

Why I Hate Country Music

by Paul Martin, Director, Rainbow & Brown



I had intended to write about politics in this column. It's a while since I've done so, and I've had complaints. Well, one complaint. I even have a political press clipping from the NZ Herald lying on the desk before me at this very moment, to provide inspiration. It reports on the predictable shambles surrounding the Green Party's parliamentary list, and the substitution on that list of someone called Russel Norman for something called Nandor Tanczos.

(What is with these reversible names in the Greens? Russel Norman - Norman Russel; Nandor Tanczos - Tandor Nanczos ... even the late Rod Donald was readily reversible in the name department. Is this some kind of weird secret greenie code, like the Masonic handshake?)

Anyway, the news article explained that Tandor was intending to leave parliament, but had wished to stay until his Waste Minimisation Bill was passed. So, he had a plan to minimise waste, *and* he was going to leave parliament to mark its becoming law? The rich symbolic potential of this happy combination seemed just too good to miss!

But I chickened out. It was just too much like shooting a sitting bird.

I also had an absolutely *brilliant* Helen Clark joke for you. Tasteless, crude, deeply offensive in every possible way ... it was a real beauty! But I ditched that idea as well. Given the recent poll results, it somehow just seemed too cruel. Bah! I'm so sentimental now that I'm getting old.

That left me with nothing. A blank column. And no ideas to fill it.

At that very moment, my radio committed an unprovoked act of Country Music. Some woman with a twangy Tennessee accent was whining through her nose about something horrible involving a dog or a divorce. Or it might have been both.

Eventually it ended, and the announcer

announced that the song was by a famous *Australian* country singer I'd never heard of called Tammy or Ellie May, and was entitled "Be Yourself (Everybody Else is Taken)". I'm not kidding; that was really the name of the song.

This thrust both politics and worries about my advancing years right out of my mind, and started me reflecting on the many reasons why I hate country music.

First is the fact that every country singer, no matter where they are from, adopts an appalling hillbilly accent. It's bad enough when the offender hails from somewhere improbable like California or Hawaii, but when they're from Wollongong or Te Awamutu, it's bloody intolerable.

Second is the country music repertoire, which consists of one song. Every song, by every 'artist', is exactly the same as every other song. Same three pitiful chords, same lame lyrics. The only difference between a mournful ballad and a real toe-tapper is six beers.

Third is the absolutely awful song titles. We've just considered "Be Yourself (Everybody Else is Taken)". But there's also "I Keep Forgettin' I Forgot About You" and "Her Only Bad Habit is Me" and "How Come Your Dog Don't Bite Nobody But Me?" and "Walk Out Backwards Slowly, So I'll Think You're Comin' In" and "If The Phone Don't Ring, You'll Know it's Me". And many, many more just as bad or worse. The great (and late) Warren Zevon once wrote a brilliant send-up song called "If You Won't Leave Me, I'll Find Somebody Who Will" and they didn't even know it was a send-up.

So, that's just three reasons why I hate country music. There are many more. Big hats. Big hair. Big belt buckles. But I know when I've had enough: I'll stop at three. And there is *one* thing you can say in favour of country music singers ... very few of them have reversible names. A small mercy.

IN THIS ISSUE:

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Details, Sizes & Prices

Price Rise (Blah!)

We're forced to have another price rise, effective immediately. Full details are on the product pages of this newsletter (pages 6 and 7), but the basics are that 20L of Glyphosate 360 will increase to \$235 incl, and 20L of Glyphosate 450 will increase to \$285. This is a 4-5% increase. We're not the only ones, of course; everyone is going up again. One of our major NZ-based competitors is already at nearly \$250 for 20L of Glyphosate 360. And one of the big multinationals has said that they expect prices to rise well into next year.

But we aren't so sure about that ... we think this may even be our last price rise, and we hope to see some reduction before the end of 2008. But in the meantime, supply is very tight, and we aren't even certain that we will stay in stock through the spring.

