

AUSROSE TIMES

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Editors Doug & Glynis Hayne

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World
Rose
Convention

Adelaide
Australia





Beginning its life in 1996 as a specialist commercial fertiliser (initially simply called Virginia Mix) for growing potatoes and onions in the Adelaide Plains, Neutrog was approached by Mr Kelvin Trimper from the Rose Society of South Australia inc., who had trialled the original potato product on his own roses, to ascertain our interest in making some subtle changes to the product formula.

Over the next 3 years, numerous trials of various formulas were undertaken with members of the South Australian Rose Society along with commercial rose growers. These were carried out involving in excess of 20,000kg of product...enough to feed 200,000 roses!

The resultant product combined the best of both worlds - its organic base provided a full range of plant nutrients in a slow release form, whilst boosted levels of water-soluble nutrients such as potassium, iron and magnesium optimised the performance of each application. It contained all the nutrients required to grow roses, and no other nutrient supplements or applications were required. Most significantly the ratio of potassium to nitrogen was such that it made the product formula ideal for application on all flowering plants, not just roses.

In 2000, this product was named Sudden Impact for Roses. It was endorsed by the South Australian Rose Society in 2001, and was subsequently launched in the same year at the Adelaide Botanic Gardens.

Sudden Impact for Roses has since been endorsed by nearly every Rose Society/Group around Australia and numerous others overseas. It is also used by most major rose gardens around Australia including Flemington Racecourse Rose Garden, Morwell Rose Garden, Mornington Rose Garden, International Rose Garden, Araluen etc.

To put it all in some perspective, last year in excess of 15,000,000 roses were fed with Sudden Impact for Roses.



Dame Marie Bashir/Graham Ross



Toni and Paul Hains



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