

growth technology



Innovations in Horticulture

NEWS

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Proof Only

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Unmatched horticultural advice is now just one phone call away

In a move to make it easy for commercial growers and hobbyists to access the latest technologies and advisory services in almost any area of horticulture, Growth Technology has joined the recently launched Global Hort alliance.

So what is Global Hort about? It is a one stop shop, combining the resources of a carefully selected group of businesses with expertise in the supply of a variety of quality horticultural products and services.

One stop supplier

Each of the partners will act as a representative for the other alliance members. Just by picking up the phone or emailing Growth Technology you will have access to all you need to run a successful



Globalhort

DELIVERING GLOBAL SOLUTIONS LOCALLY

horticultural operation, including expert advice.

The grouping is particularly focused on providing the best available support and advisory services to all its clients. With this in mind a staff of technical advisors, consultants and horticulturalists with expertise in remediation and prevention

strategies have been engaged. The alliance also utilises the services of international experts in various fields of horticulture.

Among the products and services which you will be able to access through Global Hort

are greenhouse construction/maintenance, irrigation/climate controllers/data loggers, heating/cooling systems, a selected range of fungicides, insecticides, herbicides and bio-inoculants together with a comprehensive range of greenhouse hardware and related products.

Soilless revolution catches on at Perth Show

Visitors to Perth Garden Week only had to run their fingers through a pile of Cocopeat to be sold on the benefits of soilless gardening.

Our stand at the show attracted much interest from people seeking more information on this revolution in potted plant gardening. Visitors were able to see and feel our soilless gardening range including Cocopeat products and the specially formulated Focus nutrients. Many visitors wanted to know where they could find their closest stockist.

Regarded as the successor to peat,

Cocopeat is a growing medium made of coconut fibre. Various types and grades



The soilless gardening revolution comes to Perth at the recent Garden Week.

are available. Thus, for seedlings there is a medium with a good water holding capacity, while for orchids you can get a product with a high degree of air porosity.

Cocopeat is light, clean, easy to use, inexpensive and can be used more than once, and because it is organic, can be easily disposed of.

A major feature is its excellent water holding capacity. This means less water wastage and less chance of waterlogging.

It does not compact easily and therefore has a much longer lifespan than conventional potting mixes. **To Page 4**

Focus range receives acclaim at Melbourne Flower Show

The recent Melbourne Flower Show proved to be a highly successful launch pad for the new Focus range of soilless gardening nutrients.

Designed to revolutionise potted plant gardening, the Focus range is very much a 21st Century solution. By incorporating all the nutrients required by a potted plant in one bottle it takes the guesswork out of gardening. The result? You will have a greater certainty of success in growing attractive, luxuriant potted plants.

Visitors to the show were attracted to our exhibit by the colourful packaging of the Focus range, which has been specifically developed to create a strong merchandising impact on retail shelves. Once on our stand they were most receptive to the obvious benefits of soilless gardening.

In particular, they lauded the fact that when used with our Cocopeat growing medium, the Focus nutrients eliminated a major headache - the confusion which gardeners face in deciding on which specific nutrients are required to complement the soil in the pot.

This system is simple. All you need do is put a bit of Focus in a watering can, fill it with water and you have an



The Focus Range

instant scientific method of giving your plants the water and nutrients they require to thrive. There is no need for any sophisticated irrigation system.

With Focus, we provide gardeners with the same proven products used so successfully by commercial growers throughout Australia, that is a quick, simple, clean and effective potted gardening method.

Initially, Growth Technology is marketing six different soilless gardening products in the Focus range. These are: an orchid bloom formula, orchid grow formula, a nutrient product for roses, a general purpose grow formula, a bloom booster and a low phosphorous mix for native plants.

Meet Patrick

Patrick, who has been with Growth Technology for seven years, is responsible for the manufacture and packaging of our complete range of products.

After all this time, he finds it challenging to ensure that when it comes to producing our products we get it right, all the time.



Your pH meter needs care

You may not really appreciate it but your pH meters will tend to be more accurate and respond quicker if you care for them properly.

Keep in mind that the glass membrane can become clogged with mineral salts from water and nutrient solutions. The probe should be cleaned with clean water after use to wash these away.

The probe should be stored in probe storage solution when not in use. If you don't have probe storage solution then pH 4 buffer will do just as well.

If it is slow to respond when required, then the glass probe should be soaked in

pH probe cleaning solution for a few hours.

Meters should be calibrated at least once per week. A two point calibration using pH 4 and pH 7 buffer will give more accurate results.

Eutech pH meters need periodic regelling. This needs to be done when the meter starts giving results that you know are inaccurate and it will not calibrate correctly. Return the meter to Growth Technology and we will regel it for free.

The most common problem with pH meters is flat batteries. If the meter is not working correctly this is the first thing you should check.

Moore River ready soon

Our new factory at Moore River should come on stream later this year.

