SeedSense

Summer 2012/2013

WELCOME TO HANNAFORD'S 2012/2013 EDITION OF SEED SENSE

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Hannaford

The Seed Protection Specialists

At our recent National Franchise Conference we recognised the highest achievers within our network with Hannaford's Business Excellence Awards. We congratulate Arthur Bylsma of Munglinup WA for taking out the WA regional award plus our highest honour, Best Franchise in Australia. Well done also to Peter and Jan Hill of Berrigan NSW, and Brian and Beth Turner of Port Lincoln SA, who each won their regional categories. This year we conducted customer research to assess current satisfaction levels with Hannaford services within every franchise area and are pleased to report that two franchise areas actually received 100% satisfaction levels. Michael and Sonya Dunbar of Southern Cross and Phillip and Katrina Crute of Brookton were very grateful to receive such a response. We thank all customers who contributed to this research as your feedback can only help us to improve our services.

Agriculture can feel like being on a roller coaster ride at times due to the many peaks and troughs experienced, but recent upturns in commodity pricing certainly highlight the fine balance that exists between global supply and demand. As the global population continues to expand and markets in our neighbouring countries become more affluent, this balance will more than likely continue to be challenged. To fully realise the potential value from increased demand will place even more emphasis on making every seed count. Ensuring farmers are provided with the best seed possible from their retained harvest grain is the primary objective of the Hannaford service. Our national network of Hannaford seed protection specialists can ensure selection of the highest quality seed possible for you this season, plus apply the most appropriate seed treatment protection for your particular requirements.

For the upcoming season we are running an exciting new promotion aimed at rewarding and retaining our loyal customers with a 'Win-an-iPad' promotion. More details are inside this issue so make sure you ask your local Hannaford supplier for an entry form when you book Hannaford this year!

In closing we thank you for your ongoing patronage and wish you all the best for your current harvest and preparations for the new season.

Brett Heath
Commercial Manager

Seasonal Update

CANOLA

Several canola crops have been adversely affected by **blackleg** during 2012. Farmers need to re-assess the resistance status of canola varieties each year prior to sowing by consulting the CAA 2012 Australian National Blackleg Ratings fact sheet available on the http://www.australianoilseeds.com website. In the high rainfall areas, ***Rhizoctonia*** and ***Pythium*** have also impacted on the establishment of canola this season. Farmers are strongly advised to treat all retained seed with Maxiflo* at 20L/t, if Rhizoctonia and Pythium are also a concern, treat with Maxim XL at 4L/t.

Redlegged earth mite (RLEM) and **Blue oat mite (BOM)** have both caused damage in canola crops, which has resulted in reduced seedling numbers early. With the increased area of canola in 2012, aphids have had an increased impact on crops this season. Farmers can use Cosmos on their seed at 4L/t for RLEM, where as Guardian at 4L/t will provide protection against RLEM & BOM as well as aphids.

WHEAT

Stripe and leaf rust as well as septoria has occurred this season due to carry over with a green bridge from previous seasons crops. In some areas due to lower than average rainfall in August and September, these diseases have not reached the same damaging levels as the previous season. It is likely with summer rainfall that stripe and leaf rust will once again carry over to the next season, unless this green bridge is controlled (refer to Rust Bust web site http://www.rustbust.com.au/).

The impact of **stripe rust** and **septoria** can be reduced by sowing resistance varieties and also by treating the seed with either Foliarflo C at 1L/t (stripe rust) or 1.5L/t (for stripe rust and septoria) or Maxiflo* at 3.0 or 4.5L/t for both stripe and leaf rust and septoria. Maxiflo* has the added benefit that when applied at 4.5L/t it will suppress Take-all levels in wheat.

BARLEY

Once again powdery mildew has been a major issue this season especially in some of the higher rainfall areas. In Western Australia, **powdery mildew** is becoming a major issue where susceptible varieties are grown due to the development of resistance to some fungicides. (Read the following farmnote No. 466 http://www.agric.wa.gov.au/PC_94555.html). In addition, **net blotch** and **barley leaf scald** have also been an issue in some areas, where levels of net form of net blotch are high and consideration should be given to using Vitavax 200FF at 2.5 to 5.0L/t.
(Note: Vitavax 200F does not protect against other foliar diseases).

