November 2022

SeedSense

New franchisee training in South Australia in September

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HANNAFORD WELCOMES NEW FRANCHISEES

The incentive to run your own business and the flexibility of working for yourself has been the motivation for **Matt & Chelsea Hunt** to join Hannaford, servicing **Auburn and surrounding districts** in SA.

For the past ten years Matt has been working on a poll merino stud and broadacre cropping property at Marrabel. A plumber and gas fitter by trade, Matt is no stranger to hard work.

"I'm used to working long hours and am pretty self-motivated, a combination I feel should be a good fit for working by yourself in a busy seasonal job," said Matt.

"The previous Hannaford franchisee would help us out at harvest where I'm currently working."

When the franchise became available, I figured it was a good business opportunity and a chance to start out on my own."

Matt, Chelsea and their two children live just outside of Marrabel. They plan to both work in the business; Matt doing the on-farm grading and seed treating and Chelsea doing most of the account work, in addition to her full-time sales job.

"Having a young family is a big incentive to running my own business and having flexibility with my work," added Matt.

Working locally for the past decade, and with involvement in the local Country Fire Service (CFS) and Rodeo Club, Matt will start with some local knowledge of the area.

"I know the region and some of the customers already which will make it a bit easier," he said. "I'm looking forward to getting out and about in my first season and working with everyone at the end of what will hopefully be a great harvest."

"My aim for this season is to get a firm grasp on the machine, to make sure it works to its capacity, do a really good job and let my work speak for itself," said Matt.

With a broad background in agricultural service businesses, **Daven Tomney** is looking forward to supporting local grain growers as the new Hannaford Franchisee for **Streaky Bay, Ceduna, Port Kenny and Poochera regions** in SA.

Born and bred on a cereal cropping and livestock farm near Streaky Bay, Daven recently took up the opportunity to run his own business again close to home and the family farm.

"The Hannaford franchise keeps me in the Ag service industry and working with many of the same people I've known over that time. The difference being that it's my own business, so if I put my heart and soul into it, the benefits are mine."

Most recently Daven has been employed as an Ag consultant for a machinery dealership, working with growers to determine their equipment needs.

A qualified mechanic, Daven has previously run his own automotive electrics and air conditioning service, spent a few years in partnership running

Hannaford
The Seed Protection Specialists

Seasonal Update

WELCOME

In this edition we're pleased to introduce three new franchisees to Hannaford in SA and WA. All locals and based in their service region, we feel they are well suited to continuing the level of service Hannaford has become known for over many generations.

We also take a closer look at one of the latest biological seed treatments available to broadacre cropping, and how it is performing in trials to date.

We shine the spotlight on our Hannaford franchisee in Narrogin who are entering their ninth season in the field.

On-farm grain storage facilities are a potential hazard area for growers and our franchisees. We delve into some of the potential risk areas and look at a safety checklist that can help keep everyone safe on the job.

In addition to our handy seed treatment selection guide we feature three seed treatment products to help give your crop a flying start in 2023, especially if we're looking at the potential for another wet start to the planting season.

Every new season brings its own set of challenges and this one has had it all, including unseasonal weather and supply chain disruptions. The silver lining is that demand for Australian produce remains high.

Enjoy the read and all the best for the season ahead.

Brett Heath
Commercial Manager

STORY CONTINUED FROM P1

the Fuel & Tackle shop in Streaky Bay, and had several years in sales and technical support for an Ag electronics company.

Being satisfied with the quality of work provided will be a priority for Daven in his first season with Hannaford, as he learns the business and looks to grow it with a happy customer base.

"I set a pretty high standard for myself with my work, and I need to be proud of the work I do," said Daven. "And to be proud of a job, then the job needs to be done properly."

"A focus for me this season is to meet customer demands with both quality and efficiency – doing a great job in a timely and logistically efficient manner."

With lots of moving parts in a Hannaford machine, there's no doubt mechanical skills will come in handy for **Paul Thaxter**, new Hannaford franchisee in the **Central Wheatbelt** of WA.

A heavy-duty diesel mechanic by trade, Paul has been running a workshop in Dowerin with his father for the past 13 years or so, servicing mostly small machines and vehicles.

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

"I like 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 has had the business for 17–18 years and has built up a regular clientele. I'm eager to keep giving everyone a good service, working with farmers to deliver the best outcomes for them."

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.

