



The Pooh Bah News



Dear Pooh Bah Club subscribers,

Sunshine has slowly made a comeback over the last month as we get closer to spring, and what a great time to take advantage of the conditions by getting back into the garden after a long, wet winter!

The lawn is a centre piece throughout spring and summer, so now is the time to dust off the mower and stock up on your trusted premium lawn fertilisers. Neutrog have a number of exciting additions to our lawn care range coming soon including the NEW Sudden Impact for Lawns + POPUL8 2L Hose-On, which you can learn more about in this newsletter.

This month is a particularly special edition as we celebrate the 35th anniversary of Neutrog. A lot of things have changed after 35 years in the business, so join us as we take a look back on Neutrog's journey since its establishment in 1988.

As always, we encourage you to visit our social media pages for more news and stories throughout the month. Our community has a wealth of information, and our team are also happy to answer any product of garden queries you have.

**Happy gardening!
The Neutrog Team**



Photo of the Month / 'Peter Frankenfeld' Rose by Kaye & David Neale



Spring is just around the corner, a time which heralds the start of the growth and flowering period for roses. As the temperatures slowly rise and the soil is holding warmth again, roses will begin to wake from their winter slumber ready for a floriferous season ahead.

After reading our July newsletter, we were delighted to receive this photo of a rose from Rose Society of South Australia members, Kaye and David Neale.

"We have a property in the Adelaide Hills in Upper Hermitage, and the entire garden, including all 250 roses, have benefitted from Neutrog products.

We have used Neutrog for years, mainly Sudden Impact for Roses, Meatworks Blood & Bone and Rapid Raiser. We apply the Sudden Impact, Blood & Bone alone with Seamungus at the end of July after pruning, and always have a stunning display in spring!

This is a photo of a favourite rose of ours called 'Peter Frankenfeld'."



To ensure an abundance of blooms for the rest of the year, rose societies across Australia have provided culture notes for rose growing success in spring.

The Rose Society of South Australia recommends, mulching with Whoflungdung by early spring to maintain moisture levels around the surface roots, reduce weeds and encourage microbial activity in the soil.

When spring arrives and the plants begin to flower, be sure to remove old blooms to encourage repeat flowering. Feeding in early spring with Sudden Impact for Roses will ensure strong blooms... and plenty of them!

You can access these notes by clicking [HERE](#).

**CLICK HERE / To learn more about
Sudden Impact for Roses**

Site News / What's happening at Neutrog?

Great company at Neutrog's July lunch



Every month Neutrog hosts a company lunch, inviting all staff members and a selection of guests to the factory and laboratory in Kanmantoo for a delicious meal and a tour.

This month we were delighted to welcome Sarah and Tania from Van Loons Nursery in Victoria, Professor of Plant Pathology at Tasmanian Institute of Agriculture Calum Wilson and wife Annabel, along with twelve members of the Cymbidium Orchid Club of South Australia.



Graham Morris was among them and had an opportunity to view a previously sick orchid of his while at the factory, and as you can see he was very pleased with the progress!



You may remember reading in our previous newsletters about Graham's cymbidium orchid which had been suffering with Fusarium. Whilst collecting some Neutrog product back in April, Graham passed the orchid onto a Neutrog member to deliver to Dr Uwe for assessment, and to ensure it survived the wait, the orchid was placed in a bucket with a small amount of diluted POPUL8.



It was a few weeks until Dr Uwe could take a look, but by the time he did, the plant had started recovering and had put on new shoots and displayed signs of root growth.

Continued Site Improvements at Kanmantoo

At Neutrog's Kanmantoo factory and laboratory we welcome opportunities to host groups of passionate gardeners and experienced growers with varying backgrounds, and recently we had the pleasure of hosting Agricultural Science students from The University of Adelaide.

This visit made up part of a field day for students studying 'Horticultural Production and Quality'. These field trips are designed to introduce students to diverse industry sites and meet with professionals to learn about their processes and challenges.

The group visited produce farmers and other growers throughout the Adelaide Hills, before touring the Neutrog facility.

During their stop at Neutrog, the students gained an insight into the role of microbiology and biological fertilisers in producing healthy soils and plants for both home gardens and commercial operations. They also joined President of the Rare Fruit Society of South Australia, Brenton Kortman in the Rare Fruit Arboretum as he explained the importance of preserving rare fruit varieties and the challenges in doing so.