Where powdery mildew and/or barley leaf scald have occurred, farmers should treat their seed with Foliarflo C at 1 to 1.5L/t, the higher rate gives better protection against powdery mildew. In Western Australia farmers should consider only using Maxiflo* at 3L/t plus Proguard at 1L/t as this will give more effective suppression of powdery mildew in face of fungicide resistance.

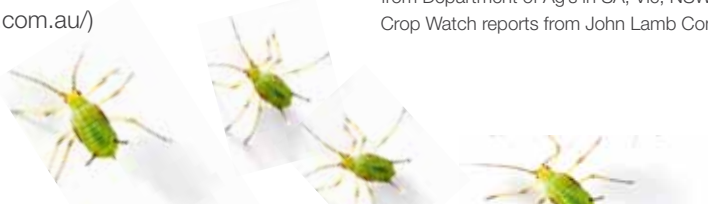
***Watch for our new and improved formulation, Quantum Pro.**

INSECT PESTS

With the return to more normal rainfall in the eastern states, **aphids** once again had an effect this year in part due to the green bridge, helping build-up aphid numbers and allowing for disease carry over. **Barley yellow dwarf virus (BYDV)** caused issues in wheat, barley and oat crops. Farmers can reduce the impact of aphid damage and BYDV in these crops by applying products such as Proleaf Plus at 4L/t, Proguard Plus at 4L/t or Guardian at 1.2L/t.
(Guardian also has the advantage of controlling stored grain insect pests at this rate).

STORED GRAIN INSECT PESTS

Throughout most grain growing regions stored grain insect pests are increasingly becoming a problem. Farmers are strongly advised to practice adequate grain hygiene and IPM programs, including the appropriate use of insecticides and to check out the GRDC stored grain website. (http://www.storedgrain.com.au/)



GENERAL

Remember when using Dividend on cereal crops to suppress Rhizoctonia (2.6L/t is the only rate effective in suppressing the disease), farmers are strongly recommended to also use a seed treatment to protect against the foliar diseases such as Foliarflo or Maxiflo or apply in furrow fungicides.

Where **in-furrow fungicides** are used, it is recommended that a seed treatment such as Rancona C should be applied to protect against smuts and bunt. This is the case as in-furrow products do not effectively control these diseases and can leave the grain subject to rejection at the silo, if smuts or bunt are discovered in the sample.

Please refer to WA farmnote "Cereal seed dressing and in-furrow fungicides" (http://www.agric.wa.gov.au/PC_94449.html?s=1001) that states the following *"Currently available in-furrow fungicides do not control seed-borne smuts and bunt so may need to be used in conjunction with a seed dressing fungicide".*

Note: If you are applying in-furrow fungicides to control cereal diseases, you must still use a product such as Rancona C to control smuts and bunt.

In many areas this season **zinc deficiency** has become apparent and has in some cases resulted in poorer crops and lower yields. Hannaford has a chelated zinc product 'Zincflo Plus' that when applied at 3L/t can assist in overcoming this issue in cereals.

Chelated zinc is more available than other oxide based zinc seed treatment and has less dust issues, especially when combined with Rancona C.

Reference: 1. PestFax reports from Department of Ag's in SA, Vic, NSW and WA. 2. Seasonal Crops Summaries from Department of Ag's in SA, Vic, NSW and WA. 3. Crop Watch reports from John Lamb Communications.

LUPINS

Despite the significantly reduced area of lupins sown (down 18% on last season) **brown leaf spot, hypocotyl root rot** and **anthracnose** (WA only) have been found in lupin crops, as farmers have chosen not to treat as much seed. Farmers need to ensure that they sow resistant varieties as well as treating the seed with Thiraflo at 2L/t for anthracnose and Xlflo at 1-5L/t for brown leaf spot and hypocotyl root rot.

