



SeedSense



HANNAFORD CELEBRATES CENTENARY

One hundred years ago, Alf Hannaford set out to tackle the age-old problem of fungal smut, a cereal crop disease that severely impacts the quality and yield of harvested grains.

His invention, the Ideal Combined Seed Grader and Pickler, sparked a business that still shapes Australian cropping today.

In August 2025, the company that bears his name marked its centenary. Hannaford franchisees gathered from across Australia to celebrate a legacy of resilience and reinvention.

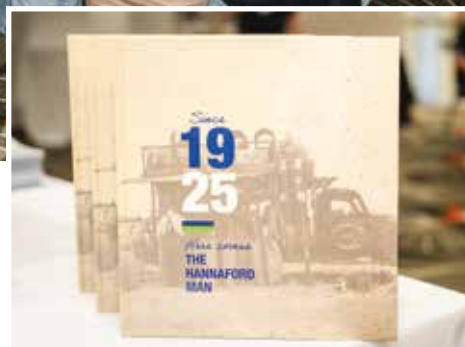
A new centenary book, 'Since 1925 – Here Comes the Hannaford Man', traces stories from the field, showing how closely the business has grown with farmers over that time.

The book highlights the company's ability to innovate and adapt. Hannaford shifted from equipment sales during the Great Depression to

a mobile grading service, later pioneering one of Australia's first agricultural franchise models in 1987.

Hannaford innovation continues to be just as active today. We continue to expand the equipment fleet to meet customer needs and offer new products and solutions such as Syllas-ST, the next generation of Natural Plant Protection Products.

We'd like to thank the many contributors that have helped to bring the Hannaford story to life: from regional historical societies, to interviews with those that have worked in the business, through to the loyal farming customers that have used Hannaford services over generations.



It provides us with a great sense of pride and achievement to see the finished product.

You can secure your own complimentary copy by contacting your local Hannaford franchisee.

Enjoy the read!

Hannaford 
The Seed Protection Specialists



Franchisee Update

WELCOME

'Here comes the Hannaford man' has been heard shouted through farms across Australia for decades.

It's hard to believe that a business started by one man in 1925 is celebrating it's centenary this year.

Although it has evolved over the many decades, Hannaford has stood the test of time and continues to help Aussie farmers turn their most valuable asset into next year's crop.

Our most valuable asset are our people – and this year we celebrated both our history and our franchisee achievements at our National conference.

Our Franchisees are all local owner-operators, who have a vested interest in getting your seed 'Hannaford clean'.

This past year we welcomed four new franchisees, as some of our 'old hands' passed over the reigns after many years in business.

In this edition we take a look at some of the seed treatment products we will be carrying on board this season, and launch a bonus offer for growers investing in Syllas-ST biostimulant seed treatment for their cereal crops.

All the best for the season ahead, may it rain when it's needed and the sun shine when it's not! Enjoy the read.

Brett Heath
Commercial Manager



FRANCHISEE AWARDS

Peter & Karen Agars, Ravensthorpe WA

Congratulations to Peter and Karen Agars of HSS Ravensthorpe who, during our recent National Conference, were awarded Best Franchise over the past two seasons.

Five franchise areas were also recognised for outstanding customer satisfaction results as rated in our end of season customer feedback:

- Luke Derrington - Central Yorke Pen. SA
- Terry and Kelly Jackson - Fleurieu Pen. SA
- Daven Tomney - Streaky Bay SA
- Phillip & Katrina Crute - Brookton WA
- Byron Bird - Buloke VIC

The overall average for customer referral ratings achieved 92%, a fantastic result given three new franchisees joined Hannaford since our last edition of SeedSense.

- Nico & Cathy Beukes, Eastern Wheatbelt WA
- Kane Ruiz, Snowtown SA
- Phil & Sherin Madden, Sunraysia VIC

This season we welcome Shane and Kristy D'Aprile, our new franchisees in the Katanning



Terry & Kelly Jackson, Fleurieu Peninsula SA

WA region, who have recently acquired the business from Derek Batchelor.

Shane and Kristy are already well known in the local community and are looking forward to continuing the service that Derek has proudly delivered to customers for the past twenty years.