August Glyphosate 'Special'

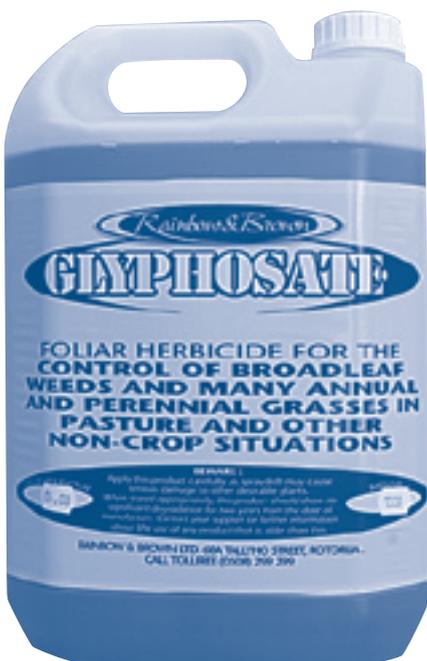
For August only, you can order glyphosate at the old price. But we haven't got unlimited stock at that price, so if that's sold before the end of August, we'll have to go to the new price early.

The rules are:

- *First in, first served.*
- *No limit per customer.*
- *Sale ends when sale stocks end.*
- *You must pay in 7 Days from receipt.*

Sale Prices incl GST & delivery are:

	Glyphosate 360	Glyphosate 450
5L	\$85	\$95
10L	\$145	\$165
20L	\$225	\$270
100L	\$1055	\$1295
200L	\$2055	\$2450

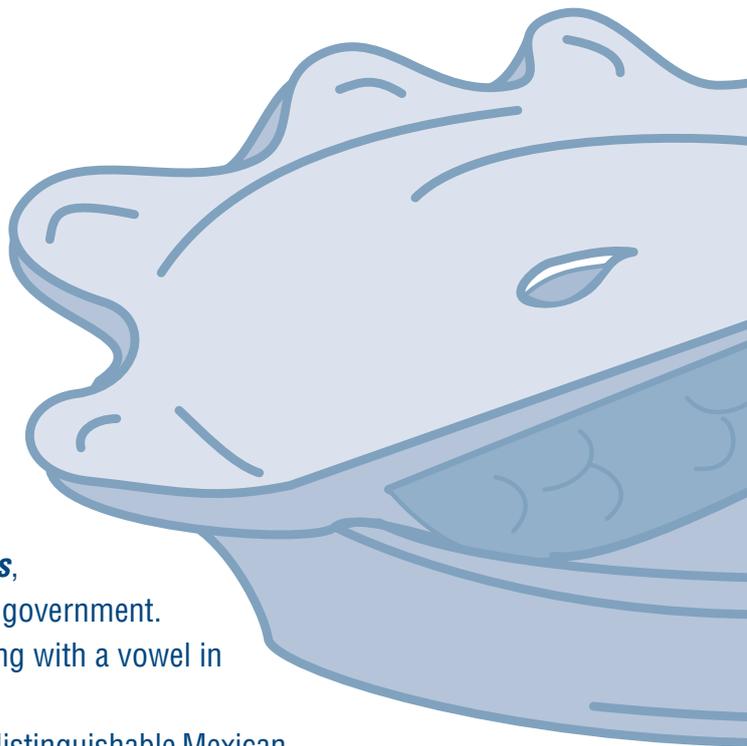


Glyphosate Acid (the active ingredient in glyphosate herbicides) has been increasing in price for more than a year now. Between August 2007 and August 2008, the cost price has almost tripled. No kidding ... tripled! There are several reasons for the price rises which we've mentioned in previous newsletters, but in case you were dozing in the La-Z-Boy here's the current recipe for ...

Glyphosate Pain Pie:

1. Ingredients:

- Several buckets of **Increased Demand**, due to massive worldwide increases in cropping for ethanol production.
- A jumbo bag of **Reduced Production**, due to several major factories being shut down to minimise air pollution for the Olympics.
- A generous drizzle of **Chinese Power Rationing**, required because they now make everything in the world and want to use their Playstations as well.
- Two level swimming pools of **Reduced Export Subsidies**, previously paid to Chinese glyphosate manufacturers by their government.
- A heaped gumboot of **Increasing Oil Prices**, making everything with a vowel in it vastly more expensive.
- A healthy sprinkling of **Reduced NZ Dollar Value** (the nearly indistinguishable Mexican Peso may be substituted if NZ Dollars cannot be found).

