



Western Mineral Fertilisers

January 2011 Update

High Yields, Cost Effective, Best \$ Returns, Reduced Chemical Inputs

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WELCOME

Welcome all to the first Western Mineral Fertilisers Update for 2011. We trust you all enjoyed a great break over the festive season and have come back refreshed and ready for the year ahead.

After a very successful business end to last year, WMF won several significant business and industry awards, the most exciting being the Western Australian Industry & Export Awards for Innovation and Excellence. This is a huge achievement for us and we are grateful to you our clients, and all those involved in WMF. On the back of these awards the WMF team is excited about 2011 and the difference we can continue to make for WA farmers and growers.

We'd also like to take this opportunity to thank those of you who have put your orders in already. Early ordering is possible thanks to our decision to begin manufacturing in November and is a win-win situation that allows farmers and growers to take advantage of early pickup discounts and ensures on-time deliveries later in the season.

2010: WMF GROWTH

Difficult years like 2010 highlight the need for strong on-farm support to back up great products. In line with this, in recent months, we have been very active in increasing our team of advisors to help enhance your biological programs. The 2010 introduction of Senior Agronomist Burt Naude and

Field Advisor Don Clarke to the WMF team with Field Manager Andrew Pauley and Senior Microbiologist Paul Storer puts in place in the field an incredibly strong support network for you to draw upon. The growth of this team allows for a greater scope of service and backup to our broad-acre sector across WA and SA.

Along with the appointment of these expert team members, we've also increased our distributor network, giving us more coverage across the state from Geraldton to Esperance and most areas in between. Check our website to find your nearest agent and contact details for WMF field staff.

DUST SUPPRESSION SUCCESS!

In 2010, we successfully jumped our biggest manufacturing hurdle to date, introducing a new dust suppression polymer coating on our manufactured fertiliser for the coming season. The feedback on the ground from both customers and trucking companies has been outstanding with a December tour of our Tenterden plant inspiring the following comment from one visitor: *"I never thought I would see a low dust product come out of WMF. It has definitely given me the confidence to keep using WMF with this issue overcome."* We are thrilled with this result and thank you for your patience as we sought to improve our product.

The tour also gave visitors an insight into the scale of operations at the plant and its impressive technology, as well as an understanding of what WMF has to offer and the process involved in delivering a quality product.



Outloading of NPK Crop Plus with the new polymer coating.

Burt Naude shows visitors the polymer coated fertiliser.

We are very happy to show more of you through the plant so please register your interest with us and we'll gladly schedule some more days.

NEW PRICING SCHEDULE

Included with this update is our new pricing schedule for February pickup. Prices have only increased marginally, on the back of an increase in world demand for and pricing on phosphorus. Our field staff are well placed to help work out an economical program for you for 2011 so please feel free to call them to discuss your needs.

And, a reminder – we can also supply Western Standard Sulphate of Ammonia ex Kwinana at very competitive prices. Please contact your agent or the WMF office for latest pricing and ordering options.

2011: TIME FOR A NEW DIRECTION

While it may seem a good idea to sign up to a fertiliser agreement with a cheap fertiliser input for 2011, in the long run, such options can be more expensive due to a lack of results. WA's changing and challenging environment is demanding farmers and growers change with it so we urge you to touch base and investigate the short and long term benefits of our mineral and microbe program. At WMF, we are focused on helping you reduce your risk and increase your return in the coming season.

WMF TO BRING CAN BACK INTO PLAY.

In 2011 WMF will be instigating the reintroduction and supply of Calcium Ammonium Nitrate (CAN) - (classified as Security Sensitive Ammonium Nitrate).

To assist **farmers** wanting to use *non*-SSAN grade ammonium nitrate, WMF can also supply you with **ASN** and/or **WMF-N** (Calcium Ammonium Nitrate in a blend with Sulphate of Ammonia). Neither **ASN** or **WMF-N** are classified as a Dangerous Good. We have trialled the **WMF-N** blend in 2010 with good success. A post application of **WMF-N** will deliver a controlled release of Nitrogen in a form that is stable, fantastic for beneficial soil microbes, and good on both high and low rainfall programs.

Typical Analysis w/w	WMF-N	CAN	ASN
N Ammonium	16.5%	13.5%	19%
N Nitrate	7.4%	13.5%	7.0%
Total N	23.9%	27.0%	26.0%
S	10.8%	-	14.0%
Ca	4.4%	8.0%	-

If you are interested in using a CAN product this year please contact your agent or WMF head office ASAP.

WMF's 2011 EXPERT-PACKED CONFERENCE

“Manage Risk & Create A Positive Farming Future”

Following on from our very successful 2010 Conference in the Swan Valley featuring Dr Christine Jones, WMF is this year bringing a host of new industry experts closer to you – with Northam the site of our 2011 event.

With margins becoming tighter and seasons becoming more unpredictable, this year's event will highlight critical strategies for creating a positive, less risky farming future.

The Conference is on Tuesday February 15 – see enclosed flyer for registration details and reserve your place as soon as possible as seats are limited.

NEW LOOK WEBSITE

The WMF website was updated during November and given a fresh new look.

Two key things to note on our home page are our new Events Calendar which will be regularly updated to show you where and when we will be holding meetings, seminars, field walks and field days, and our Hot Topic section which will feature recent WMF updates and information that can assist you in your farming endeavours.

Add our web page – www.wmf1.com – to your favourites list and check back often for updates.

Please enjoy the remainder of your holidays with your family and we look forward to seeing you at our upcoming Roadshow Series or Conference. All the best for a very prosperous 2011.

Stephen Frost & the WMF team