For current franchise recruitment opportunities, visit <https://hannafords.com/franchise.html>



Kane Ruiz & Alecia Trench, Snowtown SA



Sherin & Phil Madden, Sunraysia VIC



Kristy & Shane D'Aprile, Katanning WA

Product Update

PROTECT YOUR CEREAL CROP EARLY WITH RENO® 350FS

Grain growers know the importance of getting their cereal crops off to the best possible start.

This season Hannaford Specialists will carry a new insecticide seed treatment from UPL with rapid plant uptake to allow seedlings to establish and reach their growth potential.

Reno® 350FS insecticide seed treatment (350g/L thiamethoxam) provides control of aphids and wireworm in wheat and barley, and controls stored grain pests in stored cereal seed. It is also registered for reducing the spread of Barely Yellow Dwarf Virus and Cereal Yellow Dwarf Virus.

Early protection

"Reno 350FS gives long lasting activity from the start so that plants can establish without significant pest pressure and damage," said Ian Cass, Marketing & Business Development Manager for UPL Australia.

"Having this extended pest protection in the initial growth stages reduces the need for an additional insecticide application. That's one less pass over the crop growers need to include in their cropping program."

Protecting young establishing seedlings from insect pests can improve plant establishment, vigour and yield.

"Some of the benefits from early protection include improved germination, stronger root

development, improved stress tolerance, and increased plant biomass," said Ian.

A suspension concentrate for seed treatment, Reno 350FS is highly water soluble to allow for improved uptake by plant roots, even in marginal conditions. It also has good crop safety.

As with other seed treatment formulations from UPL, Reno has superior formulation technology, giving superior seed flow and low dust off.

"Being compatible with other seed treatments, you can apply Reno 350FS with our other products – such as Syllas-ST® biostimulant, ZincFlo® Plus and Rancona® Dimension seed treatments – that combine to get your crop off to the best possible start," said Ian.

Protection from root to leaf

Once the treated seed is planted, the insecticide dissolves in soil moisture to form a compact dressing zone around the seed.

The plant absorbs the active (thiamethoxam) from this zone through the germinating seed and roots. It then moves throughout the plant via the xylem, providing protection from root to leaf.

Reno 350FS works by both contact and ingestion. Insects are affected by consuming parts of the plant that have absorbed the insecticide or through direct contact, leading to paralysis and eventual death.

RENO® 350FS

Protects barley & wheat seedlings	Protects stored barley, oat, triticale & wheat seed
Controls aphids & wireworm: <ul style="list-style-type: none">– Wheat/Oat aphid– Corn aphid– Green peach aphid– Cowpea aphid– Russian wheat aphid– True wireworm– False wireworm	<ul style="list-style-type: none">– Lesser grain borer– Rice weevil– Saw-toothed grain beetle– Flat grain beetle (adult insects & progeny)– Rust red flour beetle (control of progeny in storage & suppression of adults in storage)
Reduces spread of: <ul style="list-style-type: none">– Barley Yellow Dwarf Virus (BYDV)– Cereal Yellow Dwarf Virus (CYDV)	

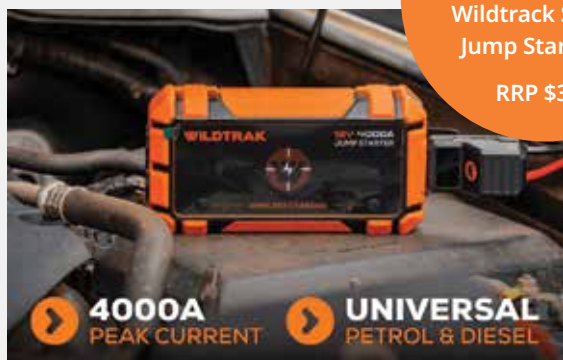
"We're pleased to be carrying Reno 350FS as one of our staple seed treatments, providing growers convenient access to a comprehensive seed treatment range," said Brett Heath, Hannaford Commercial Manager.

"By reducing pest damage early and therefore improving plant health, thiamethoxam-treated seeds have a higher likelihood of producing stronger, higher yielding crops."

