

feedback

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STEPHANIE ALEXANDER LEADS THE 'FOOD EDUCATION REVOLUTION'

Our children are the cooks and gardeners of tomorrow, therefore it's up to us as parents, family, carers and friends to support and encourage them in their endeavours.



Stephanie Alexander is one of Australia's iconic food identities. She established the Stephanie Alexander Kitchen Garden Foundation (SAKGF) in 2001 to provide pleasurable food education for young children. She has a true and unwavering commitment to assisting children about the pleasures of growing and cooking fresh, seasonal produce. Stephanie was recently announced the 2010 Victorian of the Year and with her work within schools, a more worthy recipient would be difficult to find.

The SAKGF implements and supports the Kitchen Garden Program, which currently involves 138 primary schools nationally. Under the program, a kitchen garden is created in the school to provide edible, aromatic and beautiful resources for the kitchen. "The creation and care of a kitchen garden teaches children about the natural world, about its beauty and how to care for it," Stephanie said.

The gardens in each school vary, but will always feature herbs, colourful vegetables, edible and ornamental flowers, fruit trees and compost heaps. Each garden will have its own individual appeal. The children take great delight in making plaques to show what is growing where and fluttering banners to keep pests away.

Children also learn how best to use the resources at hand and they gain an appreciation for how easy it is to bring joy and wellbeing into one's life through growing, harvesting, preparing and sharing fresh, seasonal produce.

The Program sees the children spend time every week tending the vegetable garden that they have helped design and build, and which they maintain on the school grounds according to organic gardening principles. The children are also taught how to re-cycle their kitchen scraps through composting, therefore beginning the entire gardening process again. It's such a wonderful opportunity for them to observe and learn. Seed collecting, saving and storing, are taught to the children. Diarising their activities as well helps them learn about the cycles of gardening – how, when, where and what to plant.



They also spend time each week in a kitchen classroom preparing and sharing a variety of meals created from their produce. Menus are prepared, chalk boards have jaunty food descriptions, tables are laid, "waiting staff" are attentive and all that remains are the guests. Turns are taken to experience everything and the program is embraced wholeheartedly by the children. It is quite beautiful to see the joy, pride and pleasure that are in such evidence at each school. "Our underlying belief is that by introducing this holistic approach we have a chance to positively influence children's food choices in ways that have not been tried before," Stephanie said.

Recognising the enormous value of the work done by the SAKGF, Neutrog has recently partnered with the Foundation to assist in the ongoing support and expansion of the Kitchen Garden Program throughout Australia. Neutrog is developing an organic vegetable fertiliser which will be supplied for free to the participating schools for use on their vegetable gardens.

A national competition is running on both SAKGF and Neutrog's websites throughout July and August, with all members of the public invited to come up with their most creative suggestion for the vegetable fertiliser's name, prior to its launch later in the year. The winner receives \$500 for themselves and \$2500 for their nominated school.

Once the vegetable fertiliser has been named and released, schools in the Kitchen Garden Program will receive free fertiliser for use on their vegetable gardens and have access to discounted product, which they will be able to sell as a fund raiser.



The vegetable fertiliser will be sold through retail outlets nationally with part proceeds of product sales given back to the Foundation, which will mean a significant annual contribution to the SAKGF. "We're enormously proud of what we have achieved to date with the Kitchen Garden Program and excited about the potential this partnership with Neutrog provides to support our existing schools and expand the program to include even more schools in the coming years," Stephanie said.

Neutrog Managing Director Angus Irwin said the partnership between Neutrog and the Stephanie Alexander Kitchen Garden Foundation had benefits for all involved. "Schools in the Kitchen Garden Program will have access to free fertiliser for their vegetable gardens and education on the use of organic fertilisers. The Foundation will have access to a significant amount of funds for its ongoing work and we will have a new addition to our premium fertiliser product range," he said. "The work done by Stephanie Alexander and the Foundation in recent years in educating children not only about food, but about the world around them, is fantastic and we're thrilled to be able to help support that continued education."

Keep an eye out on our website www.neutrog.com.au where we will unveil the clever name of this exciting new product!

NEUTROG DUAL WINNERS IN SA TELSTRA BUSINESS AWARDS

Neutrog is thrilled to have been recognised with two awards in the 2010 South Australian Telstra Business Awards.

The Awards night was held on Friday July 23 at the Adelaide Hilton Hotel with Neutrog proudly being announced as the winners of the **AMP Innovation Award** and the **Sensis Social Responsibility Award**, plus was also a finalist in the **Panasonic Australia Medium Business Award**.

