

New player in cane fertiliser market

Advanced Nutrients has launched Allfert onto the competitive commodity fertiliser market. Chief Executive Officer, Gary Murdoch-Brown said Allfert was a welcome addition to the highly aggressive fertiliser field providing alternative products at competitive prices for Australian farmers.

"Allfert was designed wholly and solely to provide farmers with just that – choice.

"They can now buy our Allfert in the same way they buy unleaded petrol from Shell, BP and Caltex – we are bringing a third player to the marketplace.

"We believe we know what Australian farmers want and our products are specifically tailored for our farming conditions."

Advanced Nutrients, incorporated in Queensland in July 2000, manufactures and distributes liquid fertilisers for foliar and soil applications as well as granular fertilisers to cover all soil fertility, plant nutrition and animal nutrition needs.

The company believes commodity fertilisers should save farmers money, improve soil performance and play a part in holistic sustainable soil practices.

"Allfert is part of best practice for sustainable soil outcomes," says Gary. "World demand for fertilisers means there is not

much price relief for farmers and it is even more important than ever farmers choose the most cost-effective fertiliser and apply it at optimum rates.

"Since 2000, Advanced Nutrients has been helping agricultural, horticulture and livestock producers boost returns and reduce farming risks by developing innovative fertiliser solutions which cost less and deliver more.

All about competition

Farmers and graziers from as far north as Gordon Vale, near Cairns to Coffs Harbour in Central NSW gathered at South Bank's River Canteen for the launch. Former National Farmers Federation President and Goondiwindi Cotton farmer Peter Corish attended saying it was good to see another player on the market.

"It is all about competition," Peter said.

"The Advanced Nutrients merger with South African Profert creates additional competitors, particularly for the supply of bulk fertilisers and for Australian farmers this is very positive.

"Hopefully this will lead to price reductions because if we don't see viable pricing it is hard to remain competitive with agricultural producers around the world." ■

Fertiliser co-op looks at cane market

Ravensdown Fertiliser Co-operative of New Zealand and Western Australia recently announced that the cooperative was investigating entry to the market to supply fertiliser products to sugarcane growers in Queensland and Northern New South Wales, and it could be as close as 2009.

Ravensdown is a 'ground-up' group which has 30 plus years in the New Zealand fertiliser game and currently boasts 30,000 cooperative shareholders and annual sales of 1.4 million tonnes of fertiliser products. In February 2008 it put a toe in the Australian fertiliser market, merging with Western Australian fertiliser cooperative, United Farmers Cooperative of Western Australia.

Canegrowers, who had been actively scouring the world market for fertiliser options for many years, came to learn about the Ravensdown Co-operative about the time when the group formalised its arrangements in the west. Canegrowers has been working with Ravensdown on possible entry to the eastern seaboard for some 12 months now and believes that an attractive deal will be delivered for the 2009 season.

According to Canegrowers they have entered into negotiations with Ravensdown to develop a strategy to bring sustainable competition to the Queensland market from a farmer owned cooperative which has proven price transparency. The Ravensdown business model returns 90 per cent of all profits to shareholders as part of its loyalty program, through a mix of its offerings on fertiliser price, rebates and shares in the company.

A series of fertiliser workshops will be held in the cane growing regions to explain the proposal.

Canegrowers, AgForce and Queensland Dairyfarmers Organisation have all committed to support Ravensdown's entry to the east coast fertiliser market.

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Peter and Chantel Corish with Jim OConnor – all from Goondiwindi – at the Allfert launch in Brisbane.