If you are part of a class or group and are interested in a factory tour at Neutrog, please get in touch via info@neutrog.com.au



Product of the Month / Sudden Impact for Lawns + POPUL8 2L Hose-On



Directions for Use — Sudden Impact for Lawns + POPUL8 Hose-On is a ready to use product that can be applied simply by connecting to a garden hose. No mixing is required. For full instructions, please refer to the directions on the label.

Application — Sudden Impact for Lawns + POPUL8 2L will cover 150m² of lawn and can be applied all year round but is particularly effective during the growing seasons of spring-mid autumn, and whenever nutrient deficiency or stress is evident in lawn. Use every 4-8 weeks. Always apply during the cooler hours of the day and water in lightly after application. As the product contains Iron, it may stain hard surfaces so should be rinsed off if there is any overspray.

Storage — Store upright in a cool place, away from direct sunlight.



Spring is going to be off to a 'lush' start with our **NEW Sudden Impact for Lawns + POPUL8 2L Hose-On** which is an exciting addition to our growing lawn care range.

Like the original granule form, Sudden Impact for Lawns + POPUL8 2L Hose-On is a complete, biological fertiliser in a liquid form, specifically designed to provide a full range of nutrients and biology in a soluble format, able to be taken up by the plant - through the leaf, roots and soil.

It's a premium, professional grade product (suitable for all lawn types), that will provide a quicker response than a granular fertiliser and is ideal for correcting nutrient deficiencies, treating stress related issues, and providing a boost to overall lawn health.

Sudden Impact for Lawns + POPUL8 is manufactured by combining the advanced biological formula POPUL8, with a carefully balanced ratio of NPK and additional micronutrients. These components support lawn in the following ways:

- **POPUL8** promotes nutrient cycling and liberation, fixes nitrogen, produces growth hormones and improves resilience to plant and soil pathogens.
- **NITROGEN** for bright green colour and growth.
- **PHOSPHORUS** to encourage deep root development.
- **POTASSIUM** for resilience to temperature and drought stress.
- **MICRONUTRIENTS** Iron and magnesium are important for vigor, nitrogen uptake, photosynthesis, and activation of enzymes, helping the lawn transition between seasons.

For optimum lawn health we recommend a Year Round Fertilising Program.

Applying a combination of biological fertilisers, both boosted and organic, will supply lawn with a diversity of nutrients suitable to the season, climate and lawn variety. Lawns that are fed all year round (as opposed to just the growing season) will be lush, green and resilient to pests and disease.

Sudden Impact for Lawns + POPUL8 Hose-On is not just for lawns, it is also suitable for **hedges, trees, bamboo ferns, conifers, in fact ALL non-flowering plants!**

R&D / Testing Ammonia Levels for Product Safety

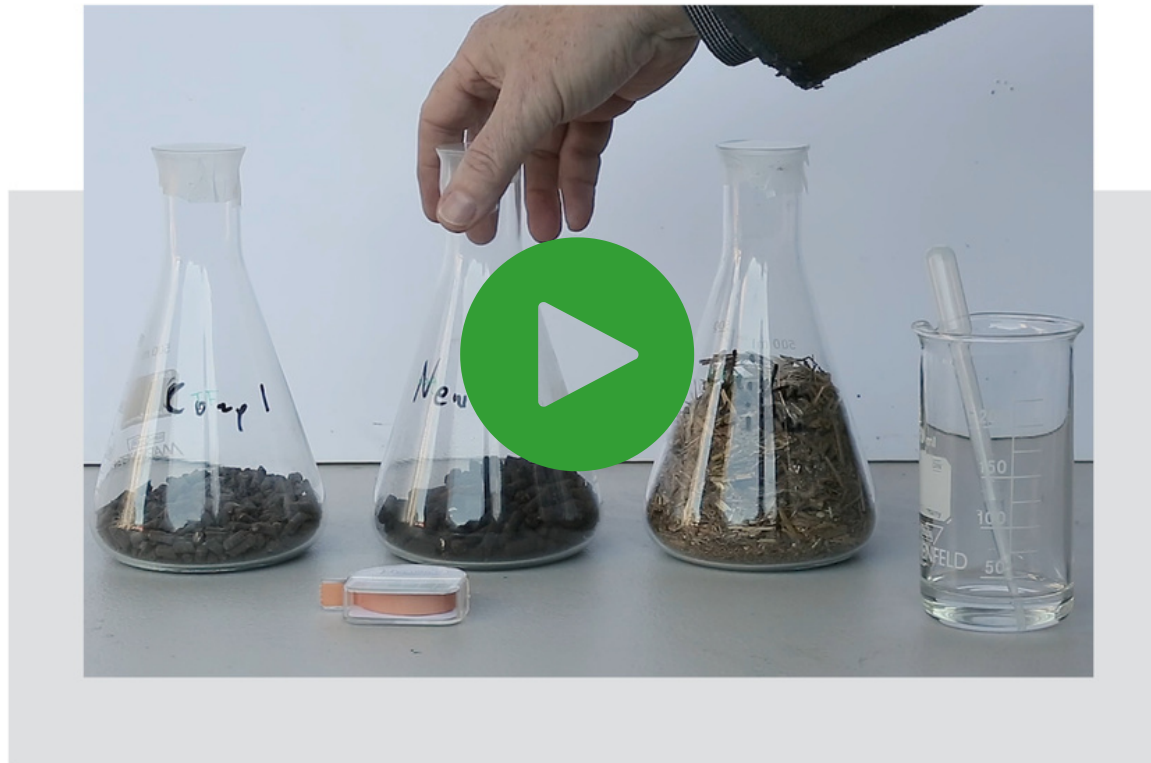
In addition to carrying out R&D on the various functions of microbes, Dr Uwe also conducts trials on the efficacy of our products.

