

The Gateway to Paradise

by Paul Martin, Director, Rainbow & Brown



EVER WONDERED, WHILE ON A LONG ROAD trip, how the towns you encounter got their slogans? I mean those silly catchphrases you see on the big signs welcoming you to Waikikamukau or Wheelabarrowback or whatever sleepy metropolis you are now entering.

Stuff like *'Tauranga – Simply Superb'*, which presumably distinguishes Tauranga from all the places that are simply mediocre. Or *'Foxton – Birthplace of the Manawatu'*, which apparently used to be *'Foxton – NZ's Fox Town'*, whatever that means.

Even big places can be pretty lame. Such as *'Auckland – City of Sails'*, although you probably can sail your car faster than you can drive it on Auckland's gridlocked roads. Or *'Dunedin – It's All Right Here!'*... but I've been there, and it isn't. And *'Absolutely, Positively Wellington'*... what's that mean; did the city have to be picked out of a police line up by a witness?

I wonder what Invercargill's slogan is? With Tim Shadbolt's sense of the absurd, I suppose it's something like *'Invercargill – You Can't Get Much Lower Than This!'*

Some slogans seem deliberately mad. Consider Tuscumbia, Alabama, which proudly proclaims that it's the birthplace of Helen Keller, perhaps history's most notable blind person. But believe it or not, the town also sports the catchy slogan *'Tuscumbia – You Should See Us Now!'* You'd have to think that was deliberate, wouldn't you? After a few shots of Wild Turkey, down at the town hall one hot Friday night?

But best of all are the 'Gateway' slogans. Like *'Welcome to Bumcrack – Gateway to the Paradise Valley'*. Or *'Sodhill – Gateway to the Emerald Lakes'*. What those slogans really mean is that you aren't there yet. You're not even close. You can bet that Bumcrack will be at least an hour's drive from the start of the Paradise Valley, and Sodhill is so far from the lakes that no one in town even owns a boat.

If Sodhill were located even remotely near the lake district, you'd know immediately because it would of course then be called *'Sodhill – Heart*

of the Emerald Lakes'. And maybe two residents would own boats.

How depressing to be on the council of a town so bereft of anything distinctive that you have to put it on the map by referring to it as the gateway to somewhere else! Why not just admit it, right there on the big sign: *'Dozertown – Absolutely, Positively Nowhere!'* Or maybe *'Lickspittle – You Can't Get Anywhere From Here'*.

Rotorua (Rainbow & Brown's hometown) has two slogans. Most prominent is *'Rotorua – Feel the Spirit'*, but many visitors say it should be *'Rotorua – You Smell It Before You Feel It'*. The second slogan is one of those awful attempts at cultural sensitivity that actually pleases nobody. It's *'Tatou Tatou'* which apparently means *'we are one'*, although the majority of citizens naturally have no clue what it means. And among the minority who do know, there is fierce disagreement over whether it's plural or singular, and whether it's even in the correct local dialect at all. So the effect of expressing the sentiment that *'we are one'* has been to more clearly demonstrate that we are not. The law of unintended consequences at work.

My own hometown is, as some readers will know, not in NZ at all, but in Australia. It's a southern highlands town in NSW that has taken what turns out to be the most original approach to the tricky question of town slogans; it doesn't have one.

But it's also a town that is among the hardest-hit by the Aussie drought, and has been on brutal water restrictions for five years. No outdoors use of water at all. Re-use everything. Those who want to maintain a few flowerpots take an empty bucket into the shower with them, for the two minutes they are allowed to shower.

When the drought does eventually break, I hope my hometown does come up with some kind of slogan to celebrate their deliverance. And even if all the rain should fall somewhere else, they can always put up a big sign proclaiming the town to be the *'Gateway to Green Grass'*.