"The season is shaping up well so far. I'm looking forward to getting started and doing a good job on what we hope is a great harvest season for everyone," said Paul.

In the off-season Paul plans to continue his mechanical work in the family business to keep a service in town for the locals.

We wish them all the best for the coming season!

OPTIMISE PLANT ESTABLISHMENT IN YOUR 2023 CROP

With the potential for another wet start to the planting season next year, the seed that you are planting may be impacted with issues such as water stress (either too much or too little), insects or diseases.

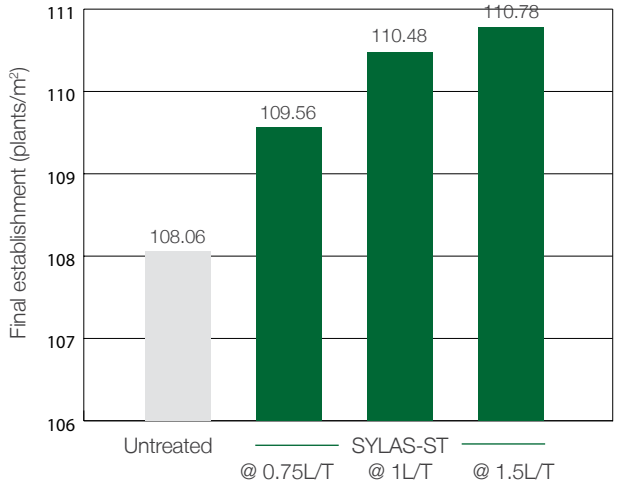
SYLAS-ST®, a new super-concentrated biological seed treatment from UPL, can help your seed overcome these stresses by stimulating rapid germination and crop growth, helping to improve root and shoot biomass and helping the seedling manage water stress and nutrient uptake from the soil.

The new seed treatment works well in conjunction with ZINCFLO® PLUS, by helping the seedling maximise the uptake of micronutrients such as zinc, an essential micronutrient that enhances disease resistance and improves plant vigour.

"Sylas-ST is produced from sustainably sourced natural Atlantic Kelp, Ascophyllum nodosum, that when applied to seeds, stimulates natural processes to enhance nutrient and water uptake, nutrient use efficiency and tolerance to weather stresses, for better crop performance," said Neil Innes, BioSolutions Manager for UPL Australia.

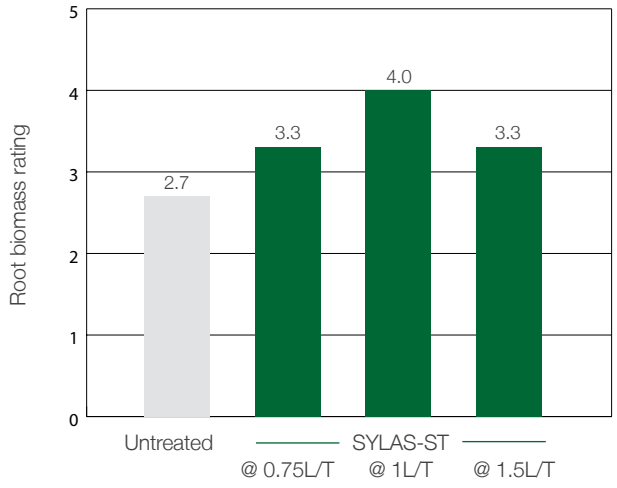
NASAA
INPUT FOR ORGANIC PRODUCTION
Cert. No. 2676M

Establishment response – Sylas ST, average over 5 trials 2022



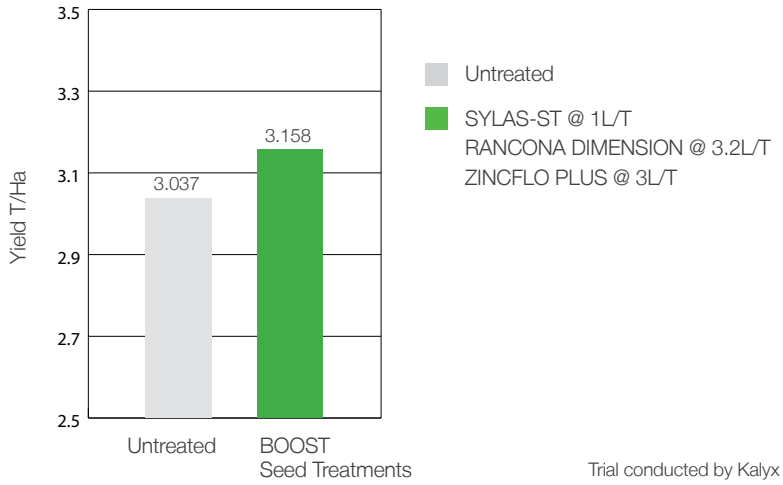
Trials conducted by AgXtra, SEAR, TrialCo & Kalyx

