



Multiple investments to meet growing demand, improve service



By Trevor Dennis
Managing Director

HAIFA Australia is pleased to confirm the company's ongoing investments to ensure growers have access to its complete fertiliser range.

Haifa is making significant investment into its production facilities over the next 12 months to increase volumes of all products and better meet growing market demand.

The company also has invested strongly in its Australian office, recognising the need for a strong supply chain to service and support local distributors and customers.

In addition to this, Haifa recently launched its own YouTube channel, an online 'Haifa Community' section on its website (www.haifa-group.com) and announced the exclusive distribution of the SMART! Fertilizer Management software tool, which is available via the website at a 20 per cent discount.

The Haifa Group YouTube channel contains an initial library of almost 30 videos on plant nutrition and includes agronomical tips for growers.

The 'Haifa Community' is connecting growers with experts and other growers to help widen their knowledge. They can gain information, identify crop nutrient deficiencies quickly with the help of an image library, ask questions, report their own experiences and much more.

The SMART! Software allows users to better tailor their irrigation to crops and crop needs, thereby maximizing yields and also reducing environmental impact from input wastage. It calculates optimal fertiliser programs considering nutrient requirements of crops, soil and water analysis, and tissue composition.

Meanwhile, our new Queensland Sales Agronomist, Peter Anderson, is settling

into the role and is looking to extend research and development with Haifa's products under Australian conditions.

The company's Poly-Feed range is continuing to shine in Australia, while calcium nitrate and chelated micro elements are popular too. Haifa is extending its range to also include magnesium sulphate and potassium sulphate.

We also are now looking forward to the Australian Almond Conference in South Australia in October. We have signed-on as the platinum sponsor of the conference for the next three years.

Haifa Nutri-Net

Our know-how

Your success

Haifa Nutri-Net™ is an expert software designed to help growers to plan irrigation schemes and Nutrigation™ programs for Teaspoon Feeding™ of their crop.

Haifa Nutri-Net™ is now available with the choice of two operation levels:

- Primary – easy-to-use mode for customised Nutrigation™ programs
- Advanced – extended application for highly fine-tuned Nutrigation™ programs.

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Pioneering the Future

Pioneering products



Top quality fertilisers for a wide variety of applications

- Nutrigation • Foliar feeding
- Controlled release nutrition

New online knowledge sharing tool for industry

HORTICULTURE and viticulture growers can now access a new information stream, as well as gain help with identifying crop nutrient deficiencies and ask questions and report their own experiences to help improve industry productivity, in a new Internet-based, knowledge-sharing community forum developed by Haifa.

Haifa's recently launched 'Community' section on its website (www.haifa-group.com/community) is linking growers around the globe and widening their knowledge.

The Haifa website has become increasingly popular.

In a 9-month period through to earlier this year, 120,000 pages were viewed on the website by about 24,000 visitors.

'Haifa Community' connects growers and those throughout the industry with associates worldwide.

Once growers register to become a member, they can share their

experiences, consult with experts and other growers, present growth results, publish pictures and much more.

Growers can register by visiting <http://www.haifa-group.com/registration/>

They can then start posting immediately. For some tips on post writing, or "blogging", at Haifa Community, visit http://www.haifa-group.com/users/haifa_group/blog/1240270391.aspx

Growers can put questions to Haifa Australia's three local agronomists, including Trevor Dennis (Managing Director), Shaul Gilan (Southern) and Peter Anderson (Northern).

Trevor said he hoped 'Haifa Community' could provide a forum for further gains in productivity and fertiliser use efficiency for local growers.



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Haifa launches YouTube channel

HAIFA Chemicals has announced the launch of the Haifa Group YouTube Channel, marking another step in its social media rollout plan.

The Haifa Group YouTube channel, as well as Haifa's knowledge-sharing website, enables growers to take advantage of Haifa's experience and know-how.

"The plan is to enrich this video library with practical 'how to' videos, helping growers to maximise the gains from their crops," said Natan Feldman, Haifa's Vice President, Sales and Marketing.

"We will further expand the access to our know-how through popular web channels and will continue to do our very best to pioneer the way forward to a more productive future."

Videos currently available for viewing on the Haifa Group channel include practical information about plant nutrition such as controlled released nutrition, fertigation and foliar nutrition applications.

The videos include a mix of highly professional technology animations, agronomical tips to growers and corporate image videos. Shortly, it will also include videos about Haifa's super quick dissolved phosphate for the food industry.

