

SUMMER FEEDING Neutrog's Year-Round Fertiliser Program - the secret to having have a great looking garden, all year round.



benefits of using the year-round fertiliser program include sustained growth, extended flowering periods and reduced inclination to pest and

disease problems. This follows the simple principle that a happy, healthy, well-nourished plant will look great, perform better, and be less likely to be plagued by pests and diseases.

The Neutrog Year-Round Fertiliser Program recommends treating our gardens and lawns with boosting fertiliser in spring and autumn, when we require maximum sustainable growth, and with 'consolidating' fertilisers in summer and winter when we do not wish to have or expect a lot of new growth.

Bounce Back is recommended for feeding the general garden in summer and Blade Runner for lawns. Bounce Back is the perfect fertiliser for gardens at this time, as it replaces nutrients which the plants have expended in their spring flush and allows them to continue to grow and flourish. Similarly, Blade

Runner, when used on lawns in summer, ensures a healthy lush green lawn. It does not mean however, that you will need to mow your lawn more than usual. Blade Runner is a slow release organic fertiliser that is lower in nitrogen, and this reduces the build up of thatch in lawns.

Another benefit of applying organic fertiliser throughout the year is that adding organic matter of any type to the soil results in an improved soil structure and drainage, together with increased earthworm and microbial activity. Don't forget that the earthworms are the tireless and unpaid garden labourers. Keep your worms happyand your garden will also be happy and healthy!

However, the idea of summer feeding does not apply to the use of manufactured or 'chemical fertilisers'. These fertilisers can actually be harmful to plants in the hotter months, since they can promote a lot of lush new growth that is very tender and easily scorched in the hot weather. Inside you can read about

the wonderful results achieved from feeding roses with Neutrog's new rose fertiliser, Sudden Impact for Roses. Trials by members of the Rose Society of South Australia involved two applications – one in September and one in February. The results were consistently overwhelming, with an increase in the number and quality of flowers on each rose bush, and improvement in the health of the plants and increased resistance to fungal disease. This resulted in a significant reduction in preventative spraying, and continuing sturdy growth and general plant vigour.

The end result of following Neutrog's Year Round Fertiliser Program and using the appropriate fertilisers in your garden during summer, is that your garden and lawns will look great, and remain healthy and lush. Neutrog's Year-Round Fertiliser Program really is the secret to having a great looking garden – all year round!

Summer is not generally a time when people think to feed their gardens. Often the gardener is so busy trying to keep their garden alive through the ravages of Australia's heat, that all other gardening jobs are forgotten.

So why should we feed our gardens in summer?

There are a number of benefits from following Neutrog's Year-Round Fertiliser Program and applying the correct fertiliser to our gardens and lawns in summer. This program was developed by experts to provide consistent and sustainable growth of garden plants and lawns throughout the year. The products recommended in this program have been manufactured utilising a unique blend of organic materials designed to maximise their performance when they are applied in the appropriate season. The

SUDDEN IMPACT FOR ROSES

The rose fertiliser developed and trialed by the Rose Society of South Australia in conjunction with Neutrog Australia.

Last spring saw the release of a new fertiliser to help both professional and amateur gardeners achieve expert results from their roses.

Sudden Impact for Roses represents a welcome addition to a rose grower's list of essential items needed to achieve the best performance in their rose garden. This fertiliser has been developed over a period of time by manufacturers of the experts' choice in fertilisers – Neutrog Australia – in conjunction with The Rose Society of South Australia and it has been trialed extensively by members of the Rose Society.

In the past, most experienced roses growers have produced their own "secret" fertiliser recipes and fertilising regimes to obtain good results from their roses. Invariably, the "secret" ingredient has been the addition of more Potassium (usually Sulphate of Potash) to standard, "off the shelf" fertilisers, which are often higher in Nitrogen (N) than Potassium (K). These keen rose growers realised the importance of Potassium in increasing both quantity and quality of flowering. Addition

of Potassium also produces sturdy healthy plants, more resistant to fungal disease than plants with soft excessively luxuriant growth resulting from applications of fertiliser higher in Nitrogen than Potassium.