IN THIS ISSUE:

SALE - MSF600 GORSE & BRUSH SPRAY

Buy from 1kg at the 10kg discount price

SALE - CROPMATE BROADLEAF WEEDSPRAY

Save over 50% on 2007 expiry stock

ALSO INSIDE:

- Weed wiping
- Aerial spraying
- Ragwort control

FULL PRODUCT RANGE:

Details, sizes & prices

SPECIAL

OFFER:

This month only!

MSF600 Gorse & Brushweed Spray

During April, order any quantity of MSF600 starting from 1kg and you'll get the full discount price normally reserved for orders of 10kg or more! So you'll save up to an extra \$20 per kg off what was already the lowest metsulfuron herbicide around!

Why this amazing deal?

Because we just recently purchased materials at the very top of the NZ\$ value, and at a time when the US\$ price of the material was temporarily lower than normal (we actually pay in US dollars but of course we have to buy those greenbacks with Kiwi dollars).

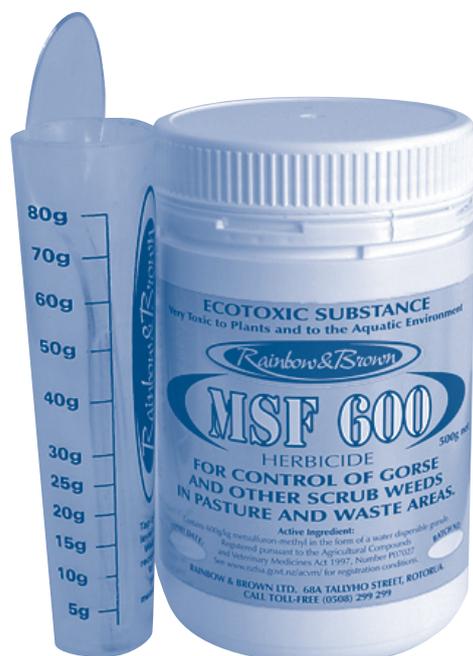
So for once, we got the best of both worlds ... good price and good exchange rate ... and made a nice overall saving. And so now we can pass this saving on to you. Well, most of it anyway (we're not completely stupid). Let's say we can share the benefits with you, and you get the larger slice.

However, cost prices are rising again and the NZ dollar is also wobbling a bit and predicted to drop in value, so this deal looks very likely to be your only chance to buy smaller quantities at this low price.

The sale ends strictly on 30th April, unless we sell all our present stock beforehand. Minimum order is 1kg and there's no limit per customer. First in, first served.

\$125 per kg

incl GST & delivery



MSF600 is the No 1 solution for spraying gorse, blackberry and scrub... it's effective, very economical, safe to handle and use, and a proven performer in NZ year after year. Many of our customers have used MSF600 with great results every year since we put it on the market. MSF600 contains 600g/kg metsulfuron-methyl, an active ingredient that works by preventing new growth. So it doesn't actually poison the plant at all, but just makes it impossible for the plant to keep growing. And that's why MSF600 is relatively slow to work... the plant can usually cope with no new growth for a few weeks, but then it surrenders to the inevitable and slowly but surely dies.

There's no risk to humans or to any animals, and grass damage/soil residues are quite short-lived... by the time the target plants are dying off, the grass in between is re-established and growing well, which encourages stock to get in there and smash the dead and desiccated brushweeds down.

CALL TOLL-FREE ON (0508) 299 299 Prices incl GST & delivery

CROPMATE Cereal Herbicide

Over 50% off...no kidding!

This is a one-time-only special, offering massive savings on this popular spray for broadleaf weeds. You'll save over 50% off our normal low price, and as much as 70% off other similar brands that are priced at over \$300/kg!

Why this sale?

