



November 2021

# SeedSense

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Brett Heath, Hannaford, presents the 2019-21 national award to Derek Batchelor, Katanning

## TOP AWARD FOR LOCAL HANNY MAN

Derek Batchelor was “a bit caught out” when he was announced as this year’s recipient of the Hannaford National Business Excellence Award.

“It does give you a bit of a buzz to win it,” he admitted, “and it is nice to gain recognition amongst my peers.”

The Hannaford awards recognise franchisees achieving consistently high standards in business operations over the previous two seasons. Recipients are chosen based on a combination of customer feedback, business operation and administration performance, local community support and sales and business growth.

“Derek is a worthy winner of this award and it recognises the high performance of his business over a sustained period,” said Brett Heath, Hannaford Commercial Manager.

Derek also collected the Best Franchise – Western Region while Brian and Gilbert Turner were

awarded Best Franchise – Eastern Region.

Servicing the Katanning region, Derek has lived in the area all his life and is known locally as “The Hanny Man” or “Alf”. While he found that awkward at first, he now considers it an honour to be called after the man who contributed so much to Australian Agriculture.

“I am and always have been proud to represent Hannaford,” said Derek. “It’s an iconic Australian business and a tremendous story. Alf Hannaford has singlehandedly made a significant contribution to Australian Agriculture.”

Entering his eighteenth year in the business, Derek said that his initial aim in taking on the franchise was to “be my own boss and make a wage.”

Having farmed with his parents in the area for 14–15 years and doing some local shearing and wool classing, Derek knew the area and clientele when he came on board with Hannaford.

“I would see the Hannaford truck go by and for a long time before buying the business I’d thought that it could be a good business.”

Taking on the Hannaford franchise was an

opportunity to get into the growing grain industry and to grow the business.

“My objective from the start was to hold standards really high – to do the best possible job on site that I can do.”

To this day that’s still one of his biggest motivators.

“It’s easy to set a high standard for a short time, but to set a high standard for a long period of time is quite difficult.”

“At the end of the day customer satisfaction and repeat clientele, especially in a franchise where you are limited by growth in your area, is so much more important,” he added.

Derek prides himself on being really organised, believing this to be key in this type of business.

“The first thing I did was to become self-contained and not to rely on the farmer for anything. I am

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# Seasonal Update

## WELCOME

Every few years we obtain valuable feedback from you, our customers, helping us to recognise outstanding performance in the field. We couldn't offer a professional and reliable seed grading and treatment service without the hard work from all of our franchisees.

In this edition we talk to a long standing 'Hanny Man' in the Katanning region who is this years national franchise award winner for 2019-21.

We also introduce you to our newest recruit, Byron Bird, who has taken on the HSS Loddon & Donald region.

Hannaford franchisees are all independently owned local small businesses. Based in the region, they have the flexibility to work in with your farming schedule, continuing the level of service Hannaford has become known for over many generations.

We feature a customer's experience on getting the job done with Rancona Dimension seed treatment. Known for its powerful disease protection, it's also the ease-of-use that keeps bringing customers back to this product time and again. Don't forget to ask your local franchisee how to enter the draw to win a camping fridge when you purchase Rancona Dimension this season.

The Hannaford Farm Exchange was successfully launched this year, providing growers with a platform facilitating local trading of seed. South Australian grower and agronomist Michael Collins shares his experience using the new site.

In addition to our handy seed treatment selection guide we include information on a next generation biological seed treatment new to Australia this season, promoting rapid seedling establishment and increased plant biomass.

Enjoy the read and all the best for a bumper season ahead.

*Brett Heath*  
Commercial Manager

### STORY CONTINUED FROM P1

100% self-contained and carry my own fuel, water and chemical on board. Having your own water in particular is a real time saver and it saves a lot of downtime on farm."

"I also like to leave a site as clean as possible and take the empty chemical drums with me for DrumMUSTER, which is run by the local school, so it's a good fundraiser for them."

Right from day one Derek has been involved with the community, especially with his local school of Broomehill, where his four children attended.

