

growth technology



Innovations in Horticulture

NEWS

Edition One 2007

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All your soil needs in one bottle

The Ionic range of products was developed to combine seemingly incompatible minerals in an easy to use single pack concentrate.

Ionic Soil is a premium formulation, heavily fortified with complex plant acids to enhance the health of the soil and the plant. It is ideal for use at all stages of growth for plants grown in soil.

The product of our considerable expertise in hydroponics, it gives people who prefer soil gardening access to single

pack nutrients which have been tried and tested in the hydroponics sector.

The single pack technology used in the manufacture of Ionic products creates a concentrate containing the elements crucial for plant growth.

The process enables the precise delivery of balanced nutrients directly into the plant in a way not previously possible.

All Ionic nutrients, including Ionic Bloom, Ionic Grow and Ionic Boost are available in a convenient single bottle and

are fully buffered to stabilise the pH of the nutrient solution.

They are all precision blends of nutrients bonded in the exact ratios required by plants and these remain in a highly stable form until taken up through the roots.



New Growth Technology factory reaches final planning stage

The architect has done his bit and building plans have been submitted to the local council.

Now all that is needed is permission from local environmental authorities for us to go ahead with the construction of our planned new factory on the Brand Highway at Moore River.

The new factory will concentrate on bulk liquid fertiliser manufacture and is designed to serve what is destined to be 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.



Bulk tanker deliveries to farmers in the area will be quicker and freight costs will be reduced.

In addition to taking the pressure off our factory in O'Connor, the new plant will significantly increase our overall output of liquid fertilisers, giving us the capability to better supply vegetable and olive growers.

It will also allow us to address the needs of vineyards.

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Orchid growers - all the minerals your plants need

GT Focus orchid nutrients have rightly been described as the Rolls Royce of liquid nutrients. Why? Because they contain all 12 essential minerals plants need to flourish.

Designed to revolutionise potted orchid growing, 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 successfully growing orchids.

The result? Greater certainty of success in growing attractive, luxuriant plants.

There are two products in the GT Focus orchid range of nutrients. Focus

Orchid Bloom is a balanced formulation designed for all orchid types in spike. It offers a complete mineral profile with extra potassium to promote prolific flowering.

Focus Orchid Grow is specifically formulated for use on all orchid types in the growth phase. A complete balanced mineral profile promotes growth and development for superior plant health. For best results the two products should be used in conjunction with each other.

This Focus system is simplicity itself. All you need do is put a bit of Focus in a watering can, fill it with water and you have an instant scientific method of giving your plants the water and nutrients they require to thrive. There is no need for any sophisticated irrigation system.

When used with our Cocopeat

growing medium, the Focus nutrients eliminate a major headache - the confusion which orchid growers sometimes face in deciding on which specific nutrients are required to

complement the soil in the pot.

With Focus, we are giving hobbyists the same proven products used so successfully by commercial growers

throughout WA.

They will be getting a quick, simple, clean and effective orchid gardening method.

A feature of the two products is their colourful packaging, which has been specifically developed to create a strong merchandising impact on retail shelves.



Leaf tissue analysis can save you plenty.

Keeping a constant check on your leaf tissue is critical in ensuring optimal production. And at this time of the year it is as important to retest your water.

In line with our philosophy of supplying total nutrient solutions specially formulated to suit your own conditions, we are committed to regularly analysing your leaf tissue and the water you use. These tests enable us to adjust your nutrient formula in order to ensure the best possible results. As a customer you will benefit from this service free of charge.

The tests also help us to supply you with exactly what your plants require and nothing more. If you are near a wetland, we will even monitor that wetland to ensure that nutrients are not escaping into the wetland and thereby exposing you to possible problems with environmental authorities.



Laboratory testing of leaf tissue.

To have your leaf tissue analysed professionally, collect the youngest fully-matured leaves, just enough to fill a paper sandwich bag - not a plastic bag - and get it into us as quickly as possible.

We will arrange for the leaves to be properly washed to remove all the dust. They are then put into an oven for drying and dissolved down to powder, going through a machine that measures minerals.

Growth Technology will interpret the data for you and tell you exactly where your plants are at; clearly outlining their nutritional status.

We also offer a similar service on water balance. Simply bring a sample of your water to us in a 250ml clean plastic bottle. It's important to know the quality of your water supply ... it helps your product grow better.

From Zimbabwe to Baldivis

Zimbabwean migrant farmers are making a valuable contribution to the WA horticultural industry with some of them running operations that are among the best in the state.

Grant Swan moved to WA after his mixed farming operation in Zimbabwe was confiscated by the Mugabe government. With his background in agriculture it was only to be expected that he would move to WA when he became aware of an opportunity to buy a thriving hydroponic operation in the state.