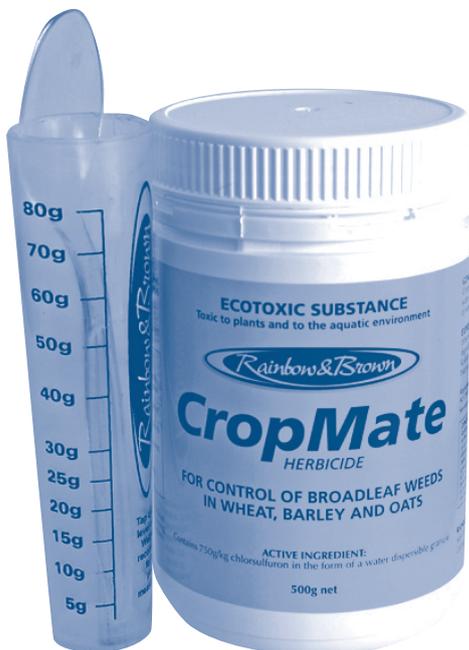
Because we have some CropMate stock with six months remaining to its nominal expiry date, so we've decided to sell it out at sacrificial prices. It still meets its full specification in every way, and performs at 100%.

Herbicides are normally registered with a two-year recommended shelf life, but in fact stable formulations such as CropMate will, if stored properly, remain within original specification for quite a bit longer than that... 3-4 years is a reasonable expectation!

The sale ends 30th April or while sale stocks last, and applies only to product expiring October 2007. No limit per customer.

\$99 per kg

incl GST & delivery



Crop Spraying

CropMate contains 750g/kg chloresulfuron, one of the most popular, safe and proven actives for use in wheat, oats and barley crops. It controls most broadleaf weeds, including Calandrinia, Californian Thistle, Chickweed, Cornbind, Dandelions, Docks, Fathen, Hawksbeard, Nodding Thistle, Rayless Chamomile, Redroot, Scarlet Pimpernel, Scentless Chamomile, Scotch Thistle, Shepherds Purse, Spurrey, Stinking Mayweed, Twin Cress, Vetch, White Clover, Willow Weed, Wild Turnip and Yellow Gromwell.

General Spraying

CropMate also controls most grasses, which is why it is unsuitable for selective spraying over valuable pasture; you'd kill your grass as well as all those broadleaf weeds! But that does also make it popular as a good general-purpose spray for driveways, fencelines and around buildings, etc. It's especially good in that role with a bit of glyphosate added to the tank.

Rates for broadleaf weeds in cereal crops are just 15-20g/Ha. For general-purpose weed spraying, we'd suggest around 15g/100L (with 1L glyphosate added if desired), or 1.5g in a 15L knapsack. So it's very economical, especially at this silly sale price!

CALL TOLL-FREE ON (0508) 299 299 Prices incl GST & delivery

Aerial Spraying with MSF600



Here's our recommended rates for spraying various common brushweed species by air using MSF600 herbicide and SuperWetter penetrant:

TARGET SPECIES	PER HECTARE		
	MSF600	SUPERWETTER	WATER
Gorse	500g	2L	400L
Blackberry	300g	500ml	250L
Bracken	170g	1.5L	300L
Manuka	300g	2L	400L
Matagouri	170g	1L	250L

The volume of water recommended is based on the practices of most professional spray contractors, and varies according to the usual canopy density of the various target species. Pilots want to use enough water per hectare to allow for double overlapping passes, to ensure adequate penetration & coverage. If you and your pilot decide to vary these recommended water volumes (because of your assessment of canopy density), remember you will need to adjust your SuperWetter amount accordingly, but not your MSF600.

Weed Wiping with MSF600

MSF600 controls brushweeds, and also many broadleaf weeds. But it is not sprayed over pasture because it will kill the grass. So in that situation, the recommended approach is to use a grass-friendly product like GrassMate or Triclo. It's more expensive, but it does protect that valuable pasture.

However, there is another possibility that we think is worth considering, and that is weed wiping with MSF600. Some customers have already tried it, with very pleasing results.

You need access to a weed wiper that doesn't drip and dribble all over the place. In other words, one you can trust to apply the solution *just* to the taller target weeds.

