



Seed Sense

Summer 2013/2014

WELCOME TO HANNAFORD'S 2013/2014 EDITION OF SEED SENSE

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Hannaford



The Seed Protection Specialists

For the majority of Australian grain growers, harvest is well underway and yields look good, which is fantastic. Hannaford's is also on the right track so we're pleased to let you know about the following milestones.

Firstly, we have overseen a change of ownership in eight franchise businesses. We welcome our newest franchisees – you can get to know them at the back of this edition of Seed Sense. We're proud of the fact that more and more people are keen to be a part of the Hannaford team.

We're also looking forward to the introduction of another five new and upgraded machines into franchise areas across Australia. When combined with direct access to the latest innovations in seed treatments such as Rancona® Dimension, the only product with label registrations for Rhizoctonia and Pythium in a formulation that reduces dust off and improves seed flow, its proving to be an exciting period for the Hannaford business.

With constant innovation and exceptional service, our customers don't need an incentive to do business with us, but this season an exciting new promotion offers our loyal customers the opportunity to win one of two AFL Grand Final packages for two, simply by providing feedback on their experience with local Hannaford services. Your feedback is greatly valued as it assists us to recognise our best performers and identify areas where we can improve as a business.

More details are inside this issue so make sure you ask your local Hannaford supplier for entry details when you book Hannaford this year. In closing we thank you for your patronage and wish you all the best for a successful harvest and new season.

Best Regards,

*Brett Heath
Commercial Manager*



See inside for further details!





Shiny and new

Hannaford's are delighted to announce some significant equipment upgrades. **Bernie and Wendy Laffin of Charlton VIC, and David and Karen Harris of Naracoorte SA** have been partnering with Hannaford for more than 10 years each to deliver the best seed grading and treatment services to Australian farmers. This partnership continues through extensive investment into the most advanced equipment, backed by the Hannaford brand with more than 85 years experience in the seed treatment industry, they are now primed and ready to offer customers:

- High capacity grading of all grains and up to 24 MT hr on wheat
- State of the art seed treatment chemical application
- Electronic weigher providing optimum accuracy

Bernie and David's contact details are on the back page for all your seed grading and treatment needs.



The Rancona family is expanding

Rancona® C has proven to be an outstanding seed treatment combining superior control of smuts and bunt with impeccable safety to seed emergence and viability. 'Rancona® C has continued to exceed our expectations in terms of farmer uptake and feedback,' says Clay Sutton, Technical Sales Support Manager for Chemtura AgroSolutions. Rancona® C contains a unique **micro-emulsion** formulation which provides growers with greater flexibility for easier application, exceptional seed flow through

machinery, easier clean down of equipment and reduced dust off which makes it safer for the end user.

Now Chemtura AgroSolutions has added a new Dimension to the Rancona seed treatment family. **Rancona® Dimension** has all the unique benefits and qualities of the micro-emulsion formulation, with the addition of **Pythium** root rot control in wheat and barley and **Rhizoctonia** root rot suppression in wheat and barley. In Southern



Australia, it is estimated that Rhizoctonia costs \$77 Million each year in lost production (Roget, 2006). Dimension contains the very active fungicide's ipconazole and metalaxyl, which provides superior disease control. For further information please contact your local Hannaford franchisee.



Stored grain hygiene

Throughout most grain growing regions, stored grain insect pests are increasingly becoming a problem and in many areas resistance to insecticides is also a major issue.

Farmers are strongly urged to practice adequate grain hygiene and IPM programs, including the appropriate use of insecticides. Refer GRDC stored grain web site <http://www.storedgrain.com.au/>

To minimise the chance of insect infestation, undertake an on-farm grain hygiene program which includes but is not limited to the following:

- **Removal of all spilt grain** in and around silos and disposal well away from grain storage area.
- **Cleaning of grain handling equipment** once current grain handling job is completed.
- **Treating the inner and outer surfaces of silos** and field bins with a registered insecticide. In addition the ground under and immediately around the storage area should also be sprayed.
- **Controlling of any weeds** under and immediately around the grain storage area, as weeds can harbour grain pests.
- **Grading of grain** as soon as possible to remove cracked grain, dust, weed seeds and treatment with an appropriate seed treatment containing an insecticide.
- (Dust, weed seeds and cracked grain attract grain pests.) If your grain seed treatment does not contain an insecticide a suitable grain insecticide treatment should also be applied.
- If not grading straight after harvest, a **grain insecticide should be applied** upon storage. When applied at labelled rates they will provide protection for up to 3 months and if used correctly there should be no withholding period issues.
- If storing treated grain for more than 3 months, **consider re-treatment** with an insecticide as most seed treatment products only offer short term protection.
- **Inspect stored grain monthly** for insect infestations and re-treat if necessary.
- **Store grain at low moisture contents.** Below 12% for cereals and below 9% for oilseeds. (Moist grain attracts insects and fungal diseases.)
- **Use of sealed silos** will assist to repel insects, plus enhance effective fumigation with insecticides and carbon dioxide treatment.
- **White painted silos** lower internal temperatures by up to 5° C. (Cooler silos reduce insect activity.)
- **Turning grain in storage** can even out grain temperature and moisture contents, reducing chance of in storage damage.





