

feedback

Seasonal update from Neutrog Australia : Spring/99



Expanding North & South

Expansion in South Australia. The Neutrog factory and office complex now covers some 50 acres.

New storage facility at Kanmantoo

The most recent addition is an enormous new product storage area. Just to give you some idea, the dimensions of that fully enclosed new storage site are 80m x 30m totalling 2400m². Additionally, we have added further to our new processing plant.

Certain areas of this expansion involve ease of operation and greater output. We have however, invested considerable capital in ensuring that the site meets the highest standards in environmental responsibilities. We have a policy of working very closely with the Environmental Protection Agency and our neighbours.

Expansion in Queensland

Neutrog Australia is about to commission an organic fertiliser production plant in Southern Queensland to service the eastern states. In similar fashion to the Neutrog plant at Kanmantoo, the Queensland operation will produce a range of pelletised organic fertilisers. A key component of these products will be composted poultry carcasses from nearby broiler farms.

This is the first of several joint venture operations Neutrog is looking to establish both in Australia and South East Asia.

Expansion overseas

In 1997 we exported the Neutrog technology to South Africa. In that brief time, Neutrog South Africa has gained wide acceptance both in the domestic and export markets.

We have also sent a trial shipment from Neutrog SA to Vietnam and the Phillipines.

As the world community becomes more conscious of the environment and organic farming, Neutrog is continually finding ready acceptance in a growing list of countries.

In 1996 we were invited to visit Korea to look at establishing a similar operation there. Negotiations have recommenced and we are sending a trial shipment from Adelaide. We will look to establish a processing plant there in the near future. **||**

Neutrog at the racetrack, in the desert, orchard and garden and on radio & TV

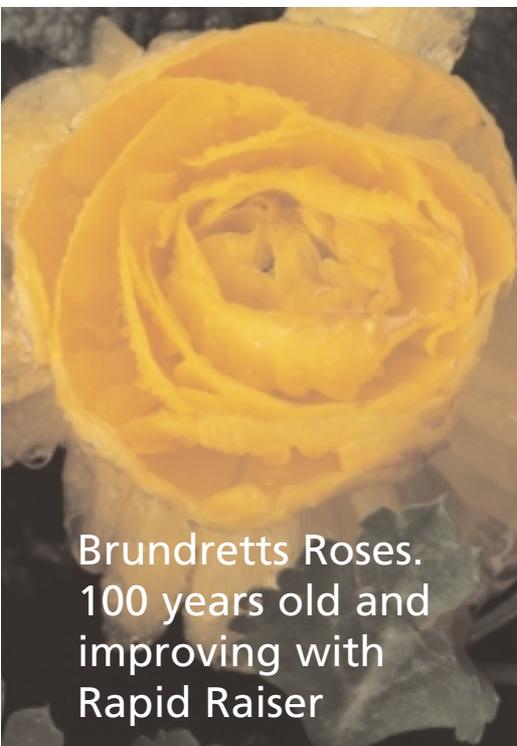
Testimonials

When we put the newsletter together, we consider what our customers and our market in general will find interesting and useful.

Exposés on our operation and export success may not have a huge bearing, but they do establish that we are an innovative organisation of substance.

What we have ascertained is that growers like to know what other growers are doing to achieve outstanding results. Strangely enough, a few growers who do use Neutrog products do not want competitors to know what they are about in their use of our fertilisers. I guess that's a positive testimonial in itself.

That said, we will continue to pass on the experience of our customers who are more than pleased to tell their success stories.



**Brundretts Roses.
100 years old and
improving with
Rapid Raiser**

Brundrett's The Rose People of Narre Warren North, Australia's oldest family owned specialist rose nursery, commenced business at Moonee Ponds in 1893 as growers retailing direct to the public.

The Brundrett's operation today continues this tradition. The rose plants are sold bare root in winter and in advanced pots throughout the year. Several acres of plants for cut flower production provide blooms for florists and the retail customers.

Bruce Brundrett says he has been using Neutrog **Rapid Raiser** since it first became available. Prior to that he had used deep litter poultry manure.

