



November 2024

# Seed Sense

## IN THIS ISSUE

From Horses to Horsepower P 1-2

Franchisee Focus P 3  
– Rob & Tom Lynch

2024/2025 Seed Treatment Guide P 4-5

Selecting quality seed for planting P 4-5

Dry Season Program P 6  
– We've got you covered

Startup your crop with Zincflo® Plus & Sylas-ST® P7

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Wayne George, Hannaford Seed Specialist VIC and Marshall Rodda, Tarranyurk VIC

## FROM HORSES TO HORSEPOWER

This year Marshall Rodda hung up his work boots and used Hannaford for his seed grading for the last time after nearly 60 years farming at Tarranyurk, Victoria. Prior to that, his father was a Hannaford customer for some 30 years.

From horse drawn headers and bushel bags; to modern day equipment and silos, both Marshall and Hannaford have transitioned with the times over a lifespan.

Marshall's father bought the 2,500-acre home property west of Warracknabeal in 1921. Over time Marshall increased the landholding to 7,000 acres. Predominantly cereal and prime lambs, he also grew legumes - vetch hay, peas and beans - and canola.

### Earliest recollections of Hannaford on the property

When Marshall first came home to the farm as a 'young whippersnapper' they used to bag the grain off in the paddock for seed.

"We didn't have silos back then of course, and Hannaford's would come out with the old original machines – the grey Chevy ex war trucks. They had a hopper on the back, and you'd wheel the bags over, pick up the bag and lift it into the hopper."

He recalls one farm hand who could pick up a grain bag by the ears and walk along carrying it out in front of him.

"Meanwhile I'm battling to wheel them on a hand trolley. I was just a scrawny 17-year-old, and they were 3-bushel bags and heavy as all get-out!"

### Progression over the years

Back in those early days Marshall recalls, the Hannaford operators were usually university students.

"Hannaford would give them a crash course on working a grading machine and they'd pack their bags and head off for the summer."

Marshall said that they were all young blokes, who'd generally stay one day and night and then move onto the neighbours – although it depended on who had the spare bed back then!

"Most of them were good young fellows keen to earn a quid and they hooked in and did the job."

Usually, it would be a different bloke every year, although some came back for a second-year run.

"It was good to get someone who knew what they were doing rather than a new guy who didn't know the machine – You didn't want to be the first one in the queue while they were learning!"

But as Marshall said, most of them got the job done and were only cleaning wheat and barley.

"Today Hannaford come onto your place, and they might clean 3, 4 or 5 different seeds in the one timeframe they're here, so there's a lot of cleaning down gear now which they didn't have in those days."

"In the old days it was a brush and a broom and a bit of good luck!"

## Hannaford



The Seed Protection Specialists



# Seasonal Update

## WELCOME

This time of year seems to come around faster each year! Harvest is well underway for another season and it's time to start thinking about the year ahead.

Time is also spiralling us toward 2025 when Hannafor will celebrate our 100th birthday. In this edition we speak to a long-term Hannafor customer about the changes he and his father have experienced with Hannafor over the past 90 years as customers.

We catch up with another long-timer, retiring Franchisee in Focus Rob Lynch, as he hands over the reins to son Tom.

We feature our seed treatment range, and an update on the latest SYLAS-ST trials, showing the potential value of the newest biological product in our seed treatment range.

In this edition we also look at the results of our Hannafor Dry Season Program trial this year. Results show that it would have been instrumental in helping farmers recover input costs in several regions.

We will be offering this program again for the 2025 season and hope you consider joining the program as an affordable 'insurance' option against the risk of a dry establishment period.

In closing, make sure you check out our franchisee contacts page for any changes in your area.

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

*Brett Heath*  
Commercial Manager



### A memorable moment

Recalling the days of the Hannafor grey Chevy's and student operators, one incident stands out in Marshall's mind.

"One day we were shifting paddocks and I said to the guy 'follow me' and set off through the farm."

Marshall took off, passing by a great tree hanging into the paddock.

"I'm tootling along and just drove under it in the Land Rover and the guy in the grader following me followed me!"

He still remembers thinking "Oh sh\*t he's going to go under the tree."

