



AgriSea

Dairy Newsletter

Autumn 2016

Hello All,

We ARE TWENTY YEARS OLD!! In 1994 Jill & Keith were founding members of SANZ (Seaweed Assn of NZ) they had been brewing liquid seaweed concentrates to produce food for their family for some years and saw the immense benefits – healthy crops, no disease, little pest pressure. In 1996 Keith and Jill registered Ocean Organics Ltd and began selling their seaweed to home gardeners. They moved manufacturing out to the Hauraki Plains and began to host many garden clubs. Soon, farmers (dairy, pasture, kiwifruit, grapes) began to call in to the old Butter factory in Paeroa. “My wife used it on the roses I want to try it on farm”. Our family invested in a 3 year research study on kiwifruit and conducted many farmer trials in the Dairy & Pastoral sectors before registering AgriSea NZ Ltd in 2004 specifically for the agriculture, horticulture, viticulture and turf sectors. From this time our focus has been squarely on research to support farmers.

To celebrate our 20 year milestone we are embarking on a 3 year research project across NZ to develop a ‘SOILS FIRST’ Production System that will provide a safe transition from high input fertilisers to a high producing biological farm that is economically and environmentally sound. The key to healthy waterways begins with healthy soils. Well known internationally respected Soil Ecologist Dr. Christine Jones will be leading this huge project. Thanks so much for your support over the years – we are committed to supporting you! **There is a 20 year special further down this newsletter.**

THE SCIENCE OF SEAWEED

AgriSea Seaweed products are NOT CLASSIFIED AS FERTILISERS, they are classed as Biostimulants. Biostimulants foster plant growth and development throughout the plant life cycle – from seed germination to plant maturity in a number of demonstrated ways. Many Biostimulants internationally are made from seaweed extracts & the Biostimulants industry is set to grow 12% each year.

Why Seaweed?

Some of the peer reviewed research concludes seaweed will:

- Increased lateral root formation, total root volume and root length
- Stimulate mineral nutrient uptake
- Increase microbial diversity and activity
- Improve colonization and in vitro hyphal growth of AMF (Arbuscular Mycorrhizal Fungi)
- Increase total soluble protein content, antioxidant capacity, phenolics and flavonoid content of plants
- Alleviate a variety of abiotic stresses including drought, salinity and temperature extremes

References: (Vernieri et al. 2005; Slavik 2005; Mancuso et al. 2006; Zodape et al. 2011; Crouch et al. 1990; Alan et al. 2013; Kuwanda et al. 1999; Fan et al 2013; Nabati et al. 1994; Zhang and Ervin 2004; Mancuso et al. 2006; Khan et al. 2009; Craigie 2011)



WHY AGRISEA?

AgriSea uses a long slow, cold fermentation process that ensures the whole plant is used – our products are **not a seaweed extract** – they are a Seaweed Concentrate.

AgriSea's range of concentrates for soil and plant have been trusted & trialled by kiwi farmers for 20 years. We know that Kiwi Farmers are the best scientists on their own farms! AgriSea customers know they are getting the Rolls-Royce of seaweed products – infact when research was conducted on our products in the U.S.A it was found that AgriSea products were effective at a 10% of the rate of the "best" available on the market. It is the complex range of nutrients, growth promotants, plant hormones and trace elements that make our products so effective.

