



SeedSense



Seb Cowan and Sheldon Miller, Kulin-Hyden-Lake Grace Hannaford franchise take delivery of the new machine, October 2020.

NEW MACHINES HIT THE GROUND IN WA

Hannaford are delighted to confirm that another two new high capacity seed grading and treatment machines will join the fleet for the 2020-21 season, with both machines destined for the WA region.

The new machines are a fully self-contained state-of-the-art seed processing plant with high capacity grading of all grains by width, weight and length. They offer the latest seed treatment application technology and fully electronic batch weighing for optimum accuracy.

The first machine has been allocated to the new Kulin-Hyden-Lake Grace Hannaford franchise recently acquired by Sheldon and Ebony Miller, and will be operated by Ebony's brother, Seb Cowan.

Sheldon understands how big the list of pre-seeding jobs is, having previously farmed in the Narembeen region.

"I know how important it was for me to get grading done early so you can be ready when you need to go," he said, "and that window seems to be getting smaller every year."

Having that insight and the desire to keep up-to-date with advances in industry technology made the decision to take on the new machine easy.

"With our first grading season behind us we reviewed the experience and farmer feedback, and turned to exploring ways we might be able to service our farmers in a timeframe that better suited their needs," said Ebony Miller.

"Knowing they required and expected a consistent, high quality service within an ever-shrinking seasonal timeframe meant we needed to gain some capacity somewhere. With the current machine and manhours already at full capacity, and a new machine being allocated to the area



The Seed Protection Specialists

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Seasonal Update

WELCOME

2020 will no doubt go down in history as the year of the pandemic, but life goes on for rural Australia with one of the positives from the experience being Agriculture's recognition on the national stage as an essential service. At this point in time, the season has been the best for a while in the east with the harvest outlook generally good across the country. We hope good fortune stays with our customers until harvest end.

Here at Hannaford we're pleased to share positive news of the continuing investment in our fleet upgrade program, with two more new machines heading to WA for the 2020-21 season.

In this edition we hear from our WA Franchisees about what the new machines will mean for their operations.

We meet Neville & Anne Parsons, who were amongst the initial WA Franchisees when Hannaford first launched the franchise model, and who are now in their third decade in the business.

We shine a spotlight on grower's first-hand experiences with Rancona® Dimension seed treatment, talking to customers in WA, SA and NSW to understand how Hannaford products have assisted their cropping program.

As the Russian Wheat Aphid continues to spread across the country, finding their way into WA, we look at how you can identify them and the symptoms of infestation.

As usual, we feature our handy seed treatment selection guide.

We're excited to announce a new Hannaford Seed Exchange App coming your way soon...

While we're talking digital, keep an eye out for our new e-Dockets in the 2020-21 season as we rollout our new paperless invoicing system.

All the best for the season ahead.

Brett Heath
Commercial Manager

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adjoining us, taking on that territory seemed to be the most practical solution."

"We've kept it in the family with my brother Seb coming onboard to operate the second machine," said Ebony. "Having worked with him extensively in the past we know we'll have a capable and reliable machine operator we can trust."

"By making these changes, our goal is to increase our service to the region, while doing it in the timeliest manner possible."

"I'm pretty excited to see all the planning come together and getting into the grading season," Sheldon added.

The second new machine has been allocated to the Ravensthorpe-Newdegate franchise operated by Peter and Karen Agars, with the existing

Ravensthorpe machine to be redeployed to Neville and Anne Parsons in the Cranbrook area.

After four years in the Hannaford business, Peter and Karen are excited about the benefits the new machine will offer their customers.

"Over the last four years we've gained valuable experience in all aspects of the Hannaford business," said Peter.

"We pride ourselves on providing an efficient and comprehensive service to our clients for all their seed cleaning and treatment. The new machine gives us added capacity – up to 24MT per hour for wheat – allowing us to improve our turnaround times on-farm with an even more accurate seed treatment application."

"Having the latest technology on this truck will also help meet our clients requirements into the future," he added.

HANNAFORD FARM EXCHANGE

Coming soon!

2021



We're excited to announce that, in early 2021, Hannaford will be officially launching hannafordfarmexchange.com.au in Australia.

