

A Different Drummer?

by Paul Martin, Director, Rainbow & Brown



Ever feel out of step with everyone else? I'm still wrestling with this climate change thing and, as much as I'd like to jump aboard the "*It's All The Fault of Rich White Guys*" bandwagon, I am hesitating. Wracked with doubts. Consumed with reservations. Agonising with *arrière-pensée*, as the French say. They do; they say that all the time.

Scepticism for me began at the end of the 1960's when a wildly-popular book called "The Population Bomb" swept the world in a way not dissimilar to Al Gore's climate change movie. The author, Paul Ehrlich, forecast a massive and imminent world overpopulation crisis. He claimed that in the 1970's and 80's hundreds of millions would die of starvation, and that by the 90's there would be global war. He said that it was already too late to avoid this catastrophe, but that radical action was essential to limit overpopulation and to at least save some of humankind to rebuild the post-apocalyptic world. Politicians and the media embraced Ehrlich's predictions, and assured us that it was all our own fault. But the great Population Bomb simply failed to explode. A dud.

Then in late 1972 in my native Australia there was another popular mass movement that saw Gough Whitlam's Labor government elected on the back of the slogan, "*It's Time!*" We'd had conservative governments for about two hundred years (well, perhaps not that long, but for all of my lifetime anyway), so I was unconvinced and voted otherwise. Yet nearly everyone was swept up in this wild "*It's Time!*" craziness. But after just a couple of years of the predictable orgy of socialist madness, fiscal lunacy, political cronyism and self-interest, Whitlam's Labour government imploded. It wasn't Time after all.

And during that same era there was a further popular cause-of-the-day known as the New Ice Age. Yes, that's a global *cooling* scare! The alarm was based on dire predictions of increased glaciation, and there were widely published maps showing a future Arctic ice shelf extending down to somewhere around Portugal, I think. And yet today the Portuguese are still strolling around in baggy shorts and grubby singlets, and still taking dives in the soccer World Cup.

Then in the early 1990's New Zealand was considering adopting the MMP electoral system. It was supposed to limit the size of parliamentary

limousines, or provide pin-striping subsidies to guarantee Winston Peters a secure suit supply, or some such nonsense. Whatever it was supposed to do, it was certainly wildly popular, and was eagerly voted into existence by the Kiwi voters. My own view, and the reason I voted against MMP, was that it would put extremists and crackpots into parliament ... well let's say put *more* of them into parliament, and that it would compound this mistake by giving them actual power. And I rest my case.

More recently we had the global Y2K alarm, when all the computers would simultaneously shut down and all the world's aircraft would crash into orphanages. It spawned a whole industry of earnest consultants frantically beavering away to "Y2K-Proof" your business before 31st December 1999, so you could hope to survive the subsequent chaos. And yet when the dreaded day finally dawned what did we get? We got 1st January 2000. That's all.

And now we have global warming. Or climate change, as it has come to be called since the evidence has revealed that the actual warming has stopped for a few years now. I don't know what to make of it. Many eminent and sober scientists insist it's a fact, so that's strongly in its favour. But Albert Gore and the United Nations are also both strident climate change alarmists, and that in itself has to be viewed as compelling evidence that it's all just a big con job. Dr David Bellamy, Professor Bob Carter and the late Augie Auer all say yes the climate's changing, but it's due to natural phenomena. Against that, Nandor Tanczos says that it's all the fault of fat white dudes without skateboards.

I don't know what to think. My natural inclination, after my 40 years of experience from Ehrlich to Y2K, is to distrust any movement that is wildly popular. Once an idea becomes a Crusade, I generally bail out. But this time, I'm not so sure.

But one thing I do know is that if it's all a crock and the climate change alarm movement goes the way of whale oil lamps and buggy whips, nobody will admit to ever having believed in it. I don't know anybody who believed in the population bomb or the new ice age, or who voted for Gough or for MMP, or who really took Y2K seriously. Really, not anybody! You just ask 'em. Now.