Australia's Specialist Range of Seed Treatments



RANCONA® C
Superior control of
smuts and bunt



RANCONA® DIMENSION
The power of root protection
NEW



VITAFLO® C
Effective disease control
and strong germination



FOLIARFLO® C
Dual protection for
seed and leaves



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



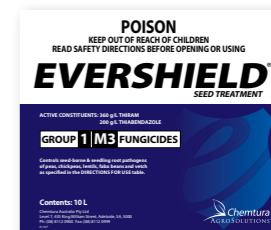
PROGUARD® PLUS
Preventative for smuts,
bunts and aphids



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

Seed Treatment	Active(s)	Covered Smut/Bunt	Flag Smut	Loose Smut	Stripe Rust	Leaf Rust	Leaf Scald	Septoria Leaf Blotch	Powdery Mildew	Take-all	Anthracnose	Ascochyta	Botrytis	Brown Leaf Spot	Pythium root rot	Rhizoctonia root rot	Blackleg	Stored Grain Insect Pests	Red Legged Earth Mite	Aphids	Trace Element
Rancona C	Ipconazole Cypromethrin	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley, Oats														Wheat, Barley, Oats			
Rancona Dimension	Ipconazole Metalaxyl	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley, Oats											Wheat, Barley	Wheat* Barley*					
Vitaflo C	Carboxin Cypromethrin	Wheat, Barley, Oats	Wheat, ^{1,2} Triticale ²	Wheat, Barley, Oats, Triticale														Wheat, Barley, Oats, Triticale			
Foliarflo C	Triadimenol Cypermethrin	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley, Oats	Wheat*		Barley*	Wheat*	Barley									Wheat, Barley, Oats			
Quantum Pro	Fluquinconazole	Wheat, Barley ³	Wheat ^{1,2}	Wheat, Barley ³	Wheat **	Wheat***	Barley* ³	Wheat*	Barley*	Wheat*							Canola*				
Proguard Plus	Tebuconazole Imidacloprid	Wheat, Barley, Oats	Wheat ^{1,2}	Wheat, Barley, Oats																Cereals	
Xlflo	Ipriodione													Lupins		Lupins*					
Thiraflo	Thiram										Lupins ²	Chickpeas ²	Chickpeas ²								
Evershield®	Thiram Thiabendazole											Chickpeas, Lentils, Field peas	Chickpeas								
Cosmos	Fipronil																		Canola		
Zincflo Plus	Zinc (Chelated) Sulphur & Nitrogen																				Cereals

* 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

@ Vitaflo, Rancona, Quantum, Proleaf, Proguard, Guardian, Xlflo, Thiraflo, & Evershield are all registered trademarks of a subsidiary of Chemtura Corporation.

@ Cosmos is a registered trademark of BASF

ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION.



Promotions



*Prize value only.

WIN THE ULTIMATE AFL GRAND FINAL PACKAGE

At Hannafor, we are constantly looking at ways to improve our business and feedback from our loyal customers on their experience with local services is critical. As a big thank you for taking part you can WIN one of two ultimate AFL Grand Final packages including flights, accommodation and tickets to the biggest match of the year.

For your chance to be a part of the excitement, visit ruralresearch.com.au/hannafor.php to complete the online survey and tell us in 25 words or less why seed treatment is important.

RECEIVE A
FREE TRAVEL BAG
when you purchase
Rancona® C



RECEIVE A FREE GIFT WHEN YOU PURCHASE RANCONA® C

Buy 40L or more of Rancona C through your local Hannafor service and we'll give you a quality Australian made 12oz Candy Canvas Long weekender travel bag valued at over \$60.00. It's our way of saying thank you to our loyal customers. Just ask for Rancona when booking your grading through Hannafor.

CONGRATULATIONS TO OUR 2012/2013 MAJOR PRIZE WINNERS LISTED BELOW WHO EACH RECEIVED AN IPAD 3 (16GB WIFI):

Greg Richards, Quarading, WA. Michael Barker, Kadina, SA. Gavin Robinson, Kerang VIC.