Hannaford Farm Exchange will be an online platform comprised of trusted local sellers and buyers of open-pollinated seed, giving farmers across Australia a convenient way to list, sell and buy farm-saved seed "over the fence".

There are several advantages that we believe will make it a successful platform, including:

1. Improving visibility of which seed varieties are available from farmers in your area (and pricing) without you having to spend time calling around
2. Making it easy for you to sell any excess seed you have and ensuring you get a good premium for seed that has been professionally graded and treated by Hannaford
3. Increasing trust in the quality of what you are buying/selling by building in independent seed testing to determine the seed being sold is weed-free and will germinate
4. Ensuring immediate payment to the seller upon pickup of the seed by the buyer
5. Giving buyers the ability to list a "request" for hard-to-find varieties

6. The ability for buyers to rate seed sellers, so that the best sellers develop a good reputation

7. An easy way for potential buyers to contact sellers to ask them questions prior to purchase

For existing Hannaford customers, the basic platform will be launched entirely free of fees – we will not charge any membership, access, listing or transaction fees (other than the fee that our 3rd party payments processor Stripe takes for using your credit card!). Premium services may be available for an additional fee.

Hannaford Farm Exchange will be launching with wheat, barley and canola, with plans to expand to lupins and oats in the near future.

Register your interest to participate in the Hannaford Farm Exchange at hannafordfarmexchange.com.au, and feel free to talk to your local Hannaford franchisee when they're next on your farm.

RANCONA DIMENSION GIVES EASY DISEASE PROTECTION

Making the change to an easier to use seed treatment to combat rhizoctonia and reduce handling issues at seeding has paid off for Gerard and Mark Paganoni on their mixed farming operation at Broomehill in WA.

Gerard Paganoni and his family have farmed in Broomehill for 28 years with a 60:40 ratio of cropping to sheep. The cropping program of approximately 2,600 hectares consists of 2,100 hectares of cereals with a balance of lupins and canola on the rest.

A few years ago the Paganoni's started using Rancona Dimension on their wheat and barley seed to combat rhizoctonia disease.

"We identified rhizoctonia as an issue through Predicta-B soil testing," said Gerard, "but we also need to protect against smut and bunt disease each year as well."

"Rhizoctonia becomes more prevalent in dry summer-autumn periods, and with earlier sowings Rancona Dimension is a great tool for us to combat rhizoctonia."

The Paganoni's apply Rancona Dimension to cereal seed at 3.2 L/Mt, and one or two fungicidal sprays are generally applied later on in the season to manage foliar diseases.

"We started using Rancona Dimension to replace a competitor product which was very sticky and caused handling issues at seeding," said Gerard.

"I have a great appreciation for my seeding staff who regularly check equipment," he added, "and based on their feedback I have every confidence in Rancona Dimension being an easier product to use."

"Not only has Rancona Dimension solved our crop disease issue, but the treated seed flows much better and handles really well compared to other products we've used."

"I'm very happy with the results and can recommend it for anyone looking for an easy-to-use seed treatment that works across a number of diseases," he said. "It's an obvious choice."

Rancona Dimension seed treatment is based on two active fungicides - 25g/L ipconazole and 20g/L metalaxyl. It provides smut and bunt control, pythium control and suppression of crown rot and rhizoctonia when applied to wheat and barley seed at recommended rates.

Its unique micro-emulsion formulation provides extremely low dust off at application and easy clean down of machinery compared to other products.

South Australian grain growers Simon and Nick McCormack are also enjoying the benefits from Rancona Dimension.

Simon and Nick, of McCormack Farming in Barunga Gap, are fifth generation on their farm which was established in 1873. Their father Paul is still actively involved in the mixed farming operation, consisting of 2,100 hectares of

cropping and 500 hectares of hill country for running sheep.

"We've been no-till farming since 2001 and zero till for the past five years," said Simon. "We are also a full CTF farming system with no livestock on cropping paddocks."

With an average rainfall of 400 mm, the McCormack's cropping program consists of lentils, wheat, canola and barley, with benchmark returns of 4t/ha on cereals & 2t/ha on lentils and canola.