"Sitting up in a truck you notice how littered the roads are," said Derek. "So I organised a rubbish drive, the first of which was in my third year of business, and I've been doing them ever since."

Derek does this as a local sponsorship, donating \$1000 to the school who organises the drive, usually in conjunction with 'Keep Australia Beautiful' Day.

"My objective was to not just clean our roads of rubbish, but to also educate kids re littering. I have younger guys I do work for now that remember those rubbish drives. Kids remember that, it stays with them, and I'm proud of that."

Other factors that have helped Derek in his business journey are product knowledge and machine maintenance.

"I've always had positive feedback regarding never breaking down. If you're well maintained before going into a season you avoid breakdowns and downtime," he said. "If you don't keep your machine up to speed you can't do a good job with the grain."

Over the years he has built up strong local and product knowledge and the ability to have the right product on board when he goes on farm.

"It helps me hugely that I have an Ag background. I like to be reasonably knowledgeable about what I do and I enjoy that interaction with farmers, many of whom have become friends."

"If you're organised and have the right product with you then that also helps farmers. They appreciate the organisation – it becomes a convenience and one less thing they have to do."

And the end goal? Derek said that he has always wanted to leave the business in good order when he exits. But he's not ready to retire yet!

"My whole journey with Hannaford has been great," he added. "It's taught me a lot, and I've met a lot of people, made a lot of friends, and had a lot of fun along the way."

"Following each grading season I really enjoy seeing the green crops during spring and knowing that I played a small part in the process."

## RUSSIAN WHEAT APHIDS ON THE MOVE IN WA

Russian wheat aphids (RWA) have been detected north of the Great Eastern Highway in Western Australia for the first time since it was initially found in the Southern wheat growing area of WA in August 2020.

RWA have been found in barley and wheat crops in the Kwinana East and West port zones this season, as well as in the Albany and Esperance zones where previously reported.

The symptoms of RWA damage can often be confused with herbicide damage, nutrient deficiency or virus symptoms.

Hannaford carry insecticide seed treatments to assist in control of RWA.

### SYMPTOMS OF RWA INFESTATION

The symptoms commonly seen are:

- leaf rolling along margins
- purple and white streaking on leaves running longitudinally
- curling of the flag leaf which can trap awns causing a hooked shaped head, these heads can look bleached in appearance
- crop growth will also be stunted with a loss of green colouration and reduce crop vigour



Image: Dept. of Primary Industries & Rural Development WA



## GETTING THE JOB DONE WITH RANCONA® DIMENSION

When you have a problem, you just need to find something that will get the job done.

In the case of Ryan and Sarah Kluska, that meant adopting Rancona® Dimension seed treatment in their cereal crop program when they noticed signs of disease.

The Kluskas operate Kiandra Poll Merino Stud just north of Bordertown in South Australia, breeding easy-care, large bodied quality merino rams for private sale and auction onsite.

Their farming enterprise is equal parts sheep to cropping, with approximately 1,300 hectares sown annually to cereals, beans and grazing crops, whilst also producing export hay and maintaining a small area of permanent pasture.

"We've been using local Hannaford franchisees David and Karen Harris for several years now to prepare our seed every season," said Ryan.

"The technology and service provided by David is A1 and he always provides a professional service."

On David's recommendation Ryan chose to use Rancona Dimension seed treatment to counter root diseases such as pythium and rhizoctonia in his cereals, and to control loose smut in his barley.

"I haven't seen any diseases in my crops since using Rancona Dimension and I've really noticed that there is basically no dust when handling the seed."

"The treated seed flows really well through my equipment," he added.

In conjunction with Rancona Dimension the Kluskas also use Zincflo® Plus seed treatment. Zinc is an essential micronutrient that enhances disease resistance and improves plant vigour.

"I have been very happy with the results achieved from applying Rancona Dimension along with the Zincflo Plus to assist early root development of the plant," said Ryan.



Ryan Kluska, Kiandra Poll Merino Stud, South Australia

*"I haven't seen any diseases in my crops since using Rancona Dimension and I've really noticed that there is basically no dust when handling the seed."*

"I would definitely recommend Rancona Dimension and Zincflo Plus based on the results I've experienced first-hand."