MSF is particularly effective at very low rates against ragwort, thistles and most other erect pasture weeds. In Australia for example, some people will fly it straight over pasture at as little as 15g/Ha to take out ragwort and thistles, while doing minimal or no pasture damage at that low rate. Of course, common Australian native pasture species are pretty resistant to metsulfuron-methyl herbicides anyway. In NZ, we can't do the same thing because typical NZ pastures of exotic grasses and clover are themselves too susceptible, especially our clover ... the only time they see clover in Australia is on St Patrick's Day.

But even though we can't spray it over pasture, what we can do is exploit that susceptibility to MSF600 of ragwort and thistles by using a wiper, so the grass and clover is not touched.

Customers have successfully wiped MSF600 with and without additional herbicide (like GrassMate), but we suggest using it alone. Precise rates are hard to specify because different wipers tend to apply different amounts of solution, but as a start point try 1g MSF600 per litre of water. That suits most types of carpet rollers and wick wipers. Then you can always adjust it in future based on your personal observations of results.

Graze the pastures well shortly before wiping, to maximise the height difference between target weeds and pasture. And when applying, make two passes in opposite directions to get maximum contact.

APPROVED HANDLER CERTIFICATES

Who needs 'em?

We've published this before, but we still get asked several times a week, so here we go again:

You DO NOT need an Approved Handler certificate to purchase ANY current Rainbow & Brown product.

When DO you need a certificate?

If you are going to apply MSF600, CropMate, Grassmate or Triclo in a "wide dispersive manner" (i.e. by boom spray), or apply it commercially (i.e. you're a contractor), or over water (i.e. you're a dickhead), then you DO need an Approved Handler certificate to apply it, but you DO NOT need a certificate to buy it.

There are some particularly hazardous herbicides that you need an approved handler certificate to buy, but we don't presently have any of those products.

If you need any further advice, give us a call or email anytime and we'll tell you what you need to know to comply with the rules under the HSNO Act.

But... one more time... you DO NOT need the certificate to buy our current products under any circumstances.

Ragwort Control Plan

Now is the time to rip into the ragwort!

Ragwort seeds mostly germinate in autumn, and effective control should begin soon after that. Control programmes usually involve three steps:

- Spot spraying large plants - autumn
- Boom spray seedlings – winter/spring
- Spot spray survivors – spring/summer



Here's how it works:

Step 1. Use GrassMate at 200ml/100L to spot spray large rosettes and multi-crown plants from March to May. Alternatively, you could use MSF600 by weed wiper as explained elsewhere in this newsletter.

Step 2. Use GrassMate at 2L/Ha to boom spray ragwort seedlings during winter/early spring. Spray when clover is dormant or pasture is grazed out to minimise clover damage. This boom spraying step can also be done with 2,4-D although that chemical does not control multi-crown ragwort plants.

Step 3. Use GrassMate at 200ml/100L to spot spray surviving/missed ragwort plants during summer. Again, if all the plants are well above pasture height, then wiping with MSF600 can be used instead.

Other considerations

- Dying ragwort becomes palatable to stock and is very poisonous. Keep stock out until plants are super-dead.
- Grubbing out of large plants is often ineffective as plants will regrow from any small remaining root fragments.
- Mowing is never recommended as it encourages the development of big, ugly multi-crown (perennial) ragwort plants.