Reno 350FS seed treatment is available this season from your local Hannaford Seed Protection Specialist.

BONUS OFFER!

2025/26 season



Purchase
100L Syllas-ST
& receive a BONUS
Wildtrak S4000A
Jump Start Kit!*

RRP \$300

STart UP

YOUR
CROP

Give it the best
possible start
in 2026



- 1 SYLLAS-ST®**
BIOSTIMULANT TO OPTIMISE
PLANT ESTABLISHMENT
- 2 ZINCFLOR® PLUS**
HEALTHY SEEDLING GROWTH
- 3 RENO® 350FS** new
PROTECTS AGAINST APHIDS,
WIREWORM, & STORED
GRAIN PESTS
- 4 RANCONA® DIMENSION**
PROTECTS YIELD FROM
MULTIPLE FUNGAL DISEASES
IN A LOW DUST FORMULATION

Promotion valid from
1 November 2025 to 30 June 2026

* Terms & Conditions apply



Seed Treatments – we

Seed Treatment	Active(s)	Covered Smut/ Bunt	Flag Smut	Loose Smut	Stripe Rust	Leaf Scald	Septoria Leaf Blotch	Powdery Mildew	Anthracnose	Botrytis
RANCONA® DIMENSION	Ipconazole, Metalaxyl	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley ⁴ Oats						
RANCONA® C	Ipconazole, Cypermethrin	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley, Oats						
VITAFLO® C	Carboxin, Cypermethrin	Wheat, Barley, Oats	Wheat ^{1,2} , Triticale ²	Wheat, Barley, Oats, Triticale						
FOLIARFLO® C	Triadimenol, Cypermethrin	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley, Oats	Wheat*	Barley*	Wheat*	Barley		
ZINCFLOR® PLUS	Zinc (Chelated), Sulphur & Nitrogen									
XLFLO®	Iprodione									
THIRAFLO®	Thiram								Lupins ²	Chickpeas ²
EVERSHIELD®	Thiram, Thibendazole									Chickpeas
GUARDIAN®	Imidacloprid									
SYLAS-ST®	Ascophyllum nodosum filtrate									
RENO® 350FS	Thiamethoxam									

* Suppression

**Stripe rust is controlled for up to 6 weeks after sowing, with good suppression thereafter

***Leaf rust is controlled for up to 4 weeks after sowing, with good suppression thereafter

¹ Soil borne

² Seed borne

³ Refer to label for additional registrations

⁴ Use high rate when susceptible barley varieties are grown

MANAGING NET BLOTCH IN BARLEY WITH SYSTIVA®

Systiva® remains the choice of seed treatment for net blotch control for barley growers.

With strains of net blotch in parts of SA and WA now showing reduced sensitivity to SDHI as well as DMI chemistry, both forms of the disease should be managed with an integrated approach to ensure future success.

Four steps to success against net blotch – an integrated approach

1 Avoid barley on barley

Rotating crops & burning stubble will help reduce inoculum levels & the risk of severe infection.

2 Avoid susceptible varieties

Use the net blotch resistance ratings in your latest GRDC crop sowing guide to avoid growing the most susceptible varieties such as Spartacus.

3 Rotate fungicidal MoAs

If you are going to include an SDHI fungicide in the program, using Systiva at the start will be the most effective option. It will reduce disease establishment & can then be followed by a QoI + DMI fungicide.

4 Rotate fungicidal MoAs

The best risk-reduction strategy is to use a foliar fungicide at a pre-planned timing (e.g. GS 32) rather than waiting until disease symptoms appear.

I've got you covered!