Bruce uses **Rapid Raiser** because of improved plant performance, appearance and also ease of application. The use of this organic product is non-acidifying thus maintaining a good pH. **||**

Onions, sweetcorn pumpkins & BounceBack

Steve Rathjen of Mypolonga in South Australia grows onions, sweet corn and pumpkins on his 200 acre property and has been using Neutrog's BounceBack for five years.

He previously used chicken litter, but it failed to prevent the spread of noxious weeds and denied proper nutritional benefits to his crops.

Steve grows approximately 66 acres of onion, 80 acres of sweet corn and allots a small area of his property to the pumpkins he grows for export.

"I've seen good results since using BounceBack," Steve said. "It's been especially good on sandy soil, holding it down and preventing wind erosion."

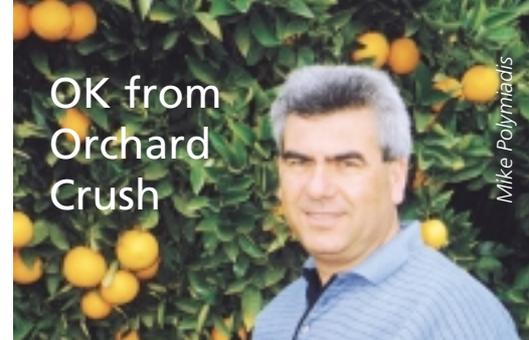
Although Steve uses **BounceBack** mostly on sandy soil, he plans to expand its use.

He says onions are a small delicate plant and **BounceBack** allows his crop to 'get away' by improving their bulb size and stabilising the soil.

"What I do is plant the onions, then cover the crop. This seals in the top layer of soil which aids stability and prevents wind erosion," he said.

Steve says he has noticed healthy earthworm activity, further boosting his confidence in the quality of the product.

BounceBack is also very cost effective according to Steve, due to its 'slow release' properties which reduce the number of applications needed in a year. **||**



Mike Polymiadis of Loxton in South Australia's Riverland has been using Neutrog's Rapid Raiser and BounceBack in the orchard for nearly five years.

The fruit property produces citrus, apples and a range of premium variety grapes.

Mike and his brother previously used artificial fertilisers such as super phosphates, nitrogen and potassium on their property. This however caused sporadic and intensive growth that normally occurs after applying an artificial fertiliser. **"The ground was bare and had very poor water holding capacity and the soil was lacking in organic carbon," he said.**

They decided to try an organic product to get the soil condition back into shape. "Since using BounceBack and Rapid Raiser the level of organic matter has slowly increased. The soil has changed colour, there is a lot more earthworm activity and there has been a definite improvement in soil condition."

Mike says the citrus trees now feed for a longer period and with a nitrogen phosphate supplement, **BounceBack** and **Rapid Raiser** can normally be applied just once a year.

Neutrog's fertilisers have helped young vines establish good vigour, improved soil conditions and promoted uniform tree growth. **||**

Organic matters in the Coonawarra

Mark Gartner is the proprietor of Gartner's Viniculture Management and grows one thousand acres of vineyard in South Australia's Coonawarra region.

He has known about Neutrog 'for years' and has been using **BounceBack** for the last three. He says his vines have performed extremely well. "The vines grew up and across the wire very quickly," Mark said. Previously Mark used straight chicken manure, but switched to Neutrog, as being treated, it reduced the spread of weeds and disease.

The organic matter in BounceBack aids the soil's water holding capacity, which has been particularly good for sandy soil, according to Mark. Other benefits he outlined were **BounceBack's** ease of application and versatility. "The product allows me to add supplements," he said. The South-East vigneron praised the level of customer service provided by Neutrog. He is kept well informed on product and industry developments. **||**

BounceBack the best in United Arab Emirates

Murgold Resources has enjoyed huge success in The United Arab Emirates marketing Neutrog BounceBack this season.

