

feedback

Seasonal update from Neutrog Australia : Winter '02

the experts' choice



Traditionally, and contrary to the practices of professional growers, home gardeners only applied fertilisers to their lawns and gardens in autumn and spring. No applications were made in winter or summer.

This was primarily because the nutrients in chemical fertilisers would "leach" in winter and "burn" in summer providing very little if any positive impact on the garden.

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

Applications of organic fertilisers such as Bounce Back and Blade Runner in winter and summer, will have a significant positive impact. These products have been specifically manufactured to suit these seasons.

In winter, this will improve soil structure and drainage, along with increasing earthworm and microbial activity. They will encourage root growth, providing a greater surface area from which to draw nutrients, giving your plants a head start for spring.

In summer, these products work in a similar fashion, encouraging root growth, increasing the plants' ability to draw moisture and nutrients from the soil.

Remember that a happy, healthy, well nourished plant will look great, perform better and be less likely to be plagued by pests and disease.

NEUTROG'S YEAR ROUND FERTILISING PROGRAM

Neutrog's Year Round Fertilising Program involves the application of a specific Neutrog Fertiliser to both your lawn and garden in each of the four seasons throughout the year.

Walter Duncan is one of Australia's most highly regarded Rosarians and a proud member of the Rose Society of South Australia.

His lectures on rose culture and history have been very popular around Australia and New Zealand. He has been a judge at Rose and Horticultural Shows all over Australia. He has written many articles about roses during the past 15 years for publications such as the Australian Rose Annual and cultural notes for the Rose Society of South Australia. Walter was chosen as one of the three Australian Co-authors from a worldwide panel for the publication Botanica's Roses. Recently he designed the Old World Rose section of the International Rose Garden in Adelaide.

Initially the nursery was managed by Walter, however as the business grew, Tom Williams joined the team and professionals were engaged for rose propagation. Tom won a Queen Elizabeth II Award in 1989 and travelled to Europe to further his rose growing studies. Tom and Walter have also jointly studied the latest nursery propagation techniques in Europe.

Walter and Tom are now producing the most comprehensive and best range of Old World Roses in Australia, in addition to a wide range of modern roses in both bush and standard form.

with the subtle forms, shapes and fragrance of yesterday's. He has succeeded in creating a range of roses characterised by beautiful blooms, exotic fragrances and extended flowering periods, combined with the seemingly elusive habits of compact growth, moderate size and good disease resistance. Although only being released in Australia for the first time this winter, they have been trialed here for several years, with exceptional results.

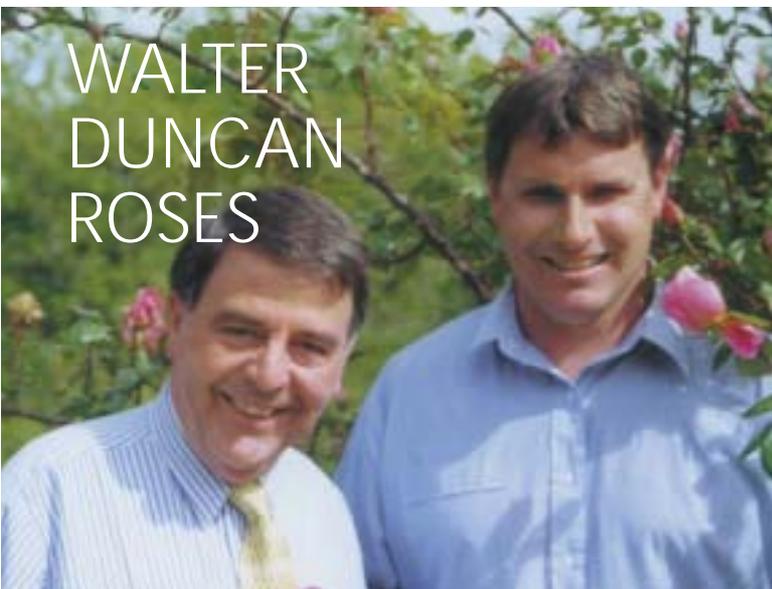
With all the research and development that went on with the Rose Society of South Australia in conjunction with Neutrog to develop Sudden Impact for Roses, it is no wonder that we have also had great results from using this premium rose fertiliser on our roses."