PRODUCT	COMMENTS	SIZES & PRICES
<p>GLYPHOSATE 360</p> <p>360g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT</p> 	<p>Glyphosate is the world's most popular and trusted herbicide.</p> <ul style="list-style-type: none"> • Safe to use, fast acting, non-toxic & economical. • No residual effect in soil; drill new seed in 2 days. • Withhold stock 2 days to allow penetration through plant. • Use 1L/100L (hand) or 3-5L/ha (pasture). • Add SprayWetter penetrant for best results. 	<p>5L.....\$60</p> <p>10L.....\$90</p> <p>20L.....\$149</p> <p>100L.....\$695</p> <p>200L.....\$1210</p>
<p>GLYPHOSATE 450</p> <p>450g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT</p> 	<p>More concentrated for maximum economy</p> <ul style="list-style-type: none"> • Same user-friendly benefits as Glyphosate 360 (above). • 25% stronger so goes 25% further (20L = 25L of the 360g/L product). • But it's NOT 25% dearer: you save around 17%. • Use 800ml/100L (hand) or 2.4-4L/ha (pasture). • Add SprayWetter penetrant for best results. 	<p>5L.....\$70</p> <p>10L.....\$105</p> <p>20L.....\$175</p> <p>100L.....\$795</p> <p>200L.....\$1395</p>
<p>MSF600 Gorse & Brush Spray</p> <p>600g/kg METSULFURON-METHYL</p> 	<p>The low-cost, proven choice for gorse and brushweeds.</p> <ul style="list-style-type: none"> • Water-dispersible granule, easily soluble. • Safe to handle, non-toxic to humans and animals. • Gorse, blackberry, manuka, scrub, bracken, ragwort & thistles. • For gorse use 20g/100L (hand), 500g/ha (aerial). • Add SuperWetter penetrant for best results. 	<p>200g\$60</p> <p>500g\$85</p> <p>1-4kg... \$145/kg</p> <p>5-9kg... \$135/kg</p> <p>10kg+... \$125/kg</p>
<p>GRASSMATE</p> <p>300g/L TRICLOPYR AS THE BUTOXYETHYL ESTER plus 100g/L PICLORAM AS THE AMINE SALT in the form of an emulsifiable concentrate</p> 	<p>Grass friendly control of brushweeds and broadleaf weeds in pasture.</p> <ul style="list-style-type: none"> • Kills gorse, broom, blackberry, tutus, sweet briar, matagouri & lupins. • Also controls broadleaf weeds, including ragwort, thistles, fennel, nettle and inkweed. • Does not harm common pasture grasses. • Stump swab barberry, Old Man's Beard, woolly nightshade, wattle, willow. • Add SuperWetter penetrant for year-round spraying. • 10-12L/ha for brush species, and 250-300ml handgun (gorse rate) 	<p>2L.....\$150</p> <p>5L.....\$275</p> <p>10L.....\$450</p> <p>20L.....\$850</p> <p>100L.....\$3650</p>

SALE
April only
See page 2
for details

SALE
 Save 50%
 See page 3
 for details

PRODUCT	COMMENTS	SIZES & PRICES
<p>CROPMATE</p> <p>750g/kg CHLORSULFURON</p> 	<p>Controls over 20 broadleaf weeds in wheat, barley and oats.</p> <ul style="list-style-type: none"> • Water-dispersible granule, easily soluble. • Safe to handle, non-toxic to humans and animals. • Very economical; typically under \$5/ha. • Apply 20g/ha after 2-leaf stage, before boot. • Add SprayWetter penetrant for best results. 	<p>500g \$115</p> <p>1kg \$210</p> <p>2kg \$380</p> <p>4kg \$690</p>
<p>TRICLO</p> <p>600g/L TRICLOPYR AS THE BUTOXYETHYL ESTER</p> 	<p>Controls broadleaf & brush weeds without pasture damage.</p> <ul style="list-style-type: none"> • Blackberry, broom, gorse, lupin, tutus, fennel, sweet brier, Old Man's Beard, plus most broadleaf weeds in pasture. • Apply in warmer months during active growing conditions. • Ensure coverage of all visible parts of the plant. • Add SuperWetter for gorse and all woody species. • Brush weeds use 10L/ha or up to 300ml/100L by hand. • Broadleaf weeds in pasture use 2L/ha or 200ml/100L. 	<p>2L..... \$120</p> <p>5L..... \$225</p> <p>10L..... \$385</p> <p>20L..... \$675</p>
<p>SUPERWETTER</p> <p>100% ORGANOSILICONE WETTER-PENETRANT</p> 	<p>Boost spray performance on woody & hard-to-kill species</p> <ul style="list-style-type: none"> • Assists penetration, especially into stressed and dusty plants. • Reduces rain risk period, normally to under an hour. • Boosts herbicide performance by aiding in translocation. • Consult herbicide directions for species requiring SuperWetter. • Use at 100ml/100L, or 500ml-2L/ha depending on species. 	<p>2L..... \$60</p> <p>5L..... \$125</p> <p>20L..... \$475</p>
<p>SPRAYWETTER</p> <p>100% NON-IONIC SURFACTANT WETTER-PENETRANT</p> 	<p>Maximises herbicide performance in all situations</p> <ul style="list-style-type: none"> • Permits faster & more thorough penetration into plant. • Reduces rain risk period, normally to under an hour. • Boosts herbicide performance for more even, complete kill. • Use when herbicide directions do NOT specify a SuperWetter. • Use at 100ml/100L, or 500ml-2L/ha depending on species. 	<p>5L..... \$55</p> <p>10L..... \$105</p> <p>20L..... \$200</p>