"We've used Mick Coleman of Hannaford for several years to clean Scepter wheat and to apply seed treatments," he said.

Their wheat is treated with Rancona Dimension at 3.2L/t, Guardian® at 1.2L/t and Zincflo® Plus at 3L/t, and this past season was sown in early May at 80kg/ha with in-furrow fertiliser.

"We've used Rancona Dimension for several seasons," said Simon. "It's been effective in managing our target crop diseases – rhizoctonia and crown rot – and it's really easy to handle and use."

"We've also seen improvements in the crop standing as well as higher yields using this program," he added, "which all leads to increased profits at the end of the day."

"...the treated seed flows much better & handles really well compared to other products we've used."



Mark Paganoni in their 2020 crop, Broomehill WA



Simon & Nick McCormack, Barunga Gap SA, with Mick Coleman, Hannaford



Australia's Specialist

Seed Treatment	Active(s)	Covered Smut/ Bunt	Flag Smut	Loose Smut	Stripe Rust	Leaf Rust	Leaf Scald	Septoria Leaf Blotch	Powdery Mildew	Take-all	Anthraco
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		
Quantum Pro	Fluquinconazole	Wheat, Barley ³	Wheat ^{1,2}	Wheat, Barley ³	Wheat**	Wheat***	Barley ³	Wheat*	Barley*	Wheat*	
Zincflo Plus	Zinc (Chelated), Sulphur & Nitrogen										
Xiflo	Iprodione										
Thiraflo	Thiram										Lupins ²
Evershield	Thiram, Thibendazole										
Guardian	Imidacloprid										

* 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

TRIO WORKS A TREAT IN NSW

Getting your crop off to a good start begins with quality inputs and seed preparation according to New South Wales grain grower Peter Finlayson.

Peter and Eleanor Finlayson are dryland broadacre crop and sheep farmers from Berrigan in NSW. Their annual cropping program consists of up to 1400 hectares of wheat, 300–400 hectares of barley, 600 hectares of lupins and 700 hectares of canola on rotation.

Peter said they've realised the long term benefits of having lupins in the rotation.

"Growing lupins really helps in putting nitrogen back into the soil," he said, "especially for the first wheat crop following the lupin crop."

The Finlayson's also run 1,200 merino ewes, which also contribute to their cropping program by eating out paddocks containing hard to manage weeds.

Peter said every farmer has their own philosophies on how to do things but believes that quality inputs upfront are critical to getting crops off to a good start.

"We've been Hannaford customers for nearly 40 years and believe seed preparation is one of the most important parts of our cropping operation.

For the last four years the Finlayson's have used the 'Hannaford Trio' package of seed treatments – Rancona Dimension (Ipconazole/Metalaxyl),

Guardian (Imidacloprid) and Zincflo Plus (Trace element).

Rancona Dimension is used to target smuts and bunt; Guardian for aphid control; and Zincflo Plus is used as the soils in their area are zinc deficient. Zinc enhances disease resistance and improves plant vigour.

"I get more bang for my buck from applying zinc on the seed rather than as a foliar application later on," he said.

"I'm really happy using the trio of products on the seed as our crops have always gotten off to a good start using this combination."

The Hannaford Trio starts working the moment your wheat or barley seed is planted, protecting the seedling during the vulnerable establishment stage.

Range of Seed Treatments

Ascochyta	Botrytis	Brown Leaf Spot	Pythium Root Rot	Rhizoctonia Root Rot	Fusarium Crown Rot	Blackleg	Stored Grain Insect Pests	Blue Oat Mite	Red-Legged Earth Mite	Aphids	Trace Element
			Wheat, Barley	Wheat*, Barley*	Wheat*, Barley*						
							Wheat, Barley, Oats				
							Wheat, Barley, Oats, Triticale				
							Wheat, Barley, Oats				
						Canola*					
											Cereals
		Lupins		Lupins*							
Chickpeas ²	Chickpeas ²										
Chickpeas, Lentils, Field peas	Chickpeas		Chickpeas, Lentils, Field Peas, Vetch & Faba Beans								
							Cereals	Canola, Lupins	Canola, Lupins	Cereals, Canola	

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ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION



Peter Finlayson, Berrigan NSW

The combination of seed treatments means faster emergence, excellent seedling establishment, and healthier and more vigorous plants for maximum yield potential. The Hannaford Trio are also easy-to-apply, low dust formulations for minimal dust off during application and handling, and easier clean down.