IN THIS ISSUE:

• NEW SEASON PRICE REDUCTIONS

- Glyphosate
- MSF600
- GrassMate
- SuperWetter

• ALSO INSIDE:

- How to control 7 problem weeds
- Not one word about Paris Hilton

FULL PRODUCT RANGE:

Details, sizes & prices

New Season Prices

To start the new season off well, we are able to offer lower regular prices on four products; Glyphosate, MSF600, SuperWetter and Grassmate.

There's a lot of uncertainty surrounding raw materials pricing right now, and this is the first season where we have *not* felt confident to say that our new season starting prices will be held throughout the Spring and Summer.

On the one hand, the current high value of the NZ dollar has helped us, although not by as much as you'd think. That's because the US dollar has lost ground against virtually everybody else, so all the chemical suppliers (even the ones in the USA) have been substantially *increasing* their US\$ prices. So it's a left hand and right hand situation.

It's been made worse by the fact that the Chinese government has recently removed some significant export incentives they'd been paying to their manufacturers, and a huge amount of the world's herbicide actives are sourced from Chinese factories. So those factories have simply put their prices up to recover the lost income. Once again, it's the swings and bloody roundabouts!

And on top of all that, some materials (for glyphosate in particular) are enjoying very high demand, which of course makes them both harder to get and more expensive. As we reported last issue, in North America they've planted an *extra* 12 million acres of maize this year, mainly for biofuel production. And that's an awful lot of additional glyphosate that's needed to prepare for planting.



Consequently, the prices in this newsletter are valid only until 1st October at this stage. We'll review the position then. In the meantime, here's our best guess as to what will happen ... Glyphosate will probably get quite a bit dearer, Grassmate may get a little bit dearer, while MSF600 and SuperWetter could well stay the same. And unless the NZ dollar goes even higher and stays there (which seems very unlikely as well as undesirable), nothing is expected to get cheaper. But none of that is guaranteed; we know only what the government and all the economists and financial analysts know. In other words, we actually know nothing.

SPRING 2007

These prices commence 1st August 2007 and may or may not change on 1st October 2007 (see boring article about Exchange Rates and Trade-Weighted Fiscal Incoherence Factors on the opposite page, and just think how much more incomprehensible it *could* have been if only we'd added a graph as well).



Glyphosate 360g/L

Size	Last Spring	This Spring	Reduction
5L	\$60	\$56	\$4
10L	\$90	\$85	\$5
20L	\$149	\$138	\$11
100L	\$695	\$670	\$25
200L	\$1210	\$1185	\$25



Glyphosate 450g/L

Size	Last Spring	This Spring	Reduction
5L	\$70	\$65	\$5
10L	\$105	\$95	\$10
20L	\$175	\$165	\$10
100L	\$795	\$770	\$25
200L	\$1395	\$1380	\$15



Grassmate

Size	Last Spring	This Spring	Reduction
2L	\$150	\$130	\$20
5L	\$275	\$245	\$30



MSF600

Size	Last Spring	This Spring	Reduction
200g	\$85	\$55	\$30
500g	\$140	\$78	\$62
1kg	\$260	\$125	\$135



SuperWetter

Size	Last Spring	This Spring	Reduction
2L	\$60	\$55	\$5
5L	\$125	\$115	\$10
20L	\$475	\$450	\$25

The Secrets of Our Success

This is Rainbow & Brown's ninth season of operation. Coming up towards our tenth anniversary is not a bad moment to work out how we've managed to survive and prosper so far. If for no other reason than to be certain we know what *not* to change for the second ten years!

We're not a big company, but we've grown strongly every single year and we're very proud of that.

We have several thousand customers, located in all parts of New Zealand, and most are *regular* customers. They're people who come back to order our products again and again, and a good percentage of them also recommend us to other people. We're very proud of that, too; repeat business and personal recommendations are the ultimate business compliment.