PEAS

With the increased area of peas sown this season (up 41% on previous season in some areas) many crops were affected to some degree by both **Black spot** and **seedling root rots**. Both of these pathogens can be suppressed by applying Evershield at 2L/t especially given the large crop in 2012, leading to higher potential carry over in 2013. Whilst there is not a lot of resistance present for black spot, farmers are urged to monitor the situation closely and choose varieties showing most resistance to this disease.

CHICKPEAS AND LENTILS

With the increased area of chickpeas this season (up 52% on previous season), **ascochyta blight, grey mould** and **seedling rot** were once again an issue. Farmers can manage these diseases by choosing resistant varieties, treating the seed with Evershield at 2L/t and monitoring for foliar sprays.

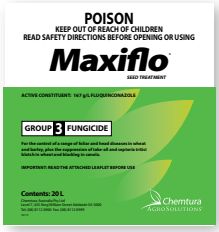
Australia's Specialist Ra

QUANTUM® PRO
All round protection for seed, leaves and roots

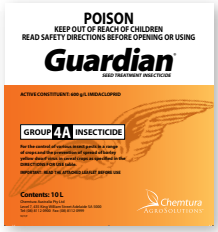
RANCONA® C
The next generation in seed treatment.

VITAFLO® C
Effective disease control and strong germination

FOLIARFLO® C
Dual protection for seed and leaves



MAXIFLO® C
All round protection for seed, leaves and roots



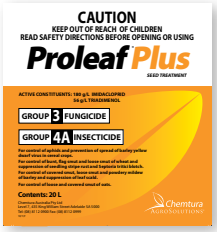
GUARDIAN®
Yield benefits through aphid control

Seed Treatment	Covered Smut/ Bunt	Flag Smut	Loose Smut	Stripe Rust	Leaf Rust	Leaf Scald	Net Blotch	Septoria Leaf Blotch	Powdery Mildew	Take-all
Rancona C	Wheat, Barley, Oats	Wheat[1,2]	Wheat, Barley, Oats							
Vitaflo C	Wheat, Barley, Oats	Wheat[1,2] Triticale[2]	Wheat, Barley, Oats, Triticale							
Foliarflo C	Wheat, Barley, Oats	Wheat[1,2]	Wheat, Barley, Oats	Wheat*		Barley*		Wheat*	Barley	
Maxiflo/ Quantum Pro	Wheat, Barley[3]	Wheat[1,2]	Wheat, Barley[3]	Wheat**	Wheat***	Barley*[3]		Wheat*	Barley*	Wheat*
Guardian										
Proleaf Plus	Wheat, Barley, Oats	Wheat[1,2]	Wheat, Barley, Oats	Wheat*		Barley*		Wheat*	Barley*	
Proguard T	Wheat, Barley, Oats	Wheat[1,2]	Wheat, Barley, Oats							
Proguard Plus	Wheat, Barley, Oats	Wheat[1,2]	Wheat, Barley, Oats							
Xlflo										
Thiraflo										
Evershield#										
Cosmos										
Dividend	Wheat, Barley	Wheat	Wheat, Barley				Barley[2]			
Vitavax 200FF#	Wheat, Barley, Oats	Wheat[1,2] Triticale[2]	Wheat, Barley, Triticale, Oats				Barley[2]			

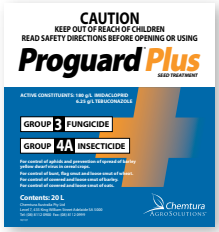
* Suppression
**Stripe rust is controlled for up to 6 weeks after sowing, with good suppression thereafter
***Leaf rust is controlled for up to 4 weeks after sowing, with good suppression thereafter