FERTILISER EFFICIENCY CONSIDERATIONS

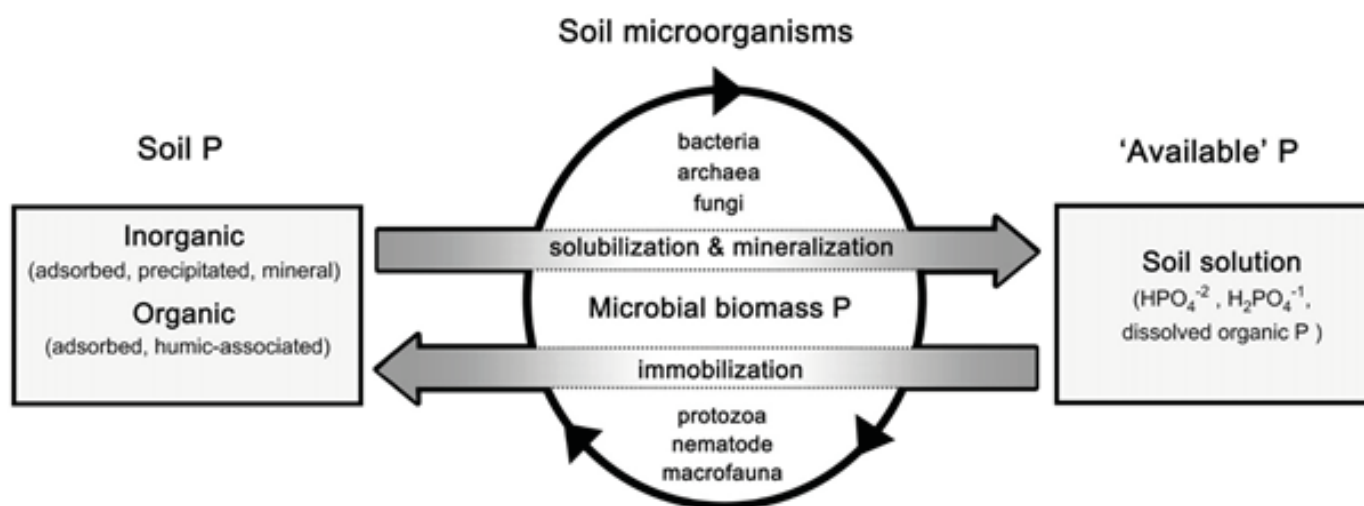
As we head into another lean year on farm – the focus for many farmers is on increasing their efficiency. Top of mind at this time of year will be Autumn Fertiliser applications. We are blessed in NZ with rich fertile soils which possess amazing natural reserves of P and other nutrients as well as good organic matter and carbon levels – this means we have the ability to **MAXIMISE THE POTENTIAL OF OUR NATURAL CAPITAL** - through great management and for minimal cost.

The life in the soil holds amazing potential that on many farms is either untapped – or undervalued. One example of this is the presence and efficiency of Mycorrhizal Fungi. These Fungi produce thin, hair-like threads. One tip is attached to the plant root and the other explores the soil – this network of hairs can extend across many many hectares. Water and nutrient uptake using the hyphae is approximately 10x more efficient than that of root hairs and 100x more efficient than that of roots.

Plants colonised by this special fungi can grow 10-20% faster than non-colonised plants. These fungi are impressive providers of both water and nutrients including Phosphorus, zinc, calcium, boron, copper and organic nitrogen.

Recent research by 15 authors in a peer reviewed plant journal found that the addition of Inorganic Phosphate "systematically inhibits development of arbuscular mycorrhizal fungi & represses the genes involved in functioning".

So if you are adding phosphate to your soils you are turning off the natural mechanisms a plant has to get its own P – **which is more cost effective? Stimulate the soil biology or pay for each nutrient that sits unavailable?**



Alan E. Richardson, and Richard J. Simpson Plant Physiol.
2011;156:989-996

SLOW RELEASE SOLID FORM OF AGRISEA INTRODUCTORY OFFER!!

After listening to many farmers on how a solid form of Seaweed would be more suitable to their operation, we began many years of research. AgriSea needed to find a high quality carrier for their liquid seaweed concentrates and partnered with Blue Pacific Minerals to develop the first seaweed/zeolite solid product which has been well trialled by farmers. Zeolite is a natural, super porous mineral (part of a group of hydrated alumino silicates).

It has a very open framework with a network of pores giving it a large surface area for trapping and exchanging valuable nutrients. Zeolite holds the vast range of elements in seaweed and releases them into the plant root zone as needed, making it the perfect carrier for AgriSea liquid concentrates. Zeolite also assists water filtration and retention, helping to improve the moisture-holding capacity of the soil in dry times.

NO OTHER SEAWEED PRODUCTS ARE AVAILABLE IN THIS FORM – THIS IS A WORLD FIRST!!

