

THE  
AUSTRALIAN  
PASTURE  
PROFESSIONALS

SOUTHEDGE SEEDS



MARKETING SPRINGS VALLEY® PASTURE SEED

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ENVIROGRO™

New Generation Pasture Seeds



*From all at Southedge Seeds  
we wish our clients, suppliers  
and contacts a  
Merry Christmas and a prosperous and  
wet New Year*



## EDITORIAL

Why do Christmases come around so quickly? The 2006 model is all but on us. It has been a year of contrasts, to say the least. While most of Queensland still suffered the worst drought on record, the north east of the state had a record wet. Droughts emphasize the importance and need for planning and investment in improved pastures, to lessen the impact of these recurring events. Introduced pasture plants can do just that. However, planning and establishment should be done in "good" seasons when conditions are more reliable.

I have recently become involved in the debate about the future of Gamba Grass and I must admit, the more involved I become the more I realise just how complacent our peak bodies and rural industries have become.

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The environmental movement which wants most things banned, has been and still is basing their arguments on emotion with very little science, and they are getting away with it. Let's take it up to them.

We have been so complacent that they have run riot and now have the uncontested ear of governments with these issues.

Here's a case of "Good old Aussie bull dust!" I was recently told a story relating to an Asian country which is typical of the will that Australia tries to impose on its neighbours.

A company in SE Asia presently imports bulk wine from France, 5-10 containers per month, and bottles it for local consumption. They heard about good Australian product at cheap prices with the present oversupply here in Australia, so obtained samples from Australia. They liked the product and the price was right. After ordering one or two containers they were told the export could not take place until their bottling plant was ISO certification compliant and inspectors from Australia visited their country and inspected the operation. What happened? The company has continued importing from France where none of this nonsense is required. Consequently, the Australian wine industry has missed out on 10,000 litres plus sales per month because of this Aussie nonsense. This is at a time when wine is running out of producers ears here.

On behalf of Helen and I, Ross and the excellent staff of Southedge Seeds, we would like to wish all of our clients, friends and supporters a very Merry Christmas and a prosperous and wet New Year.

*John Rains*



**ON THE ROAD**

*A Northern Territory Willy Willy*

## **ANOTHER MILESTONE**

*- John Rains -*

Southedge Seeds achieved another milestone last month. Our 'state of the art' seed pelleting plant has finally been commercially commissioned after a construction and installation period of 12 months.

Coating of pasture seed has been around for a while now and all seed in the near future will be presented in this form.

Southedge Seeds and I for my part, have been critical in the past of coated seed in that it lacked integrity. Putting a 'blob' of coating around a seed, especially a chaffy or fluffy seed, to my mind lacked integrity and was "used car" salesmanship.

Southedge Seeds adopted a policy around 10 years ago that we would not get involved in coating seed until we enhanced and produced a product with integrity. Research was commenced around eight years ago to do just that. Southedge Seeds has developed a commercial process of dehusking and degluming seed, and then encasing the kernel or caryopsis in an organic pellet.

During the process, the quality of the seed can be graded to a very high standard and its shelf life extended. Its volume is reduced, freight costs are reduced and planting flowability is greatly improved. All this for a product price close to that of ordinary seed.

This product is being marketed as ENVIROGRO™ seed.

## **A YEAR OF ACHIEVEMENT**

*- John Rains -*

2006 has been a year of great achievement for Southedge Seeds. The completion of its new facility at Tinaroo Creek Road near Mareeba highlighted the bringing together of a long term plan to make Southedge Seeds one of the most innovative, progressive and energetic tropical seed companies in Australia.

This could not have happened without the dedication and drive of our energetic staff. To them I am supremely grateful.

The new facility which is Stage One, comprises a 'state of the art' climate controlled seed store, modern attractive office and seed pelleting plant.

The pelleting plant, which is extremely innovative, turns out a premium product. The climate controlled seed store will increase the storage life of the seed by up to five times compared to normal storage. The office is equipped with the latest computerised and electronic communications equipment.

Southedge Seeds is looking forward to supplying its clients with a premium product in the years ahead. Be assured, innovation and product enhancement will be part of that process.

*Common sense is not so common.*

## **MARKETING ALLIANCE**

*- John Rains -*

During the year Southedge Seeds signed an international marketing alliance with a company called Seedmark.

Seedmark is based in South Australia and is the previous South Australian Seed Growers Cooperative. It is the largest producer and marketer of temperate grasses and legumes in Australia. It has over 600 grower/shareholders and was and still is the envy of all seed companies.

This alliance will open up export opportunities for Southedge Seeds and northern seed producers.

## **2006**

*- John Rains -*

2006 has seen the turnaround in the outlook for Southedge Seeds. The previous three years have been extremely difficult in the marketing, and resulting financial fortunes of the company.

Drought and high exchange rates for exported product have made life difficult. Southedge Seeds survived and managed to carry out substantial improvements to its facilities and products. New and old staff contributed entirely to this process.

Ross Newman, our new Marketing Manager, with whom most of you have had contact, has brought a breath of fresh air to Southedge Seeds.

And what would we do without Christine, Elaine, Vic, Lance, Erwin and Pete. I thank them all for their effort and dedication.

I thank our loyal suppliers for their support and understanding during this difficult time.

2007 will, I am sure, see the culmination of these efforts in activity and prosperity.

*Summer is that joyous time of year when children slam the doors they left open all winter.*

## **SOUTHEDGE SEEDS PHOTO COMPETITION**

*- Ross Newman -*

At Southedge Seeds we like to hear about clients' success with their pasture seeding programs and, considering we are coming into the festive season, we have decided to run a photo competition, picturing your results with either our ENVIROGRO™ pelleted seed or one of our main stream cultivars such as Caatinga Stylo (Unica & Primar), Stylhay, Cardillo Centro, Aztec Atro, Jarra Grass and Gamba Grass. Photos can be sent to us either in hard copy or electronically via email ([ross@southedgeseeds.com.au](mailto:ross@southedgeseeds.com.au)), with a story explaining the pasture. What's in it for you, you may ask? Well, the winning photo will take pride of place in our main reception area and you will receive a \$550 gift voucher to purchase any seed from our ENVIROGRO™ range. So get snapping, and I will look forward to seeing your results.

## **RECORD PRICES AT THE TOWERS**

*- Ross Newman -*

It seems that Charters Towers is the place to sell when it comes to not only selling cattle but also pasture seed. At the recent Dalrymple Landcare dinner, Shane Meteyard from Milray Station, Pentland paid \$1,000.00 for 50kg ENVIROGRO™ Seca (or seed to the same value \$550.00), and then in a kind gesture donated the seed back to the Dalrymple Landcare Group for use in future projects. I would personally like to congratulate Shane and thank Dalrymple Landcare and its members for their continued support over the years.

*Many a gallant sailor has been wrecked  
on a permanent wave.*

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