[1] Soil borne
[2] Seed borne
[3] Proguard Required (Refer to product label)

nge of Seed Treatments



PROLEAF® PLUS
Dual protection plus yield benefit through aphid control

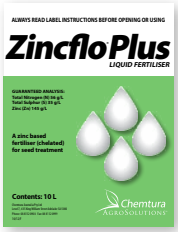


PROGUARD® PLUS
Preventative for smuts, bunts and aphids

XLFLO®
Get your lupins covered early

THIRAFLO®
Unbeatable protection for lupins and chickpeas

EVERSHIELD®
Effective control of seed borne diseases



ZINCFLO® PLUS
Gets your crop off to a great start

Anthracnose	Ascochyta	Botrytis	Brown Leaf Spot	Rhizoctonia	Blackleg	Insect Pests of Stored Grain	Blue Oat Mite	Red-Legged Earth Mite	Aphids
						Wheat, Barley, Oats			
						Wheat, Barley, Oats, Triticale			
						Wheat, Barley, Oats			
					Canola*				
						Cereals	Canola, Lupins	Canola, Lupins	Cereals, Canola
									Cereals
						Wheat, Barley, Oats			Cereals
									Cereals
			Lupins	Lupins*					
Lupins[2]	Chickpeas[2]	Chickpeas[2]							
	Chickpeas, Lentils Field peas	Chickpeas							
								Canola	
				Wheat, Barley*					

®Vitaflo, Rancona, Quantum, Proleaf, Proguard, Guardian, Xlflo, Thiraflo, Vitavax, Zincflo, Maxiflo, Evershield are all registered trademarks of a subsidiary of Chemtura Corporation.

®Dividend is a registered trademark of Syngenta
®Cosmos is a registered trademark of BASF
ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION.

Win an iPad

1ST PRIZE - 3 iPADs TO BE WON

To win 1 of 3 iPads, simply book and treat your seed with any Hannaford product. Treat with Rancona C and receive a bonus entry.

BONUS - $100 RB SELLARS CLOTHING VOUCHERS TO BE WON

When you book and treat your seed with any Hannaford product including Rancona C for a bonus entry. You not only go into the draw to win the latest iPad but also a $100 RB Sellars clothing voucher. Call your local Hannaford Seed Protection Specialist for details.

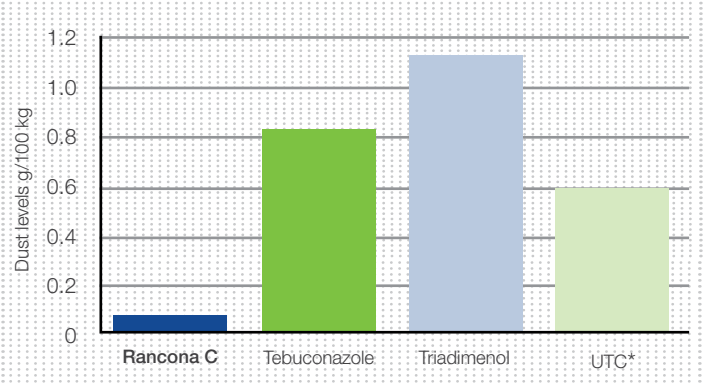
Limit one entry per customer. A total of 3 iPad3s (16GB Wifi), one in WA, one in SA and one in VIC NSW and 38 $100 RB Sellars vouchers, one per Hannaford territory, will be given away. Prizes include Delivery. Competition ends July 1st, 2013.

Rancona C anything else is a gamble

Rancona C has proven to be an outstanding seed treatment for wheat, barley and oats, combining excellent control of smuts, bunt and stored grain insects with impeccable safety to seedling emergence and viability. Rancona C features a totally new fungicide, ipconazole, which delivers optimal control of smut and bunt fungi, helping to improve seedling emergence and vigour with the added value of cypermethrin for stored grain insect control.

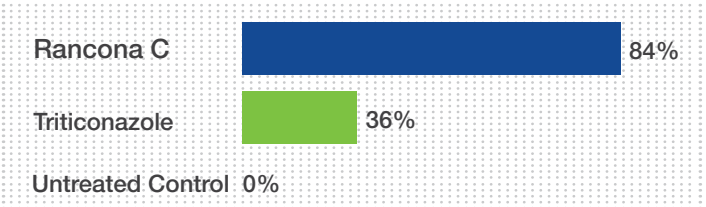
Superior control of smuts and bunt.
Rancona C also features a unique micro-emulsion formulation that reduces many of the equipment calibration and application issues associated with traditional flowable seed treatment products. Rancona C improves seed flow, reduces dust off and makes application and machinery clean down a lot easier.

