

OCTOBER 2021



Dear Readers,

Welcome to Neutrog's commercial newsletter for October 2021.

In this month's newsletter we look at the positive impact that Seamungus has had at Hahndorf Lavender Estate, our new export loader, our commercial team visit the SA Centrals Viticulture Expo & Trade Fair and more.

We hope you enjoy reading our newsletter. If you use Neutrog products and would like to promote your business in one of our future newsletters, feel free to contact our team via email at marketing@neutrog.com.au.

We look forward to keeping in touch.

Kind Regards,
The Neutrog Team



SA Centrals Viticulture Expo & Trade Fair



On the 21st & 22nd of September, the 2021 SA Centrals Viticulture Expo and Trade Fair was held by the McLaren Vale Grape Wine & Tourism Association at Longview Winery. 80 growers attended each day of the event which also involved a number of presentations about AgTech, Key Factors in Vine & Vineyard Health, Opportunities and Risks in a Changing Climate, and a Non-Chemical Weed Control workshop.

Grape growers and wine producers had the opportunity to meet with Neutrog's commercial team to discuss the benefits of biological fertilisers for healthy vines.

Neutrog produces a range of products suitable for the viticulture market, all of which are widely used by producers throughout Australia.

Our commercial team enjoyed catching up with growers from the region at the picturesque setting at Longview Winery.

A New Bulk Export Loader for the Neutrog Factory



A very exciting addition to the Neutrog factory is our new bulk export container loader. Previously when loading shipping containers ready for export the fertiliser was 'blown' into shipping containers. With this new piece of machinery the fertiliser is delivered into the shipping containers via a conveyor belt.

The loader is positioned so the arm is extended deep into the container, inside the protective liner and it slowly retracts as the container fills. Once it is full the liner is sealed, followed by the container and then it's on its way to our international customers

A Family Venture at Hahndorf Lavender Estate



Hahndorf Lavender Estate is South Australia's largest lavender farm with over 50,000 plants. The family venture between father and son duo, Peter and Thomas Mahar, aims to add to the booming tourism industry in the Adelaide Hills. They plan to open a café and guest shop selling products made with lavender oil harvested on the property which has been in the Mahar family for over 40 years. After a 2-and-a-half-year transformation, Peter and Thomas' dream is on track to becoming a reality.

Unlike the processes traditionally used by lavender growers, Peter and Thomas have researched and utilized a variety of modern production methods. This point of difference has carried through to the way they irrigate, the way they handle weeds, and also the way they fertilise and prepare their soil for planting.



Neighbouring Hahndorf Lavender Estate is Kirsty Miller, friend of Peter and Thomas, owner of 'Solace' and long-term user of Neutrog products. Kirsty has specialised in garden maintenance and design for 15 years, and after using Seamungus with great success on her own gardens, she recommended it to Peter for the lavender fields.

Seamungus has since become part of Hahndorf Lavender Estate's fertilising program where it is applied to the soil at planting. Peter has observed some noticeable differences, saying

"The plants love it. the flowers were 20-30mm longer than previous which I put down to Seamungus. Bigger flowers mean more oil, and that's what we're after."

GOGO Juice is also applied to the lavender as recommended by owners of the Victorian based Warratina Lavender Farm and horticulturalist, Tim Manders. The powerful combination of Seamungus and GOGO Juice ensures a soil rich in biological activity and enables strong root system development.

Neutrog South Africa Flagship Sponsorship with Durban Botanic Gardens



One of Neutrog flagship sponsorships in South Africa is the Botanic Gardens in Durban. The Durban Botanic Gardens was established by the Natal Agricultural and Horticultural Society as early as 1849. The settlement of D'Urban at the time was little more than a village with three or four sandy tracks, an assortment of thatched cottages and huts, and a double-story house.

At first, Durban's botanic gardens was situated on the south bank of the Umgeni River, but it had to be shifted from this hippo- and croc-infested site to the lower slopes of the Berea forest in 1851. There it languished in splendid isolation, still visited by roaming lion, though somewhat cut off from the growing town by the famous Eastern Vlei, an extensive wetland.

The Durban Botanic Gardens began as an agricultural research station for the trial of agricultural crops that included tea, coffee, and arrowroot. However, it was sugar that proved to be the most successful and resulted in the development of the sugar industry in KwaZulu Natal. Mark McKen, who was Curator of the Gardens at the time, was instrumental in bringing sugar to South Africa. McKen, having spent time at Bath Botanic Gardens in Jamaica, knew the sugar industry well and varieties such as Uba found their way into the Durban Botanic Gardens.

Today, the Botanic Gardens are a well-established part of the Durban experience. Events are often held at the gardens; however, playhouses and theatres have had to close due to the rise of covid. Organizers have instead opted for outdoor performances and productions in the gardens with Durban's winter weather creating the perfect setting.

Martin Clements, the current curator, is extremely appreciative of Neutrog's sponsorship, saying:

"We are currently using Bounce Back on our sunken garden and preparing the bed for our annual planting. With a Bollywood production shorty to be filmed here we need it to look its best. We also use Blade Runner on our lawns, and we are currently applying it to assist the lawns during the dry winter".

As we introduce new products, Durban Botanic Gardens will be the first to trial them on their various plant beds and lawns.



For more information about Neutrog products, please contact our team.

Neutrog products are also suitable for the home garden, and you can find out more by signing up to receive our monthly retail newsletter for stories from gardening experts, product profiles and seasonal fertilising guides for home gardens.

If you would like to receive this newsletter, please email marketing@neutrog.com.au



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