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Spring 2013

# Beerenberg ... One simple and united focus:

Grant and Carol Paech first started selling strawberry jam on the side of the main road from Adelaide to Melbourne in the 70's. Since then the name Beerenberg has become a world renowned brand supplying more than 38 million individual serves of jam on international airline flights and at over 300 hotels and restaurants worldwide.

Recently the family owned business has relaunched its 67 products with new branding and labels highlighting the family history associated with this iconic business. Both past and present family members feature along with some of the company's 50 staff who were asked what made their company and asked about what they felt made their company and favourite products special.



The majority of the produce for their chutneys, mustards, pickles, sauces, jams and jellies are grown on the family farm, owned by the Paech family for seven generations. Best known for their luscious strawberries they also grow cherries, gherkins, plums, hot chillies and even roses for their Rose Petal Jelly.

Beerenberg has one simple and united focus – taste! Every piece of fruit they pick is checked to ensure it is plump and ripe for optimum flavour. Insisting on only using the highest quality, all natural and local ingredients they use traditional recipes created and perfected over generations on the farm.

Current custodians of the family business, siblings Anthony, Robert and Sally Paech, all love the farm and are passionate about their work. They seem very mindful of the fact that they are also custodians of the land and say they are “simply holding on to it for the next generation to learn to love it the way we do”. This includes an earnest approach to maintaining high quality produce and the health of the soil for both future crops and future generations. Robert as Farm Manager, has soil health at the top of his priorities as he manages the rotation of crops and fertilising programs. Adding both



nutrient and organic matter, Neutrog's Bounce Back has been used for a number of years by Robert, as a pre-plant fertiliser for the strawberry crops.

Apart from Beerenberg's new-look products being found on nearly every supermarket shelf in Australia, products can be purchased online or at the Beerenberg Farm Shop, and open every day (except Christmas Day) catering for both Adelaide hills locals and visitors who come from far and wide. The strawberry fields are also open for the public to pick their own during the season from November to April. More info at [www.beerenberg.com.au](http://www.beerenberg.com.au)

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## Around the grounds...

Sudden Impact for Roses is being delivered to councils all over the country as they gear up for their Spring fertilising programs. These include the City of Adelaide, West Torrens, Charles Sturt & Mitcham. The Turf Manager at Adelaide Oval is preparing part of the grounds by applying Rapid Raiser, and the Mt Lofty Botanic Gardens have Kahoonia at the ready now that spring has sprung!



## International Roses Trial

Sudden Impact for Roses has headed off to two more international destinations this week – Uruguay and Argentina. Word has spread regarding Neutrog's signature product, and has been requested by two Rose Society representatives to trial in their local conditions.

Ms Rosario Algorta is the newly appointed World Federation of Rose Societies Vice-President representing South America and a highly respected Garden Designer in Uruguay. Nilda Crivelli is President of The Rose Society of Argentina, and has also been a key committee member for the World Federation of Rose Societies. The Rose Society of Argentina was established in 1951 and now have four branches.



# The Australian Golf Club

Earlier this year golf's sporting legend Jack Nicklaus confirmed the Australian Open Golf Championship would make a long-awaited comeback to the course where he lifted the Stonehaven Cup on three occasions – The Australian Golf Club.

Founded in 1882, The Australian Golf Club is the oldest in Australia with the inaugural Australian Open hosted by the club in 1904.

There have been a number of changes to the course over the years with the most recent world-class redevelopment almost complete. Jack Nicklaus has redesigned the course which includes a landscape plan to be implemented in stages. Lee Hawkins, Head Horticulturist at the Club, is currently involved in implementing the first stage of changes to the course and clubhouse gardens to be completed in time for the prestigious tournament planned for 2014.

An integral part of the planting plan includes carpet roses and bougainvillea, along with advanced trees including crepe myrtles. Seamungus is being used on all advanced tree plantings while the carpet roses and bougainvilleas are fertilised with Sudden Impact for Roses. Rapid Raiser is being applied to the additional plantings of exotic shrubs.



Lee Hawkins in amongst the 'Flower Carpet – Pink' rose plantings.



Lee considers himself a purist with the philosophy that things generally haven't changed throughout history in regards to what plants need for optimum growth. A big part of his philosophy is to use primarily organic based products, especially useful on the sandy soils endemic to The Australian Golf Club grounds.

Lee used Sudden Impact for Roses for some years but after doing some research and realising that Neutrog also had numerous other organic based fertiliser products, he has set about to implement an improved fertiliser regime for the club gardens and surrounds. In addition to

the above products, GOGO Juice has also been introduced around the clubhouse gardens this season to give all new plantings a boost.

We look forward to seeing the fruits of the gardening team's labour when the new-look Australian Golf Club is shown off to the world during The Australian Open in 2014. **N**



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# Universal language of gardening

Students come to the Adelaide Secondary School of English from all over the world where the universal language of gardening helps them settle into their new home. These students have come from more than 70 different countries, but although their cultural backgrounds may be quite different, they all share a common bond when it comes to growing, cooking and eating food from the garden.