Comparison of dust measurement



Study: ES09/34. 2009

Percentage control of bunt in wheat compared to the untreated control



(Trials: NSW_04_ 432ICrompton!04I02a-4, NSW_04_ 432S!Crompron!04102a-S, VicOS_Holloway, WA_05_CRP_004-05, VicJJ6_PLH031)

** Untreated Control*

HANNAFORD'S SECOND 25 YEARS BRING CELEBRATIONS AND A CHANGE

In 1947, a property was purchased in Belmont, Western Australia, to unite both office and workshop of the state branch under one roof. As part of the Silver Jubilee Celebrations of the Company, Mr Alf Hannaford officially declared the premises open on June 23, 1950 – which by happy coincidence, was his 60th birthday. There followed 25 years of successful business with no major structural changes.

There was a fresh surge of growth when in August 1976 the Company shares were purchased by Crompton and Sons (South Aust.) Pty Ltd, a subsidiary of Crompton & Sons Pty Ltd, now Crompton Group Holdings Pty Ltd. A new factory complex was built at Beverley in 1978 and in October of that year the Western Australian Office was transferred from Perth to Northam. The Company established Hannaford Macquarie Valley Pty Ltd with a 98% interest and Goondiwindi Grain Cleaners Pty Ltd, with a 50% holding, along with expanding the seed grading business in New South Wales, Victoria and Queensland.

BEST FRANCHISE WINNER

ARTHUR BYLSMA MUNGLINUP WA

What's your background?

I am originally from Holland and when I was 17, I decided to follow my brothers out to Australia. I started work on a dairy farm in NSW for a couple of years and eventually found my way to WA. Moved around a bit but I've always been involved in farming one way or another, I have even spent time doing starling control for the WA government.

How long have you lived in WA?

I moved to WA in '68. I've had a spell as a contract harvester and then helped out the local Hannaford franchisee in Munglinup. When he decided to retire I bought the business and for the last eight years I've been driving the truck, treating seeds and doing the paper work.

From left to right: Scott Sutton – President, Chemtura AgroSolutions, Martin Morgan – Commercial Director, North Asia. Chemtura AgroSolutions.

What's it like owning and operating a Hannaford franchise?

It's dirty, noisy and dusty but I enjoy it! I've had good loyal customers who appreciate what I do and the scenery is great. I get pretty busy in the lead up to planting but when the seed is all treated and in the ground I get the chance to catch up on equipment maintenance and paperwork. Hannaford is good to work for, they give lots of support and they have a great conference every couple of years when I get to catch up will all the other franchisees from around the country. I love getting around and meeting all the farmers and now Hannaford are giving me an award for it.

Were you surprised to win the major award for the second National Conference in a row?

I really enjoyed the Hannaford conference this year and when they announced my name, I didn't believe it. I'm going to use the prize to visit my sister in Holland who I haven't seen for 8 years. It should be good.

Arthur Bylsma – Best Franchise Winner, Munglinup, WA.

For franchise business opportunities call Brett Heath 1800 635 743

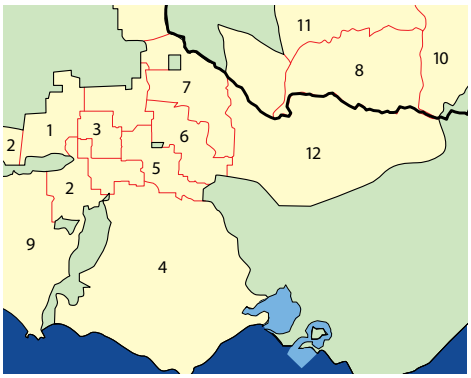
THE GERMINATION TEST

The key to high yielding crops is quality seed. Unfortunately growing poor quality seed can affect the germination and vigour of emerging seedlings. This results in seedlings that have a reduced crop efficiency, that can't compete with weeds and yield well below your cropping potential.