Ascochyta	Brown Leaf Spot	Pythium Root Rot	Rhizoctonia Root Rot	Fusarium Crown Rot	Stored Grain Insect Pests	Blue Oat Mite	Red-Legged Earth Mite	Aphids	Wire worm	Trace Element	Supporting germination & seedling vigour
		Wheat, Barley	Wheat*, Barley*	Wheat*, Barley*							
					Wheat, Barley, Oats						
					Wheat, Barley, Oats, Triticale						
					Wheat, Barley, Oats						
										Cereals	
	Lupins		Lupins*								
Chickpeas ²											
Chickpeas, Lentils, Field peas		Chickpeas, Lentils, Field Peas, Vetch & Faba Beans									
					Cereals	Canola, Lupins	Canola, Lupins	Cereals, Canola, Faba beans, field peas, lentils			
											Cereals, Canola
					Wheat, Barley, Oats, Triticale			Wheat, Barley	Wheat, Barley		

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ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION

Recommended net blotch program in barley

Start with Systiva as your early SDHI foliar fungicide for early protection. Systiva will limit net blotch establishment as well as controlling other diseases.

The first follow-up spray should be scheduled at GS32 or soon after and include a QoI mode of action as well as a DMI.

Always use the label rate

To get maximum value from Systiva treatment, always combine the full label rate diluted in sufficient water with high-quality application to guarantee thorough and even seed coverage.

Source: BASF Crop Solutions Australia
© registered trademark of BASF



Fungicide-resistant mutations can spread rapidly and are likely to already be present in other areas, making practices that prevent their spread imperative.

Barley growers are advised to:

- choose less susceptible varieties & rotate them
- sow later if possible
- encourage airflow through the canopy
- reduce inoculum between seasons
- use crop rotations to break the disease cycle

Source: GRDC



Franchisee Focus

PAUL THAXTER

CENTRAL WHEATBELT WA

HSS Dowerin, Trayning, Northam,
Bencubbin & Dalwallinu WA

With lots of moving parts in a Hannaford machine, there's no doubt mechanical skills have come in handy for Paul Thaxter, seed treatment specialist in WA's Central Wheatbelt.

A heavy-duty diesel mechanic by trade, Paul previously ran a workshop in Dowerin with his father for 13 years, servicing mostly small machines and vehicles.

Whilst his parents came from farms in the central wheatbelt, Paul grew up in Perth, and initially worked there in the graphic signage industry for nearly 17 years. After completing a mature age apprenticeship in Northam, he spent a few years in land-based oil and gas drilling in WA before settling in Dowerin.

Having helped Brent Melville, the former Hannaford franchisee, in a previous season, Paul jumped at the opportunity to take over the business when it arose in 2023.

"I liked the idea of being out and about and seeing the countryside and couldn't go past the opportunity to own my own business," he said.

"Brent had the business for 18 years and had built up a regular clientele. I was fortunate to have spent a season with him prior to taking the business on, so there were no big surprises."

A few years along and Paul is enjoying the freedom of being his own boss.

"The more you work the better off you are. You just have to be driven to get up and go all the time, especially towards the end of a long season."

Paul added that he also enjoyed not being stuck in the one spot.

"I know it's the same job but you're at a different location and with different farmers, and it's just nice to get out and about – even though it's stinking hot most of the time!"

Local grain grower Graham Ralph, who grows canola, lupins, and wheat in the Dowerin shire, was one of Paul's first customers.



Paul Thaxter, Hannaford Seed Specialist based at Dowerin WA, with Graham Ralph, Dowerin

"I could tell he was a bit nervous at the start, but we just put faith in him and said come out and have a crack. We started him off with 60 tonnes of lupins, which you can be a little more forgiving with, but Paul did a really good job."

Graham said that their experience so far with Paul has been fantastic.

"We're lucky with Paul as he's really, really fussy – he likes to get the perfect product for you. He's always checking the machine as he wants to get the best end result that he can achieve."

"You put a fair bit of trust into them because they're the ones setting up the machine. We want to minimise our losses and not lose too much in seconds – but we also want the best product possible so we can start the next year off with the best possible seed."

"We are definitely getting the end product we want from Paul, and his application of seed treatment pickle is sensational. As a bonus, he's very tidy too, which is great as we're very fussy and run a very clean ship here."

He said it was great to see someone local buy the business with the energy to carry it forward.

"It's good to see someone that is passionate about

what they do, and who has the enthusiasm to drive the business. It's not an easy job when you're out there all day in the heat."

"We enjoy working with Paul, he's a good business partner for us."