Due to climate and lack of soil, fertiliser is only applied for about 2 months each year in the U.A.E. Murgold Resources has filled orders for 140 containers of Neutrog **BounceBack**. This is substantial by any measure and follows a trial of just 200mt in 1998. Supplies have been shipped from Neutrog South Africa and some from the Australian plant at Kanmantoo, South Australia.

The Arab farmers compared **BounceBack** with other organic fertilisers during the 1998 season and have voted **BounceBack** the best they have seen.

Farming in the U.A.E. is a huge challenge as the natural conditions are harsh beyond belief. Not only do they have to contend with temperatures of 55 degrees during the summer, but the local farmers grow in pure desert sand.

The carbon from Neutrog **BounceBack** is extremely important to them. On a recent visit by partners Murray Shergold and Barry Murrihy, the local agent Al Ain said the acceptance of **BounceBack** was a runaway success. Many other brands of pelletised chicken litter have been used in the U.A.E., but none enjoy the reputation of **BounceBack** after just one season in the marketplace.

Growth in Asia

Now that Asian economies are growing again, distributors have been established in Thailand and Indonesia to add to the long term success of Singapore agent, Wendell Trading Company.

Negotiations are currently under way to add dealers in Japan, Vietnam, Taiwan, the Philippines and China. The next year should see Neutrog establish strong local presence in these markets.

It is interesting to note there is greater interest in Asia in **Rapid Raiser**, as the Asian farmers quickly realise the benefits of the high analysis organics. The intense farming on old and tired soils is starting to benefit from **Rapid Raiser** and **BounceBack**.

Murgold Resources trades other horticultural products but sees its No.1 priority as being part of the greater Neutrog family. Principal, Murray Shergold said "There are so many witch doctors that come and go in the organic fertiliser market it is great to work with a company and a product that meets all claims and customer expectations".

"We have worked with Neutrog for many years and look to the future with great confidence now that Asia is returning to prosperity and quickly understanding the benefits of organic farming with Neutrog products."

Lloyd Schmaal, Wheat farmer from Veitch, SA appeared on ABC's Landline



Positive feedback from ABC's Landline

In February of this year, the ABC television programme, 'Landline', presented a segment on Neutrog Australia Pty Ltd. It was a very positive story, highlighting our product development and state of the art plant and equipment.

More importantly the interviewer, Prue Adams, spoke to several producers in various categories of horticultural production. The ABC takes a neutral position in these matters, however, all those interviewed were enthusiastic about the Neutrog products in every regard. In particular of course, better returns on their crops.

We find this constantly. We regularly ask various customers to comment on product performance. Always they are happy to do so and always they are enthusiastic about results. There are a number of copies of the 'Landline' video available. If you would like to receive one, please contact us on (08) 8538 5077. 

Home Gardeners. For best results fertilise 4 to 5 times a year

John Glatz and Gil Harris on the track at Oakbank



Australia's best known picnic racecourse

On the right track with Upsurge at Oakbank

'Oakbank' in the Adelaide Hills is unique. This beautiful course adjacent to the small town of Balhannah has formal meets on two days of the year only. Those meetings are held on Easter Saturday and Easter Monday. Additionally, there is some training and trial work.

John Glatz, the Club President, said "this is the fourth year using Neutrog's **Upsurge** and it's made a difference. The most noticeable aspect is that our course stands up to racing a lot more, there is far less divoting. I put it down to much stronger root growth. We do use some mineral mix once a year and gypsum every tenth year.

As far as we know, Oakbank is the only racecourse in Australia where they cut quality hay from the main track.

Many courses I am aware of use nitrogen fertilisers. It looks nice and green, but it is easily knocked about. Even though we race on only a few occasions, the course takes a real hammering. The track hasn't been changed for over 100 years and consequently our galloping straight is less than half the width of most major courses. As well, we have ten races on Saturday of which four are jump races. That means the horses go around twice.

Actually, the greatest wear to our course comes from people. Because we have picnic meetings, between races, we might have 10,000 people walking on the track.

The groundsman commented just recently that the sub turf is absolutely thick with worms. That bears out what we suspected, that as we continue to use Neutrog, the condition of the soil keeps on improving.

