in order to improve the tolerance of the turf to wear and the hot, dry conditions over summer.

Being responsible with water is a major aspect of all the horticultural work undertaken within the Melbourne Gardens. This year, part of Eucalypt Lawn will be replanted with the indigenous Kangaroo Grass to save water and to demonstrate how different grasses can be used effectively as turf.

"We are often asked what is the best turf to use," said Peter Symes, Manager Melbourne Gardens. "We would suggest that people experiment and certainly consider redesigning gardens to reduce the overall turf area to save water. Tall fescue, couch and buffalo grasses are all excellent for reducing water use as they all use water more efficiently," he added.

Weeding is also a critical element of turf management, however laborious and dull it may seem, as broadleaf weeds compete with existing turf for light, nutrients and water.

It is not just the lawns that keep the gardeners occupied over the next few months. More than 12,000 species of plants grow in the Gardens, ranging from specific collections such as herbs, species roses and aloes.



Runnymede, Mount George. Getting ready to open

Picture yourself living in a beautiful home in the middle of a magnificent 3.5 acre property of park like setting. It has manicured lawns, magnificent specimen trees, a rainforest garden, a camellia and rhododendron walk, a formal rose garden, a perennial border, a lily pond, a 1200 square metre lake, and a tennis court. And, for those who enjoy a spot of fishing, imagine being able to walk only 10 metres from your front door and cast a line into your own private lake, home to delicious fresh trout. If yabbies are more to your taste, they also breed in the lake. Sound like heaven? Well Runnymede is, and it is situated only twenty minutes from Adelaide in a secluded valley in the Adelaide Hills at Mount George, adjacent to Bridgewater.

Runnymede is the home of Josef and Robyn Csortan, two very keen garden lovers who, through an incredible vision and lots of hard work, have turned a sheep paddock into a magnificent garden in just over four years. Runnymede has been filmed several times for Channel 7 gardening segments, and is about to open its gates to the public this year for the first time in late November as part of Australia's Open Garden Scheme.

Josef and Robyn said that "Some of the challenges that we have to contend with in this garden are vicious frosts which occur between May and September, heavy, poorly drained soil, and the root competition from the existing gum trees which tower more than 30 metres overhead. The key to keeping our garden looking so good is to feed regularly, water well, and always keep the weeds under control. **We have been using Neutrog's organic fertilisers for the last three years and have noticed a huge improvement in**



lushness and vigour. We use Rapid Raiser on our whole garden - roses, trees, camellias, rhododendrons, perennials, pot plants and everything. It really is a trouble free fertiliser, which gives us great results and peace of mind, because we don't have to worry about burning our plants."

Lush and prolific with Rapid Raiser at Lavandula

Chris Wilkinson is a very keen and persistent gardener. She and her husband, Terry, bought the historic three acre property of Lavandula twelve years ago and have renovated the buildings and created a superb garden from scratch. The building was actually an 1867 police station complete with adjacent cells, and over the years, Chris and Terry have extensively restored it, using knowledge gained through thirty years in the antique and decorating businesses. Creating the garden was a challenge in this arid area, one hour east of Adelaide near Murray Bridge.

Lavandula is a garden made up of many 'rooms', each with their own theme and atmosphere. There is a Monet Garden, a Potager, a formal garden with 600 lavenders and 200 roses, a secret garden and work has just begun on a bog garden and pond. The house and garden have been open to the public for the last 18 months and the feedback has been very positive. They also run a gift and antique shop on the property, and a café which serves light meals and refreshments. People comment on how delightful the garden is and the incredible kaleidoscope of colours. This garden is also open for the first time in late October as part of Australia's Open Garden Scheme.

Chris believes that the secret to her success in the garden is choosing the right plants for her climate, providing



adequate water and the use of Rapid Raiser. **"The soil here was so poor, and it was not until we started to use Neutrog's Rapid Raiser three years ago that we had any success. The plants just never thrived, but since discovering and using Rapid Raiser their growth is lush and prolific"** Chris said.

"I think that it is a fabulous product and it really has made an enormous difference in our garden. We did not find a worm here for years, and since using Rapid Raiser there are lots of them. I now feed the garden regularly with this wonderful product, about every two months."