Gourmet lettuce

So it was that three years ago Grant took over Balhill Water Gardens in Baldivis from the previous owner. This commercial hydroponic operation produces seven varieties of gourmet lettuce for the WA market.

Was it difficult learning how to run a hydroponic farming operation? Says Grant, "My previous agricultural experience helped a bit but I must admit it was a steep learning curve.

"Fortunately, I found a lot of available expertise and received valuable advice from the previous owner and experts such as Carl Barry."



Grant and his gourmet lettuce crop

Grant's focus is on ensuring he and his staff of five are able to regularly produce lettuce of the highest quality no matter what unforeseen problems arise from time to time. Avoiding potential threats to optimal production is critical. This is why he places a lot of emphasis on monitoring the calibration of pH levels and accurately recording nutrient requirements.

He feels, however, that when it comes to market prices not enough consideration is given to the difference between hydroponically produced lettuce and conventionally grown alternatives.

"We are not really adequately rewarded when you consider the quality of the hydroponic product."

Growth Technology has played a major role in the operation for a number of years.

Says Grant, "The previous owner formulated the nutrient formula we use in our operation in association with Carl of Growth Technology. I inherited Growth Technology when I bought the business and continue to use their products and services. I have found them to be reliable and very knowledgeable."

Meet the Growth Technology Team - there for you



Back L to R: Peter Allcott, Isaac Tullet, Patrick Mc Cagh, Gary White, Darren Duley. Front: Natalie Rijavec, Sherice Brankstone, Pippa Snadden, Carl Barry.

Fertigation efficiency - a priority

Growth Technology's first contact with what is today known as Parmelia Olives started in 1990 when the grove's olive trees were little more than one foot tall.

Carl Barry recalls thinking his leg was being pulled when the then farm manager approached him saying, "I'm growing hydroponic olives."

However, when Carl visited the farm to take leaf samples he had to agree. There was little difference between hydroponics and farming olives in that very sandy soil.

Out of this initial contact came Growth Technology's first order for nutrients specifically developed for the olive trees grown in that area.

Today Parmelia Olives is one of WA's biggest growers. In addition to its own property of 312ha it also manages the nearby 27ha Wickham Farm.

Since commercial harvesting started in



2004, Parmelia has produced 711,000 litres of oil, most of it for export.

Parmelia Olives manager, Hughan McVee, sees one of his main priorities as being the constant monitoring of the effectiveness of fertigation and the minimisation of wastage.

"Fertigation is as good as what your budget allows. I believe we are receiving excellent value for our expenditure on nutrients by getting ready mixed formulas

supplied to us in bulk tankers by Growth Technology. What is more we benefit from dealing with Carl Barry who is always on hand to provide helpful, knowledgeable advice."

As a person with prior experience as a market gardener and a supplier of farm labour, Hughan has his own views about the state of olive farming in WA.

"The wine industry was once as young as the olive industry is today and look at where it is now.

"There is continued growth in this industry fuelled by considerable optimism. Right now big plantings are taking place in our area.

"Importantly too, the industry is not standing still. There seems to be a continuous drive to improve on the quality of the end product. This bodes well for the future."

Get it right first time



Customers of Greenlite Hydroponics in Tuart Hill enjoy a major benefit in being able to see for themselves the end result of doing things the right or wrong way.

Walk into the shop on Wanneroo Road and you will immediately notice the preponderance of hydroponic plants. This is a deliberate strategy designed to clearly show the value of doing things right first time.

Helping customers to avoid mistakes is a major focus at Greenlite. And when it comes to giving advice there can be few as qualified as Cheryl Holme. "Giving people the right advice is critical because if you don't they will go elsewhere to get it"

The holder of a horticulture management degree, she purchased Greenlite with her

husband, Stephen Howarth, in 2003. Her interest in gardening started at a very early age and she had her first hydroponic pot at the age of 14.



Steve, on the other hand, comes from a building background. He describes himself as a handy person who has learned much about hydroponics from Cheryl.

Looking at current trends in the market, Steve and Cheryl say that there is definitely an awakening of interest in hydroponics as people move into more confined residential living spaces. "Most want to grow salad

vegetables while we have a number of chefs keen to grow herbs which are not readily available in WA.



"Almost all the people approaching us for advice are keen on finding out how to do it in the most economical way. We determine what they are trying to achieve before pointing them in the right direction, which may mean anything from a cheap solution incorporating pots, media and nutrients to an automated nutrient circulating system."

Cheryl is very impressed by the professionalism and vision displayed by Growth Technology, whose products feature on Greenlite's shelves. "They are extremely innovative in finding new single bottle nutrient solutions formulated for specific plant types. In this respect their recently introduced Focus range is sure to be a winner."