Another feature of Oakbank are our beautiful rose gardens. In recent years, we have been using Neutrog's **Rapid Raiser** on the beds – the roses have never looked better. 

NEUTROG™
F E R T I L I S E R S
The Expert's Choice

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).

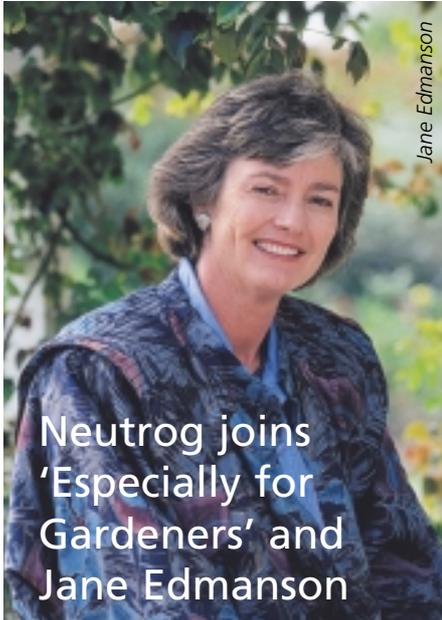
As the nutrients are not composted or as yet 'broken down' the Blood N Bone needs to be applied to the soil and allowed to decompose before the nutrients become available to the plant. Further, most horticultural and gardening

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.

Rapid Raiser is more cost effective than Blood N Bone plus being in pellet form it is easier to handle. 



Jane Edmanson

Neutrog joins 'Especially for Gardeners' and Jane Edmanson

It is a good time with spring upon us to welcome Neutrog's Rapid Raiser on board as major sponsor to my radio gardening program 3MP 'Especially for Gardeners' for Victorian listeners.

Rapid Raiser is now the major sponsor of the program and of the Fact Sheet that is sent out each week. The details of the previous Saturday's program are listed in the Fact Sheet so that listeners who may not have caught the phone number, or full details, have it in front of them.

3MP 'Especially for Gardeners' runs for three hours with interviews, chat and talkback covering a vast array of topics. Experts in fields such as landscaping, pests and diseases, nursery representation, product details, specialist plant lovers, come in on a rotational basis each month, for interviews on air.

The success of 3MP's 'Especially for Gardeners' also lies in giving the listeners the opportunity to ring up with garden queries, comments or problems off air. Each week we have between 100 - 150 calls. Over nine years of being with 3MP this adds up to a lot of garden problems being solved.

My off air panel includes volunteers from garden clubs, nurseries (wholesale and retail), representatives from allied garden products and specialist growers. I always think it is a wonderful job they do, to give their time each month, to get up early on a Saturday morning to answer so many calls. That is the beauty of working in a splendid industry like horticulture.

Enjoy a good spring in the garden.

Jane Edmanson 

Analysing 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 (Z)	As Organic	0.04
Copper (Cu)	As Organic	0.0006
Manganese (Mg)	As Organic	0.05

BFA Certified A organic 

Neutrog on the net

By the time you receive this newsletter, Neutrog will have an established website: www.neutrog.com.au

We intend that the site will be upgraded regularly with information of interest to horticulturalists and home gardeners.

Keep your hand on your mouse and watch your screen for Neutrog fertiliser news, tips, new products and services.




FERTILISERS
The Expert's Choice

Neutrog Australia

Mines Road, Kanmantoo
South Australia, 5252
phone: 61 8 8538 5077
fax: 61 8 8538 5094
email: neutrog@senet.com.au
website: www.neutrog.com.au

Neutrog Africa

34 Igwababa Road, Kloof Kwazulu
Natal 3610, South Africa
phone: 27 31 767 0958
fax: 27 31 767 0958
email: neutrog@africa.com

Neutrog Hong Kong

6C Kam Yuen Mansions
3 Old Peak Road, Hong Kong
phone: 852 2504 5195
fax: 852 2504 5192
email: lizbar@netvigator.com