Root biomass – Sylas ST trial 2022, Cascades WA



Trial conducted by SEAR

Yield – Seed treatment trial 2021, Beverley WA



Trial conducted by Kalyx

Sylas-ST improves the benefits of Ascophyllum nodosum through patented extraction and filtration of this raw material, delivering a super concentrated seed treatment for broadacre growers.

The super concentrate contains up to 26 different plant growth promoting (PGP) hormones. It is the synergy between each of these, rather than the levels of individual PGP hormones, that delivers the benefit.

UPL is harnessing the most concentrated forms of these PGP's into a compatible and low dose form, patenting this process under cool temperature conditions without harsh additives of heat, acids or alkali's.

The biologically active PGP molecules within Sylas-ST stimulate the production of enzymes (Phosphatase, Nitrogen, and Iron Reductases) within the plant to increase moisture and nutrient use efficiency.

Facilitating water regulation, movement and uptake in the plant enables rapid germination, and the development of an early vigorous root system.

UPL has been trialling the new seed treatment extensively in Australia. At the time of writing, 2022 trials are awaiting yield results, however early indications are that Sylas-ST is performing well compared to untreated plots, with an application of Sylas-ST @1L/t showing increases in plant establishment and root biomass.

"Large root systems increase both root mass and depth of access, thereby improving the ability of plants to access water and nutrients, better utilising N, P and K, which can help minimise fertiliser over-expenditure," said Neil.

"Sylas-ST is highly concentrated leading to very low application rate on seed. It's compatible with other seed treatments and it won't clog your equipment, making it easy and economical to use. It is also a NASAA certified input for organic cropping," he added.

Sylas-ST is available this season for use as a seed treatment or in-furrow application.

Australia's Specialist F

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, 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		
ZINCFLO PLUS	Zinc (Chelated), Sulphur & Nitrogen									
XLFLO	Iprodione									
THIRAFLO	Thiram								Lupins[2]	Chickpea
EVERSHIELD	Thiram, Thibendazole									Chickpea
GUARDIAN	Imidacloprid									
SYLAS-ST	Ascophyllum nodosum filtrate									

* 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

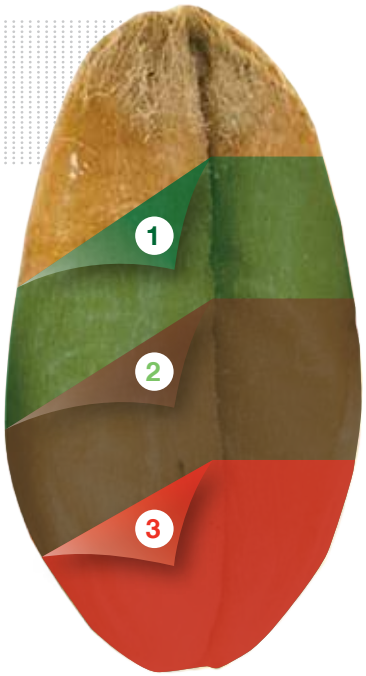
[1] Soil borne
[2] Seed borne
[3] Refer to label for additional registrations

HANNAFORD BOOST

Give your crop a flying start!

SPECIALIST SEED PROCESSING

Your local Hannaford franchisee can provide solutions that give your crop a flying start!



1 OPTIMISE PLANT ESTABLISHMENT

Stimulate rapid germination and crop growth, minimising the impact of water stress, pest and disease damage

SYLAS-ST®

Active: Ascophyllum nodosum

- The biostimulant SYLAS-ST is a super-concentrate of Ascophyllum nodosum produced through patented filtration & extraction processes.
- Use leads to enhanced crop efficiency with the added benefits of compatibility & low application volumes.
- SYLAS-ST enhances:
  * germination & vigour
  * root & shoot biomass for enhanced potential
  * facilitation of water & nutrient uptake from the soil

Range of Seed Treatments

	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	Trace Element	Germination & seedling vigour
			Wheat, Barley	Wheat*, Barley*	Wheat*, Barley*						
						Wheat, Barley, Oats					
						Wheat, Barley, Oats, Triticale					
						Wheat, Barley, Oats					
										Cereals	
		Lupins		Lupins*							
s[2]	Chickpeas[2]										
as	Chickpeas, Lentils Field peas		Chickpeas, Lentils, Field Peas, Vetch & Faba Beans								
						Cereals	Canola, Lupins	Canola, Lupins	Cereals, Canola		
											Cereals, Canola

® Rancona, Vitaflo, Foliarflo, Zincflo, Xlflo, Thiraflo, Evershield, Guardian & Sylas-ST are all registered trademarks.

ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION

2 HEALTHY SEEDLING GROWTH

Improve plant vigour and disease resistance, and supplement zinc deficiency

ZINCFLO® PLUS

Total Nitrogen 56g/L | Total Sulphur 35g/L | Zinc 145g/L

- 14.5% zinc chelated concentrate that increases yield & protein value, especially in zinc deficient soils.
- Also contains 5.6% Nitrogen as urea & 3.5% Sulphur as sulphide.
- Zincflo Plus applied professionally to the seed improves grain yield & reduces the detrimental effects of drought & disease.
- Improves plant vigour & enhances disease resistance.
- Easy to apply low dust formulation, unlike zinc oxide seed treatments which are high dust formulations.

3 PROTECT AGAINST YIELD ROBBING DISEASES

Protect against crown rot, rhizoctonia, pythium, smuts & bunt

RANCONA® DIMENSION

Actives: 25g/L Ipconazole + 20g/L Metalaxyl
Formulation: Micro Emulsion Class: Group 3 + 4 fungicide

- Contains two powerful fungicides for broad spectrum protection from yield robbing disease.
- Superior coverage & adhesion means more active ingredient ends up on your seed & not your equipment - so you get more out of your seed treatment investment.
- The unique easy-to-apply formulation means:
  - * uniform seed coverage for better protection from disease
  - * easy clean down - just wash down equipment with water
  - * minimal dust off during application & handling

FRANCHISEE FOCUS

CHARLES & LORETTE NAUDÉ – HSS NARROGIN WA

Charles Naudé didn't grow up thinking that cleaning seed was his dream job, but when the Hannaford franchise in Narrogin became available nine years ago, he grasped it as a chance to have his own business in agriculture.

"I've always had a desire to own a farm, but I know that will probably remain a glorious dream," said Charles.

"Having been involved in farming and agriculture all my working life, the Hannaford franchise gives me the opportunity to stay in touch with what's going on in the industry whilst running my own business."

Charles studied agriculture at college and worked on farms in South Africa before moving to Western Australia with his wife, Lorette and their two daughters in 2009.

He started working as an overseer on broadacre farms in South Stirling and Dongarra before moving onto Narrogin.

"I was looking to get out of farming for someone else, but only knew agriculture."

Contracting didn't appeal to Charles who felt he wasn't the type to go out and market himself. So when a friend saw an advert for Hannaford he applied and has never looked back.

"The biggest thing is that it's my own business and I'm in agriculture – which I enjoy and can stay close too – but from a different angle."

"One of the drawcards of the Hannaford business was that it came with a client list. For me it is about providing good service and letting your work speak for itself. And after eight seasons, your clients become friends and you see them every year, which makes the work more enjoyable," he said.

Charles believes that one advantage of a consistent client base is that you can try and keep clients to the same time every year, so they know when you'll be there and most importantly, can rely on you to be there.

"The biggest thing is that it's my own business and I'm in agriculture – which I enjoy and can stay close too – but from a different angle"

"Reliability is important. In one sense it's a trust game, especially later in the season. If your clients know you're consistent and will be there when you say, then it's not a problem for them."

"Being trustworthy so clients can rely on you is a big focus for me. That you'll be there when you say, on time and leave the site clean – that takes the stress out of it for them."

The other key component to running the business according to Charles is providing a good service and delivering the product that farmers want.

"I just try my best to get the best results for my clients. And go hard to try and get through the work and be on time. It's not the easiest work, the days are long from December to early May when the season is in full swing, but it's rewarding."

In the off season Charles does seeding for a local grain grower, maintains and services his machine, and also does coring of export hay for testing before his season starts again. And if time allows, he can spend time on his 18 hectares just out of Narrogin, where he and his family now reside.