Meet our new franchisees

Hannafor's are delighted to present our new Hannafor seed protection specialists. They're backed by over 85 years of industry experience, an extensive seed treatment product range including the Rancona family C, specialist seed grading equipment and complimentary seed germination testing services. Topped by our extensive initial training program they now have all the tools they need to assist farmers in producing outstanding crops.

HOTHAM-WILLIAMS W.A.

– **Barry & Deb Hopper**

"As locals we understand the importance of good seed selection in growing a successful crop."

CENTRAL MIDLANDS W.A.

– **Darren & Carolyn Rutley**

"Owning and operating a Hannafor franchise will keep us living and working in the country for many years to come."

UPPER YORKE PENINSULA S.A.

– **Jamie & Leanne Spencer**

"The chance to continue the Sobey family business was too great for us to miss out on, we jumped at it."

MUNGLINUP-CASCADES W.A.

– **Pym & Pauline Walker**

"The opportunity presented itself at the right time and I was ready to get back into the industry."

NARROGIN W.A.

– **Charles and Lorette Naudé**

"I believe the key to any successful business is delivering what the client needs."

AUBURN-CLARE S.A.

– **Gary & Tania Gaerth**

"Having owned and started the original Auburn Hannafor franchise I know the area and clients well."

HORSHAM-KANIVA VIC.

– **Wayne & Lindy George**

"Being an ex-farmer still interested in Agriculture, the features a Hannafor franchise offers attracted me."

CLEVE-COWELL S.A.

– **Brian & Beth Turner**

"The opportunity to expand our Hannafor services on Eyre Peninsula was too great to resist."



Pictured left to right: Wayne George, Charles Naudé and Gary Gaerth



Pictured left to right: Barry and Deb Wood, Darren Rutley, Leanne and Jamie Spencer



Mick Coleman talking to Charles Naude, Wayne George and Gary Gaerth

There are limited remaining opportunities to join Hannafor, so if you think you may know someone that is people orientated, passionate about Agriculture and looking for a career change that will provide independence and genuine reward for effort, please visit www.hannaforfranchiseforsale.com.au for further information.



Where to find your local Hannaford Seed Protection Specialist

SOUTHERN NSW & VICTORIA

Berrigan, Finley, Deniliquin, Jerilderie, Corowa & Tocomwal
Peter & Jan Hill
0428 852 323

Wagga Wagga, Junee, Coolamon, Lockhart, Holbrook & Tarcutta
Barry & Joanne Kohlhausen
0459 202 079

Warracknabeal, Minyip, Birchip, Hopetoun, Sea Lake & Swan Hill
Brian & Charmaine Wilson
0427 681 034

Charlton, Donald, Saint Arnaud, Quambatook, Boort & Echuca
Bernie & Wendy Laffin
0417 567 602

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

Horsham, Kaniva & SE Dimboola
Wayne and Lindy George
0427 902 381

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

Goroke, Francis, Edenhope & Casterton
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 & Beth Turner
0427 852 218

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

Port Lincoln, Tumby Bay, Cleve & Cowell
Brian & Beth Turner
0427 852 218

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

Kadina, Alford, Bute & Arthurton Nth
Jamie & Leanne Spencer
0432 629 119

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

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

Auburn, Clare, Manoora & Burra
Garry & Tania Gaerth
0409 280 318

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

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

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

WESTERN AUSTRALIA

Geraldton, Binu, Mullewa & Mingenew
Gary Hamdorf – Hannaford
Agronomist
0427 022 355

Moora, Dandaragan, Coorow & New Norcia
Darren Rutley
0400 510 154

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

Northam, York, Tammin & Toodjaj
Ross & Ellen Parrick
0429 064 119

Pingelly, Beverley, Quairading & Kulin
Phillip & Katrina Crute
0427 250 877

Cuballing, Wandering, Williams & Boddington
Barry & Deb Wood
0439 945 453

Narrogin, Wickopin, Wagin & Kukerin
Charles & Lorette Naudé
0487 457 128

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

Katanning, Broomehill & Dumbleyung
Derek Batchelor
0428 241 306

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

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

Ravensthorpe, Lake King, Kalgarin & Newdegate
Malcolm Smith
0417 981 581

Munglinup, Hopetoun & Cascades
Pym & Pauline Walker
0427 761 074

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

Esperance & Condingup
Simon & Kristy Roper
0412 882 613

Southern Cross, Hyden, Kellerberrin & Mukinbudin
Michael & Sonya Dunbar
0428 401 025