In the video below, Dr Uwe is testing for the presence and quantity of ammonia in raw poultry manure, in a Neutrog product (made from composted poultry manure) and in a competitor's product (also made from poultry manure)—the purpose of this testing is not to denigrate a competitor's product but rather to simply use it and the raw manure as a benchmark against our own product.

Test strips are dampened with water and then placed into the test tubes. When the strips change colour, this indicates that ammonia is present in the air around the sample. Of the three samples tested, Neutrog's product is the only sample that didn't have ammonia present.

Apart from being a hazardous gas, high levels of free ammonia will burn plants, particularly young ones. Neutrog's composting process stabilises the ammonia by turning it into non-volatile nitrogenous compounds, ensuring that it is not lost to the atmosphere.

You can view the video on YouTube by clicking the play button above or by clicking [HERE](#).



Neutrog Celebrates 35 Years / Visual Recap



Since commencing operations as a small factory in Kanmantoo in South Australia back in 1988, Neutrog has become a leading producer of ground-breaking biological fertilisers used by agricultural and horticultural producers, landmark gardens, and home users in Australia and around the world.

On the 22nd of July 2023, Neutrog celebrated 35 years in the business, sparking an opportunity to reflect on the journey from its initial establishment to this incredible milestone.

In 1988, the goal was to make a mark in the commercial market and sell directly to farmers who rely on product performance to earn their living. In the 90's, Neutrog expanded to also service the retail market, bringing our premium fertilisers into home gardens around the country. This introduction of our products to passionate home gardeners paved the way forward to a future committed to building strong relationships with these gardeners through garden clubs and societies, many of whom have since helped to develop many of our products through trials.

From there, it is our unmatched commitment to innovation, research and development that has set Neutrog apart from others. Our in-house research and development program and collaboration with industry experts and leading research institutions has resulted in the evolution of our product range to be the most biologically advanced on the market. Collecting and storing soil samples from some of Australia's best gardens and commercial growing operations has resulted in a substantial bank of bacteria and fungi that will allow us to provide the best and most effective products to our customers.

This commitment to not only research and development but also education continues to lay the path towards an exciting future, with capital raised from a successful crowdfunding project in 2022 going towards a new fit-for-purpose Education Centre and a dedicated Research Centre. This addition will provide a dedicated space to continue to host large groups of visitors from schools, tertiary groups, garden clubs, community organisations, as well as industry bodies, agronomists, and distributors.

The next 35 years are bound to be as exciting as the first, and we couldn't be more grateful to have been able to share the journey so far, with many of you. Neutrog wouldn't be what it is today without our customers and supporters, so with that we send a heartfelt thanks.

Below is a gallery of some special moments over the years – merely a snapshot of what Neutrog has achieved in its 35 years of operation.