Visit www.youtube.com/HaifaGroupChannel



An initial library of almost 30 videos on plant nutrition will be available at www.youtube.com/HaifaGroupChannel

Platinum sponsor for almond conference



HAIFA Australia has welcomed the opportunity to become the platinum sponsor of the Australian Almond Conference for the next three years.

This year's event, following the theme 'Growing Opportunity', will be conducted by the Almond Board of Australia on October 8-10 at the Novotel Barossa Valley Resort in South Australia.

The conference provides an opportunity to keep abreast of industry and research developments and to link with suppliers and growers.

The line-up of overseas and national presenters includes world leaders in breeding, nutrition and marketing, as well as respected researchers undertaking projects that will impact across the supply chain.

Speakers will address issues ranging from pollination to promotion and from product quality to price quantum.

Almonds are Australia's fastest growing horticultural industry, servicing an expanding domestic market and major

export markets in India, Europe, Japan, Hong Kong, New Zealand and the Middle East.

The Australian almond crop is expected to more than double in the next five years and will reach an industry farmgate value of more than \$500 million once most of the 8 million trees already planted reach full maturity.

Earlybird registration for the conference closes on Monday, September 3.



Join in our Global Knowledge Sharing Network

Join up now
www.haifa-group.com/community



Israel tour updates latest fertiliser, application technologies



Lindsay Rural confident in strong future after Israel trip

KAREN Hess with Haifa distributor, Lindsay Rural, joined the Haifa Australia team on the recent tour to Israel and has returned with strong confidence in the company's operation and future direction in Australia.

Karen said she gained a first-hand look at Haifa's recent significant investments in its facilities as well as its extended range of products.

"The Haifa product is very strong in the Israel market, with the quality unquestioned and growers holding the brand in very high regard," Karen said.

"Lindsay Rural supports Haifa products in Australia, with our stores supplying the Haifa range of products such as potassium nitrate, MKP, MAP and the Poly-Feed blends.

"Since returning from Israel, I am confident that Lindsay Rural and Haifa's presence in the Australian market will continue to grow."

Karen Hess of Haifa distributor, Lindsay Rural, during the recent tour of the Israeli agricultural industry and the company's production facilities.

HAIFA's team working with Australia's horticulture industry and growers has updated some of the latest global technologies in fertiliser products as well as application and production systems following a recent tour of the Israeli industry.

Haifa Australia Managing Director Trevor Dennis said the tour looked at the "cutting edge" of fertiliser usage and systems for applying nutrients.

"In various cases, the industry is moving away from expensive liquid products to high quality potassium nitrate and other water soluble fertilisers," Trevor said.

"The focus continues to be on maximum yields of the highest quality produce, and while this has involved looking at the whole production system, nutrition is playing a key role."

He said some of the glasshouse production systems, including hydroponic lettuce in floating polystyrene trays, where plant roots dip into the water and nutrient solution, were especially interesting.

"This is a fast growing situation and it also reduces pest and disease pressures."

Trevor said the use of fertiliser through drip systems for growing flowers in poly tunnels for domestic and international markets was another highlight.

The tour also incorporated field crops, citrus orchards, a visit to the Haifa factory and attendance of the Agritech 18th international agricultural technology exhibition held in Tel Aviv.



Haifa's interactive stand popular

Haifa's customers' event and stand at the exhibition highlighted the company's pioneering knowledge and introduced its knowledge-sharing vision. Video clips, computers, an interactive site and, of course, Haifa representatives provided information on fertiliser products, solutions and plant nutrition application.

The company hosted customers from more than 30 countries during Agritech and shared its knowledge in Nutrigation in hydroponics, floriculture and greenhouse vegetables, as well as in controlled release nutrition in citrus.

The Haifa booth attracted thousands of visitors from across the world and many were impressed and enthusiastic to register as a member of Haifa's online knowledge community (see story page 2).

Haifa owner and Chairman Jules Trump told guests he promised the company would continually strive for achievements and to pioneer in the area of specialty plant nutrition.

Trevor said Agritech offered one of the highest concentrations of leading edge horticulture information, particularly for glasshouse and greenhouse production, in the world.

"There was a big congregation of large international companies from across Europe and Asia that showed their wares to Israel's important glasshouse industry," he said.

Meanwhile, Haifa's guests during the Agritech week also enjoyed a rich program of social activities and tours to Jerusalem and Galilee.