Recently, Walter has moved his home and display garden from his family home to a nearby property of 20 acres at Watervale. The planting of this new garden started in 2001, and since then he has planted hundreds of new rose bushes and large areas of lawn.

Walter was very impressed with the results he got using Neutrog's fertilisers to improve the existing poor soils and establish his new plantings of both roses and lawn.

"The lawns have established themselves from seed very rapidly and they continue to thrive thanks to Blade Runner, which we applied shortly after sowing", Walter said. "We used Bounce Back to revitalise large areas where the soil was very poor and lacking in organic matter. This was a better option than using raw manure which would have introduced a whole new crop of weeds, and we now feel more confident to plant out these previously infertile areas.

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Walter Duncan and Tom Williams

Walter Duncan Roses is based in South Australia's picturesque Clare Valley, a region most widely known for its vineyards and premium wineries, however its climate is also ideally suited for roses. Roses are grown on three different properties throughout this region, which total 600 acres. In 1976, Walter started to propagate his own roses and create a large botanical collection of Old World Roses. Walter's passion and hobby then became his profession as he became a professional nurseryman, and 'The Rose Garden' was established, producing over 200,000 rose plants for the Australian market. With South Australia producing approximately 60% of Australia's roses, Walter Duncan Roses is producing a significant proportion of them.

In 1999 Walter travelled to France to visit Jeanne-Pierre Guillot of 'Rosaries Guillot' in Lyon. Jeanne-Pierre is the fifth generation of rose breeders from the oldest rose breeding family in the world and one of Europe's oldest nurseries, established in 1829. Walter was keen to introduce 'Rosa Generosa', the new breed of roses bred by Jeanne-Pierre, to Australia. After about 12 months of negotiations, Walter was granted the sole Australian Agency for these new roses, the first three varieties of which are to be officially released this winter.

Jeanne-Pierre's new breed of roses, 'Rosa Generosa', combine the best of the old and the new, blending the hardiness and diversity of colour in today's roses,



Laying the Morphettville Racecourse track on a bed of Neutrog product.

Turfgrass Adelaide, formerly known as 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 out into consultancy, sports ground construction and contract growing of specified varieties. The consultancy includes work in China helping to establish turf farms as part of the Chinese Government's \$20 billion Greening China project.

Perhaps their most interesting project to date is the installation of the new grass surface at the Morphettville Racecourse in Adelaide during January this year. In early 2001 the company won the contract, the largest grassing contract to ever be let in this state. This involved growing 90,000sqm, or approximately 23 acres, of instant Kikuya turf. The renovation of Morphettville Racecourse was approved after the washout of the Adelaide Cup in 2000 and included major earthmoving and irrigation works. The turf, delivered in 90 semi loads, was laid by three big rolling machines operated by 12 staff, at a rate of 5000-6000sqm per day.

Turfgrass Adelaide won the turf contract over other interstate contractors because of their local knowledge and proven ability and experience in the field of large scale turf production and installation.

The company has previously completed many high profile contracts including the South Australia Day

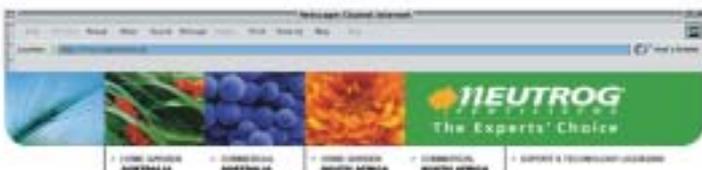
celebrations, where it twice covered North Terrace in lawn for a day, the Anzac Highway refurbishment from Keswick to Holdfast Shores and the Mawson Lakes housing development.

