

# feedback

Seasonal update from Neutrog Australia : Summer '02

the experts' choice

New! Organic  
Cock'n'Bull

> see back page

## Summer Feeding

the secret to having a great looking garden, all year round.



Summer is not generally a time when people think of feeding their garden. 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?

The application of Bounce Back to our gardens and Blade Runner to our lawns in summer, as recommended by Neutrog's Year Round Fertiliser Program, will result in sustained healthy growth, extended flowering, and reduced inclination to pest and disease problems.

This results in a garden better able to withstand the onslaught of summer with increased resistance to heat

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

Neutrog's Year Round Fertiliser Program was designed and developed by experts to provide consistent and sustainable growth of your garden plants and lawns throughout the year. It 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.



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. However, it does not mean you will need to mow your lawn more than you are already doing. Blade Runner is a slow release organic fertiliser, lower in

nitrogen, and this reduces the build up of thatch in lawns.

Another benefit of applying organic fertiliser throughout the year is, adding organic matter of any type to the soil results

in an improved soil structure and drainage, together with increased earthworm and microbial activity.

Improved soil structure results in an increase in a plant's root growth, which in turn results in an increase in the plant's ability to draw moisture and nutrients from the soil. This is vital for healthy gardens and lawns in summer.

 **NEUTROG**  
FERTILISERS  
The Experts' Choice

# Harold W. Cottee Orchard



Orchard Manager, Rod Patterson

*The name Cottee usually conjures up visions of preserves and cordials, however, the Cottee family is a large one and one member has set up a perhaps lesser known organisation to provide funds for charity.*

In 1961, the late Harold W. Cottee O.B.E set up a citrus orchard/fruit block of 500 acres on virgin land at Paringa in South Australia's Riverland. Upon his death in 1973, this property and the company Sunlush Pty Ltd, (later changed to Harold W. Cottee Orchard) was gifted to the Wesley Mission Sydney, a Parish of the Uniting Church of Australia. This generous bequest allows profits to help fund Wesley Dalmar Child and Family Care, which provides life-giving family experiences for abandoned and homeless children. So far, this invaluable resource has provided in excess of two million dollars in dividends.

Wesley Dalmar Child and Family Care has helped 17180 children and 9225 families across Sydney and other parts of NSW in the past five years. They offer a wide range of services designed to prevent family breakdown, as well as caring for children and young people in need of care and protection.

The property contains 440 acres of citrus, predominantly Valencia oranges with some navels, lemons, grapefruit and mandarins, and 60 acres of almonds. It requires 7 full time staff, with casual picking crews of another 30.

The Harold W. Cottee Orchard produces between four and six thousand tonnes of fruit annually, and picking continues for ten to eleven months of the year.

This fruit is sold for packing or juice.

It has taken many years of planning, with a skilled development strategy, to bring this citrus property to the level and standard of production that it has today, in order to maximise the benefits to the children and families for whom they care. It operates under the direction of a board of Directors, with Mr Harold S. Cottee A.M. (son of the late Harold W. Cottee) as Chairman and Managing Director of the Board.

Over the years, the soil in the orchard has become denuded due to both the salinity of the Murray River water used to irrigate the trees and the repeated applications of chemical fertilisers. Looking to the future, Orchard Manager, Rod Patterson, was keen to improve the soil and change the orchard's fertiliser regime from inorganic to organic fertilisers. "The trees have denuded the soil for the past 30 years, so it will be a long term effort to get the living organisms back into the soils", Rod said.

Neutrog fertiliser has been used on the orchard for the past three years and "The results confirm that we are heading in the right direction" Rod said, "So the Cottee Orchard will continue to make it possible for some under privileged children to be given a secure home and the prospect of a secure future".

# Cock'n'Bull

As its name suggests, Cock 'n' Bull, is a blend of cow & fowl manures – these two manures are widely recognised as the best manures available for use in your home garden.

The manures have been composted and screened.

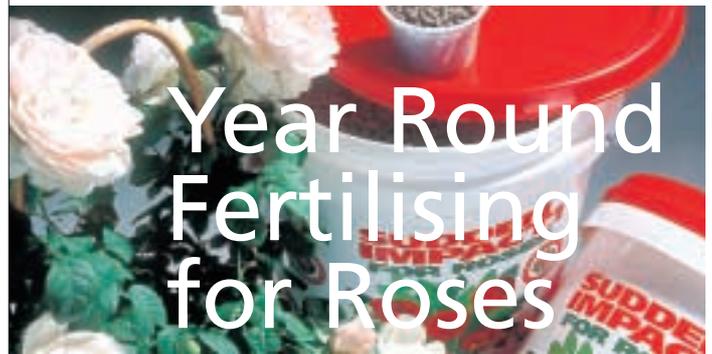
The composting process has a dual effect. Firstly, it ensures the end product is free of pathogens, parasites and weed seeds and secondly, it converts the nutrients to a readily available, and stable form.