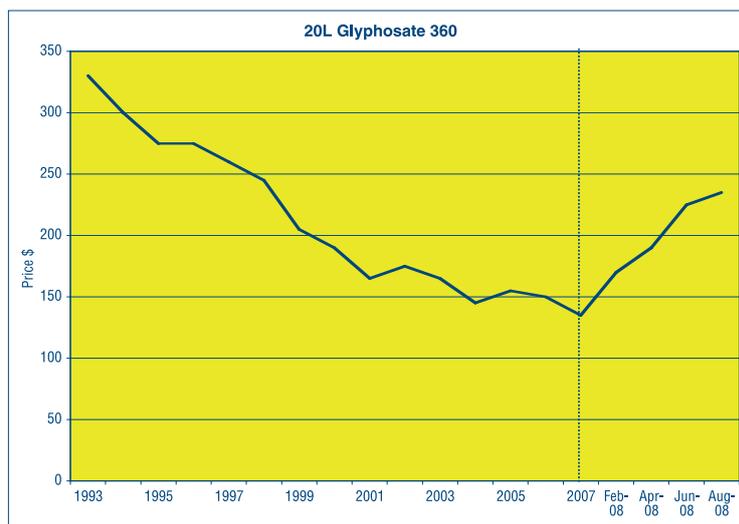


2. Method:

- Bung all ingredients into a blender the size of Belgium and beat the crap out of it with a big stick. Stir until smooth or until stopped by your bank manager, whichever comes first.
- Season to taste with Earthquakes, Port Closures, Freight Increases and a pinch of Labor Government. Pass the mixture through a Stock Exchange Slump to remove any remaining lumps of cash (these may be very small) and turn out onto a greased rubbish bin lid.
- Bake in a blast furnace at 1200°C, making sure to capture all carbon emissions.
- Allow to cool. In fact, allow to get *real* cold.

Serve with a chilled beer. Better make that a couple. Bon Appetit!

Here's a graph showing the approximate retail price of 20L of 'generic brand' regular glyphosate over the past 12 years. We do not believe that it will rise back to pre-1998 prices. But nor will it drop back to 2007 prices. It'll probably settle around the \$200-\$225 mark by early next year.



We Love Word-of-Mouth!

Just a reminder that we have increased the reward you get for recommending us to someone who then becomes a new Rainbow & Brown customer and mentions your name.

You now get a \$10 discount off each different product in your next order. So if you order four different items, you now get a \$40 discount (previously \$10).

SMALL PRINT: You can't get the discount off products on special, and you can't save discounts up. Full details are available on our website at rainbowbrown.co.nz

AGRECOVERY SURVEY RESULTS

Last issue we said we'd conduct a customer survey about the Agrecovery programme. That's a system to allow you to drop off your empty chemical containers for recycling. It would add nearly \$3 to the cost of a 20L and \$0.75 to a 5L. We wanted to know if customers would use the system if we joined Agrecovery (because *everybody* would have to pay for it ... they charge for every container you sell, not every one that is actually returned).

We got a pleasingly large response (and thanks for that), but a surprisingly negative result. Over 75% of customers said they would NOT use the Agrecovery system.

The major reasons given were: Our 5L containers are convenient to re-use on the farm; 5L containers are easy to dispose of locally if required (we don't have 20L containers); and Agrecovery sites are too far away to be practical.

So we won't be joining Agrecovery immediately. It seems unreasonable for us to embrace a system that only a minority want, when the majority would have to pay the cost. Of course, you might argue that we the manufacturer should do it anyway, and perhaps we should ... but it still costs every customer, whether we admit it to you or not. If you think the big companies aren't quietly passing the cost on in prices, you're dreaming.

We'll discuss the results with the Agrecovery people and get back to you.



Lineage

(Another in an occasional series of my odd photographs)

In the foreground, a grandfather teaches his grandson about seagulls, dolphins, oysters and clouds. In the background, a father teaches his son about fishing. I have a very strong feeling that this is the way it's meant to be; the grandfather introduces the infant to the simple wonders of the world, while the father initiates the adolescent boy into its complexities.

It's a paradox really. The oldest best instructs the youngest, and if he's successful they soon grow further apart. Whereas the father best instructs the maturing son, and if he's successful they grow closer together... to the point that as the boy becomes a young man he gradually matches or exceeds his father in all he's been taught. And then the son has become the father, and the father the grandfather, each standing on the shoulders of his predecessor. I can't avoid the conviction that this glorious succession is the true meaning of "Ashes to Ashes, Dust to Dust."

SPRING SPRAYING

Here's five great products for your springtime spray jobs:

1. RANGER for Docks & Buttercups

Great product for controlling docks and buttercups. Spray at 20g/Ha in spring when docks are in full leaf and buttercups are actively growing. Costs just \$19 per hectare!

2. GRASSMATE for Pasture Weed Control

Boom or spot spray brushweeds in pasture. Also controls thistles, ragwort and other broadleaf weeds. Apply spring to autumn. Grass friendly, but will suppress clover.