Managing Director Angus Irwin said he is delighted that the company's focus on innovation and building strong community links has been recognised by two prestigious awards.

"Our innovative community-based marketing model is without a doubt one of the company's strengths, a key reason for our success and a clear differentiation point from our competitors," Mr Irwin said.

"In the past 10 years we have partnered with 12 rose and orchid societies and clubs around Australia and replicated this model in Ireland and South Africa."



As part of these relationships, the societies and clubs provide direct input into the development, production and trialling of Neutrog's products, such as Sudden Impact for Roses and Strike Back for Orchids. The ongoing support of these groups contribute to the success of our products and their impact in the wider gardening community.

Neutrog has also developed close working relationships with many of Australia's botanic gardens, major public rose gardens, turf clubs and sporting stadiums.

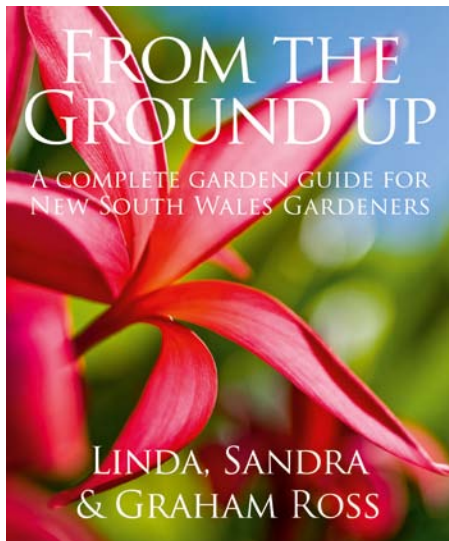
The company's success off the back of this marketing approach has given it the opportunity to focus considerable resources on social responsibility initiatives.

"The very nature of our organic and organic-based fertilisers, which have proven environmental benefits and are a much more sustainable product, reflect our commitment to social responsibility," Mr Irwin said.

"Our business success over the past 21 years has allowed us to reinvest more back into the community and to increase the number of community causes we support."

"Now these community giving and support activities are very much part of who we are as a company and what we stand for."

Neutrog will now be judged against the category winners from each of the states and territories in the lead up to the national Telstra Business Awards which will be held in Sydney on August 20.



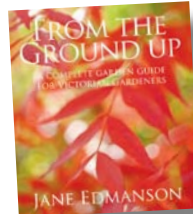
The concept of 'From the Ground Up' was developed in 2003. The idea was to create a complete and comprehensive garden guide specifically for each state - for all gardeners, from novices to experts.

Written by iconic gardeners representing each state, the books are collaborations utilising the recommendations of many state based plant experts. They are packed full of magnificent photographs to allow you to visually identify everything from the best plants for your garden to the pests and diseases causing your plants grief.

In 2008 the South Australian edition of 'From the Ground Up', authored by Sophie Thomson was launched in the



FROM THE GROUND UP



Adelaide Botanic Gardens. In November 2009 the Victorian edition, authored by Jane Edmanson was launched at the Flemington Racecourse.

In 2010 the New South Wales edition, authored by Linda, Sandra & Graham Ross will be launched in the Rose Garden at the Royal Botanic Gardens in Sydney on the 4th of November.

Over the years the Ross family have been good supporters of Neutrog and previously featured in the winter edition of Feedback back in 2005.

The Ross family name is synonymous with gardening in New South Wales and across Australia.

Over the past 30 years they have hosted the highly respected Garden Clinic Show on radio 2GB, which has since expanded to simulcast to Victoria and Tasmania on MTR 1377. They have travelled the world's greatest gardens, authored six garden books and produced and presented TV gardening programs including Better Homes & Gardens and Groundforce.



The Ross family states "Our own gardening experience, training and research has culminated in the writing of this book. With our family recently expanding into another generation, like so many in NSW, the practice of growing vegetables, fruit trees and herbs has become even more important to us. As a result we have included a comprehensive chapter on 'edibles', in the hope you will learn from our experience. "

"'From the Ground Up' has been developed in the hope that it can answer many questions for a broad audience and, at the same time, ease some of the pain and frustrations for those new to gardening."

To register for a signed copy of the NSW book please email: book@neutrog.com.au

The Queensland and Western Australian editions are currently in development...

we'll keep you updated.

Neutrog is now on Facebook



Follow us via the Facebook link on our website, click the 'like' button and join us for regular updates.