The resultant product has been certified organic (as have Rapid Raiser, Bounce Back & Blade Runner) by the

Biological Farmers Association (BFA). Organic certification is granted for specific products, after its methods and processes for manufacturing these specific products, are audited to ensure they comply with the standards and guidelines set down by the BFA.

Certification ensures compliance with national production standards and allows trace back of all products to their origin.

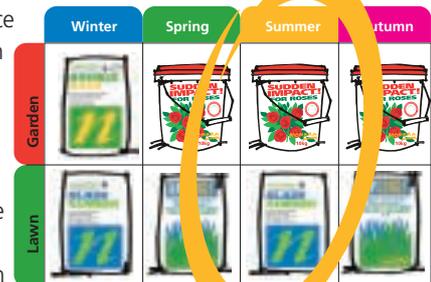
Ultimately organic certification is gained to reassure, and give confidence to, consumers that the product they are purchasing is indeed organic.



## Year Round Fertilising for Roses

For those Rose lovers out there, who wish to experience even more spectacular results, substitute an application of Bounce Back or Rapid Raiser with an application of the fertiliser specifically developed for roses – Sudden Impact for Roses. This fertiliser was developed and trialed by the Rose Society of South Australia in conjunction with Neutrog for several years, before being officially launched in Spring 2001. It has proved to be incredibly effective as a premium rose fertiliser, not only in promoting flowers but dramatically reducing the prevalence of rose diseases problems. Specifically,

Sudden Impact for Roses increases the number and quality of flowers on each rose bush,



promotes continued general plant vigour and sturdy growth, and improves the health of the plants with increased resistance to fungal disease. This last benefit results in a significant reduction in preventative spraying, in many cases by up to two thirds.



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**Fertilise all year round for explosive results**  
**For your nearest Neutrog stockist call 1800 656 644**

When Carl & Margaretha Neumann arrived in the infant colony of South Australia in 1856, they established a nursery and developed their collection of species by importing seed and live plants from England and Germany. By the 1880's the nursery had grown to a point where it was considered a 'showpiece' of the colony.

After the First World War, one of Carl and Margaretha's sons established the nursery at its current location in a picturesque gully, just past the north eastern suburb of Tea Tree Gully, in

They have helped it grow and it continues to be recognised as one of the state's leading nurseries. Although specialising in camellias, azaleas and conifers, they also stock a comprehensive range of all green life and gardening requirements. Another development is the establishment of the Topiary Teahouse. This licensed café has proved to be a benchmark for nursery hospitality facilities in this state, and is a major drawcard in its own right.

Jon and Dianne have greatly enhanced the garden environment of the nursery, to

these magnificent landscaped surroundings, which help inspire gardeners to explore the varied possibilities of gardening. Hence their motto, "Newman's, where your gardening dreams come true".

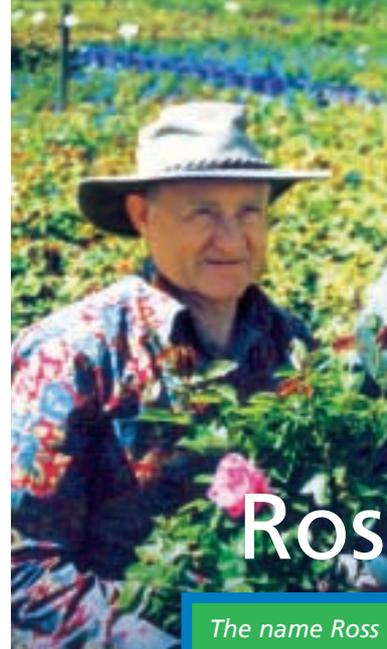
Jon has been using Neutrog fertilisers on his display gardens for the past five years, with great results. "These display gardens play a significant role in our nursery. We are able to show our customers established plants growing in a natural garden environment."

The camellias in the display gardens are used annually as a source of propagation material, and there are also a number of heritage varieties, which are no longer in cultivation. "Although some of these varieties may not be of commercial interest, they are still important to enthusiasts from a historical perspective", Jon said. "Consequently the health of these display plants is vital."

"We have had great results using regular applications of Neutrog fertilisers, together with regular garden maintenance such as mulching and watering." Dianne said, "Everyone on the team at Newman's is enthusiastic about horticulture and committed to providing old fashioned personalised service and expert, friendly advice."

If Jon and Dianne had to identify one thing that has helped them succeed, it would be their commitment to quality. Over Newman's 130 years, they have won many awards ranging from the 1887 First Order of Merits and the Banksian Medals, to contemporary business and industry awards like the Garden Centre of the Year, and Tourism and Recreation Awards. Newman's Nursery was the recipient of the State Award for Garden Centres of Excellence, Category 2 in 2001 and 2002.