A germination test can save you time and money, and ensures that you get the best out of your crop.

Contact your local Hannaford specialist for your FREE seed germination test today!
* Valued at $45.00 retail price

Where to find your local Hannaford Seed Protection Specialist



SOUTHERN NSW & VICTORIA

1 **Nhill, Rainbow, Jeparit & NW Dimboola:**
Rob Lynch,
0428 911 387

2 **Horsham, Kaniva & SE Dimboola:**
Andrew & Robyn Barnes,
0427 340 015

3 **Warracknabeal, NE Dimboola, Brim & Hopetoun:**
Brian & Charmaine Wilson,
0427 681 034

4 **Ballarat, Ararat, Lismore & Clunes:**
Andrew & Janelle Cheesman,
0437 688 776

5 **Donald, Bealiba & St Arnaud:**
Gary Hamdorf,
0427 022 355

6 **Charlton, Wedderburn, Wycheproof & Sth Boort:**
Bernie & Wendy Laffin,
0417 567 602

7 **Quambatook, Kerang, Swan Hill & Nth Boort:**
Laurie & Avis Shipsides,
0427 346 429

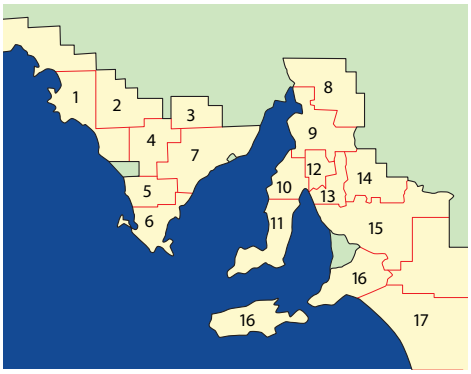
8 **Berrigan, Finley, Jerilderie & Oaklands:**
Peter & Jan Hill,
0428 852 323

9 **Naracoorte Goroke & Districts**
David and Karen Harris,
0428 857 725

10 **Wagga Wagga, Lockhart, Junee, Coolamon & Henty:**
Barry & Joanne Kohlhagen,
0459 202 079

11 **Coleambally, Leeton, Griffith & Hay:**
Peter & Jan Hill,
0428 852 323

12 **Shepparton, Echuca, Lockington & Longwood:**
Laurie & Avis Shipsides,
0427 346 429



SOUTH AUSTRALIA

1 **Streaky Bay, Ceduna & Port Kenny:**
Dion & Ursula Gilmore,
0428 261 448

2 **Wudinna, Minnipa & Poochera:**
Dion & Ursula Gilmore,
0428 261 448

3 **Kimba, Waddikee & Buckleboo:**
Roger Gaston,
0409 281 177

4 **Lock, Warrambo & Tooligie:**
Brian & Beth Turner,
0427 852 218

5 **Cummins, Karkoo, Ungarra & Kapinnie:**
Brian & Beth Turner
0427 852 218

6 **Port Lincoln, Tumby Bay & Coulta:**
Brian & Beth Turner,
0427 852 218

7 **Cleve, Cowell & Port Neil:**
Roger Gaston,
0409 281 177

8 **Peterborough, Wilmington & Jamestown:**
Gary Hamdorf,
0427 022 355

9 **Gladstone, Laura & Crystal Brook:**
David & Tracey Smith,
0428 847 949

10 **Kadina, Alford, Bute & Arthurton Nth:**
David & Melanie Pringle,
0428 214 163

11 **Maitland, Ardrossan, Warooka & Arthurton Sth:**
Graham & Carole Derrington,
0419 821 654

