

Laugh? I nearly cried!

by Paul Martin, Director, Rainbow & Brown



This month, in the run-up to Christmas, I just can't bring myself to take yet another cheap shot at Ms. Boutros Boutros-Clark ('She Who Must be Obeyed'). After all, it's the season for goodwill to all men (figuratively speaking), and I am swept up in that spirit of benevolence. Just very briefly.

So instead, I thought I'd comment on a few small matters; a few of those things that make me go, 'Huh?'

Multinationals Love You

Last month I read in a major agricultural retail chain's newsletter that the direct sellers of generic agrichemicals (i.e. us) are depriving the international companies that originally developed those products of any market protection to offset their 'huge' development and testing costs.

Laugh? I nearly cried! When I consider a product that's been on the market for 20 years, selling many millions of dollars per year worldwide, and then because we start selling it they can suddenly halve the price, I simply go, 'Huh?' I'd guess those development costs were actually 'offset' in the first six months. And so the subsequent nineteen-and-a-half years of vast profits were, what? Gravy? Something brown and thick, anyway.

Rugby World Cup

Yes, I know. It's all been said. But has it? I was thinking about rugby by thinking about cricket. Australia is pretty dominant in world cricket.

New Zealand is dominant in rugby. In fact, much more dominant; NZ has won 74% of all rugby tests they've played, while the Aussie cricketers have won only 62% of all one day internationals they've played.

But in the last 20 years, the Aussies have won 4 out of 6 cricket world cups (67%) including all of the last three. In the same period the All Blacks have won just one rugby world cup (17%), including zero of the last three ... zero of the last five, actually. 'Huh?' And yet, as I write this, it's being reported that Graham Henry & Co are telling the NZRU that it was all the ref's fault! 'Huh???'

A Tale of Two Houses

House 1: 10,000 square feet, 20 rooms, 8 bathrooms, pool & pool house, plus separate guest house. All heated by natural gas (fossil fuel). Monthly fuel bill US\$2,400. This house burns 20 times the national average household gas consumption.

House 2: 4,000 square feet, 4 bedrooms, heated and cooled entirely by geothermal water. Only 25% of the typical household electricity use. Rainwater is all harvested for household use, and all wastewater is recovered, purified and re-used for (native plant) garden irrigation.

House 1 is the private residence of Albert Gore. House 2 is the private residence of George W Bush. 'Huh?' And once again, I nearly cried.

IN THIS ISSUE:

• **5LT SALE**

- Save Big on Small Packs!

• **ALSO INSIDE:**

- **GLYPHOSATE** - the inside scoop on glyphosate prices
- **AGRECOVERY** - Container Recycling
- **WHAT DOES WHAT?** How to pick the best product for the job

FULL PRODUCT RANGE:

Details, sizes & prices



Christmas/New Year Closedown

We're closing on Friday 21st December and reopening on Monday 7th January.

So if you'll be needing any products during that period, order as early in December as you can. Don't get caught up in the usual pre-Christmas freight snarl-ups!

We'd like to thank all our customers for your support. Your confidence in us is what makes our business work. So we thank you, and we wish you and your family a happy and safe holiday season, as well as a great year in 2008.

5 Litre SALE!

Big savings on the small pack sizes

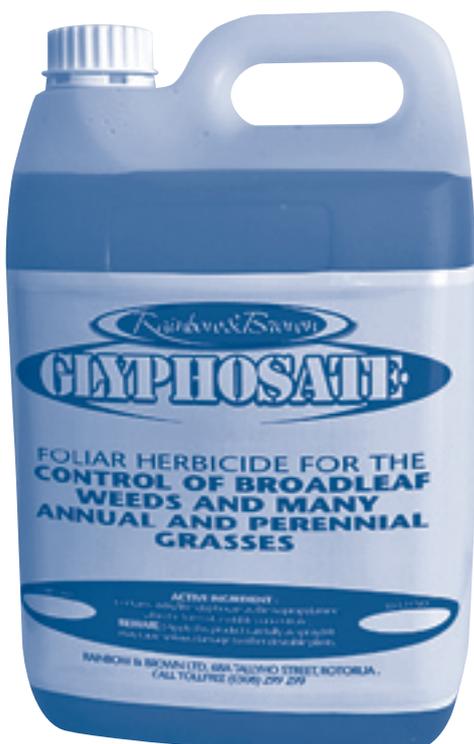
We're having our second annual 5L sale. It was hugely popular last year, so we reckon let's do it again.