They believe that recognition from industry leaders is critical because it gives customers the assurance that they are getting the very best horticultural products and service available. Dianne said, "When it comes to quality, we are happy to be called traditionalists!".



George Thomson and Andrew Ross

**Ros**  
The name Ross Australia. After generations, Ross is the pinnacle of achievement.

Ross Roses are a well-known and highly regarded business, supplying roses to gardeners around Australia. Recently they have been promoting Australian breeding skills by marketing in Australia and overseas.

Over time Ross Roses has changed from being a wholesale rose grower to a retail rose nursery, which produces an extensive colourful seasonal catalogue, for a large Australia wide mail order service. They are in the picturesque township of Willunga, south of

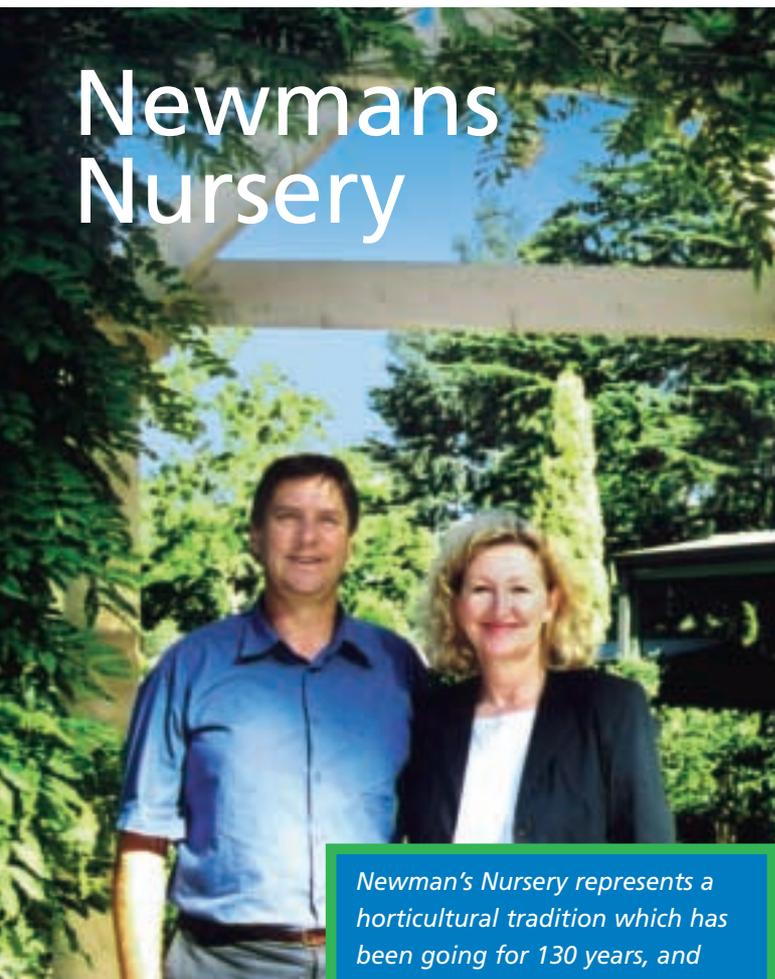
The views from some greens are reputed to be so stunning that some players choose to five putt so they can stay on the green longer!

Established in 1927, Mt Osmond Golf Course also boasts a beautiful clubhouse, which is situated to take best advantage of the views, and features oak beams, jarrah floors, and open fires. This is a very popular venue for weddings and other receptions.

Mt Osmond is a private course which has 1400 members, and it is extremely popular due to its central location, just 15 minutes from the centre of the city.

The golf course itself has recently been undergoing a \$4.5 million dollar redevelopment. This complete golf course redevelopment started in 1999, with the aim

# Newmans Nursery



Jon and Dianne Hall

Newman's Nursery represents a horticultural tradition which has been going for 130 years, and involving five generations of descendants.

Adelaide's foothills. Here, they planted a garden of camellias, proteas and ericas. Their love and enthusiasm for plants was passed to their youngest daughter Suzanne and her husband Roger Hall. They developed Newman's Nursery as a specialist camellia and azalea nursery, and it has continued to lead the state in this field.

In 1985 one of Sue and Roger's sons, Jon and his wife Dianne, became the nursery's proprietors.

appeal to today's gardeners. Plantings of camellias, magnolias, conifers, rhododendrons and azaleas have been increased, enabling both the connoisseur and novice to select plants of their choice from the beautiful display gardens. The nursery area is landscaped to incorporate bridges, pools, meandering pathways, and a number of theme gardens that demonstrate different garden styles. The nursery plants are set amongst



# Ross Roses

*is synonymous with roses in one hundred years and four Ross Roses have reached the movement as a family business.*

He was an authority on all types of roses and their cultivation in Australia, producing eight books on the topic, a number of which are still regarded as the best available. Amongst the successful promotions playing a vital part in Ross Roses rose sales strategy, Charity Roses have proved very successful. Charities have a rose named for their organisation and a percentage of sales are donated to the charity. Twenty-two charities have now benefited from this idea, and over \$100,000 has been donated to those involved.