Paul Coats, science teacher and horticulturalist, is passionate about the positive experiences working together in the school garden presents. The kids improve their English language and science skills along with the general communication skills required for them to transition into the local high school system, and then on to positively contribute to the wider community.

Paul says about the specialised program, "When you're talking about developing language, having evocative things to talk about is really important. We've got a huge array of possibilities for descriptive language here – size, shape, colour, taste, smell – so many different sensory things that we can discuss and develop English language around," he explains.

Earlier in the year the students were awarded a special merit prize in the Secondary Schools entry category of the 2013 Botanic Gardens tomato sauce-making competition.



Paul Coats, Sophie Thomson and students at the National Tree Planting Day

This is the second year that the students have won this award with sauces made from tomatoes, onions and garlic grown by the students themselves in the school horticulture program.

Students have also recently been volunteering their time planting trees at the Botanic Gardens of Adelaide and have planted trees on the school grounds for National Tree Day. Neutrog sent along buckets of Seamungus to give the program a boost and the native seedlings the best chance to develop healthy root systems. Paul writes, "The planting day was wonderful - we planted over 100 trees and shrubs which will hopefully be better established with the Seamungus pellets put into each planting



hole. Early signs are good - but the real test will be seeing if they take off in this warmer weather and survive the drier soil." **N**

# Neutrog celebrates 25 years of business success

Commencing in 1988 from a small factory at Kanmantoo in the Adelaide Hills of South Australia, Neutrog has since grown to become the largest manufacturer of its kind in Australia. As well as exporting to numerous countries around the world, Neutrog have established manufacturing operations in South Africa and Ireland. Together these three factories have produced in excess of 500,000 tonnes of organic fertiliser, supplying farmers and growers across the globe who rely on optimum product performance to earn their living.

At the core of Neutrog's success is their manufacturing and marketing innovation. Owner and Managing Director, Angus Irwin, explains "We understood from the outset that our success was dependent not only on our manufacturing skills and knowledge, but also on how effectively we promote and market our products". Based on this understanding, a unique community-based marketing model was created which allows Neutrog to develop close working relationships with their customers and give back to the community.

Under this model, Neutrog supports numerous community groups such as the Stephanie Alexander Kitchen Garden Foundation and 17 National and 9 International Rose, Orchid and Camellia Societies. In excess of \$100K per annum is provided to these Societies through product endorsement royalties. Neutrog also supplies product to some of the most magnificent grounds and gardens around the world, including the renowned Kirstenbosch Botanic Gardens in Cape Town, the Adelaide,



Melbourne and Sydney Botanic Gardens and Flemington Racecourse.

In addition, The Pooh Bah Club and The Pooh Bah Foundation have been

developed to provide continuing assistance to community based parks and gardens, and garden related clubs and societies throughout Australia through the supply of free or discounted fertilisers.

Such innovative and community-minded initiatives were recognised at the 2010 Telstra awards where Neutrog were presented the Sensis Social Responsibility Award and AMP Innovation Award.

Another key achievement in Neutrog's 25 year history has been the development and publishing of three successful, state-specific garden guide books titled 'From the Ground Up', authored by highly regarded gardening experts in each state. Many are now found gracing coffee tables and gardening benches around the country, with the SA edition going on to win the Horticultural Media Association of Australia's Book Laurel Award.

Moving forward, the future looks bright for Neutrog. With an ever expanding range of premium products to meet the need of every farmer, grower and gardener, Neutrog continues to lead the industry with a focus on quality, innovation and community support.

**Celebrating 25 years .....and still growing.**



## From The Ground Up TIP:



### Troubleshooting with the experts

If you have a plant troubled by a pest or disease, go through this checklist:

1. Is my plant appropriate to my local area?
2. Have I prepared the soil adequately to suit its requirements?
3. Is it planted in the correct situation in my garden?
4. Have I fulfilled its water requirements?
5. Have I nourished the plant adequately?
6. Are there any other cultural factors that I need to consider?

#### An example is as follows:

A rose is planted near large gum trees, which shade it for most of the day. The rose is constantly plagued by black spot, aphids and looks poorly:

1. Is the plant appropriate here? No, roses need full sun, a minimum of six hours a day.

2. Have I prepared the soil adequately to suit its requirements? Because of root competition, the planting zone cannot be adequately prepared.

3. Is it planted in the correct situation in my garden? No, roses do not like root competition from large trees.

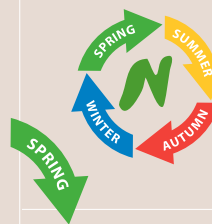
4. Has its water requirements been fulfilled? Possibly not. Although roses are quite drought-tolerant once established, if they are competing with the roots of gum trees they will always be dry.