Now... why only the 5L sizes? Two reasons.

First, nearly every sale or discount offer that you see seems to apply only to big packs ("Buy 20L and get 5L Free" or "200L drums: 10% Off" etc). The buyers of small packs usually miss out.

And second, 5L packs prices are nearly always too damn dear anyway. Check the rural supplies stores and you'll see this sort of thing: "Product X; 20L price \$800, 5L price \$320." That's 60% dearer per litre! How fair is that? Actually, not fair at all; it's a rip-off. Suppliers charge outrageous prices for small packs to subsidise the discounts they give to big users. So, this is your month to get even! It's also a great opportunity to get a 5L pack for that small job, at a discount price. And it's your chance to inexpensively try out a product that you haven't used yet, before ordering a bigger quantity later.

Our 5L packs have always been more reasonably priced than other brands, even though the freight on small consignments hits us hardest. But for this sale we're offering further discounts of as much as 17%. Here's the sale prices, including GST & delivery:



5Lt Glyphosate 360g/L	\$60	\$50
<i>The most popular general weed spray</i>		
5Lt Glyphosate 450g/L	\$70	\$60
<i>More concentrated; goes 25% further</i>		
5Lt Grassmate	\$245	\$215
<i>Grass-friendly brush & broadleaf spray</i>		
5Lt Triclo	\$225	\$195
<i>Grass & clover friendly weed spray</i>		
5Lt SuperWetter	\$115	\$110
<i>Organosilicone wetter/penetrant</i>		
5Lt SprayWetter	\$55	\$50
<i>General-purpose wetter/penetrant</i>		

BONUS! Buy any four 5L packs at the sale prices, and get an **EXTRA \$10 OFF** the total price! You can make it any combination you like (e.g. a Grassmate, 2 x Glyphosates & a Wetter), as long as we can ship it as one carton of 4 x 5L packs.

The 5L Sale runs from 1st to 21st of December (our Christmas close-down date). No limit per customer.

Tell a Friend!

Our 5L Sale is the perfect time to introduce a friend or neighbour to Rainbow & Brown. They'll be able to try a new product or two at the lowest possible price, and they'll thank you for the extra savings. And don't forget, if they mention your name when they order, we'll give YOU a \$10 discount off your next order for \$130 or more.

To make it easy to give your friend or neighbour the details, we've enclosed this card. It has all they'll need to know about the products, the sale prices and how to order from Rainbow & Brown.

5 Litre SALE!

Big savings on the small pack sizes.

Rainbow & Brown is having its second annual 5L sale.

It's a great opportunity to get a 5L pack for that small job, at a discount price. And it's your chance to inexpensively try out products that you haven't used yet, before ordering a bigger quantity later. Our 5L packs have always been more reasonably priced than other brands, but for this sale we're offering further discounts of as much as 17%. Here's the sale prices, including GST & delivery:
FOR HOW TO ORDER OR GET MORE INFORMATION, SEE OTHER SIDE.

5Lt Glyphosate 360g/L <i>The most popular general weed spray</i>	\$60	\$50
5Lt Glyphosate 450g/L <i>More concentrated; goes 25% further</i>	\$70	\$60
5Lt Grassmate <i>Grass-friendly brush & broadleaf spray</i>	\$245	\$215
5Lt Triclo <i>Grass & clover friendly weed spray</i>	\$225	\$195
5Lt SuperWetter <i>Organosilicone wetter/penetrant</i>	\$115	\$110
5Lt SprayWetter <i>General-purpose wetter/penetrant</i>	\$55	\$50

BONUS! Buy any four 5L packs at the sale prices, and get an **EXTRA \$10 OFF** the total price! You can make it any combination you like (e.g. a Grassmate, 2 x Glyphosates & a Wetter), as long as we can ship it as one carton of 4 x 5L packs.

The 5L Sale runs from 1st to 21st of December (our Christmas close-down date). No limit per customer.