12 **Snowtown, Blyth & Nantawarra:**
Mick & Denise Coleman,
0427 642 142

13 **Auburn, Clare & Pinery:**
Trevor & Michelle Gilmour,
0438 826 534

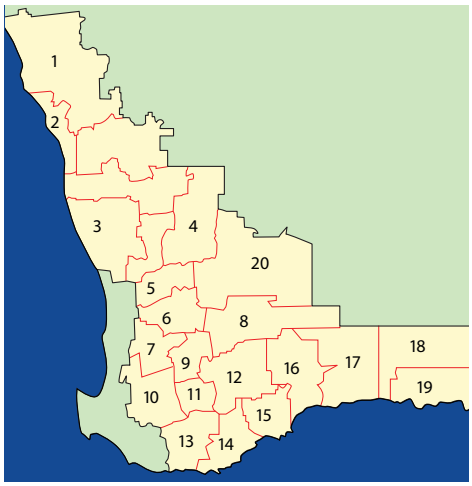
14 **Barossa & Waikerie:**
Mark Pryor,
0418 898 157

15 **Eudunda & Burra:**
John & Margaret Schutz,
0417 812 760

16 **Strathalbyn, Fleurieu Peninsula & Kangaroo Island:**
Tom Eckert,
0427 373 053

17 **Keith, Tintinara & Bordertown:**
David & Karen Harris,
0428 857 725

18 **Naracoorte, Edenhope, Frances & Goroke:**
David & Karen Harris,
0428 857 725



WESTERN AUSTRALIA

1 **Ajana, Binnu, Yuna & Mullewa:**
Stacey Rogers,
0429 237 639

2 **Geraldton, Northampton & Irwin:**
Stacey Rogers,
0429 237 639

3 **Coorow, Victoria Plains, Moora & Dandaragan:**
Gary Hamdorf,
0427 022 355

4 **Dowerin, Trayning, Bencubbin & Dalwallinu:**
Brent & Gloria Melville,
0428 811 585

5 **Northam, York, Cunderdin & Tammin:**
Ross & Ellen Parrick,
0429 064 119

6 **Beverly, Brookton, Pingelly & Quairading:**
Phillip & Katrina Crute,
0427 250 877

7 **Cuballing, Wandering, Williams & Boddington:**
Rob Curtis & Terry Johnson,
0417 930 118

8 **Kulin, Kondinin & Hyden:**
Brian & Joy Adams,
0429 801 217

9 **Narrogin, Wickepin & Wagin:**
Greg & Judy Hempsell,
0428 875 027

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

11 **Katanning, Woodanilling & Broomehill:**
Derek Batchelor,
0428 241 306

12 **Nyabing, Dumbleyung, Lake Grace & Gnowangerup:**
Tim & Julie Brown,
0418 470 920

13 **Cranbrook, Tambellup & Mount Barker:**
Neville & Anne Parsons,
0429 904 653

14 **Borden, South Stirlings & Wellstead:**
Gary Hamdorf,
0427 022 355

15 **Jerramungup, Gairdner & Ongerup:**
Mark Weedon,
0428 351 176

16 **Ravensthorpe, Newdegate & Lake King:**
Malcolm Smith,
0417 981 581

17 **Munglinup, Hopetoun & Cascades:**
Arthur Bylsma,
0427 751 139

18 **Salmon Gums & Grass Patch:**
Kym & Kingsley Walker,
0427 477 493

19 **Esperance & Condingup:**
Simon & Kristy Roper,
0412 882 613

20 **Merredin, Southern Cross, Kellerberrin, Bruce Rock, Mukinbudin & Westonia:**
Michael & Sonya Dunbar,
0428 401 025

The information and recommendations set out in this Newsletter are based on data believed to be reliable at the time of publication. Results may vary, as the use and application of the products is beyond our control and may be subject to climatic, geographical or biological variables, and/or developed resistance. Any product referred to in this newsletter must be used strictly as directed, and in accordance with all instructions appearing on the label for that product and in other applicable reference material. So far as it is lawfully able to do so, Chemtura Australia Pty Ltd accepts no liability or responsibility for loss or damage arising from failure to follow such directions and instructions. ® Registered Trademarks