"I'm looking in the rear vision mirror, but it was all too late. I said to the bloke 'didn't you see the tree?', to which he replied, 'You said follow me.'"

"It didn't do the top of the grader a lot of good!"

"We spent the rest of the afternoon straightening it out to get it going again. There wasn't a huge amount of damage but enough that we had to pull it apart a bit and do some 'bush panel beating' to make it operational again."



### A long relationship with Hannafor

Marshall has always used Hannafor – except for a few years when he tried cleaning and pickling the seed himself.

"I soon realised it was easier to just get Hannafor to clean the grain properly and put the right treatments on it. At the end of the day, you want the best seed with the best seed treatment on it to give it the best start in life."

"It's been a good relationship over the years," said Marshall. "The Hannafor franchise operators have all been pretty good local people that you know."

Marshall's local Hannafor Seed Specialist is Wayne George, who has been the Warracknabeal operator for the past few years.

"Wayne has just got a new machine capable of at least 20 tonne per hour or better. Amazing when you think back to those original ones which were probably 4-5 tonnes."

"Hannafor have been a great service for agriculture, moving with agriculture from the old horse era to the modern era, keeping up with the times with their machinery and innovation."

Hannafor will celebrate it's centenary in August 2025.

*Farming on the property over the decades - from horse drawn to horse power, Tarranyurk, VIC. Brett Heath & Wayne George, Hannafor.*



# FRANCHISEE FOCUS

## ROB & TOM LYNCH

— HSS Nhill, Rainbow, Jeparit & NW Dimboola VIC

Long-time Nhill Hannaford Franchisee Rob Lynch has decided at 70 years that it's time to semi-retire. A fourth generation farmer on the family's sheep and grain property, Rob took on the Hannaford Franchise in the region back in 1995.

This season he is handing over the reins to his son Tom, who will be assisted at peak times by both Rob and Rob's son-in-law, Brendan Moylan.

Growing up on the family farm, Rob's life has revolved around agriculture and machinery. He was contract harvesting, farming, and also shearing locally prior to joining Hannaford 29 years ago.

"I was asked one day by a new business coordinator in town if I wanted to go grain cleaning. He sold me on it being a sound business investment."

Hannaford's reputation also factored in his decision.

"I recall as a kid we'd always get the Hannaford man in to clean and pickle our seed, they've had a cracking name ever since I can remember."

With Hannaford's respected brand and a working wife and young family to consider, Rob decided to give it a go and he hasn't looked back.

"I figured way back then it was a fairly drought proof business – although in a drought you're doing less, and farmers are more conservative. But the work is fairly regular whatever the season. Rain, hail or shine, people still need to have seed for the following year."

When Rob first took on the Hannaford Franchise, he recalls being told by Bob Gooding, the training supervisor at the time, that "Nothing is cast in bronze when you're cleaning grain."

While his farming background proved beneficial in the operation, this advice has proved true over his many years on the job.



Tom & Rob Lynch, Hannaford Seed Specialist based at Nhill VIC

"Every year and every season will be different, and from one farm to the next will be different. You just can't set the machine and go, there'll always be something that will catch you out."

"And the other thing I've learned is that if somebody says they've got a little bit of this or a little bit of that in their seed, you can be rest assured its filthy with it!"

In his spare time Rob is an active member of the Nhill aviation heritage centre. The local attraction came into being nearly 15 years ago, largely as a tribute to more than 10,000 young men and women who trained at the Nhill RAAF Base during World War II.

With a passion for old things – including firearms, tractors and Buick cars – Rob is also the "youngest old member" on the vintage committee for the local Nhill show.

Rob was fortunate to have 1922 and 1937 model Buicks handed down from his grandfather, which started his vintage car collection. Both featured in 'The Dressmaker' movie filmed in the region, in which he was also an extra on the film set.

While Rob may have a love for old machinery, it will be an upgraded Hannaford machine he

hands over to Tom this season, as the old one is retired from service.

Brett Heath, Hannaford Commercial Manager, highlighted that "This is state-of-the art mobile seed processing equipment, delivering high-capacity seed graded by width, weight, and length, along with continuous flow seed treatment application and fully electronic batch weighing."