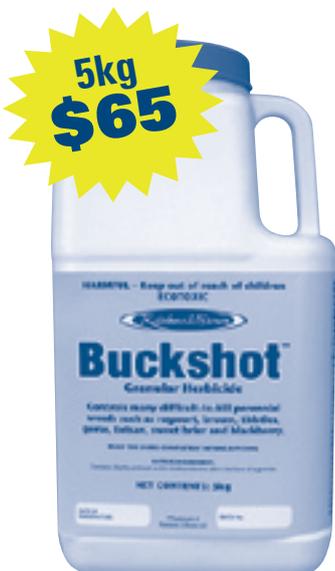
Don't Forget...

... the two excellent new products we launched recently.

Buckshot is a granular herbicide for direct (dry) spot treatment of thistles, ragwort, and other broadleaf & brush weeds in pasture. Carry some in a bottle and hit those targets of opportunity whenever you spot them.

Ranger is a soluble granule for spray treatment of buttercups and docks in pasture. It comes in a 100g pack, which treats 5 hectares.

For full details see the product pages of this newsletter.





Glyphosate Price Watch

Watch out for glyphosate prices! As we reported in our last newsletter, worldwide prices on the raw materials are still rising, and the supply situation is getting tighter.

It's due to massively increased demand, as well as to several other factors forcing the prices up all at once. As a result, most brands of formulated glyphosate herbicides have risen in price by as much as 25% over the past two months.

All indications are that the situation will get even worse yet, before hopefully easing back a bit (but not all the way back) by Spring 2008.

We are still able to hold our current prices for the summer, because we bought a reasonable supply of raw materials before the prices got too high.

So if you're in the market for glyphosate, especially in 200L drum quantities, don't get caught paying hundreds of dollars too much. Give Rainbow & Brown a call and save your money:

- **Glyphosate 360g/L 20L...\$138 200L...\$1250**
- **Glyphosate 450g/L 20L...\$165 200L...\$1450**

Agrecovery – container recycling

We're looking at joining the Agrecovery rural recycling programme, which allows for the collection of triple-rinsed empty agrichemical plastic containers. The idea is to avoid the build-up on farms of unwanted empties, and to avoid the environmentally dodgy burying or burning disposal methods. Agrecovery has 52 collection sites across NZ where you can drop off empty containers from participating companies (there's a special logo on the label to identify them). The cost of the recycling system is borne by the participating companies.

Would you use the programme by returning your empties? Please let us know your views. More info on the programme is at www.agrecovery.co.nz

You can email any comments to us at mail@rainbowbrown.co.nz or call us toll-free on (0508) 299 299.



What does what?

Here's a quick guide to what jobs each of our products are best suited for. We've also included the names of some other brands with equivalent actives & concentrations.

Product	Purpose & Comments	Similar Brands
Glyphosate 360g/L Glyphosate 450g/L	<ul style="list-style-type: none"> • General purpose spraying of grass and most broadleaf weeds. • Spraying out for pasture renewal or cropping. <p><i>Comments: No soil residues, no stock withholding, does not kill clover well.</i></p>	Roundup ^{®1}
MSF600 (600g/kg metsulfuron-methyl)	<ul style="list-style-type: none"> • Control of gorse, blackberry, scrub and most brushweeds. • Kills thistles and ragwort at the same time. <p><i>Comments: Damages most pasture grasses and really hammers clover. Does not damage native grass. Easily the most cost-effective product for aerial spraying of dense gorse etc.</i></p>	Escort ^{®2} (600g/kg) Answer ^{®3} 200g/kg)
GrassMate (300g/L triclopyr & 100g/L picloram)	<ul style="list-style-type: none"> • Control of gorse, blackberry, and other brushweeds in pasture. • Kills thistles, ragwort and other broadleaf weeds at the same time. <p><i>Comments: Does not damage pasture grasses, but does damage clover. Can be used successfully from Spring right through Autumn.</i></p>	Tordon* Brushkiller ⁴
Triclo (600g/L triclopyr)	<p>Same as Grassmate, except:</p> <ul style="list-style-type: none"> • It's clover-friendly as well as grass friendly. • Works in Summer – strong growing conditions. 	Grazon* ⁵
BuckShot (20g/kg picloram)	<ul style="list-style-type: none"> • Granule for direct (dry) spot application to individual broadleaf (thistles, ragwort, etc) and brush weeds (gorse, blackberry, etc) in pasture. <p><i>Comments: Apply by hand, or from an applicator bottle or pogo stick, to "target of opportunity" weeds. Ideal to keep in ute, tractor or bike.</i></p>	Tordon* 2G ⁶
Ranger (750g/kg thifensulfuron-methyl)	<ul style="list-style-type: none"> • Control of buttercups and docks in pasture and cereal crops, and for conservation tillage. <p><i>Comments: Spring application is best, when pasture/crop growth is vigorous. Temporary reduction of pasture vigour often occurs. Minimise clover damage by grazing hard before spraying.</i></p>	Harmony ^{®7}
SuperWetter (100% Organosilicone)	<ul style="list-style-type: none"> • Wetter/penetrant for use with herbicides when spraying woody or difficult-to-kill weeds, such as gorse, etc. Aids penetration, boosts herbicide performance, reduces rain risk. <p><i>Comments: Check herbicide label to see if organosilicone is specified. Don't use SuperWetter otherwise.</i></p>	Pulse ^{®8}
SprayWetter (100% non-ionic)	<ul style="list-style-type: none"> • Wetter/penetrant for use with herbicides when an organosilicone is not specified. Performs the same jobs as SuperWetter, when spraying out pasture and less difficult weeds. <p><i>Comments: If organosilicone is not specified, use SprayWetter unless the herbicide label says that a wetter/penetrant is not required at all.</i></p>	Various brands