Peter uses lower sowing rates than most recommendations of 80kg/ha for the area, sowing at 60kg/ha on his grey ground and 50kg/ha on the red ground, which has delivered consistently good results over the years.

“This season is looking the best it has for a number of years but it’s too soon to get excited yet,” he added. “The most important thing is that you enjoy what you do and have the support of a great partner.”



Seasonal Update

FRANCHISEE FOCUS — NEVILLE & ANNE PARSONS CRANBROOK DISTRICT

Anne Parsons remembers being really scared when she and husband Neville signed up for the Cranbrook Hannaford Franchise in 1988.

"It was a big leap to go from a regular pay check to running your own business," said Anne.

Traditionally a wool region, the Parsons chose their home area of Cranbrook as their base, and while cropping was doing ok at that time, wool was hitting it's peak.

"It just seemed like the stupidest thing to do," said Neville, "but we knew with a bit of care we could make it work."

Born and bred in Cranbrook, Neville attended the Ag College at Narrogin and returned home to weekend farming on his father's property and a job in public works. He soon met and married Anne, who'd moved from the city to work for a local Cranbrook family.

Years later, with two young children, a mortgage and bills to pay, and with aspirations like many young couples, the Parsons decided it was time to do something else.

"I used to see the Hannaford bloke come through the area, and it seemed like an operator job you could do pretty cheaply, so I made a call and met with Hannaford," said Neville.

He was provided with a Hannaford grader,

borrowed the old man's truck and started at Mingenew (SE of Geraldton) on a paid rate.

"As an operator you were placed where they put you. I went from being home every night with two little kids to not being home for six weeks at a time."

A year later when the Hannaford franchise model was introduced, Neville and Anne took a massive leap of faith and signed on.

"We got a truck together, an overdraft and away we went," said Neville. Grain picked up in the next few years and they haven't looked back.

"We've seen lots of changes and had our battles along the way," said Anne, "but at the end of the day it's been a really good business."

The Parsons both work in the business; Neville doing the on-farm grading and seed treating and Anne doing most of the account work.

"For us Hannaford was an opportunity to be in charge of your own game. The rewards and responsibilities are yours," said Neville.

"We've seen a lot of changes over the years. When I started it was all powdered chemical and now it's liquid, and we've gone from acres to hectares, pounds to kilos and bags to bulk."

Change in the 2020-21 season for the Parsons arrives in the form of an upgrade to a newer Hannaford machine, their fifth since they became Franchisees.

"Time is your enemy every season," said Neville, "and the higher capacity machine gives a much faster turnaround than our previous machine, so our customers will get a quicker service."

"The chemical application is second-to-none, giving an even more accurate seed treatment application."

"So, I guess it also means we're staying around a bit longer!" he added.

These days Neville often just gets pointed towards the silos and is grateful for the customer loyalty in his region.

"I've been around long enough that I have a pretty good understanding of our client's needs. I like to look after our customers – big and small – and try and give service that can't be beaten."

"Farmers are good people to work with and a lot of them have turned into quite good friends. These days I'm working with a lot of second generation farmers and also a couple of third generation," he said.

In the early days of the business Neville would work in the wool sheds in the off-season but these days he keeps himself busy driving a road train during harvest for one of his clients – "More because I enjoy it than it being a necessity, plus working in a small team makes a nice change."

Anne also keeps herself busy at the local St. John Ambulance where she has been volunteering for the past 28 years.

With the recent purchase of the other half of the family farm, the Parsons aren't leaving Cranbrook anytime soon.

"With the new truck, the work to be done on the farm, and then throw in a little travel and family time, I think we have a few years in us yet! It's certainly a lifestyle we can work with."