The new factory has been specifically designed for bulk liquid fertiliser manufacture and is destined to be at the heart of future horticultural development in WA.

Demand for our bulk liquid fertiliser in the Guilderton-Lancelin area has escalated markedly as more and more major vegetable growers establish there. We have reached the stage where we believe that to best meet the growing demand from existing and future growers we must establish a manufacturing facility at Moore River.

Matt takes his hydroponics business into 21st Century

After 10 years as a hydroponics shop owner, Matthew Stafford realised that his business needed a fresh new approach in order to ensure continued success in the 21st Century.

Two years ago Matt decided to expand into other related areas. "Hydroponics is related to water and plants so we decided to move into water gardening. More recently, through the new business, Watergarden Warehouse, we have become involved in introducing the everyday gardener to the benefits of using hi-tech horticultural techniques, such as soilless gardening."

According to Matt, unscrupulous operators had caused the entire hydroponics industry to be tarred with the same brush. "We were all seen as suppliers to marijuana growers. Faced with this barrage of negative publicity, it became obvious that many potential hydroponics hobbyists were uncomfortable about being seen to enter a hydroponics shop. This acted as a brake on efforts to expand the use of hydroponics among the many mums and dads who enjoy tinkering in the garden."

He says that in his Water Garden Warehouse these problems have been eliminated. As can be seen from the façade and the interior layout, the overall impression is of a business supplying a



A lot more than a hydroponics shop.

broad range of water related garden solutions as well as hydroponic and organic products.

Matt is excited by the fact that soilless growing techniques, widely used by commercial growers, are now being made available to everyday gardeners in the form of simple single bottle nutrients and growing media such as Cocopeat. "In introducing its range, Growth Technology has taken the lead in bringing this revolution in potted plant gardening to even the most casual of gardeners.

"With smaller residential blocks, concerns about scarce water supplies and pollution by fertilisers there is little doubt that soilless gardening now joins hydroponics as the way to go in the 21st Century."



Matt Stafford.



The spacious inviting interior.

Vive le difference

Recently an orchid hobbyist walked into our office keen to show us the results of his move into soilless gardening using our new all-in-one-bottle orchid nutrient solution.

As can be seen in the picture the plants on the right were potted in a soilless medium and were fed with our Focus orchid nutrient solution. The smaller less healthy orchids on the left were grown in a potting mix and were fed with nutrients which the grower has used for some time. All the plants are of the same age.



A dose of the right medicine

Even when he became a pharmacist Kevin Butler kept up his childhood hobby of growing azaleas and orchids.

Eventually this passion led him to buy land in Evandale Road in Darch some 19 years ago and establish a nursery specialising in orchids. He must have put in all the right medicine for today Ezi-Gro Orchids has grown to a thriving business with no less than 3 acres of orchid greenhouses.

At the heart of Ezi-Gro's success is manager, Rosa Butti, who like Kevin is devoted to constantly searching for new and better techniques. Certainly customers can rely on getting expert advice from Rosa and Kevin. However, as Kevin puts it, people are so much more knowledgeable nowadays and it is much easier than in the past to grow orchids successfully.

"While we still get those who insist on starting off by trying to grow the most difficult orchids, most can achieve good results using simple prescribed nutrients and brushing up on readily available information on the Internet.

"Through breeding programs over the past two decades we now have on the market many varieties that can be grown by casual gardeners. There is no longer a need for hit and miss experimentation. Plants are much easier to flower and at a much younger age. What is more, orchids are now cheaper than they were decades ago," Kevin said.



Rosa and Kevin show off their orchids.

As a distributor of Growth Technology's new single bottle orchid nutrients, Ezi-gro is currently experimenting with soilless growing methods using a Cocopeat medium and the Focus nutrients. "We are putting a number of varieties of orchids to the test, in the hope that this method will significantly enhance their growth."



Young orchids in a Cocopeat medium.

Soilless revolution catches on at Perth Garden Show

From page 1

Because you do not have to use compost there is a reduced risk of disease harming your plants and you. Weed growth is also retarded and attack by soil-dwelling pests reduced.

Attractively packaged Cocopeat comes in easy to carry bricks. The product is also supplied bagged, or in specialty mixes. In addition to soilless gardening, it can also be used for blending with soils.

The product's uptake is the result of a number of factors including ecological concerns, particularly as peat becomes more costly and difficult to obtain. It also

offers a number of benefits when compared to other commonly used peat substitutes. Rockwool, which is used by some tomato growers, is expensive and has problems related to its disposal. Sawdust compacts too easily, and has inferior water holding properties. Perlite and vermiculite are pricey and also have water holding disadvantages.

Cocopeat and Focus nutrients fit in perfectly with our overall philosophy of supplying products that ensure your plants are grown in the right medium and are fed the right stuff.



Cocopeat bricks on show

