



AgriSea

Pastoral Newsletter

Spring 2015

Hello Everyone,

We were delighted to see so many of you at Mystery Creek this year – thanks for the way you share your AgriSea experiences with us and other farmers – hugely appreciated.

Thanks to Mike & Cushla from Panikau Station for their comments below. They have a 2000 ha Sheep & Beef farm North of Gisborne.

" Post a drench of AgriSea Animal Nutrition our lambs are weaned and returned to the paddock. We notice that they immediately eat, drink and settle quickly rather than run the fence looking for mum. We also use AgriSea Animal Nutrition in our yard weaning programme for calves, approximately 2 litres per day in the trough for up to a week. We noticed all animals are settled and content post weaning.

"A content animal is a happy one" by Mike and Cushla Murphy.



Note the AgriSea sprayed strip in last season dry

CALF CLUB/ PET DAY

The AgriSea team are proud to support your school calf and pet day. We have now been involved for 10 years. We started with 29 rural schools and 554 students. Today, in 2015, we support 265 schools and over 10,000 students! This is the biggest community support programme we run each year. It is also made extra special with the support of our long term partners Swandri, Skellerup and Milk Bar all donating prizes for each school to giveaway. AgriSea and our partners recognise your commitment to your animal and support our young farmers to select, care, prepare and show their animals. We invite you to enter online and be into win - visit our facebook page to upload pics – we love to get them.

We wish you all the best for this year's event

Upload your photos to facebook
- for your chance to win extra prizes and
feature in the New Zealand dairy farmer.

f WWW.FACEBOOK.COM/AGRISEA



SOLID PRODUCTS

AgriSea has a long history of listening to and supporting farmers. Many of you have stated that our seaweed in a solid form would be advantageous and cheaper to apply. We have been working hard over the last year developing and trialling the optimum solution. By combining a top quality carrier for our liquid seaweed concentrates we are now able to offer you the same high quality nutrition products in a solid form – with the added benefits of Zeolite.

ANIMAL HEALTH – AgriSea Animal Health liquid concentrate in zeolite. These bags can be mixed into feed or fed as is.

SOIL – AgriSea liquid soil concentrate in zeolite

Contact your Field Agent for more information.



DO YOU NEED TO APPLY P??

Because plants are sessile [unable to move] they have to rely on chemical signalling to communicate with soil microbes to get their nutritional needs met. Many of these signals are plant hormones. One of the families of plant-produced hormones we're starting to learn more about are the strigolactones. These hormones have a dual role. They control root extension, branching and the production of root hairs. The presence of strigolactones in soil also stimulates root colonisation by mycorrhizal fungi. Vigorous root systems and symbiotic relationships with mycorrhizal fungi are essential for maximising the ability of crop and pasture plants to obtain water, nitrogen, phosphorus, potassium, sulphur, calcium, magnesium and a wide variety of trace elements including copper, zinc, boron, manganese and molybdenum.

Many of these elements are essential for resistance to pests and diseases and resilience to climatic extremes such as drought, waterlogging and frost. The application of large quantities of water-soluble P, such as found in superphosphate, MAP, DAP etc. inhibits strigolactone production by plant roots. That is, the use of these products will reduce root growth, root hair development and colonisation by mycorrhizal fungi. The long-term result is destabilisation of soil aggregates, loss of porosity, reduced aeration, increased soil compaction and mineral-deficient plants.

In addition to having adverse effects on soil structure, the application of inorganic phosphorus is highly inefficient. Only 10-15% of fertiliser P is taken up by crops and pastures in the year of application. At least 80% of applied P rapidly adsorbs to aluminium and iron oxides and/or forms calcium, aluminium or iron phosphates, which, in the absence of microbial activity, are not plant available.

In addition to adsorbed P, around 60-80% of the total P in NZ soils is in an organic form, which does NOT show up on an Olsen P test (Olsen P only tells you about inorganic P, which is the kind you don't want as it inhibits root growth). Although organic P does not show up on a soil test, it is readily available to soil microbes.

When farmer's ask, "Do I need to apply P?" I usually reply that their soil already contains sufficient P, but it will not be in a plant-available form unless the soil is biologically active.

By Dr Christine Jones

SEAWEED SALT BLOCKS

The salt blocks are going down a treat.

Price per ton (60 blocks) \$1410.00 incl. GST + freight / \$23.50 per block

Log onto our facebook page to view our timelapse video of the stock loving our salt block

[WWW.FACEBOOK.COM/AGRISEA](https://www.facebook.com/AGRISEA)



PAT COLBY

Pat Colby is a vet and author of many books on natural cattle/sheep care. She is an advocate of seaweed as the minerals & nutrients are naturally chelated and therefore immediately available for animal uptake and use. She says:

CHELATED MINERALS

Do not buy preparations where the products have been chelated. Products that have had their minerals chelated do not suit the alimentary tract of any animal and can damage the liver.

COPPER

Seaweed contains a significant amount of copper, and providing it helps to offset shortfalls. Merino's have higher copper needs than English sheep breeds.

IODINE

Iodine is essential for the health of the thyroid gland, which controls the health of all glands in the whole body.-No Thyroid, No Life. In extremes of weather the body's rate of iodine excretion is higher. If any animal is iodine deficient, no matter what minerals or vitamins it is given, they will not be assimilated properly until the iodine requirements are met.

Seaweed provides iodine in a naturally chelated form and is safe - other forms of iodine can be toxic in excess. Remember that fluoridated water will depress iodine.

AGRISEA ANIMAL NUTRITION



Animal Health Tonic:
Pre-mating is a critical period on farm to ensure performance for the next season. Iodine and selenium are the most important elements for mating. AgriSea Animal Health Tonic provides a vast range of minerals and trace elements along with 12 vitamins, natural growth promotants, 20 amino acids and prebiotics in a naturally chelated form that is easily absorbed and utilized. Many inorganic ‘chelated’ compounds have impressively big numbers but the bio-availability is limited. The naturally chelated compounds in AgriSea AHT work!!