Our relationship with our customers is a surprisingly personal one. Surprising because we don't actually get to meet the majority of our customers face-to-face; in most cases our regular contact is by phone (with some email and newsletter support). And yet it seems to work out better for both parties than if we sold our products via the conventional rural retail outlets. You get to "know" us by name, and we get to know you. For example, we know exactly who has bought every one of our products, when, at what price, and in most cases what it was used for (and there's not one of the big multinational herbicide companies who can say that!) What it boils down to is that we both soon learn to understand and trust each other. We're proud of that relationship, and we count on it. We hope you do, too.

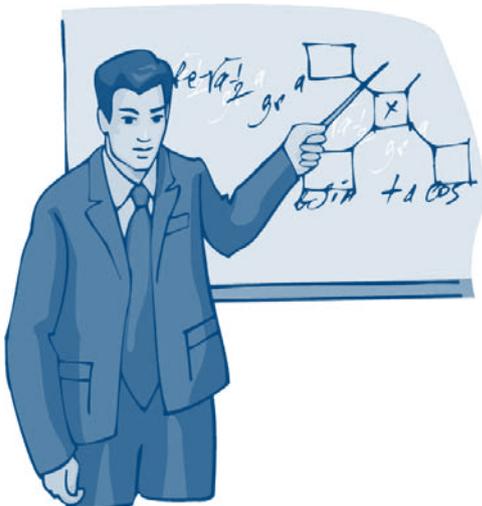
Our products are generally straightforward generic versions of well-known long-established brands, offering the same actives and concentrations, but at lower prices. And the savings are pretty substantial ... normally at least 10-15%, but in most cases it's more like 25-50%!

Is that reasonable, just replicating other products? Well, we think it is, for two reasons. *Savings* for one; glyphosate has reduced in price by nearly 50% since we started selling our brand. And our MSF600 has dropped metsulfuron-methyl prices by more like 70%! *Innovation* is another reason; when we begin to threaten a big company's established product their best defence is to develop a new and better product to do the same job. Even we are beginning to innovate ... we have three new products in development/registration right now: two similar to existing products and one that is "new and better". So our product range is growing, and herbicides are costing you less than ever. Two more things that we're proud of.

And so there you have it ... the Secrets of Our Success:

- Make reliable products.
- Sell them at fair prices.
- Provide personal service.
- Do what we say we'll do.
- Constantly strive to improve.

That's all there is.



The Magnificent Seven

Here's some options for control of seven common and notably pesky weeds, using Rainbow & Brown products. There's often more than one solution, and the right choice may depend on the circumstances. We have identified what are usually the best solutions in **bold type**. However, the final choice will depend on the particular circumstances (for example, you'd often use Grassmate where avoiding grass damage is an issue, and MSF600 where it isn't). So if you're in any doubt, discuss it with us. Also, in most cases here, you should also add SuperWetter organosilicone wetter/penetrant to the spray tank to boost herbicide performance. The rate is usually 100ml/100L for ground spraying, and 500ml/100L for aerial spraying.