After Dean died, Maureen and her son, Andrew continued Dean's passion for roses. They have taken Ross Roses into the new millennium with the 'Australian TRUE BLUE Collection' Label.

Most roses released in Australia are developed overseas. In some cases, they may not perform at their best under Australian conditions. Maureen and Andrew decided to stop importing rose varieties and started promoting the new roses bred by Australian hybridists Ray Courage and George Thomson. Of the thousands of new roses they produce, only the superior varieties are released under the 'Australian TRUE BLUE Collection', which are proving 'better than the best' with very favourable acceptance from

Australian gardeners. These Australian roses are now being exported to England and New Zealand.

Currently there are twenty-two varieties available, with another five due for release next year. Trials are also in progress with new roses from eleven amateur hybridists. One of the 'Australian TRUE BLUE Collection' of particular interest is Philadelphia. This beautiful charity rose, with cream and yellow petals, has reliable, free flowering qualities and is being sold as a fundraiser for Ronald McDonald House.

Established by McDonald Family Restaurants the Ronald McDonald House provides accommodation for whole families, when a child is being treated for a life-threatening illness. Named after the US city where the first Ronald McDonald House was established, and promoted by the catchphrase "A burger, drink, fries and a rose to go", the Philadelphia Rose was successfully launched at South Australia's McDonalds Restaurants in October 2002.

Ross Roses were one of the first commercial rose growers to use Neutrog's fertilisers more than eight years ago. More recently they have started following Neutrog's Year Round Fertiliser Program.

Andrew Ross is a strong advocate of winter feeding with Bounce

Back. "We have found that feeding our roses with Bounce Back in late July gives our plants a vital boost, enriching the soil to produce healthy plants. This results in a better display of blooms in spring". In addition, after the release last spring of Sudden Impact for Roses, the premium rose fertiliser developed and trialed by the Rose Society of South Australia in conjunction with Neutrog, Ross Roses replaced their regular spring and summer applications of Rapid Raiser with Sudden Impact for Roses. "We have had fantastic results from using Sudden Impact for Roses throughout the warmer months", Maureen said. "For rose bushes in the garden, I recommend that it be used in September, November and February. We have also had tremendous results from using it on roses in pots. However I have found that pots require more frequent applications, perhaps every six weeks. Its slow release properties mean that there is no risk of burning potted roses."

Maureen added, "We are very grateful for Neutrog's support of Ronald McDonald House through the sale of the Philadelphia Rose. Neutrog donates a sample bag of Sudden Impact for Roses with each rose sold. Together, Ross Roses and Neutrog are helping to make this fundraising venture a blooming success!"

Adelaide in the McLaren Vale wine region and their retail operation includes a vast display garden with thousands of roses, as well as a Cafe.

From 1952, the third generation Dean Ross and his wife Maureen introduced hundreds of new roses on to the Australian market, importing lovely old 'Heritage' roses from England, as well as new varieties from overseas. By importing roses from all over the world Dean greatly influenced the range of roses available in Australia.



# Mt Osmond Golf Course

*Situated on the hills overlooking the Adelaide Plains, Mt Osmond Golf Course has some of the most spectacular views of any golf course in Australia.*

of improving the course and bringing it up to US PGA standards. The project specifications included completing 18 new greens, 18 new tees, 11 new fairways, as well as water features and the revegetation to native plants and understorey. So far, this major undertaking, which requires that 18 holes be open at

all times for club members to play on, is two thirds complete.

The course itself is smaller than many courses and covers 98 acres. However the redevelopment efficiently utilises the site and space available. The par of the course has been stretched from 70 to 71.

Renowned Golf Course Architect, Anthony Cashmore, who designed the course, believes that once the redevelopment of Mt Osmond Golf Course is complete, the course will be the best hills golf course in Australia.

Restoration work on the course has involved the use of pure washed

sand. This medium is completely sterile and requires the addition of organic matter to build up the structure of the soil. Neutrog's Blade Runner was chosen due to its ability to increase the water holding capacity and add some stability to the sand. Neutrog fertiliser has also been used as a base fertiliser on the tees and other problem areas on the course, as well as areas requiring revegetation.

Golf Course Superintendent, Bryan Cooper, said "We try to do as much as we can organically. Our aim is to get the micro flora and fauna of the soil in balance. Once it is in balance, the system is sustainable and requires very little, if any, chemical intervention. It has been a major trend amongst golf courses to go more naturally in the last five years."