Rancona Dimension and Zincflo Plus start working the moment your cereal seed is planted, protecting the seedling during the vulnerable establishment stage.

They combine to give faster emergence, excellent seedling establishment, and healthier and more vigorous plants for maximum yield potential. Both seed treatments are also easy-to-apply, low dust formulations for minimal dust off during application and handling, and easier clean down.

**Rancona®**  
**DIMENSION**  
SEED TREATMENT

*Made to flow*

**KEEP YOUR COOL this  
summer with the easy-to-use  
seed treatment!**

**Purchase Rancona Dimension  
between 1 NOV 2021 – 1 MAR 2022  
& enter to win an Original  
52L Bushman Fridge\*. RRP \$1495**

**ENTER  
TO WIN!**



Visit [ranconadimension.com.au](http://ranconadimension.com.au) to enter



# Australia's Specialist

| Seed Treatment           | Active(s)                           | Covered Smut/ Bunt  | Flag Smut                                     | Loose Smut                     | Stripe Rust | Leaf Scald | Septoria Leaf Blotch | Powdery Mildew | Anthracnose         |
|--------------------------|-------------------------------------|---------------------|---|--------------------------------|-------------|------------|----------------------|----------------|---------------------|
| <b>Rancona Dimension</b> | Ipconazole, Metalaxyl               | Wheat, Barley, Oats | Wheat <sup>1,2</sup>                          | Wheat, Barley, Oats            |             |            |                      |                |                     |
| <b>Rancona C</b>         | Ipconazole, Cypermethrin            | Wheat, Barley, Oats | Wheat <sup>1,2</sup>                          | Wheat, Barley, Oats            |             |            |                      |                |                     |
| <b>VitaFlo C</b>         | Carboxin, Cypermethrin              | Wheat, Barley, Oats | Wheat <sup>1,2</sup> , Triticale <sup>2</sup> | Wheat, Barley, Oats, Triticale |             |            |                      |                |                     |
| <b>FoliarFlo C</b>       | Triadimenol, Cypermethrin           | Wheat, Barley, Oats | Wheat <sup>1,2</sup>                          | Wheat, Barley, Oats            | Wheat*      | Barley*    | Wheat*               | Barley         |                     |
| <b>ZincFlo Plus</b>      | Zinc (Chelated), Sulphur & Nitrogen |                     |   |                                |             |            |                      |                |                     |
| <b>Xiflo</b>             | Iprodione                           |                     |   |                                |             |            |                      |                |                     |
| <b>ThiraFlo</b>          | Thiram                              |                     |   |                                |             |            |                      |                | Lupins <sup>2</sup> |
| <b>Evershield</b>        | Thiram, Thibendazole                |                     |   |                                |             |            |                      |                |                     |
| <b>Guardian</b>          | Imidacloprid                        |                     |   |                                |             |            |                      |                |                     |

\* Suppression

\*\*Stripe rust is controlled for up to 6 weeks after sowing, with good suppression thereafter

\*\*\*Leaf rust is controlled for up to 4 weeks after sowing, with good suppression thereafter

<sup>1</sup> Soil borne

<sup>2</sup> Seed borne

<sup>3</sup> Refer to label for additional registrations

## INTRODUCING SYLAS-ST®



- Boosts germination speed
- Improves root & shoot biomass for improved nutrient & water uptake from the soil
- Facilitates water & nutrient movement & uptake
- Ultra low dose rate biostimulant for seedling vigour
  - as low as 600ml/T in cereals
  - as low as 4L/T in canola
- Superior compatibility with standard & new generation seed treatments
- Compatible with ZincFlo Plus

SYLAS-ST® is new super-concentrated biological seed treatment for broadacre crops.

The biologically active plant-growth promoting molecules within SYLAS-ST stimulate the production of enzymes (Phosphatase, Nitrogen and Iron Reductases) within the plant to increase moisture and nutrient use efficiency.