"New corporate owners of Hannaford, UPL, are enthusiastic about what we do and are investing in the Hannaford business, rolling out newer machines in the past few years. As a big agricultural company, they grasp the part we have to play."

Charles & Lorette Naudé, HSS Narrogin WA
Covering Narrogin, Wickepin, Wagin & Kukerin
0487 404 757
narrogin@hannafords.com

We are currently looking for trustworthy, reliable people to become part of our Franchise Network. Contact Brett on 0427 013 661 to discuss a franchise opportunity near you.
www.hannafords.com/franchise.html

PUTTING SAFETY FIRST

On-farm grain storage facilities are often the primary worksite for Hannaford franchisees.

We should always work safely, and with seed preparation being conducted between harvest and seeding, there is added time pressure to ensure all farmers are serviced.

Hazards associated with seed grading and treating include: falls from the top of silos while accessing fill hatches; structural failure of the silo; engulfment by grain within the silo; movement of heavy vehicles; inadequately guarded augers or electrocution from equipment that comes into contact with overhead powerlines.

There are many free information sources providing agricultural industry guidance to assist farmers in making their farm safety systems appropriate, such as the below:

1. https://www.commerce.wa.gov.au/publications/agricultural-safety-and-health-checklist

2. https://www.safework.sa.gov.au/industry/agriculture/farmers-guidebook-to-work-health-and-safety

GRAIN STORAGE & HANDLING – SAFETY CHECKLIST

Having an easily accessible safety checklist is recommended to protect contractors and employees. It is important hazards are identified and controlled.

- Workers and contractors understand which route to take to move trucks and harvest machinery from the paddock to silos and grain sheds
- Trucks have safety features to reduce the risk of falling
- Drivers take regular breaks to manage fatigue
- Workers and family are assessed for the risk of asthma
- Workers are monitored for heat stress when working inside a silo in extreme heat conditions
- Mobile augers are lowered when being transported
- Overhead powerlines on your property are highlighted (e.g. with marker balls & signs)
- Safety decals or warning notices are displayed on augers
- Safety checks are made before starting an auger to remove grain or other obstructions from the silo
- Safety checks are made to ensure nobody is in the silo before starting an auger to remove grain
- Augers (mobile or stationary) are adequately guarded around hazardous parts (e.g. belt drives, chain drives, shaft drives & open face pulleys).
- Appropriate respiratory equipment is readily available and used for work in dusty or mouldy grain cleaning operations in silos
- Constant communication checks are made with anyone working in confined spaces
- Fumigation only takes place in a tested sealed silo which is ventilated before commencing fumigation

Source: https://www.safework.sa.gov.au/industry/agriculture/farmers-guidebook-to-work-health-and-safety

Hannaford

Where the locals go

SOUTHERN NSW & VICTORIA

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

Wagga Wagga, Junee, Coolamon, Lockhart, Holbrook & Tarcutta
Franchise available
0427 013 661

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

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

Nhill, Rainbow, Jeparit & NW Dimboola
Rob & Tom Lynch
0428 911 387

Minyup & 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, Wudinna & Kimba
Brian, Gilbert & Ewan Turner
0448 054 837

Cummins, Kapinnie, Karkoo & Ungarra
Brian, Gilbert & Ewan Turner
0448 054 837

Port Lincoln, Tumby Bay, Cleve & Cowell
Brian, Gilbert & Ewan Turner
0448 054 837

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

Kadina, Alford & Arthurton
Carole & Luke Derrington
0427 738 029

Maitland, Ardrossan & Warooka
Carole & Luke Derrington
0427 738 029

Snowtown, Blyth, Nantawarra, Avon & Bute
Mick & Denise Coleman
0427 642 142

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, Hyden, Lake Grace & Narembeen
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, Wickepin, Wagin & Kukerin
Charles & Lorette Naudé
0487 404 757

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

Katanning, Woodanilling, Broomehill & Gnowangerup
Derek Batchelor
0428 241 306

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

Jerramungup, Gairdner, Borden & Pingrup
Mark Weedon
0428 351 176

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

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

Salmon Gums & Grass Patch
Kym & Reece Walker
0427 477 493

Esperance & Condingup
Simon & Kristy Roper
0412 882 613

Southern Cross, Kellerberrin & Mukinbudin
Sheldon & Ebony Miller
0427 647 298

FREE* Seed Germination Test

**For Hannaford customers only.*

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Hannaford
The Seed Protection Specialists

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