Sudden Impact for Roses is an organic based fertiliser which has added Potassium and Trace Elements to make a premium 'one step' fertiliser designed specifically for roses.

SUDDEN IMPACT!™ FOR ROSES



Sudden Impact for Roses has been trialed extensively by members of the Rose Society, who range from keen amateurs to professional growers. Merv Trimper, President of the Rose Society of South Australia, said that "The feedback from those who trialed **Sudden Impact for Roses** was very positive and the results speak for themselves."

Trials of **Sudden Impact for Roses** consistently showed:

- An increase in the number of flowers on each rose bush
- An increase in the quality of individual rose blooms
- An improvement in the health of the plants with increased resistance to fungal disease, resulting in a significant reduction in preventative spraying.
- Continued general plant vigour and sturdy growth

"**Sudden Impact for Roses** was applied in mid September and early February to obtain these very good results", Merv said. "In addition, all those who trialed it were delighted with the way the roses bounced back into health and flowering following our near record heat wave in the 2001 summer."

"The Rose Society of South Australia is glad to endorse **Sudden Impact for Roses**, and we know that anyone who uses this product will be impressed with the results." Merv concluded "It is an easy-to-use 'one step' fertiliser, which will enable everyone to achieve expert results from their roses".

Sudden Impact for Roses is sold in a 10 kg bucket, which can be recycled as a picking bucket for rose blooms.

ST MARK'S COLLEGE

Adelaide University's oldest residential college, St Mark's College, which opened in 1925 includes four heritage buildings of significant historical interest, as well as beautifully maintained gardens & grounds. The College site in North Adelaide consists of ten separate properties which were acquired between 1924 and 1969.

The ten buildings in the grounds display a wide range of architecture, the oldest of which was built in 1839, with the most recent completed in 2001. The Downer House Ballroom was the site for one of the initial draftings of the Australian Constitution in 1897.



St Mark's College, North Adelaide

The grounds have changed greatly as the ten sites were combined to become one college. Paddocks became tennis courts, pathways linked buildings, and the spaces in between allowed for the development of spacious lawns, garden beds which include more than 400 roses, and a series of courtyards. These courtyards act as an effective link between the different buildings. Magnificent old trees, some of which date back to the late 1800s, serve as a beautiful backdrop to the fine architecture of the older buildings.

Today, St Mark's College is home away from home for over 200 undergraduates from Australia and overseas. Its site covers almost two hectares and includes five grass tennis courts, which receive regular use by residents. Richard Foster, the Assistant Property Manager, said that "At St Mark's we prefer to use organic fertiliser, rather than manufactured or chemical alternatives. We have been using Rapid Raiser for a number of years, and more recently, we started to follow Neutrog's Year Round Fertiliser Program, with great results. The gardens and lawns have never looked better, and the feedback from members of the public who visited the College during the recent opening for Australia's Open Gardens Scheme was fantastic".

Left to right. Merv Trimper, President of the Rose Society of South Australia; Angus Irwin, director of Neutrog; The Hon Legh Davis MLC help to launch Sudden Impact for Roses in the International Rose Garden.





Andrew Campbell in his flourishing St Kilda emporium.

THE GARDEN EMPORIUM

The Garden Emporium opened six years ago by Andrew Campbell, his wife Judy Baker and his brother, David Campbell - three horticulturist with a passion for gardening – who had previously operated a landscaping business together in the UK. The Garden Emporium reflects their enthusiasm and desire to turn their passion into a fulfilling lifestyle. Located in the busy Melbourne suburb of St Kilda, the Garden Emporium is situated on the site of an old garage, which has been transformed into a lush oasis. This community-orientated enterprise is based on the belief that the two essential factors in their business are quality plants and exceptional service.

As development in St Kilda continues to boom, the partners at the Emporium find they cater to a range of gardens, from conventional back yards, down to courtyards, apartment balconies and roof terraces. Despite the limited size of their site, the Garden Emporium carries a wide range of plant stock, from salt or shade tolerant plants, climbing plants, and plants suitable for growing in pots, through to potted colour.

“We find that we often deal with first home buyers who may be embarking on gardening for the first time. There is nothing better than seeing them buy their first punnet of vegetable seedlings and have them come back several months later wanting to expand their gardening projects”, says Andrew Campbell.