AgriSea Solid Products are available as:

SOIL + Granule form - 20kgs per hectare offer 5L of soil Nutrition per hectare plus added Zeolite benefits
 PRICES & Sizes: 20kg \$85 ½ Tonne \$1725 1 Tonne \$3215 4 Tonne \$10,900

COMBO + Granule form - 30Kgs per/ha offer 4L of each Soil and Pasture Nutrition. The combo product offers clients a cost effective and easy way of getting both their SOIL and PASTURE Nutrition onto farm.
 PRICES & Sizes: 20kg \$85 ½ Tonne \$1725 1 Tonne \$3215 4 Tonne \$10,900

AGRI + OPTIMATE Powder form – this product is the solid answer for our Animal Nutrition – The Optimate zeolite used is also a wonderful toxin binder and is backed by strenuous research. It is great for inshed feeding or where a dose-a-tron or drenching is not available. 15gms offers 5ml of AHT per animal per day.
 PRICES & Sizes: 20kg bag \$85 ½ Tonne \$1750 1 Tonne \$3215 2 Tonne \$6,100
 4 Tonne \$10,900

Independent research is underway in Ashburton at present and results should come through late March – we look forward to sharing these with you. In the meantime there are a number of customers who have trialled the products and we are happy to put them in touch with you.



AGRISEA 2016 MARCH SPECIAL (VALID 1ST - 31ST MARCH)

\$20 OFF
20L

\$50 OFF
100L

\$100 OFF
200L

\$500 OFF
1000L

SOIL SOLID SPECIAL

1/2 Ton
\$100 OFF

1 Ton
\$300 OFF

(Ex Paeroa/Tokoroa/Christchurch)



0800 SEAWEED (732 9333) www.agrisea.co.nz





SOIL NUTRITION

Autumn SOIL Nutrition applications are an important part of preparing your pasture for winter. Apply 5L/ha before the soil temp drops below 6degrees to increase biological activity.



PASTURE NUTRITION

Strategic use of Pasture Nutrition is effective throughout this time of year – spray ahead of the stock at 5L/ha to give instant nutrient lift to your pasture, on farm trials are showing AgriSea pastures & crops are consistently producing a higher ME content. International research shows treating Tall Fescue pasture with seaweed reduced toxicity incidences in cows, many AgriSea Farms use this strategy as a facial eczema prevention strategy.



ANIMAL HEALTH

There seemed to be plenty of Rye-Grass Staggers about the North Island this summer and the demand for our Animal Nutrition has been full-on. Thank you for all your success stories and referrals – it's great to see the farming community is still so strong supporting each other.

The humid weather is still upon us – and facial eczema is a threat. Research conducted by Anexa FVC/Cognosco showed a weekly 60ml dose of Animal Nutrition significantly raised the copper levels (P=0.02). Incidences of copper deficiencies can increase when zinc is being supplemented for a long period of time – talk to you AgriSea Consultant for more information.

SALT BLOCKS & SEAWEED PELLETS

Have you seen our Salt Block Video on our website? Stock adore the Blocks – Stock adore the Blocks and devour them quickly. Salt Blocks and Seaweed Pellets are a great way of ensuring your stock are getting the seaweed they need – especially when wintering off the farm or grazing heifers away from home.

RESEARCH

Often we are asked: How do I convince Partner/Parent/Child/Neighbour to change their practices/ try something new? Well this just might be the opportunity they need.....Feel free to pass on this Newsletter or request a copy.

With increasing regulations and restrictions to farming practices based on environmental threats it is important that Farmers have well researched options presented to them for the future of NZ ag. AgriSea will begin rolling out their 'Soils First Production System' for NZ farmers. The soils first production system will facilitate a transition to a more cost effective and environmentally sound farming system with no loss of production or profit. This three year research project will be led by Dr Christine Jones, a renowned international soil expert who works with innovative farmers around the world. Dr Jones will work with and report to CRIS & Dairy Industry experts.

So do you know a Dairy Farmer who uses plenty of high-analysis fertiliser? We are seeking a number of farms across the country to participate in this ground-breaking research. For more information and to request a criteria form please contact Clare Bradley Research Co-ordinator at clare@agrisea.co.nz

SHOWS

The AgriSea field consultants always enjoy catching up with you all over the show-season. Waimumu – or Southern Fieldays was no different! The increase in inquiry was dramatic as the southern grapevine has kicked in!

We hope to see you at the following shows: Central Districts Show: 17-19th March
Wanaka Show: 11-12th March Kumeu Show: 12-13th March

Like us on Facebook to make sure you are kept up to date with events and news in your area.



AgriSea has a long history of supporting NZ Farmers through good times and bad – so please do get in touch if you need any assistance our family is here to support yours.

Kind regards, Tane & Clare, Jill & Keith and the MIGHTY AgriSea Family.