WEED	METHOD	PRODUCT	RATE
Gorse	Stump swab	GrassMate	1:20 with water
		Glyphosate	1:5 with water
	Spray	Glyphosate	Hand @ 1L/100L Knapsack @ 100ml/10L
		GrassMate	Hand @ 300ml/100L Knapsack @ 6ml/L Aerial @ 10L/Ha
	MSF600	Hand @ 20g/100L Knapsack @ 5g/10L Aerial @ 500g/Ha	
Blackberry	Spray	Glyphosate	Hand @ 150ml/10L Knapsack @ 200ml/15L
		MSF600	Hand @ 35g/100L Knapsack @ 5g/10L Aerial @ 300g/Ha
		Triclo	Hand @ 300-600ml/100L Knapsack @ 6ml/L
		Grassmate	Hand @ 500ml/100L Knapsack @ 6ml/L Aerial @ 10L/Ha
Ragwort	Spray	Grassmate	Hand @ 200-300ml/100L Knapsack @ 60ml/10L
		MSF600	Hand @ 5g/100L
	Wiper/roller	Grassmate	25ml/L water
		MSF600	1g/L water
Woolly Nightshade	Cut & inject	Glyphosate	1:5 with water
	Stump swab	Glyphosate	1:5 with water
		Grassmate	1:20 with water
		Triclo	1:20 with water
	Spray	Grassmate	Hand @ 200ml/10L
Nodding Thistle	Spray	Grassmate	Hand @ 200-300ml/100L Knapsack @ 60ml/10L
		MSF600	Hand @ 5g/100L Knapsack @ 1g/10L
	Wiper/roller	GrassMate	25ml/L water
		MSF600	1g/L water
Variegated Thistle	Spray	Grassmate	Hand @ 250ml/100L Knapsack @ 60ml/10L
		MSF600	Hand @ 5g/100L Knapsack @ 1g/10L
Californian Thistle	Spray	GrassMate	Hand @ 300ml/100L

On The Beach

In early June a huge storm put the ship *Pasha Bulker* onto a beach in Australia. We were in the vicinity, so we went to stand and gawk, and take a few photos.

It's a very big ship up close & in the "flesh"; nearly 800 feet long! Fortunately, as we've since seen, she's now done an Elvis ... and the *Pasha Bulker* Has Left The Building.



PRODUCT	COMMENTS	SIZES & PRICES
<p>GLYPHOSATE 360</p> <p>360g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT</p>  <p>ACVM No P5441</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.....\$56</p> <p>10L.....\$85</p> <p>20L.....\$138</p> <p>100L.....\$670</p> <p>200L.....\$1185</p>
<p>GLYPHOSATE 450</p> <p>450g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT</p>  <p>ACVM No P7223</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). • Use 800ml/100L (hand) or 2.4-4L/ha (pasture). • Add SprayWetter penetrant for best results. 	<p>5L.....\$65</p> <p>10L.....\$95</p> <p>20L.....\$165</p> <p>100L.....\$770</p> <p>200L.....\$1380</p>
<p>MSF600 Gorse & Brush Spray</p> <p>600g/kg METSULFURON-METHYL</p>  <p>ACVM No P7027</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\$55</p> <p>500g\$78</p> <p>1kg\$125</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>ACVM No P7417</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.....\$139</p> <p>5L.....\$245</p> <p>10L.....\$450</p> <p>20L.....\$850</p> <p>100L.....\$3650</p>

PRODUCT	COMMENTS	SIZES & PRICES
<p>TRICLO</p> <p>600g/L TRICLOPYR AS THE BUTOXYETHYL ESTER</p>  <p>ACVM No P7189</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..... \$55</p> <p>5L..... \$115</p> <p>20L..... \$450</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 9th 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 nearly 20 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

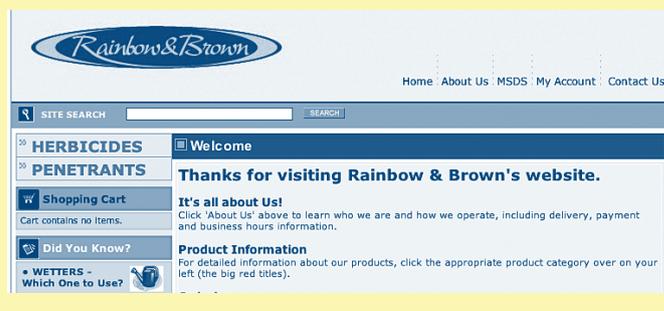
We send your invoice by mail, the day we send your order, so you'll know when it was shipped. Payment is due on 20th following month, and you can send a cheque or use direct payment to a/c No: 123155-0066374-00. The bank account number is also on both your invoice and your statement. We send statements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