The business has continued to grow through their honest, expert advice and their being prepared to give service far exceeding what is expected. One such service that they provide is free home garden visits and consultations. This kind of service has resulted in them establishing a growing and extremely loyal customer base. Their expert advice extends to all aspects of gardening. When it comes to fertilisers, Andrew said “We are happy to be ambassadors for Neutrog. We use it in our nursery and in our own gardens with great results. Consequently, we promote Neutrog fertilisers. A number of professional gardeners purchase these products from us, and if they request them, they must be good.” The partners at the Garden Emporium find that the range of bag sizes available, together with the informative, easy to read labelling, makes Neutrog fertilisers ideal for everyone –amateur and expert gardeners alike.

Andrew went on to say that “There is a big swing towards everything that is organic, especially when it comes to fertilisers. Neutrog fertilisers promote strong and sustained plant growth, which is far better than the fast limp growth which results from the application of manufactured or chemical fertilisers. I tell customers that it is like breakfast. There are far greater benefits from having a big healthy breakfast rather than just a cup of coffee. The good breakfast will keep you going all day, while the caffeine in the coffee will only give you a short term high”.

THE CONSERVATORY

Being awarded Best Garden Centre in Australia is a great achievement; but to earn this title in 1999 and again in 2000 in the Garden Centre of Australia Awards is even more outstanding. These two awards are testament to the commitment to quality and service that epitomises The Conservatory of Unley in South Australia. The Conservatory has evolved from its inception as an indoor plant shop in 1975, to an award winning Specialist Garden Centre, with a commitment to excellence. Retail accreditation in 2001 was further recognition for what The Conservatory has to offer. Specialising in the highest quality products and customer service, The Conservatory is a continuing leader and innovator, providing stylish and timeless outdoor garden solutions.

Their unique location utilises the house and grounds of an elegant

standard of customer service; and, who show a genuine willingness to listen and provide sound advice. “Our business continues to experience strong growth in all areas, which results largely from customer satisfaction, repeat business and referrals”, said Jeffrey Bowden, owner of The Conservatory.

The Conservatory started stocking and promoting the Neutrog range of fertilisers because of the reputation and credibility Neutrog has in the industry, with organisations such as the Botanic Gardens using and endorsing their products. “Our garden product range is based on results. We only carry and recommend products that work. Many of our customers are time poor, and they require us to provide them with the right information, about what to use and when. We know that customers who use Neutrog on



Jeffrey Bowden with two members of The Conservatory team, Rebecca Joyner on the left and Sara Dixon.

1890's villa on Unley Road – one of Adelaide's best shopping localities, only a few minutes from the CBD. This villa provides the perfect showcase for the marketing of quality stock including roses, topiary, hedging plants, terracotta and sandstone pots, as well as a select range of water features, gifts and homewares. The Conservatory employs a dedicated staff team with varied backgrounds in Horticulture, who are all committed to the highest

their gardens, and who follow the year round fertiliser program, will have wonderful results”, said Jeffrey. “Many of our customers say that their roses/gardens have never looked better. We love to be able to recommend Neutrog as a fertiliser which is easy to use, and, one with which there can be no mistakes. It is also very handy to have a range of sizes available to suit all gardens, from small bags for courtyard homes to the larger 40 kg bags for traditional house blocks.”

fertilise all year round for explosive results

RURAL CITY OF ARARAT

When driving between Adelaide and Melbourne, there are some towns which stand out along the way. Bordertown signifies that we are nearing the border of the two states, Nhill indicates that the journey is half done and Ararat is always a beautiful place to stop for a rest. What makes Ararat such a pleasant milestone?

The parks and gardens of the town are a delight to view, as they are always filled with seasonal colour. They are developed and maintained by the Rural City of Ararat, which encompasses both the township itself and also the 12 rural towns in its municipality. One park, Ararat's Alexandra Park, has magnificent gardens, featuring tree-lined walks, bright flowerbeds and terraced lawns sloping to an ornamental lake.