Norwood Garden Centre takes organics seriously

Norwood Garden Centre, in Adelaide, is a name synonymous with great quality and service. It first opened its doors more than 21 years ago at its Portrush Road site in Norwood, and has now grown to include an outlet at Fullarton, and a Garden Gift Shoppe on the Parade at Norwood. Dennis and Sandra Northey, and their family have seen their businesses grow from strength to strength, based on the solid principles of excellent quality plants and products, and friendly and knowledgeable customer service. As well as carrying a comprehensive range of plants, this award winning garden centre stocks an extensive range of flowering annuals, perennials and vegetable seedlings and a great selection of potted colour, as well as roses, hedging plants, herbs and general plant lines. They are known for their great range of garden gifts, which include beautiful flowering plants, ornamental pots and garden accessories and they offer a very popular, free gift wrapping service.

Dennis believes that "it is very important to employ people who like plants and gardening, and then they



are always happy to give practical advice." As well as offering sound plant and product advice. Norwood Garden Centre offer its customers a good range of 'How to Grow' leaflets and 'Garden Inspiration' leaflets on the latest gardening trends. "In recent years, we have seen a strong consumer shift towards Organic Gardening, with many gardeners wanting environmentally friendly options for treating garden pests and problems, as well as wanting to feed their gardens with organic fertilisers. **More and more gardeners also want to grow their own vegies, even when space is limited. They all want to use organic products and fertilisers for the sake of their health and that of their family. We recommend Rapid Raiser to all our customers, and their feedback is always positive.**" In his free time, Dennis grows his own extensive vegetable garden and grows all his produce organically.

Horley Turf's 400 acres - a lot of lawn - a lot of fertiliser

Horley Turf is a family owned and operated company with over 15 years experience in the turf industry. They are South Australia's largest producer of instant turf sod for both the retail and wholesale markets, and have also branched into consultancy, sports ground construction and contract growing of specified varieties. This consultancy includes work in China helping to establish turf farms as part of the Chinese Government's \$20 billion Greening China project.

Horley Turf have been using Neutrog's organic fertiliser with great success. Dik Murphy, their Managing Director, said that **"We use Neutrog products both in the establishment, and the maintenance of all our sod. As you can imagine, nearly 400 acres of lawn sod requires some serious amounts**



of fertiliser, which has to be fast working, long lasting and economical.

Horley Turf have built a solid reputation for supplying a high quality product and outstanding service. Dik said that "As part of our customer service we supply all our clients with a complimentary bag of fertiliser when they purchase our instant lawn. Neutrog blends this unique mix for us and our clients nearly always contact us again wanting to purchase more. We find that this fertiliser, when incorporated into the ground underneath the new turf, is a great booster as it helps it to establish quickly into its new environment. Being an organic product it does not burn the roots as would manufactured or chemical products. Any organic matter applied to the soil before establishing a new lawn is beneficial, but we have found that Neutrog's fertiliser gives our turf a great start"

7500 roses blooming at Centennial Park Cemetery

Centennial Park Cemetery presents a beautiful, serene and tranquil environment where people are able to share their time of sorrow and give thanks for departed loved ones. More than 7500 roses growing in tastefully landscaped plots and beds, together with a large variety of ornamental plants, contribute to the overall feeling of this 100 acre park.

The 19 gardeners who tend these beautiful grounds strive to ensure that the park always looks its best. To assist them in this task, the staff



started to use Neutrog's Rapid Raiser for their roses and garden beds eighteen months ago. Since then Andrew O'Donnell, the Gardens Supervisor, said that **"Since using Rapid Raiser we have noticed a definite increase in general plant health. All the plants seem to be growing a lot stronger and their leaves are darker green and more lush. We have been getting better blooms from our roses, and their flowering period seems to be extended, with the flowers continuing all the way into Winter. We apply Rapid Raiser to our roses three times a year, in mid July after pruning, in mid November and again in early March."**

In addition he said "We also fertilise our indoor plants with Rapid Raiser when they are having a rest in the nursery. This treatment, combined with pruning, rejuvenates these plants ready for re-use. We have also used this fertiliser when we pot up our aquatic plants, and the waterlilies just love it!"