5. Has the plant been nourished adequately? Even if the rose was fed with a premium rose fertiliser such as Sudden Impact for Roses, the gum trees will rob the soil of nutrients.

#### Solution:

It would be best to relocate the rose from this location to an open sunny area where there is no shade or root competition. If you are determined to grow a plant despite best advice, you must address the challenges. Remove some limbs from the gum tree for more sunlight and give the rose extra water and fertiliser to compensate for hungry tree roots. There is no point spraying with fungicides to treat the symptoms without putting in an effort to treat the cause.

## Garden groundwork in Spring



### Year round fertilising for year round health

Like humans and animals, plants require regular feeding throughout the year – at least once in each season. Happy, healthy, well nourished plants are more resistant to pests, diseases, heat stress and frost.



**Vegetables & Herbs:** Mix some Rocket Fuel through the soil before planting spring vegetables and herbs to help give your seedlings the best start in life. Water in well with GOGO Juice.

As your edibles such as tomatoes and capsicums begin to set flowers you can feed them with Sudden Impact for Roses, the potassium, calcium and magnesium boost will help produce large and tasty tomatoes during summer.

It's time to plant potatoes! Mix two handfuls per square metre of Seamungus through the soil before planting your seed potatoes. As you cover the emerging shoots with straw or mulch, the occasional dose of a handful of Rocket Fuel per square metre is ideal.

**Flowering Plants:** Sprinkle some Strike Back for Orchids over any potted colour you have or are planting out this season. You'll be rewarded with cascades of colour over spring and summer.

Feed your roses and all other flowering plants (except natives) with Sudden Impact for Roses. Water it all in with GOGO Juice to encourage a faster uptake of the nutrients by the plant.

Apply Kahoona to your acid loving plants and be sure to include those that are struggling. Stand back and marvel at their improvement.

**Fruit Trees:** Lightly tip prune citrus trees to encourage new growth and spread Gyganic for Fruit and Citrus around the drip zone of the plant. Repeat this application every 8 weeks until the end of February.

**Natives:** As natives finish flowering, prune them back by up to one third and feed with two good handfuls of Seamungus per plant.

**Lawns:** Spring signifies the start of new growth for lawns. Feed now with a nitrogen boosted fertiliser such as Upsurge or Sudden Impact for Lawns for lush and healthy green lawn, or the totally organic alternative is Blade Runner.

Now is a great time to fix bare patches in your lawn. Top dress the patches for repair with Seamungus Crumble and spread lawn seed over the area. Water it all in using GOGO Juice.

**Planting:** Use Seamungus, Rapid Raiser or Rooster Booster for all new plantings.



These three Neutrog favourites are used by Botanic Gardens around Australia. As organic, BFA registered products used by professional turf managers, gardeners and horticulturalists they are safe and easy to use on your own garden, pots and lawn in every season.



# Mailbox

Lorraine from NSW writes

“ One of my camellias is in the process of flowering. I think it is a Helenor, but I am uncertain as I bought it many years ago without a label at the end of the season. I fed the bush as I did with all my camellias with Kahoona, as I had previously used Seamungus with good results.

Wow, the flowers on the bush are large and beautiful. In previous years this particular camellia was inclined to have buds that did not open properly and browned off prior to opening. Not this year, the flowers are large and perfectly formed, in fact much bigger than this bush has previously produced, and it is flowering prolifically.

The Emperor of Russia is covered in blooms, however that bush is always covered, but the blooms are certainly larger than normal. I am looking forward to the rest of the bushes flowering. Hopefully Kahoona has helped all of them.

Thanks for a great product.

Regards

Lorraine ”



Wendy from Wyndham Vale writes

“ As a fan of GOGO Juice I thought I would send a thank you to you for a wonderful product. Over the last twelve months I have had two plants that have recovered from near dead. One of them is a beautiful Azalea in a basket. It was so dead looking that a friend told me to throw it out. Well it is now coming into full flower and looking beautiful again. The other plant was a standard rose. Compared with our others you would call it dead. We did not give up and fed it with GOGO Juice each week, and it is now coming on better than the others in the garden. Hence this morning I have just finished giving all our plants GOGO Juice.

Wendy ”

Did you see our recent GOGO Juice update? Click here to read: <http://neutrog.com.au/pdf-viewer/index/assets/GGJ-update-retail-A4-0813lr>



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Neutrog Australia Pty Ltd  
288 Mine Road, Kanmantoo  
South Australia 5252  
T (08) 8538 3500  
F (08) 8538 3522  
E [info@neutrog.com.au](mailto:info@neutrog.com.au)  
W [www.neutrog.com.au](http://www.neutrog.com.au)



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We received this fabulous photo of a mass of colour that has exploded at **Araluen Botanic Park** in WA. The horticulturalists have been thrilled with the early flowering camellias after using Kahoona and have used Seamungus to prepare these tulip beds followed by an application of Sudden Impact for Roses. **What a stunning spring display!**



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