David Pitches, the council's Parks and Gardens Officer, and his eight staff, are responsible for ensuring that these gardens always look good. The garden beds that provide such a brilliant display are planted with approximately 3000 seedlings

Ararat Council's Parks and Gardens Officer, David Pitches



and this process is repeated several times a year. "To get great results from seedlings regular feeding is essential", David says. "Where possible we prefer to use organic options. In the past, we used raw manures for fertiliser. The collection of these manures was always a messy job, and the weed contamination that came along with the raw manure required regular sterilisation of the soil. As a result of this, we decided that we should try using a sterilised fertiliser, which was still organic. That is when we started using Rapid Raiser. The results have been far better than we achieved using raw manure and we are also saving time and money", David says. "Neutrog's pelletised manure-based fertiliser is very easy to handle and apply, and we have noticed an improvement in soil structure since we swapped over to Rapid Raiser".

Residents and visitors alike, appreciate the colourful garden displays maintained by the Parks and Gardens staff of the Rural City of Ararat.



Vineyard manager, Leon Schramm

This family owned winery, established in 1975 by Andrew and Jane Mitchell, has been described by James Halliday, doyen of the Australian wine writers, as "One of the finest wineries in Australia". Mitchell Winery covers 180 acres of vineyard, spread over several sites on the western hills of the Clare Valley in South Australia. This, combined with the rocky barren soils and long ripening period which their selected vineyards offer, produces the rich and complex flavours of their wines. Mitchell winery is known for its Semillon, Grenache, Riesling, Cabernet Sauvignon and Shiraz varieties.

Nine years ago, the Vineyard Manager, Leon Schramm, started to use Neutrog fertiliser on the vines with great results. The fertiliser is used when deep ripping

MITCHELL WINERY

for the establishment of new plantings, and is banded under established vines. "Previously we used composted cow manure on the vines", Leon said. "One of the main problems with this was the high weed contamination. Since using Neutrog fertilisers we have noticed a general improvement in the health of our vines. Also, as our vineyards are dry grown, it is important that we do all we can do to improve the soil's structure and water retention. We have noticed an improvement in the soil's structure due to the build up of organic matter. Neutrog's organic fertiliser also causes an increase in the soil's beneficial natural microbial activity. And when it comes to application, the pellets of Neutrog fertiliser are much easier to handle and apply than raw manures."

As Mitchell Wines continue to grow in popularity both here in Australia and around the world, their vines flourish with the continued use of Neutrog's organic fertilisers.

VIRGINIA KENNETT'S GARDEN

Garden designer and plant lover, Virginia Kennett, has struggled against the root competition and a harsh exposed position to create an interesting and inspiring garden at Mt Osmond, a spectacular yet dry hillside overlooking the plains of Adelaide. She believes that the secret of creating a good garden is appropriate plant selection, good garden structure, appropriate watering, regular feeding and mulching. In her own garden she has applied these principles with great results.

Virginia has created a garden which does not require lavish amounts of water and yet still looks full and lush. Striking contrasts of silver foliage, ornamental grasses and succulents are used against a framework and backdrop of dark green shrubs and trees. Her garden was one of the ten national finalists in the Channel 7 Better Homes and Gardens 'Garden of the Year' Competition, which screened in October, and it will again be open to the public on the first weekend in March 2002, as part of Australia's Open Garden Scheme.



Garden designer Virginia Kennett in her spectacular garden.

Virginia started to use Neutrog fertiliser in her garden because it is organic, it works well and is simple to apply. "I prefer to use organic materials in my garden. That way I don't have to feel guilty. This applies to both sprays and fertilisers", Virginia said. "I call myself a lazy gardener. I am busy as a Garden Designer and Chairperson of the Mediterranean Garden Society, and I also have a family. Consequently, I like simple gardening options which are quick and easy. Neutrog fertilisers suit my requirements and I have had great results from applying their fertilisers each season."

For your nearest Neutrog stockist call 1800 656 644

feedback

NEUTROG
FERTILISERS
The Experts' Choice

Neutrog Australia Pty Ltd
Mines Road, Kanmantoo,
South Australia, 5252
phone: (08) 8538 5077
fax: (08) 8538 5094
email: info@neutrog.com.au
website: www.neutrog.com.au