BEEF CATTLE:

Reproductive periods:
Drench 80-150mls
Stress periods 50-80mls

SHEEP:

- Reproductive periods
Ewes (pre tup/pre lambs) drench 20ml
Rams (pre tup) – drench 50mls
- Stress periods/shearing
Hoggets – drench 15mls
Ewes – drench 20mls
Rams – drench 50mls
- Lambs:
Docking/Tailing - drench 4-5mls
Shearing – drench 12-15mls
Fattening – drench 12-15mls every 4 to 6 weeks



AGRISEA SOIL NUTRITION



The dry summer months are on there way and those farmers who have been improving the biological and physical properties of their soil along with their chemical fraction will see the benefits as their pastures hold on much longer in the drought conditions.

Research on wheat and garlic crops has shown a 10-23% increase in yield when adding Seaweed into the fertilizer system with a 50% decrease in Nitrogen, Phosphorus and Potassium Foliar – you get more for less!



AGRISEA PASTURE NUTRITION



Feeding your pasture and crops (such as maize and fodder beet) AgriSea seaweed creates healthy plants which are able to withstand pest and disease – recent research has shown alfalfa plants fed quality seaweed bio stimulants resulted in the upregulation of 152 genes – most of which were pest and disease fighting genes. Rates: 5L per ha

MAIZE: - PASTURE – GROWING QUALITY

A very experienced farmer reports to us on his GPS precision planted 23.1 ha maize crop :15 ha control (conventional) and 8.1 ha AgriSea.

| AgriSea Tons per Ha | | Control Tons per Ha | |
|---------------------|-------|---------------------|-------|
| Wet | 15.94 | Wet | 14.57 |
| Dry | 14.04 | Dry | 12.36 |

The true value is not just volume increase but the nutritional quality of the stored feed.
We thank farmers for being willing to share their experiences with others.



9 REASONS WHY AGRISEA IS UNIQUE



- 1. Kiwi Owned Family Company – Personal Guarantee** We stand behind our products, we stand behind our farmers - you can ring any one of the company owners, managers, amazing field staff, production or administration teams. We personally guarantee excellence in all facets of product manufacture, efficacy and service delivery.
- 2. 100% New Zealand Product:** NZ sourced seaweed and packaging. Virgin New Zealand seaweed hand-gathered from remote coastal areas and naturally air dried, packed into wool bales and trucked to AgriSea factories.
- 3. Unique Production System:** Our liquid seaweed concentrates are hand-stirred daily (by skilled people) for up to three months. The AgriSea system protects the vast range of nutrients, minerals, amino acids, trace elements that are in the seaweed from beach to barrel. This system is unique in the world for commercial production – many imported seaweed products are kiln dried, go through a cell burst process, or have had elements extracted for other industries.
- 4. Traceability:** AgriSea can trace each barrel of finished product back to the exact remote beach the seaweed was gathered from and the family who gathered it. Constant chemical analysis of baches ensures quality assurance of each barrel.
- 5. Certification:** Certified organic BioGro; IFOAM New Zealand and Worldwide standard of production; NZFSA certified for Animal Health product; All AgriSea product carries the Seaweed Assn of NZ, (SANZ) sustainability logo. Hence, the NZ marine coastal environment is protected and so is the NZ seaweed raw resource.
- 6. Guarantee of Purpose/Efficacy of product:** Dedicated internal product development and manufacturing processes ensure only the finest liquid seaweed concentrates that are well trialled on New Zealand farms – over time. Tailored farm programs planned by a specialist field agent in your region – overseen with regular monitoring and recordings of your farm results. We are committed to empirical research and trials to prove the efficacy of our products.
- 7. Education:** Education on biological farming should be freely available to farmers and growers. AgriSea run many on- farm days, public seminars and factory open days. Our Field Staff are constantly up-skilling on the transition to more cost effective farming.
- 8. Support for Kiwi Farmers through good times and bad times:** The AgriSea family owners, management and field staff partner farmers through good times and bad.
- 9. Nationwide phone/email support for assistance**

OPEN DAY - Paeroa Factory 25th September 10.00 -2.00

This will be a great day with the focus on Spring growth and AHT needs into mating. We are planning a farmer panel where your thoughts and concerns will be uppermost. Dr. Christine Jones could possibly be here – she is trying. Either way there will be great information; great food; great company. You are all very welcome.

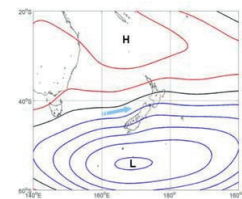


// Since I have used AgriSea Soil Nutrition on this farm I don't have a lot of grass but what's there is quality grass for the stock. The animals go into the paddock and within 1 ½ hours they're sitting down and to me this means they are satisfied. I don't have any Animal Health issues what so ever. On our previous property (conventional) we used to buy cattle as weaners and it would take them 3 years to get up to right weight to sell, now I sell at 2 years old at the same weight! The place has recently been waterlogged and I was impressed at how well it has recovered - it looks really good //

Ann Bridson, Beef Farmer, South Taranaki

EL NINO WEATHER PATTERN

An El Nino weather pattern is forecasted. NOW is the time to 'drought proof' the property. Power up the soil biology with AgriSea SOIL concentrate @ 5L per ha– a stitch in time! Increase earthworm counts, drive down roots & and increase root mass to aid holding during the drought and recovery after drought.



We wish you all well this season and hope El Nino is a much less significant event than is being forecast

Warm Regards

Tane and Clare, Jill and Keith and the Mighty AgriSea Team