3. COBBER for Hard-to-Kill Thistles

Add to MCPA or 2,4-D at just 100-200ml/Ha for spraying multicrown and hard-to-kill thistles. Also great on its own against Calis, using a weedwiper.

4. BUCKSHOT for On-The-Spot Action

Granules for direct (dry) application anytime to weeds in pasture. Carry a bottle on the bike or tractor for targets of opportunity. Safe, easy & inexpensive.

5. MSF600 for Cheap Muscle

The most cost-effective herbicide you can get. Reliably and safely controls all the big brushweeds for just \$25 - \$60 per hectare (herbicide cost), depending on the species. Also a brilliant spot spray against thistles & ragwort at amazingly low rates, if you can stand some temporary grass damage.



Approved Handler & Cobber Herbicide

From 20th August 2008, you will need to have an Approved Handler certificate to use Cobber Herbicide.

Cobber contains the active ingredient clopyralid (as does Versatill* and several other brand names). The Environmental Risk management Authority (ERMA) has changed the controls for herbicides containing this active because it inhibits composting bacteria.

Clopyralid herbicides are often used to spray turf and parks that are mowed and the clippings taken to green recycling centres, so this composting issue was a serious problem and these existing herbicides had to be reassessed accordingly.

Sane

ERMA ruled that labels must now prohibit the product's use where grass is mowed and the clippings recycled. Also that the product must not be used at all in home gardens. Sensible so far.

Nuts

But ERMA then made the absurd decision that you must be an Approved Handler to apply it. This in spite of the fact that it's not

the application that is the problem, it's the later disposal of the clippings. And it's very often (in fact nearly always) NOT the spray applicator who actually mows the turf and disposes of the clippings. So what's the 'Approved Handler' control supposed to achieve?

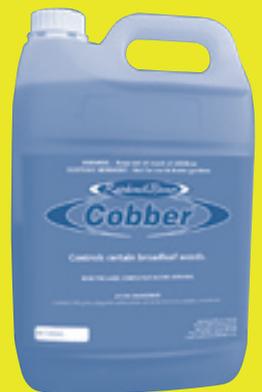
Protest

We protested to ERMA at this indefensible and irrational decision, but had no reply. We later raised the issue again in a Customer Satisfaction Survey that ERMA conducted, and again had no reply. Looks like the judge's decision is indeed final.

Suck It

So now we must all just suck it up and accept an unnecessary new Approved Handler control on this product; a control that has no bearing at all on the problem that ERMA was addressing.

When you order Cobber Herbicide from 20th August 2008, you will have to confirm that you have an Approved Handler certificate.



Versatill* is a trademark of Dow AgroSciences.

SALE

August only

Check Sale Prices
on page 2**SALE**

August only

Check Sale Prices
on page 2

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.....\$85</p> <p>10L.....\$145</p> <p>20L.....\$235</p> <p>100L.....\$1110</p> <p>200L.....\$2150</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.....\$100</p> <p>10L.....\$175</p> <p>20L.....\$285</p> <p>100L.....\$1355</p> <p>200L.....\$2570</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. • Add SuperWetter penetrant year-round. • 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>
<p>COBBER</p> <p>300g/L CLOPYRALID as the amine salt.</p>  <p>ACVM No P7790</p>	<p>Controls hard-to-kill thistles in pasture.</p> <ul style="list-style-type: none"> • Kills Californian, nodding, winged and variegated thistles incl large rosette and multicrown plants. • Mix with 2,4-D or MCPA where thistles resistant to those herbicides exist. • Also useful in cereal, Brassica and maize crops, plus forestry, orchards and shelter belts.. • Use 1-2L/ha by boom or 100-200ml/100L spot spraying. Also good for wiper application. 	<p>2L.....\$185</p> <p>5L.....\$370</p> <p>10L.....\$710</p> <p>20L.....\$1320</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>1kg\$855</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.....\$60</p> <p>5L.....\$125</p> <p>20L.....\$470</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.....\$65</p> <p>10L.....\$115</p> <p>20L.....\$215</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.



• Approved Handler Certificates (ERMA)

You DO NOT need an Approved Handler certificate to purchase ANY current Rainbow & Brown product. To apply MSF600, CropMate, Grassmate, Cobber, Ranger 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. After August 2008 you will need an Approved Handler certificate to buy or apply Cobber herbicide.



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