"Tom has been working in the business with me for years," said Rob. "With his background as a diesel mechanic and the newer machine, he's well placed to take the reins."

"Overall Hannaford as a business have been pretty good to work with over the years, they're all very good people."

"I joined Hannaford in the first place because of the respected brand and reputation of the company, I felt I couldn't go wrong. I'm happy to say I was spot on!"

.....  
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](http://www.hannafords.com/franchise.html)



# Seed Treatments – we

Seed Treatment	Active(s)	Covered Smut/ Bunt	Flag Smut	Loose Smut	Stripe Rust	Leaf Scald	Septoria Leaf Blotch	Powdery Mildew	Anthracnose	Botrytis
<b>RANCONA DIMENSION</b>	Ipconazole, Metalaxyl	Wheat, Barley, Oats	Wheat <sup>1,2</sup>	Wheat, Barley <sup>4</sup> Oats						
<b>RANCONA C</b>	Ipconazole, Cypermethrin	Wheat, Barley, Oats	Wheat <sup>1,2</sup>	Wheat, Barley, Oats						
<b>VITAFLO C</b>	Carboxin, Cypermethrin	Wheat, Barley, Oats	Wheat <sup>1,2</sup> , Triticale <sup>2</sup>	Wheat, Barley, Oats, Triticale						
<b>FOLIARFLO C</b>	Triadimenol, Cypermethrin	Wheat, Barley, Oats	Wheat <sup>1,2</sup>	Wheat, Barley, Oats	Wheat*	Barley*	Wheat*	Barley		
<b>ZINCFLO PLUS</b>	Zinc (Chelated), Sulphur & Nitrogen									
<b>XLFLO</b>	Iprodione									
<b>THIRAFLO</b>	Thiram								Lupins <sup>2</sup>	Chickpeas <sup>2</sup>
<b>EVERSHIELD</b>	Thiram, Thibendazole									Chickpeas
<b>GUARDIAN</b>	Imidacloprid									
<b>SYLAS-ST</b>	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

<sup>1</sup> Soil borne

<sup>2</sup> Seed borne

<sup>3</sup> Refer to label for additional registrations

<sup>4</sup> Use high rate when susceptible barley varieties are grown

## SELECTING QUALITY SEED FOR PLANTING

TECH SUPPORT

Farmers are particular about the variety of seed they grow. That means they understand the advantage of improved genetic potential.

Growers should also be aware of the agronomic characteristics of the seed they select. After variety selection, the most emphasis must be put on obtaining and maintaining top quality planting seed.

The best way to gain quality seed is to grade and treat your grain or buy certified seed.

Quality seed can be selected based on both appearance and tests:

- Spread out a representative sample in a single layer on a tabletop to observe the physical quality & condition of the seed
- Testing, however, is the only reliable means of determining the ability of seed to germinate & seedling vigour

Grain test weight and falling numbers can give an indication of the quality of grain for seed prior to conducting a germination and vigour test:

- Keep seed with a falling number >150 & preferably > 200 – the higher the number the better
- Low test weights indicate high screenings & low seed quality

Seed should always be evaluated for germination percent prior to keeping it for seed. It is advisable

to conduct a vigour test when the germination test is done, especially if you have concerns about the seed quality.

A germination test measures the ability of the seed to germinate but does not rigorously evaluate its ability to emerge from the soil:

- Seed with germination < 80% should be avoided
- Ideally germination should be > 90% for cereals & > 85% for pulses & canola

**GOOD SEED DOESN'T COST, IT PAYS.**

Contact your local Hannaford Seed Specialist for your free germination test straight after harvest.