Garden Grove Supplies. An award winning one stop shop

The Carrail family commenced Garden Grove Supplies at Golden Grove in 1984, and their business has boomed with the expansion of the award winning Golden Grove Housing Development. Garden Grove



Supplies is a 'one stop' shop which includes a nursery and garden centre section, as well as landscape, building and hardware supplies. The nursery is situated on 10 acres of beautiful, gum studded landscape with a creek running through the site, making it one of the largest garden centres in Adelaide.

Garden Grove highly recommend Neutrog's Rapid Raiser and as Jim Carrail, owner of the business, says "the results speak for themselves". The entrance to the garden centre features a row of magnificent Gold Bunny standard roses, which are in constant bloom thanks to Rapid Raiser. The high quality of the stock they grow in the nursery is also attributed to Rapid Raiser. **"We achieve these great results from feeding with Rapid Raiser every three months from September"**.

Neutrog have participated with Garden Grove for the last ten years in supplying a Starter Kit for new homebuyers in Golden Grove, to enhance the ambiance of the suburb.

Garden Grove has won awards at Gardens Alive, South Australia's major Garden Show, together with many small business awards.

Neutrog on the Net. Our web site, www.neutrog.com.au has now been "on the net" for 6 months. This is not only full of technical information such as product analysis etc but also includes all of the past and current newsletters along with the list of Retail Outlets in SA and VIC that support Neutrog's year-round fertilising program. It's worth a look. Any suggestions or comments are welcomed.

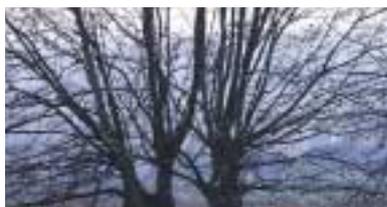


High Country Horticulture with Beechworth Botanicals

Brian and Pheona Donaldson of Beechworth Botanicals have over 40 years of combined experience in the horticultural industry. After much research, Brian and Pheona chose Beechworth as the ideal location to establish their dream business. They carry a large variety of plants and a great range of garden art, pots, gifts and garden accessories. Due to their location in the beautiful and popular High Country of Victoria, Beechworth Botanicals is proving to be very popular with tourists from around Australia and even overseas, as well as catering for the local community.

They have been using Neutrog's Rapid Raiser for several years, both personally, in their own garden, and also in their nursery. Brian said **"I've been particularly impressed by the benefits of using Neutrog's organic fertiliser in Winter, to help plants establish good root growth, before their top growth starts in Spring.** Rapid Raiser provides a more even, long term feed than the manufactured or chemical fertilisers which we had previously used. As well as giving our potted roses, citrus and fruit trees some Rapid Raiser in Winter, we also give them an application four times between Spring and Autumn. We find that they require regular feeding, and respond extremely well to this organic product. Other plants in our nursery are fed with Rapid Raiser in early Spring and again in early Autumn."

fertilise all year round for explosive results



NEUTROG
FERTILISERS

The Expert's Choice

Neutrog is very proud to be a sponsor of the new Botanic Gardens Advisory Services web site, www.botanicgardens.com.au.

Their telephone advisory service involved setting up a 190 user pays number, to enable callers from city and country areas to receive advice from the highly qualified horticulturists at the Botanic Gardens. In keeping with their charter of providing help and advice to businesses and the general public, the next project for the Botanic Gardens Advisory Services was to establish a web site.

It is envisaged to be the most comprehensive and complete on-line directory available for finding garden related information and services. As well as giving further background to the services they offer, they have set up a Calendar of Open Gardens and Garden Events.

They have also listed Gardening Programs on TV and radio and gardening columns in local press. As this site is still being developed, they invite you to give them feedback and any ideas that you may have to increase your interest in this site.

The web site includes a list of Garden Clubs and Plant Societies. This can either be viewed in its entirety, or the search facility can be used to look for specific areas of interest such as roses or orchids, or even search by locality to find a garden club. Not only will clubs be able to list their contact details and meeting information, but they will be able to promote shows and special events.