RUSSIAN WHEAT APHID NOW IN WA

Russian wheat aphid (RWA) is a major production pest of wheat, barley and oat crops and can be found in grass weeds such as brome and barley grass.

The RWA was first found in Australia in 2016, and quickly spread to cover an area from Eyre Peninsula through Victoria, to southern New South Wales and Tasmania. In August 2020 the RWA has been found in the Esperance and Salmon Gums areas of Western Australia.

IDENTIFYING RWA

The RWA appear quite different to other cereal aphids. They have:

- an elongated body shape up to 2mm long
- two very small tails at the rear end
- distinguishing black eyes
- they lack visible tubes that project from the abdomen

You will need a hand lens or smartphone macro lens to help identify them.



The RWA damage the plant by injecting toxins during feeding which stunts crop growth, and heavy infestations may kill plants. If not controlled RWA was found to cause up to 50% yield loss in wheat and 80–90% yield loss in barley. The highest losses occurred in crops that were infected at early tillering. The riskiest time for the crop is from stem elongation to when the flag leaves emerge.

To find the RWA farmers need to look at all tillers of a plant, inspect the base of each leaf, and the crown of the plant where aphids may hide, as well as near the base of the youngest leaves or on newly emerged flowers / seed heads.

SYMPTOMS OF RWA INFESTATION

The symptoms commonly seen are:

- leaf rolling along margins
- purple and white streaking on leaves running longitudinally
- curling of the flag leaf which can trap awns causing a hooked shaped head, these heads can look bleached in appearance
- crop growth will also be stunted with a loss of green colouration and reduce crop vigour



The symptoms of RWA damage can often be confused with herbicide damage, nutrient deficiency or virus symptoms.

The past four years have given researchers in the eastern states enough time to demonstrate that well-timed treatment can be effective in controlling RWA. Treated cereal crops are very resilient, recovering in most cases to deliver adequate yields.

Growers in at-risk cropping areas of Australia are advised to use a seed treatment such as Guardian® or Cruiser® 350 FS on all their cereal crops this season. Neonicotinoid seed treatments provide effective early season control with a similar length of protection observed for other cereal aphids.

Spraying in-crop should only be done if necessary, during early booting to the soft dough stage. South Australian Research and Development Institute (SARDI) recommends a threshold of >10% of all aphid infested tillers.

When spraying crops, farmers are advised to use aphid specific insecticides to preserve beneficial aphid predators such as lacewings, hoverflies and parasitoid wasps.

Scientists have come up with a RWA threshold calculator available at

https://cesaraustralia.shinyapps.io/RWA_threshold_calculator/

Hannaford Seed Protection Specialists now have access to Cruiser® 350FS which is registered for the control of RWA in barley and wheat in Australia.

Images: Dept. of Primary Industries & Rural Development WA

NEW ELECTRONIC INVOICING

We're currently phasing in a new electronic invoicing format following successful trials with multiple franchisees this year.

Our new Hannaford e-Docket system is designed to be paperless from invoice to

remittance, but also provides the option to print and mail invoices if required. We expect that the electronic docketing system will end up totally replacing hard copy docket books.

The new look electronic invoices provide clearer information with more detail and will be sent directly to your inbox. Onsite invoicing is possible if internet coverage is available.

Look out for our new email address @hannafords.com next season!



New

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

Charlton, Donald, St Arnaud, Quambatook, Boort & Echuca
Bernie & Michael Laffin
0417 567 602

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
Dion & Ursula Gilmore
0428 261 448

Lock, Tooligie, Wudinna & Kimba
Brian & Gilbert Turner
0448 054 837

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

Port Lincoln, Tumby Bay, Cleve & Cowell
Brian & Gilbert 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
Garry & Suzanne Lawrie
0428 842 126

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
Sheldon & Ebony Miller
0427 647 298

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

Dowerin, Trayning, Northam, Bencubbin & Dalwallinu
Brent & Gloria Melville
0428 811 585

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

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

Narrogin, Wickiepin, 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 & Sadie Walker
0427 477 493

Esperance & Condingup
Simon & Kristy Roper
0412 882 613

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

FREE* Seed Germination Test

*For Hannaford customers only.



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