GOGO JUICE UPDATE

Following on from our last edition of Feedback, Graham Douglass Chairman of the Wynn Vale Community Gardens had been trialing GOGO Juice on 2 pots of spring onions, as you can see now at harvest time the spring onions treated with GOGO Juice show increased growth and root development.



Graham had also been trialing GOGO Juice on the standard Iceberg rose bushes at the Wynn Vale Community Gardens.



Graham states "I have been applying GOGO Juice at the rate of 10ml per 5 litres watered into the base of the rose bush each month since November. As you can see the untreated bushes are badly affected by black spot and aphids are present, whereas the treated bushes are very clean, there is no black spot, no aphids and the bushes appear much larger due to healthier foliage."

Visit our website www.neutrog.com.au for more information on GOGO Juice.

Neutrog's Winter Fertilising Programs

It is Neutrog's philosophy & belief that plants perform at their optimum level when regularly fed right throughout the year - at least once in each of the four seasons - including during winter, where an organic application provides your plants with a great head start for spring.

Roses & All Flowering & Fruiting Plants



All Garden



To view more programs and find out which of Neutrog's Year Round Fertilising Programs are right for your garden needs visit our website www.neutrog.com.au



Those who love going to the races will be familiar with the stirring bugle tune which is played prior to the start of each race. This tune is known as the 'First Call' or 'The Call to the Post'.

It appears to originate from the days prior to PA systems being used, and was to let racegoers know that the horses were about to come onto the track. This has been heard countless times at one of Australia's best known racing tracks, Caulfield Racecourse. Caulfield Racecourse is located 8km from Melbourne's CBD in the south eastern suburbs. It is affectionately known as 'The Heath'. When racing first started in 1859, the jockeys had to navigate their horses through sand, bush and heath. Home to the Melbourne Racing Club, along with its sister club 'Sandown', 60 race meetings are held each year, which accounts for almost 50% of all metropolitan racing in Melbourne.

Initially known as the Victoria Amateur Turf Club, the organisation was established more than 125 years ago by six very keen thoroughbred enthusiasts. The club has a long history, including the fire that raged through the grounds, stands and buildings on the eve of the 1922 Caulfield Cup. Although the cause of the fire was never determined, the suspicion at the time was aimed at one of the most colourful identities of the Melbourne criminal world, Leslie 'Squizzy' Taylor. Despite the devastation, the Club forged on until World War II, when Caulfield was temporarily donated to the Army.

These days Caulfield Racecourse is not only home to thoroughbred racing, but events such as Victoria's Premier Caravan, Camping & Touring Supershow, which is the largest of its kind in the southern hemisphere.

Thousands of visitors converge on the grounds over six days, which certainly adds pressure to the groundspeople at the Club to maintain their prestigious condition. With events such as this, on top of the world

renowned Spring Racing Carnival which attracts around 90,000 visitors each year, it was found that measures needed to be taken to become more environmentally sustainable.

As such, the Club runs an underground stormwater capture system, with a capacity of up to 300,000 litres. Rainwater tanks have also been installed, allowing for up to 350,000 litres of rainwater to be available for use on lawns and key gardens. With sustainability in mind, saving of water is a priority at the racecourse so mulch is continually used, and drought-tolerant plants and grasses are planted.

Mark Bradley is the Gardens & Grounds Manager at Caulfield Racecourse, and first heard about Neutrog years ago through radio and horticultural magazines. He approached Neutrog two years ago and has been using the products ever since, particularly Sudden Impact for Roses on the flower gardens. Seamungus is used to feed the lilly pilli hedges along the track, which as a plant tonic, aids and increases resistance to psyllids - a common problem with lilly pillies.

Neutrog's Sudden Impact for Lawns and Blade Runner are used on all the lawns prior to the caravan show. Mark also found it was really effective in greening them up after the event, particularly as there were race meetings on the next three weekends in a row. Mark stated, "We needed to get the lawns looking at their peak again, as quickly as possible".

Caulfield Racecourse is one of Melbourne's treasures, it has been developed and maintained with care and vision throughout the years, ensuring that these historical grounds can be enjoyed by many generations to come.



Join Neutrog's Pooh Bah Club

To receive regular updates of new products, catalogues, newsletters and sample products, join the Pooh Bahs. To join, register your email address at www.neutrog.com.au - Membership is free. Junior Pooh Bahs are very welcome.



The Experts' Choice.

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