# I've got you covered!

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	Supporting germination & seedling vigour
		Wheat, Barley	Wheat*, Barley*	Wheat*, Barley*						
					Wheat, Barley, Oats					
					Wheat, Barley, Oats, Triticale					
					Wheat, Barley, Oats					
									Cereals	
	Lupins		Lupins*							
Chickpeas <sup>2</sup>										
Chickpeas, Lentils, Field peas		Chickpeas, Lentils, Field Peas, Vetch & Faba Beans								
					Cereals	Canola, Lupins	Canola, Lupins	Cereals, Canola, Faba beans, field peas, lentils		
										Cereals, Canola

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

ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION



The vigour of a seed refers to its ability to grow and emerge from the soil as a healthy plant. Vigour percentages are usually lower than that of the germination percentage:

- Seed vigour should be approximately 10% below the germination test result
- Avoid seed with a vigour < 80%
- Ideally vigour should be > 85%

High vigour means strong seed that will germinate, emerge, and grow well in most situations.

Low vigour means weaker seed that will not germinate or will have a slower germination and growth in response to stresses such as:

- Dry soils
- Waterlogged soils
- Partially wet soils which rapidly dry out
- Soil temperatures < 7°C or > 37°C
- Split coleoptiles or sprouted grain

- Soils that can form a crust
- Poor nutrition
- Weed or disease pressures
- Sowing deep to chase moisture
- Low sowing rates

There are several types of vigour tests available. It's not critical which one is used as they all test the seeds ability to germinate from the soil and under stressful situations.

Sowing sub-standard seed can require whole paddocks or programs to be resown, delaying establishment and reducing yields and grain quality at the end of the season.



**Always fumigate sealed silos with QUICKPHOS® when storing seed for extended periods!**



# Seasonal Update

## HANNAFORD DRY SEASON PROGRAM

The Hannaford Dry Season Program trial has proven its value with 8 out of 19 locations qualifying for treatment compensation.

This program, tailored to provide financial relief during dry conditions, could be instrumental in helping farmers recover input costs.

With such notable success in the 2024 trial, now is the perfect time for farmers to consider enrolling for the 2025 season.

### Proven success in 2024

Hannaford's Dry Season Program triggered modelled compensation across eight key locations in South Australia (SA) and Western Australia (WA) during the dry months of April to June 2024.

These locations experienced decile 2 or below rainfall, triggering the compensation scheme which would have provided farmers with vouchers for the full value of the qualifying seed treatment products they purchased\*.

These vouchers can be redeemed at any Hannaford franchise for the 2025 season, offering a significant financial cushion for the upcoming year.

### Why this Matters

Dry seasons bring increased costs and risks, particularly during the critical germination and establishment periods for crops.

When conditions fall below decile 2, as they did in certain regions in 2024, seed germination rates suffer dramatically, and input costs rise.

The Hannaford Dry Season Program mitigates these risks by providing financial protection for farmers who invest in seed treatments but face unfavourable weather.

Farmers who participate in the program and receive seed treatment compensation, reduce their input costs for the following year and allow them to focus on maintaining productivity despite challenging weather conditions.

### A closer look at the program

The Hannaford Dry Season Program is designed to support broadacre farmers by offering financial reimbursement for seed treatments if dry conditions affect their crops.\*

The program is simple:

1. Purchase and have applied, Hannaford seed treatment products from a Hannaford franchisee before 30 April 2025 – a minimum of 10L Syllas-ST® + at least one other Hannaford seed treatment – either Rancona® Dimension, Vitaflo® C, Rancona® C, Foliarflo® C or Zincflo® Plus.\*
2. Complete the online enrolment form before 15 May 2025 at <https://hannafords.com/boost.html>
3. If a Decile 2 period occurs between 1 April and 30 June 2025, the customer invoiced value of Hannaford seed treatment products\* will be credited.

No damage assessments or claims are required—just peace of mind knowing that farmers are protected against the financial impact of dry conditions.