Facilitating water regulation, movement and uptake in the plant enables rapid germination, and the development of an early vigorous root system.

The concentrate in SYLAS-ST, is selected from 100% pure *Ascochyllum Nodosum* filtered extract, before being concentrated further at low temperatures to preserve the natural ingredients – all within 24 hours from harvest.

Two years of independent and scientific trials in the UK have shown SYLAS-ST improves a crops nutrient and water use efficiency.

This consequently has shown to lead to rapid establishment of cereal and canola seedlings, and increased plant biomass.

The quicker a seedling crop can begin developing it's vegetative framework the better placed it is to deal with early pest pressure and mitigate abiotic stresses from reducing daylight hours.

With increased regulatory pressures on traditional crop protection chemistry, as an industry, we need to identify a sustainable "outside-the-box" alternative.

SYLAS-ST has demonstrated in studies an innovative alternative, combining a sustainable growth biostimulant action on seedlings with the precise application delivery achieved when using a seed treatment.

As we look forward to ways of future-proofing crop production, there couldn't be a timelier launch for SYLAS-ST.

# Range of Seed Treatments

| Ascochyta                      | Botrytis               | Brown Leaf Spot | Pythium Root Rot                                   | Rhizoctonia Root Rot | Fusarium Crown Rot | Stored Grain Insect Pests      | Blue Oat Mite  | Red-Legged Earth Mite | Aphids          | Trace Element |
|--------------------------------|------------------------|-----------------|--|----------------------|--------------------|--------------------------------|----------------|-----------------------|-----------------|---------------|
|                                |                        |                 | Wheat, Barley                                      | Wheat*, Barley*      | Wheat*, Barley*    |                                |                |                       |                 |               |
|                                |                        |                 |  |                      |                    | Wheat, Barley, Oats            |                |                       |                 |               |
|                                |                        |                 |  |                      |                    | Wheat, Barley, Oats, Triticale |                |                       |                 |               |
|                                |                        |                 |  |                      |                    | Wheat, Barley, Oats            |                |                       |                 |               |
|                                |                        |                 |  |                      |                    |                                |                |                       |                 | Cereals       |
|                                |                        | Lupins          |  | Lupins*              |                    |                                |                |                       |                 |               |
| Chickpeas <sup>2</sup>         | Chickpeas <sup>2</sup> |                 |  |                      |                    |                                |                |                       |                 |               |
| Chickpeas, Lentils, Field peas | Chickpeas              |                 | Chickpeas, Lentils, Field Peas, Vetch & Faba Beans |                      |                    |                                |                |                       |                 |               |
|                                |                        |                 |  |                      |                    | Cereals                        | Canola, Lupins | Canola, Lupins        | Cereals, Canola |               |

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ALWAYS REFER TO REGISTERED LABEL FOR FULL INSTRUCTION

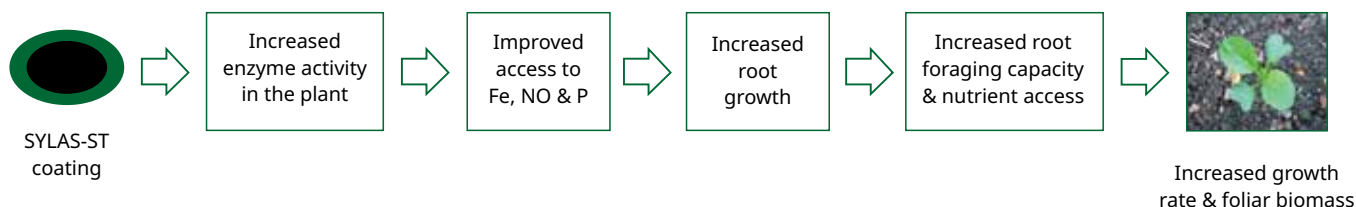


***Trials show a consistent 65% improvement in root biomass compared to untreated seeds\*.***

\*In independent trials conducted by the University of Nottingham, 2018 & 2019

Visit [hannafords.com/products/sylas-st.html](http://hannafords.com/products/sylas-st.html) for details

## THE SEEDLING STIMULATING POWER OF SYLAS-ST







# Seasonal Update

## FRANCHISEE FOCUS

### — BYRON BIRD HSS LODDON & DONALD

Hannaford was pleased to welcome Byron Bird to the Hannaford family in February. A born and bred local, Byron has taken on the franchise area of Charlton, Donald, St Arnaud, Quambatook, Boort and Echuca.