Neutrog Celebrates 35 Years



Angus Irwin, MD and Brian Smith, from The Advertiser newspaper in 1997



A visit to Vietnam to visit growers and distributors in 2005



We've had many visitors to our site over the years - including the four legged variety



Some of the first ever bales of Whoflungdung, hand delivered by the MD



Launch of From the Ground Up by Sophie Thomson in 2008



Sudden Impact for Roses was launched at the Adelaide Botanic Garden

Neutrog Celebrates 35 Years



The mining excavator used to construct our composting pad was so big, they moved a hill in just one day



Angus and Uwe with in the Liquid Room with new bottles of GOGO Juice



Some early Neutrog packaging and advertising with the original Neutrog logo



MD, Angus Irwin in 2010 with the VERY heavy 40kg Rapid Raiser



Neutrog products Bounce Back and Rapid Raiser are used by growers throughout SE Asia



Fun fact: GOGO Juice started off being brewed in drums in what is now our Boardroom

Neutrog Celebrates 35 Years



The Flemington roses have been fed with Sudden Impact for roses for over 20 years



Neutrog wins at the 2010 Telstra Business Awards



Brian Klepzig our WA rep and Uwe at the Perth Garden Festival in 2019



King Charles (then Prince Charles) introduced to Rocket Fuel on a visit to Adelaide in 2012



The new 2000m2 warehouse being built in 2019



New brewing tanks being lowered into the updated Liquid Room in 2022

Neutrog Celebrates 35 Years



The current Neutrog Board, Paul Proctor, Tony Aloisi, Angus Irwin, David Rasheed and Marc Makrid (Chairman)



A world first, sustainable coffee fertiliser launched with Foodbank to reduce waste and generate meals for those in need



The first batch of CIRCUL8 a freeze dried, vacuum sealed biological formula or hydroponic production



Into the future, a new dedicated Education & Research Centre at Kanmantoo

Bush Tucker / Angus Stewart Trials the NEW Bush Tucker Advanced Biological Liquid



Since announcing the development of a new Bush Tucker Advanced Biological Liquid formula, native plant expert, Angus Stewart, has been trialling it on plants from his Kangaroo Paw breeding program in Tasmania.

Angus Stewart played an integral role of the development of the original Bush Tucker product and is onboard yet again as we advance the original formula with the inclusion of specifically selected living bacteria and fungi to improve biological diversity and functionality.

Since adding Bush Tucker Advanced Biological Liquid to his fertilising regimen, Angus has noticed plenty of healthy new growth on the plants along with a reduction in disease.

Find out more by clicking the play button above or by clicking [HERE](#).



TRY Bush Tucker
500ml sample bottle for \$19.95.
Available online only.

Purchase a sample bottle by clicking [HERE](#).

Neutrog and Turfcare / Seminar at Cowra Japanese Garden



This month Turfcare Australia, Technical Agronomist Albie Leggett, organised a seminar for NSW based turf and horticulture specialists at the Cowra Japanese Garden and Cultural Centre. The agenda for the day was interesting and varied.

Albie presented on interpreting soil test results, while Neutrog's Dr. Uwe Stroehrer delivered a session on Breeding Better Soils through Microbiology to close out the morning.

The afternoon commenced with Cowra Japanese Gardens Head of Horticulture, Matt Rush presenting on the history and formation of the Gardens, winding up with an insightful and fascinating guided tour. As you can see, photo opportunities were endless!

The day was blessed with clear weather and all in attendance agreed that much had been gained from the content delivered. Comments by attendees described the day as informative and interesting and with the lovely backdrop of the garden the perfect way to spend a day at work.



Next Month / Keep In Touch Until September!



Year round fertilising for year round health



In addition to our newsletter there are plenty of ways to keep in touch with us or to find out more. Below you will find link buttons to our Neutrog TV page (which is hosted by Youtube) where you can find a range of video's as well as copies of Dr Uwe's weekly chats with Graham Ross.

On Facebook we regularly post gardening tips, stories from gardeners who use Neutrog products to stunning effect. We also feature staff news and videos from around the site. If you visit the page, make sure you click Like and Follow to ensure you keep seeing all the updates.

See you in September!
The Neutrog Team

Our Partners

Over the years Neutrog has collaborated with many plant societies that have trialled and subsequently endorsed some of our products. These product endorsements provide retail staff and home gardeners with the confidence to use and recommend Neutrog products.

With a combined membership base of over 10,000, some of these endorsing societies include:



We never have enough room in our newsletters to share all of our inspirational stories and tips from our gardening community, but they do appear on our Facebook and Instagram pages regularly...why not join us there?