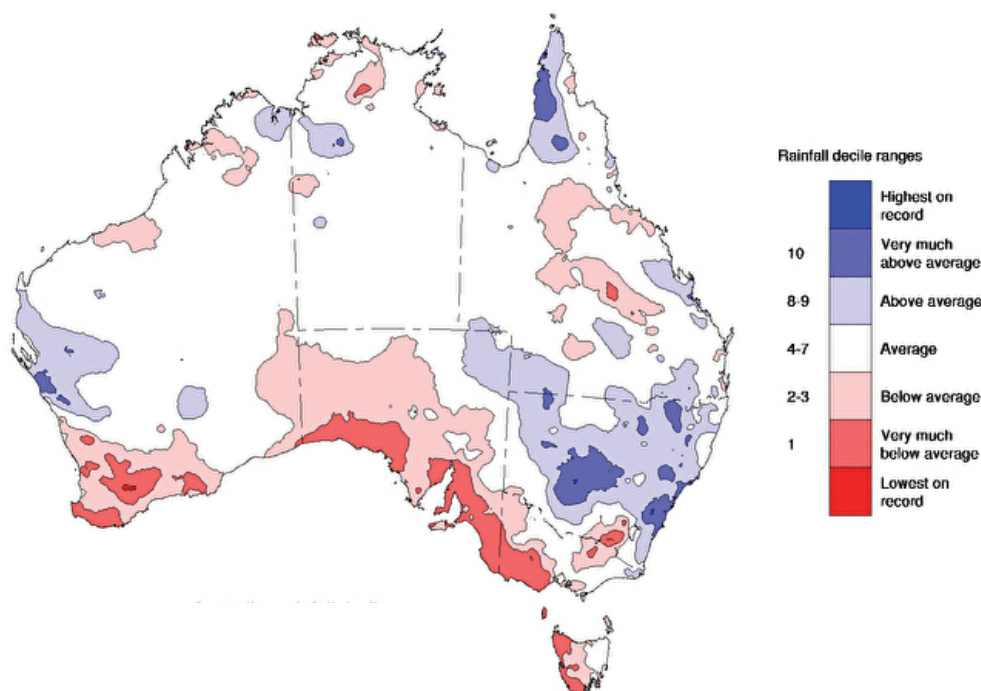
### Locations that would have benefitted in 2024

The success of the 2024 Dry Season Program was seen across various regions that would have qualified for the program if customer registrations were received, including:

- Cowell, SA
- Yaninee, SA
- Tumby Bay, SA
- Cummins, SA
- Port Lincoln, SA
- Murray Bridge, SA
- Lake King, WA
- Moora, WA

These locations experienced dry spells during the germination period but were able to offset their losses through Hannaford's compensation vouchers.

Australian rainfall deciles,  
1 April – 30 June 2024  
Australian Gridded Climate Data



\* Eligibility requirements apply. Refer to full Terms & Conditions at <https://hannafords.com/boost.html>



### Why enrol for 2025?

The success of the 2024 trial, underscores the importance of preparing for unpredictable weather patterns.

Farmers who enrol in the 2025 Hannaford Dry Season Program can benefit from:

- **Financial Security:** Protect your investment with a no-risk compensation scheme in case of dry conditions.
- **Simple Process:** With no claims or damage assessments required, the program offers hassle-free protection.
- **Enhanced Crop Health:** Hannaford's premium seed treatments, like SYLAS-ST, support robust root growth and nutrient uptake, helping your crops thrive even in challenging environments.

### Conclusion

2024 has shown that the Hannaford Dry Season Program can make a significant difference in protecting farmers' livelihoods during dry conditions.

With eight locations benefiting from seed treatment compensation this year, now is the time to prepare for 2025 by enrolling in this invaluable program. Don't let unpredictable weather patterns jeopardise your crops — enrol today and safeguard your investment for the future.

### Enrol at:

<https://www.hannafords.com/boost.html>

## STARTUP YOUR CROP IN 2025



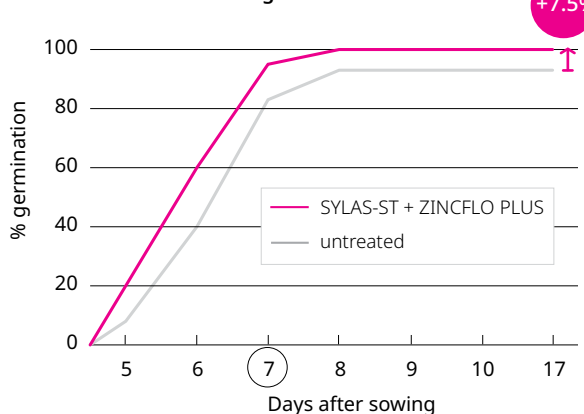
Latest trial results show a new approach to wheat establishment using a Biostimulant and zinc-based micronutrient seed treatment combination that boosted germination.