Having just signed up for another five years with Hannaford, Paul's goal is to keep providing everyone with a good service.

"My plan going forward is to just keep going and keep working hard to deliver the best outcomes for farmers."

Paul said that he's learnt that it's important to manage yourself and the machine as well.

"Look after yourself, have a break when you need it, and look after your machine. I also believe in starting early in the morning, because if something goes wrong you have time to fix the problem in the daylight."

If you're in the WA central wheatbelt region, contact Paul to plan your seed grading and treatment this season.

Paul Thaxter – Central Wheatbelt WA
0447 800 855

Customer Focus

NO MORE 'STICKY SEED'

Faced with ongoing issues at planting caused by 'sticky seed', Ongerup grain grower Matt Fisher turned to his local Hannaford franchisee Len Daw for advice.

Cropping wheat, barley, and canola on the family farm in Ongerup WA, Matt and his family have been Hannaford customers for over 40 years.

Len suggested that Matt try Rancona Dimension seed treatment to overcome the grief he'd been experiencing from his air seeder blocking when using alternative products.

"We've had improved seed handling since switching to Rancona Dimension," said Matt.

"Using it has overcome the issue of inconsistent seeding rates due to blocked heads on my air seeder."

"Using it has overcome the issue of inconsistent seeding rates due to blocked heads on my air seeder."

Matt plans to continue using Rancona Dimension for both the disease protection it provides as well as the improved experience at planting.

"Not only are our crops protected against rhizoctonia, our seeding rates are now also within expected tolerances as the treated seed flows well through the air seeder."

Combining two powerful active ingredients, Rancona Dimension protects against rhizoctonia root rot and crown rot, as well as controlling smuts, pythium and bunt in wheat, barley and oats.

It's unique micro-emulsion formulation provides extremely low dust-off at application, good flow of seed through equipment, and easy clean down of machinery compared with other products.

It also provides for better distribution of the fungicide and contact with pathogens.

"I'd recommend Len and Tash Daw of Hannaford because their services are timely, they do a good job, and they always keep you updated," added Matt.

For more information on Rancona Dimension seed treatment, contact your local Hannaford Seed Protection Specialist.



Daniel & Matt Fischer, Ongerup WA

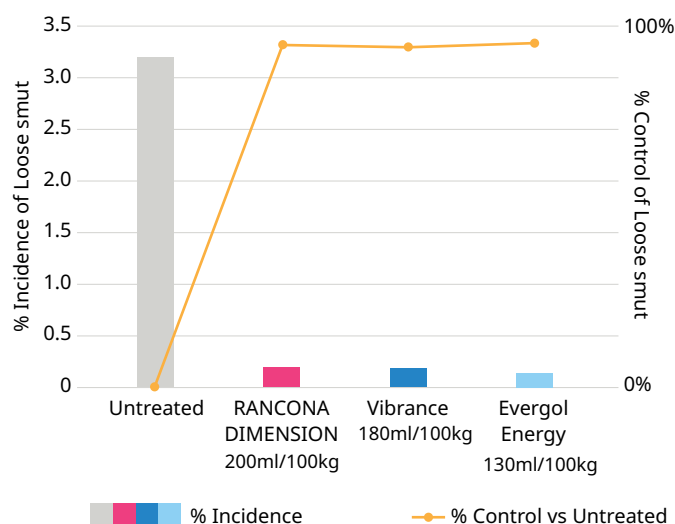
RANCONA DIMENSION

- ✓ Smuts
- ✓ Pythium
- ✓ Bunt
- ✓ Rhizoctonia
- ✓ Crown Rot

The key to controlling loose smut in barley:

- Apply the correct rate of RANCONA DIMENSION = 200ml/100kg
- Ensure good even coverage on the seed

% Incidence Loose Smut & % Control vs Untreated in Barley, WA, in 6 trials 2018-2021



Trials conducted independently by Kalyx

Loose smut in barley

Loose smut is found in all barley growing areas. It differs from other diseases in that the fungal spores are internally seed-borne rather than spores on the outside of the seed.