“THE HAIFA PRODUCT IS VERY STRONG IN THE ISRAEL MARKET, WITH THE QUALITY UNQUESTIONED AND GROWERS HOLDING THE BRAND IN VERY HIGH REGARD.”

KAREN HESS,
LINDSAY RURAL

MULTI-K
For Nutrigation™ & foliar feeding

Classic Potassium nitrate (soluble grade)	GG Greenhouse Grade potassium nitrate	Prills Ideal for direct soil application
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Hydroponic 'Romaine' lettuce grown in floating boxes.

Some Israeli techniques could be adopted by Australian growers

SOME of the crop growing and fertiliser application techniques used in the Israeli agriculture industry could be adopted in Australia, according to Haifa's Queensland Sales Agronomist Peter Anderson.

Peter recently toured the country's industry and Haifa's manufacturing facilities and attended the 18th Agritech international agricultural technology exhibition in Tel Aviv with the company's Australian team.

An experienced crop production manager who joined Haifa Australia based from Bundaberg earlier this year, Peter said hydroponic lettuce, which he also grows in Malaysia, was especially interesting.

"The floating box system used with some

of the hydroponic lettuce in Israel for the past 5-6 years is quite a revolutionary way of growing and has been quite successful," said Peter, who also has been strongly involved with irrigation and fertigation technologies during his career.

"It provides for efficient utilisation of greenhouse space as well as labour-saving benefits.

"It definitely has an application in Australia where labour is an issue and would provide labour savings."

The Haifa team viewed the system used with growing the 'Romaine' lettuce variety. Peter grows the Mini Romaine variety in Malaysia.

He said the Israeli water used with the



Automatic fertigation using MixRite pumps.

system was naturally high in calcium and magnesium. The nutrition is supplemented with "doses" of Haifa's Poly-Feed fertiliser.

The system also requires control of oxygen levels in the water to prevent any impact to plants.

"If water temperature gets too high and there is not enough oxygen in the water, plants drop dead. Pipes in the trough bubble air into the water," Peter said.

He said he also viewed Haifa's Poly-Feed product used through MixRite dosing pumps with strawberries in Israel, as well as with cucumber, tomatoes, cherry tomatoes and cut flowers.

"We saw two types of lilies and the delicate white peony. In Israel, one rare

“THE ISRAELIS ARE DEFINITELY GAINING ADVANTAGES WITH THE USE OF HAIFA CONTROLLED RELEASE FERTILISERS (CRF) IN NUMEROUS CROPS WHERE, IN AUSTRALIA, CRF FERTILISERS ARE NOT APPLIED.”

HAIFA'S QUEENSLAND SALES AGRONOMIST PETER ANDERSON.

species of Peony grows wild. Commercially, they are grown hydroponically using different techniques, including the use of Haifa controlled release fertilisers (CRF) and Haifa Poly-Feed."

Peter also discussed the use of CRF products in Israel with wine and table grapes, citrus, passionfruit, avocado, capsicum, greenhouse tomato and cereals, numerous crops where, in Australia, CRF fertilisers are not applied.

"The Israelis are definitely gaining advantages with the use of CRF in these crops in terms of how much fertiliser is being applied per yield."

"A cereal grower we visited is using a GPS on his harvester to map yields and is dosing lower yielding parts, which comprised about 10 per cent of his area, with CRF at higher rates."

Haifa Australia appointed Peter to the Queensland Sales Agronomist position earlier this year to boost its service and support levels to growers and distributors throughout the State.

He has spent the past three years working as a Master Grower in the Cameron Highland region of Malaysia with hydroponic crop producer MAFC. The business produces tomatoes, lettuce, chilli and capsicum, marketing to a range of locations including Malaysia, Singapore, Hong Kong and the Persian Gulf.



Karen Hess of Haifa distributor, Lindsay Rural, and Haifa Queensland Sales Agronomist Peter Anderson during their recent tour of the Israeli agricultural industry and the company's production facilities.

Peter's role also included training staff.

He has previously worked with irrigation companies Netafim and Plastro (now John Deere Irrigation) in Australia and through South East Asia (Vietnam, Indonesia and Sri Lanka).

Originally from Wagga Wagga in New South Wales, Peter holds an Agricultural Science degree from the University of Armidale and a Masters degree in Entomology from the University of NSW.