UPL Australia recently conducted a series of trials through Azaaka Research combining Sylas-ST® Biostimulant and Zincflo® Plus seed treatments on wheat germination in different varieties.

The combined seed treatments, compared to the untreated control, consistently resulted in:

- improved germination %
- faster germination
- increased seedling growth
- increased coleoptile length
- improved nutrient uptake

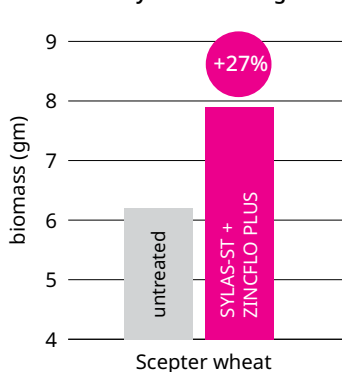
### Sundancer wheat germination %



### Improved germination

Faster germination and a higher germination rate indicate improved seedling vigour – which can significantly determine good crop performance.

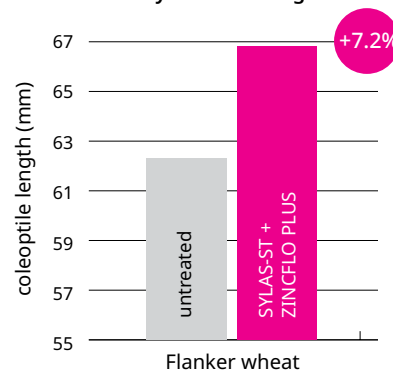
### Root & shoot biomass – 21 days after sowing



### Increased seedling growth

The Zincflo Plus and Sylas-ST combo consistently showed increased seedling growth and increased shoot and root biomass over untreated seed – leading to bigger and healthier plants.

### Coleoptile length (mm) – 17 days after sowing



### Increased coleoptile length

Coleoptile length determines the maximum depth that seeds can be sown and is critical for establishing the crop. The seed treatment combo is a 'must-apply' if you are planning to sow deeper than normal to chase moisture in 2025.

### Improved nutrient uptake

If you apply zinc or other micronutrient seed treatments, consider also applying Sylas-ST to realise the most from your investment.

Trial results show increased nutrient uptake in wheat seedlings from combining the treatments.

For full details of trial results visit <https://www.upl-ltd.com/au/product-details/Sylas-ST>

# Hannaford

*Where the locals go*



## SOUTHERN NSW & VICTORIA

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

**Mildura, Ouyen & Renmark**  
Phil & Sherrin Madden  
0427 148 117

**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

**Minyip & 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, & Kimba**  
Brian & Gilbert Turner  
0447 069 335

**Cummins, Kapinnie, Karkoo & Ungarra**  
Brian & Gilbert Turner  
0447 069 335

**Port Lincoln, Tumby Bay, Cleve & Cowell**  
Brian & Gilbert Turner  
0447 069 335

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

**Kadina, Alford & Artherton**  
Luke Derrington  
0427 738 029

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

**Snowtown, Blyth, Balaklava & Bute**  
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**Auburn, Clare, Manoora & Burra**  
Matt & Chelsea Hunt  
0431 570 660

**Barossa, Riverland, Eudunda & Tarlee**  
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0417 812 760

**Strathalbyn, Fleurieu Peninsula & Kangaroo Island**  
Terry & Kelly Jackson  
0403 298 076

**Naracoorte, Bordertown, Keith & Tintinara**  
David & Karen Harris  
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## WESTERN AUSTRALIA

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Sheldon & Ebony Miller  
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**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**  
Len & Tash Daw  
0437 381 073

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

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

**Salmon Gums, Scaddan & Grass Patch**  
Reece Walker  
0447 503 774

**Esperance & Condingup**  
Simon & Kristy Roper  
0412 882 613

**Southern Cross, Kellerberrin & Mukinbudin**  
Nico & Cathy Beukes  
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**FREE\* Seed Germination Test**

*\*For Hannaford customers only.*



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The Seed Protection Specialists

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