1. Registered trademark of Monsanto Technology LLC. 2,3,7. Registered trademarks of El du Pont de Nemours and Company. 4,5,6. Trademarks of Dow Agrosiences. 8. Registered trademark of Nufarm Technologies USA.

What's Next?

We have another new product in the registration system right now, but we're interested in your opinion of what new products we should be introducing next year.

So give us a call on (0508) 299 299 toll-free, or an email to mail@rainbowbrown.co.nz

Tell us:

- What other products you use, that you'd like to be getting from us,
- How much of it you use,
- When you use it.

We'll do our best to introduce the most popular products at the best prices we can.

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

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.....\$60</p> <p>10L.....\$90</p> <p>20L.....\$138</p> <p>100L.....\$680</p> <p>200L.....\$1250</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.....\$70</p> <p>10L.....\$100</p> <p>20L.....\$165</p> <p>100L.....\$795</p> <p>200L.....\$1450</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/100L handgun (gorse rate) 	<p>2L.....\$130</p> <p>5L.....\$245</p> <p>10L.....\$450</p> <p>20L.....\$795</p> <p>100L.....\$3650</p>



PRODUCT	COMMENTS	SIZES & PRICES
<p>BUCKSHOT</p> <p>20g/kg PICLORAM GRANULES</p>  <p>ACVM No 7717</p>	<p>Granular herbicide for direct spot application.</p> <ul style="list-style-type: none"> • Controls ragwort, nodding thistle, gorse, inkweed, broom, docks, hemlock, sweet brier, woolly nightshade, tutsan, blackberry. • Convenient and safe; apply by hand, by pogo stick applicator, or by applicator bottle. • Carry Buckshot on the bike, tractor or ute for opportunistic spot weed control. • Use 2g per plant or 30-55g/sq.m 	<p>5kg\$65</p> <p>10kg\$110</p> <p>20kg\$200</p>
<p>RANGER</p> <p>750g/kg THIFENSULFURON-METHYL GRANULES</p>  <p>ACVM No 7668</p>	<p>Selective herbicide for use in pasture, wheat barley and oats.</p> <ul style="list-style-type: none"> • Controls buttercups (annual, creeping and giant) and docks. • Scoop and measuring cylinder included. • Use at 20g/Ha, so 100g pack will treat 5 hectares. 	<p>100g\$95</p>
<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. • 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. • 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. • 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 privately-owned NZ 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.

• Website

Our website is at www.rainbowbrown.co.nz. There you'll find full details of all our products, as well as labels, Safety Data Sheets (SDS), 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.



• Happy Summer!



PO Box 10049, Mail Centre, Rotorua 3046

E-mail: mail@rainbowbrown.co.nz

Freephone: (0508) 299 299

Fax: (07) 350 2008

www.rainbowbrown.co.nz