So if you have any problems with plant pests or diseases, weed control, plant selection, knowing what and when to feed and you need expert, unbiased gardening advice call the experts at Botanic Gardens

Advice and Help Line 1902 283 583. Open 7 days for expert advice and great value at \$3.25 a minute inc.GST (higher from mobile and public phones) or visit their web site at www.botanicgardens.com.au

Analysing Neutrog's Spring recommendations

Garden: Rapid Raiser
Lawn: Upsurge

Rapid Raiser Analysis

(dry weight basis)		%W/W
Nitrogen (N)	As Organic	5.0
Phosphorus (P)	As Citrate Soluble	2.5
Phosphorus (P)	As Citrate Insoluble	0.5
Total Phosphorus (P)		3.0
Potassium (K)	As Organic	1.5
Calcium (Ca)	As Organic	7.0
Magnesium (Mg)	As Organic	0.70
Sulphur (S)	As Organic	2.0
Iron (Fe)	As Organic	0.2
Zinc (Zn)	As Organic	0.04
Copper (Cu)	As Organic	0.0006
Manganese (Mn)	As Organic	0.05

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
Total Nitrogen (N)		8.00
Phosphorus (P)	As Citrate Soluble	1.00
Potassium (K)	As Organic	1.36
Potassium (K)	As Chloride	2.50
Total Potassium (K)		3.86
Sulphur (S)	As Organic	1.30
Sulphur (S)	As Sulphates	1.20
Total Sulphur (S)		2.50
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

The Neutrog products can be delivered to all areas. Should your local nursery not wish to stock the product please contact our distributor to arrange home delivery. Your business is important to us, please do not accept alternative products.

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Rapid Raiser vs Blood N Bone

Many consumers ask us to compare our product Rapid Raiser with the universally recognised Blood N Bone.

Obviously we would like to think that Rapid Raiser is better, however all we can do is present you with the facts and ask you to try Rapid Raiser and judge for yourself.

Blood N Bone is essentially manufactured from bone and meat waste that is 'cooked' to preserve and stabilise the nutrients. In nutrient terms it predominantly contains high levels of nitrogen (from the meat) and phosphorus and calcium (from the bones).

As the nutrients are not composted or as yet 'broken down' the Blood N Bone needs to be applied to the soil and allowed to decompose before the nutrients become available to the plant. Further, most horticultural and gardening experts will suggest that Blood N Bone requires some Potassium to be added to give the correct nutrient balance.

On the other hand Rapid Raiser contains nitrogen, phosphorus and calcium at similar levels to that of Blood N Bone. Importantly it also contains good levels of potassium and the full range of minor trace elements giving the full range of macro and micro elements in the correct balance.

Significantly, Rapid Raiser is manufactured utilising a unique composting method which as a consequence means that once applied to the soil the nutrients are immediately available to the plant. It is more cost effective than Blood N Bone plus being in pellet form it is easier to handle.



Adelaide Polo Club's new grounds

Established in the 1880s, the Adelaide Polo Club is probably one of the oldest, continuously running polo clubs in the world. Its new facilities at Mount Barker, in the picturesque Adelaide Hills, are a stark contrast to their old property at Waterloo Corner, on the hot dusty plains to the north of Adelaide. With a changing member location and demographics, and in a move to attract new members, the club has taken possession of an 85 acre property, on which two playing grounds, covering over 25 acres, have been constructed.

Angus McLachlan, who has been responsible for the development of the ground, said that the work involved in establishing the new playing grounds was extensive. "The soil at Mount Barker was very poor and powdery, consequently a lot of soil moving and earth works were required. We were advised to use Neutrog's organic lawn fertiliser by Dik Murphy of Horley Turf. We used this fertiliser when we sowed the couch seed in late November 1999."

"Although still in its initial developmental stage, we believe that the Adelaide Polo Club grounds at Mount Barker will be one of the top polo grounds in Australia. We also anticipate that part of this venue will be used by pony clubs, and that the facilities on the property have great potential as a multi-purpose venue."



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