THE BACK PAGE

• Rainbow & Brown

Rainbow & Brown Ltd is a NZ owned company. Our factory and office is in Rotorua. We're now in our 8th year of operation, and have been growing strongly every year. We have customers all over New Zealand, including farmers, horticulturalists, spray contractors, nurseries, commercial and private gardeners, and many other businesses. Our products are sold direct, with no retailers, agents or middlemen involved, which is why our prices are so attractive ... it is effectively the "wholesale" price, direct from the manufacturer.

• People

The directors of Rainbow & Brown are Paul & Chris Martin, who've both been involved in the NZ agricultural chemicals business for over 18 years. Both are actively involved in running and building the business. If you phone us, your most likely contact will be Rachael, our office manager. If you call in at the factory, you'll also meet Clinton, the factory manager. We're just a small family, but a happy one.

• Ordering

You can order anytime by phone, online at rainbowbrown.co.nz, or by fax, e-mail or by letter. If you call on the freephone number, you may at times get an answering machine. That means we're already on the phone, or doing something else. Or it may be after office hours (see below). Please just leave your name and number, and we'll soon call you back. Or if we've already got all your details, just leave your order (*with your name and phone number*) on the machine.

• Delivery

We send your order within 24 hours. Delivery will usually take between 1 and 4 days. If it hasn't arrived after that time, *call us* immediately so we can track it down for you. Delivery of orders of 60 litres or less will normally be to your door, including rural delivery addresses. However, delivery of larger orders will be to the nearby freight depot or drop-off point we will arrange with you when you place your order.

• Factory & Office Hours

If you want to collect your order from our Rotorua factory, you're welcome. It's at 68A Tallyho Street. Open hours are 8.30 to 4.30, Monday to Friday.

• Payment

We send your invoice by mail, the day we send your order, so you'll know when it was shipped. Payment is due on 20th following month, and you can send a cheque or use direct payment to a/c No: 123155-0066374-00. The bank account number is also on both your invoice and your statement. We send statements out in the first week of each month.

• Referrals

If you recommend our products to a friend, and they mention you when they first order from us, we will apply a \$10 discount to *your* next order for \$140 or more. Word-of-mouth recommendation is the best form of advertising, and we want to show our appreciation of your faith in us.

• Website

Our website is at www.rainbowbrown.co.nz. There you'll find full details of all our products, as well as labels, Material Safety Data Sheets (MSDS), and a small library of useful reference articles about things like Chemical Safety, Calculating Application Rates, Comparing Prices, etc. You can use the website to order direct from us, or to send us a message. Please take a look and if you have any suggestions for improvement let us know.



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