He farmed in Israel in the area south of the Dead Sea from 1984-1998 with his wife, Ariella, growing a range of

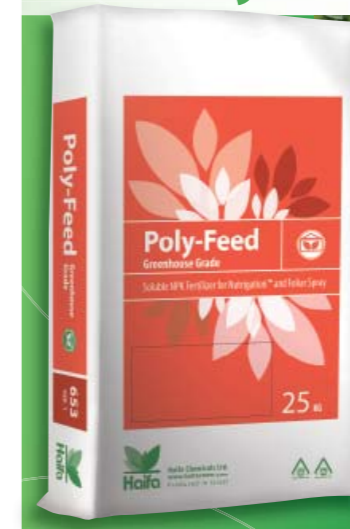
vegetables under fertigation. He then joined Netafim based from Bundaberg.

Peter said he had been a long-time customer of Haifa's high quality fertilisers during his career, particularly its Multi-K potassium nitrate and Poly-Feed products.

He said use of the company's water soluble products through the new systems now available for fertiliser application offered important efficiency and productivity improvements for growers.

Peter can be contacted on 0459 488 850.

The hydroponic specialist



Premium grade, soluble NPK fertiliser, perfectly suitable for soilless cultures, based on high quality ingredients.

- Available in various formulae, specially designed for different growth stages.
- Enriched with micronutrients and suitable for nutrition and foliar feeding.
- Suitable for all crops and for use with water of varied quality.

Software move enables 'smart' fertigation management

GROWERS, irrigation managers and advisers can now take fertigation management to a whole new level following a move by Haifa Australia to offer the SMART! Fertilizer Management software tool.

Haifa has signed an agreement for exclusive distribution of the SMART! Fertilizer Management Software, which can be accessed via Haifa's online Knowledge Center (http://www.haifa-group.com/knowledge_center/expert_softwares/) at a 20 per cent discount.

The software is aimed at crops in various growth conditions, from open field to hydroponics. It calculates optimal fertilizer programs considering nutrient requirements of crops, soil and water analysis, and tissue composition.

SMART! software also enables analysis of fertilization costs for better budget control and long-term planning.

Haifa Australia Managing Director Trevor Dennis said the software allowed users to better tailor their irrigation to crops and crop needs, thereby maximizing yields and also reducing environmental impact from input wastage.

"This is a unique tool that calculates the volume of fertilizer to be dissolved in a certain volume of water and then the injection rate to match the specific irrigation system and crop needs," Trevor said.

"It will save users time and money and therefore will further improve efficiency and productivity of operations.

"The calculation is easy and users can change crops and look at different growth periods."

He said while many users calculated fertilizer requirements manually, the SMART! software offered a "quick check" to ensure calculations were correct.

Complements Haifa's NutriNet

The SMART! Fertiliser Management software complements Haifa's NutriNet software. While NutriNet seeks for the type and amount of fertilizers required according to the crop growth stage, SMART! supports the next steps in the process, including calculating the proportion of each fertilizer in the mixing tank and the irrigation injection rate.

Natan Feldman, Haifa Group, said the addition of SMART! to the company's portfolio reflected its ongoing commitment to help growers improve practices and maximize crop yields and quality.

"With SMART!, we make the task of fertilizer mix calculations and preparations a clear and simple process. Offering the solution through our online Knowledge Center ensures it can be accessed by anyone who needs it directly, anytime, anywhere," Natan said.

Trevor said the software also was accessible from the Haifa website via smart phones.

SMART! Chief Executive Officer Guy Sela said the company strived to provide a highly professional, yet practical and simple tool for growers to assist them tackle their challenges efficiently, cost-effectively and easily.

"That's why we found Haifa our natural partner. Haifa is committed to support growers succeed, understands their needs and owns the intimate knowledge of how to build the best solutions for them," Guy said.



SMART! fertigation management software at a smart price.



Precise fertiliser programming made easy.

Join Haifa's online community and save 20% when you purchase SMART! software.

www.haifa-group.com/knowledge_center/expert_softwares/



The SMART! Fertiliser Management software tool, available exclusively from Haifa, is very smart and yet so simple to use. And right now, you can purchase this innovative tool via Haifa's online Knowledge Centre (www.haifa-group.com/knowledge_center/expert_softwares/) at a 20 per cent discount.

SMART! software calculates the optimal fertiliser program for any crop, under any conditions, at all growth stages. Simply enter information about water quality, soil analysis, irrigation system specifications and crop data and SMART! will return an individualised fertiliser formula with optimal recommendations.

SMART! software also will analyse fertilisation costs, allowing better budget control and long-term planning.

It all adds up to saving time and money while maximising crop yields and quality. That's SMART!

Join-up now
www.haifa-group.com/community



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