Implementing Reefwise Legislation with Hi Fert Dealers

Making Reef Choice the Easy Choice

Sugarcane in Australia

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Impact ReefWise Legislation
ReefWise legislation

Implications to all parts industry:

- Growers
- Dealers
- Fert Suppliers
- Testing labs
- Contractors
- Mills

ReefWise legislation

Regulations in relation to nutrient usage

- Mandatory soil testing prior to planting
  
  2009 season approx 4,000 soil tests
  
  2010 season estimated 16-20,000 soil tests

  400% increase in test volumes flows through to equal increase in labour / tech skills / lab capacity required to manage the increase.

  Predominate resource increase required within the Dealer network
ReefWise legislation

Regulations in relation to nutrient usage

- Capped rates on key Nutrient application

Nitrogen and Phosphorus application rates dependant upon soil test levels going forward from each planting

Based on modified BSES Six Easy Steps Nutrient Program

Overall reduced Phosphorus application rate of 25% plus in the industry

Potassium, Sulphur, Calcium, Magnesium and Trace Elements were unaffected.

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ReefWise legislation

Regulations in relation to nutrient usage

- Liability for breaking regulations

Liability rests with the grower for soil tests, choice product, application rates and record keeping

HOWEVER

Potential exists for litigation from the Grower to any service providers who had made recommendations, supply and application etc to the farm.

Dealer soil testing services and product recommendations were now more than ever essential to be accurate
Hi Ferts Response to regulation

- Involvement at TTG meetings to ensure Govt agencies understood practical implications of the regulations at the grower and service/product supply level

- Providing concise advise to dealers on how to deal with the regulations as rumors early in the 2010 were rife of what couldn’t be done with fertilizer

- Proactive in adoption of the regulations. Not necessarily in agreement with the science base that was relied upon but rather taking the higher ground that industry movement to perceived Best Practice was essential for the future of the industry.

Hi Ferts Response to regulation

Major Issue that Hi Fert realized very early on in the TTG meetings in late 2009

1) Existing Industry / HF blends were not at ideal nutrient ratios for the new soil test requirements going forward into the future

- The tight nutrient confines of the nutrient regulations potentially could result in a high percentage of farm blocks requiring a Prescription Blend fertilizer
Hi Ferts Response to regulation

- Prescription Blends take large labour and operational resources to meet at both at the Dealer and Supplier level (formulation, manufacture, pricing, supply etc)

- Sugar Industry demands in many cases Product Order Today for Supply Tomorrow for use

- Dealers were burdened massive increase in soil tests and required quick way to make correct and concise product recommendations

- A new blend range was required to meet regulations and soil test requirements

Hi Fert Solution

NEW! reefCHOICE
Hi Fert Solution

• The Reef Choice range was developed to help Hi Fert take a leadership role in matching fertilizers needs to the new regulations to protect the Great Barrier Reef.

• Helping growers comply to the regulations and helping dealers to secure sales.

• The Reef Choice range was fast tracked to be first to market with this important initiative.

Hi Fert Solution

• Range of off-the-shelf blends on price lists and available order today pickup tomorrow
• Approx 250 blends in total
• Around 80% success rate of matching possible soil nutrient requirements with Reef Choice Blend
• Greatly reduced use Prescription Blends
• Easy compliance that Dealers can sell
• First to market
Hi Fert Solution

- Formulation Reef Choice blends based on Highest Analysis raw materials available

Urea / DAP / MOP or SOP / Elemental Sulphur

Benefits to the Grower:
1. Reduced application rates / transport costs
2. Highly competitive costing per hectare due to high analysis over traditional industry low analysis blends
3. Fine particle size Elemental Sulphur providing Sustained Sulphur release in high rainfall areas
4. Available “off the shelf” from the dealer

Making Reef Choice the Easy Choice

Campaign

Editorial/PR
Software Package Product Selection

Extensive Dealer Training and Grower Events
Dealer Case Study Mt Ossa Rural

- Located 40 kms north Mackay
- Sugar and small area Horticulture
- Independent family run business, CRT group
- Been in business 10 years
- Managed Adrian Zarb
- 5 staff total including Adrian
- 2700 tonnes fertilizer annually

- 50 % fertilizer tonnage switched to ReefChoice this season