Byron grew up on the family sheep and cropping farm in Wychitella, Victoria, where his grandfather, father and uncles all farmed.

After completing a fitter and turner apprenticeship, Byron worked in both mining and agriculture for the past 20 years in varied roles from header mechanic and farmhand to sub-contracting in factory maintenance and mine project work. He has spent the past 10 years flying all over Australia doing breakdown and service work.

Whilst farming is in his blood, Byron never had the opportunity to own a farm. It was a

chance meeting that bought him back solely to agriculture and running his own business.

"I happened to be out on a local farm helping with an air seeder pre-season when the local Hannaford truck was there on a job," said Byron.

"I've known Bernie Laffin, the Hannaford franchise owner, since I was a young fella, and he approached me wondering if I was interested in taking on the business as he was looking to retire."

"My grandfather used Hannaford and I've always known about them. I see a real future in Agriculture. Covid has taught me that nothing's guaranteed, but we'll always need food and people will always need to eat. Agriculture is big business and there's more and more technology, more young people entering the industry, so I see a good future in it."

Byron added that the idea of working for himself was appealing, whilst being a franchisee gave him the backing of a bigger business, a customer base to work with and good support.

"I like that at the end of the day the buck stops with you. You're in control of your own destiny –

### "I see a real future in Agriculture..."

if you work hard and put the effort in then you'll be rewarded."

"I work under the philosophy that the customer is always right," said Byron, "And no job is too small – the small cropping farms are just as important as the larger farms."

"Farmers are great to work with and I appreciate that everyone is flexible with cleaning time slots if I've had a break down or bad weather. Farmers are willing to work with you to get the job done."

Having grown up locally, the region has always been home to Byron. He plays golf at the local club and is a member of the fire brigade and the local historical and machinery society.

"Even when I wasn't living here all the time, where you grow up is always home and the place I came back to time and again."

"I have good customers, most of whom I know already, and I'm really looking forward to putting in my first full season here," Byron said.



Are you passionate about Agriculture & looking for a change?

We are currently looking for trustworthy, reliable people to become part of our Franchise Network. Contact Brett on 0427 013 661 to discuss a franchise opportunity near you.

[www.hannafords.com/franchise.html](http://www.hannafords.com/franchise.html) | 0427 013 661

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# HANNAFORD FARM EXCHANGE

Hannaford Farm Exchange is a new trading platform enabling growers across Australia to find, sell and buy seed and feed retained on farm locally or across Australia.

Hannaford Farm Exchange is freely accessible to buyers and sellers with no registration or listing fees, meaning there are no barriers to listing any feed or excess seed you retain on farm.

Sellers who create listings can include details on seed treatments and testing to ensure quality, and as transactions occur there are seller ratings to give more confidence to buyers.

Another great benefit of Hannaford Farm Exchange is the secure payment facility. The platform utilises Stripe, a secure payment gateway to ensure the seller gets paid on-time and in full, whilst the buyer gets the quality and quantity they agreed upon.

The platform was developed by nurture.farm and is its first foray into the Australian market. nurture.farm's Head of Strategic Projects, Michael Hall, said "Hannaford Farm Exchange is really the first step in the nurture.farm journey here in Australia, as we look to provide digital solutions to improve efficiency for farmers and add value to their businesses."

Hannaford Farm Exchange is an easy to use platform bringing together buyers and sellers in a transparent, open marketplace. Sellers can display photos, minimum purchase quantities



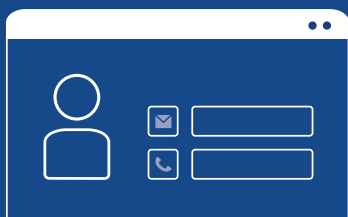
Michael Collins, Southern Yorke Peninsula

## Buy and sell seed & feed with local growers.

Signing up is simple.