When it comes to feeding their turf, whether at the production farm at Murray Bridge or at Morphettville Racecourse, Turfgrass Adelaide have been using Neutrog's organic lawn fertilisers with great success. Dik Murphy, their Managing Director, said " 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."

" As part of our customer service we supply all our clients with a complimentary bag of fertiliser when they purchase our instant lawn. We find that Neutrog's fertiliser, when incorporated in the ground underneath the new turf, is a great booster, as it helps it to establish the turf quickly into its new environment. Being an organic product, it does not burn the roots as manufactured or chemical products would."

" As far as the ongoing maintenance of our turf once it has been laid, Neutrog's Year Round Fertiliser Program is brilliant", Dik said. " It provides a specific, yet balanced fertiliser for a specific purpose at specific times of the year".

Get ready to potter, dig and discover at our new **upgraded** easy-find website. **Coming soon!** www.neutrog.com.au



The firm commitment of Beerenberg to flavour, quality and family tradition, are the reasons why its products are now enjoyed by hotel guests and airline passengers around the world.

Their jams, condiments, pickles and sauces stand out from the competition by sheer intensity of flavour – real, natural flavour from the produce of a family farm.

Since 1839, six generations of the Paech family have been working the Beerenberg farm at Hahndorf in the picturesque Mt Lofty Ranges, some 25 kilometres from Adelaide. Grant Paech, Managing Director, and his wife Carol took over the family dairy in 1970 and developed rounds to sell milk directly to the public. They also commenced growing strawberries as a source of additional income to offset inheritance tax.

Beerenberg now have 70% of this part of the market in Australia. More recently, they have released a new 14 gram standard individual serve plastic portion pack range of jams and condiments.

This is aimed at the tourist or economy end of the airline and tourist market, complementing Beerenberg's existing foil and glass packs, and extending its portfolio of products for this new market.

Beerenberg now exports to 23 Asian countries, and their jams are now in over 300 major 4/5 star hotels throughout the Asia Pacific region.

The Beerenberg farm now covers approximately 200 acres and employs a total of 35 people. Crops grown on the farm include strawberries, chillies, gherkins, sweetcorn, plums, cherries, quinces and roses (for rose petal jam). Part of the farm provides grazing land for their beef cattle stud.

Beerenberg recognises that premium fruit requires premium growing conditions, especially when it comes to producing strawberries with full, rich flavour. Robert Paech, Grant's son and Farm Manager, said that "We have around 1.7 hectares under strawberries. Each year we replace half of these plants, about 80 – 90,000 plants, with new runners. This ensures that our strawberry plants are healthy, productive and virus free." For the last four years, Robert has used Neutrog fertilisers



Robert Paech, Farm Manager at the Beerenberg Farm, Hahndorf, South Australia

The first batch of strawberry jam was made in 1971. A range of other varieties of jams, pickles, sauces and chutneys followed, to the point where in 1983 the farm had become a market gardening and food processing operation, the dairy herd having been sold off in 1975.

Many Beerenberg products are made using old family recipes. In 1985, they added first the 40 gram and later the 28 gram mini jars to their jam manufacturing range. They were immediately successful in selling these to airlines and many five star hotels. This success was the catalyst for them to enter the export market in 1986.

In 1993 a range of 14.2 gram foil packs were launched aimed at the 4 Star hotel and tourism travel markets, in Australia and overseas.

During this time the Paechs have won many awards for their business' development. These include Tourism, Farm

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Management and Small Business Awards. More recently, they were inaugural winners of the Premier's Food and Fabric Award for Excellence.

when planting these strawberries. He changed from using the inorganic fertiliser blends, in an effort to improve the organic matter content of the soil. "The results have been great. Neutrog fertilisers provide the plants with a good slow-release feed, which results in good growth and cropping. This, together with careful harvesting and meticulous preparation techniques help preserve the fullness of the farm fresh taste and the wonderful flavours."

The Paech family have a vision – for Beerenberg to be the most respected jam and condiments company in the world. They are well on the way to achieving their goal.

Beerenberg is open to the public daily, and has a special tourist strawberry picking area open between October and May.