This makes loose smut harder to control than covered smut. Avoid sowing susceptible barley varieties where possible (i.e. Hindmarsh, Dash, Granger, Stirling, La Trobe, Rosalind, Spartacus CL, Maximus CI, and Neo CI.)

Hannaford

Where the locals go



SOUTHERN NSW & VICTORIA

Berrigan, Finley, Deniliquin, Jerilderie, Corowa & Tocumwal
Damian & Sidney Kelly
0400 725 282

Mildura, Ouyen & Renmark
Phil & Sherrin Madden
0427 148 117

Warracknabeal, Ouyen, Birchip, Hopetoun, Sea Lake & Swan Hill
Wayne & Lindy George
0427 902 381

Buloke, Loddon, St Arnaud, Quambatook, Boort & Echuca
Byron & Abby Bird
0427 460 289

Nhill, Rainbow, Jeparit & NW Dimboola
Tom & Rob Lynch
0438 345 211

Minyip & Beulah
Wayne and Lindy George
0427 902 381

Ballarat, Ararat, Lismore, Clunes & Horsham East
Geoff & Kym Edwards
0437 010 064

Goroke, Frances, Edenhope, Casterton & Kaniva
David & Karen Harris
0428 857 725

SOUTH AUSTRALIA

Streaky Bay, Ceduna, Port Kenny & Poochera
Daven Tomney
0477 002 366

Lock, Tooligie, & Kimba
Brian & Gilbert Turner
0447 069 335

Cummins, Kapinnie, Karkoo & Ungarra
Brian & Gilbert Turner
0447 069 335

Port Lincoln, Tumby Bay, Cleve & Cowell
Brian & Gilbert Turner
0447 069 335

Gladstone, Crystal Brook, Jamestown & Melrose
David & Tracy Smith
0428 847 949

Kadina, Alford & Arthurlton
Luke Derrington
0427 738 029

Maitland, Ardrossan & Warooka
Luke Derrington
0427 738 029

Snowtown, Blyth, Balaklava & Bute
Kane Ruiz
0458 355 838

Auburn, Clare, Manoora & Burra
Matt & Chelsea Hunt
0431 570 660

Barossa, Riverland, Eudunda & Tarlee
Jon & Margaret Schutz
0417 812 760

Strathalbyn, Fleurieu Peninsula & Kangaroo Island
Terry & Kelly Jackson
0403 298 076

Naracoorte, Bordertown, Keith & Tintinara
David & Karen Harris
0428 857 725

WESTERN AUSTRALIA

Kulin, Narembreen, Hyden & Lake Grace
Sheldon & Ebony Miller
0427 647 298

Moora, Dandaragan, Coorow, New Norcia & Toodyay
Joe Liebenberg
0408 500 908

Dowerin, Trayning, Northam Bencubbin & Dalwallinu
Paul Thaxter
0447 800 855

Brookton, Pingelly, Beverley, Quairading & York
Phillip & Katrina Crute
0427 250 877

Cuballing, Wandering, Williams & Boddington
Trevor & Kirstie Clark
0418 563 926

Narrogin, Wickopin, Wagin & Kukerin
Charles & Lorette Naudé
0487 404 757

Boyup Brook, Darkan & Kojonup
Trevor & Kirstie Clark
0418 563 926

Katanning, Woodanilling, Broomehill & Gnowangerup
Shane & Kristy D'Aprile
0427 211 704

Cranbrook, Mt Barker Tambellup & South Stirlings
Neville & Anne Parsons
0429 904 653

Jerramungup, Gairdner, Borden & Pingrup
Len & Tash Daw
0437 381 073

Ravensthorpe, Lake King & Newdegate
Peter & Karen Agars
0427 268 136

Munglinup, Hopetoun & Cascades
Kingsley & Brodie Walker
0487 194 243

Salmon Gums, Scaddan & Grass Patch
Reece Walker
0447 503 774

Esperance & Condingup
Simon & Kristy Roper
0412 882 613

Southern Cross, Kellerberrin & Mukinbudin
Nico & Cathy Beukes
0457 052 030

FREE* Seed Germination Test

**For Hannaford customers only.*



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The Seed Protection Specialists

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