Hannaford Farm Exchange

**Enter your details**  
including name, email & mobile



Step 1

**Verify your account**  
and enter the verification code sent to your mobile



Step 2

**Build your profile**  
by completing a few more fields about you and your business



Step 3

**Click confirm**



and you're good to go!

Step 4

and price per tonne, while buyers searching for seed or feed can look for specific varieties and filter results by their local area.

"One of the great things about Hannaford Farm Exchange is that it gives buyers and sellers an easier way to interact. The fact that growers can interact with each other, ask questions and deal with other local growers means those who use the platform can do so with confidence," said Mr Hall.

"That confidence is further enhanced because once the price is agreed and funds transferred, they are held securely in the buyer's Stripe account and only released upon physical inspection and pick up of the seed or feed."

Michael Collins, farmer and agronomist from the Southern Yorke Peninsula was one of the first to register and list with Hannaford Farm Exchange. He was impressed with how easy it was to use.

"A dedicated farmer-to-farmer seed and feed online marketplace will make it easier to find difficult-to-source varieties in the area," he said.

"Quality is really important when it comes to buying seed and feed, so the ability to easily see testing, treatment and grading details gives you confidence in what you're buying and as a seller you know payment is assured as it's done through a secure facility."

Hannaford Farm Exchange is available nationally for all growers. Register at [www.hannafordfarmexchange.com.au](http://www.hannafordfarmexchange.com.au) and start trading free today!

For more information contact us via: [info@hannafordfarmexchange.com.au](mailto:info@hannafordfarmexchange.com.au) or call Jacob Hayes on 0427 974 632.



### SOUTHERN NSW & VICTORIA

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Franchise available  
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0427 902 381

**Charlton, Donald, St Arnaud, Quambatook, Boort & Echuca**  
Byron Bird  
0427 460 289

**Nhill, Rainbow, Jeparit & NW Dimboola**  
Rob & Tom Lynch  
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**Minyip & Beulah**  
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**Goroke, Frances, Edenhope, Casterton & Kaniva**  
David & Karen Harris  
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**Cummins, Kapinnie, Karkoo & Ungarra**  
Brian & Gilbert Turner  
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**Port Lincoln, Tumby Bay, Cleve & Cowell**  
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0427 738 029

**Maitland, Ardrossan & Warooka**  
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**Snowtown, Blyth, Nantawarra, Avon & Bute**  
Mick & Denise Coleman  
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**Auburn, Clare, Manoora & Burra**  
Garry & Suzanne Lawrie  
0428 842 126

**Barossa, Riverland, Eudunda & Tarlee**  
Jon & Margaret Schutz  
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**Strathalbyn, Fleurieu Peninsula & Kangaroo Island**  
Terry & Kelly Jackson  
0403 298 076

**Naracoorte, Bordertown, Keith & Tintinara**  
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### WESTERN AUSTRALIA

**Kulin, Hyden, Lake Grace & Narembeen**  
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**Moora, Dandaragan, Coorow, New Norcia & Toodyay**  
Joe Liebenberg  
0408 500 908

**Dowerin, Trayning, Northam, Bencubbin & Dalwallinu**  
Brent & Gloria Melville  
0428 811 585

**Brookton, Pingelly, Beverley, Quairading & York**  
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**Narrogin, Wickepin, Wagin & Kukerin**  
Charles & Lorette Naudé  
0487 404 757

**Boyup Brook, Darkan & Kojonup**  
Trevor & Kirstie Clark  
0418 563 926

**Katanning, Woodanilling, Broomehill & Gnowangerup**  
Derek Batchelor  
0428 241 306

**Cranbrook, Mt Barker, Tambellup & South Stirlings**  
Neville & Anne Parsons  
0429 904 653

**Jerramungup, Gairdner, Borden & Pingrup**  
Mark Weedon  
0428 351 176

**Ravensthorpe, Lake King & Newdegate**  
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*\*For Hannaford customers only.*

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