LOOKING OVERSEAS



Somnuk & Thitiya Sukjamsai of Q Yield, Thailand in Australia with Murray Shergold to visit Neutrog to negotiate a manufacturing and licence agreement.

Neutrog fertiliser is well known across Australia for producing sustained and consistent plant growth. As a company, Neutrog's growth demonstrates similar qualities, especially in overseas markets.

The first overseas expansion came in 1998, when Neutrog established its first factory manufacturing under license in Durban, South Africa. Following its success, a second factory was built in Cape Town. Over the past 5 years, Neutrog's South African operations have grown from a start up company to a business who produce 800 to 1000 tonnes of product a month.

Dependant upon availability and freight cost, Neutrog will source product for export from either its Australian or South African plants to supply customers around the world.

Neutrog products have been exported to many countries including Singapore, Indonesia, Guam, Middle East, Kenya, Zimbabwe and Thailand.

Currently, negotiations are underway for a factory to manufacture under license in Dubai. The principal of this company had used Neutrog fertiliser previously, when working for the Kirstenbosch Botanic Gardens in South Africa. He was so impressed with the company and its fertiliser, that he is now seeking government permission to set up this new factory in the United Arab Emirates.

Recently, a customer in Guam has been given permission to take Neutrog fertiliser into Hawaii. Negotiations are also underway with companies in Vietnam and Thailand, who are looking to set up manufacturing operations.

With a lot more expansion in the pipeline, Neutrog's vision for its future operations both here and overseas, is extremely bright.

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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

With a long term aim of becoming a significant rose garden on the international circuit to rival the likes of France's Bagatelle, Canada's Butchart Gardens and Sissinghurst in the UK, Chateau Barossa already shows great promise.



Project Manager, David Pitt in the Chateau Barossa Rose Garden

Although still in the early stages of development, the 30 acre rose garden at Chateau Barossa is an inspiration for those who love roses. Situated in South Australia's best known wine producing region, the Barossa Valley, Chateau Barossa was officially opened to the public by Her Royal Highness, Queen Elizabeth II, during her recent visit to Australia in February 2002.

"Despite the challenging weather conditions of the first two years, with the heatwave of 2001 and the dry conditions of 2002, the new roses have performed well, producing a magnificent display of blooms throughout the season."

Mr "H.T." Thumm, founder of Chateau Yaldara at Lyndoch, has recently developed Chateau Barossa as a multi faceted venue for visitors to enjoy. More than just a beautiful rose garden, Mr Thumm's vision was for Chateau Barossa to be "a celebration of horticulture, architecture, music, theatre, wine and roses". The property includes a large baroque style Chateau which houses Mr Thumm's important collection of Meissen and 18th Century porcelain in a baroque setting. Some pieces in this collection are 600 years old. The Chateau also houses an attractive wine tasting and sales area, a wine museum that traces the impact of the wine industry over centuries, and a spacious gift shop, with a wine and rose theme.

Project Manager, David Pitt, a former Garden Centre owner and former president of the Nursery and Landscape Association of South Australia, became involved with the concept for Chateau Barossa and played an integral part in the development of the rose garden. "The rose garden has been designed to showcase rose varieties by the countries in which they were developed – thus bringing the best roses from the best rose breeders in the world", David said. "We have planted twenty thousand roses covering several thousand rose varieties. These represent the development of the rose over the ages from around the world." After consultation about rose selection with renowned Australian rosarians and Members of the Rose Society of South Australia, David Ruston, Eric Trimper and Dean Stringer, varieties that perform best in South Australian conditions were chosen.

Planting of roses began in the winter of 2000, with many more being added the following year. David said, "Despite the challenging weather conditions of the first two years, with the heatwave of 2001 and the dry conditions of 2002, the new roses have performed well, producing a magnificent display of blooms throughout the season." Neutrog's Sudden Impact for Roses is the fertiliser used by Chateau Barossa.

Chateau Barossa is open to the public daily from 9 am to 4.30pm, with the rose garden at its best between late October and June.