

Money for Nothing

by Paul Martin, Director, Rainbow & Brown



I've just been reading an article about using humour in advertising. It's great if it comes off, but can be very awkward and cringe-making when it doesn't, and often it doesn't.

Some of the best-ever and most successful genuinely funny ads have come from New Zealand. The very cheeky Tui billboards; Speights "Good on ya mate" TV ads; and the ASB 'Goldstein' series are great examples. And of course the classic 'Bugger!' ad for Toyota's Hilux ute.

These ads were funny mainly because they either cut close to the defamation bone (in Tui's case), or because they have a bit of fun with cultural/racial/gender stereotypes (Speights, ASB and Toyota).

It's very hard to do that kind of edgy stuff any more, due to the disapproving "You can't say that!" mentality that now pervades every aspect of life. Just a couple of complaints from the perennially indignant in society is more powerful than a million cheerful viewers who couldn't give a monkey's if it's a bit naughty. Consequently, many funny ads are now ruled offensive and banned.

But there's one clever advertiser who has turned the power of the dismal wowers back against them. Nando's (the chicken people) has in South Africa a history of making ads that cut very close to the bone about politicians and public institutions, or that wickedly send up cultural and other stereotypes. Of course, Nando's are equal opportunity offenders; they will take a shot at everybody, sooner or later. Themselves included. Inevitably, quite a lot of these Nando's ads are immediately banned and are broadcast only briefly, or even not at all.

And that is Nando's cunning plan. To make hilarious ads that get banned and so can't be shown on TV.

Why would they do it? Because of the new power of social media. Post an amusing

but conventional TV ad on YouTube, and it may get a few hundred views and a dozen shares on Facebook and Twitter. But post a hilarious and *banned* ad on YouTube, and it will get hundreds of thousands of views, and thousands of shares onto other social media. It will, as I understand the expression goes, be 'trending'. Trending means that lots of people are falling over themselves to share it with all of their friends, who then rush to share it with all of theirs, and so on. It quickly becomes an unstoppable force. All for free.

This is mass exposure of a quality that you can't buy for any price, because the people watching your naughty banned ad on YouTube (or via Facebook etc.) are seeing it because they *want* to, rather than because they happen to be dozing on the couch when it comes on TV. And from Nando's point of view, that is gold.

TV advertising spots cost many thousands of dollars for 30 seconds. But most of the viewers resent the intrusion, and mentally tune out while the ad is on. Or make tea, or take a leak.

Social media 'trending' costs zero dollars, and reaches huge numbers of people who watch your ad because they really want to see it, because their friends urged them to, and especially because it's been banned.

Nando's makes more than good Peri-Peri chicken. They've worked out how to make money for nothing.



IN THIS ISSUE:

- **2,4-D Granules**
The smarter, better alternative to liquids
- **Gorse Control**
A couple of great specials for spring & summer
- **COMING SOON!**
New GA200 - safer weed control for orchards & vineyards
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Sizes & Prices

2,4-D Granules

Our very popular 2,4-D Granules is back in stock, so it's a fine time to review the advantages of this type of 2,4-D.

Concentrated & Convenient

2,4-D Granules is a concentrated 800g/kg amine formulation. The granules dissolve quickly and completely in water.

The product is available in one pack size: a 10kg carton that actually contains 5 individual 2kg foil bags, making handling and dispensing easy and accurate.

Because the normal application rates are in the range of 1kg to 3kg/Ha (depending on target species and growth stage), using multiples of 2kg bags makes it practical to prepare spray tank mixes without any weighing or measuring; in most cases it's just going to be a question of 'so many full bags per tank'.

Amine not Ester

Being an amine formulation, this new product provides you with three big advantages over the commonly available liquid esters. First, it's not volatile, meaning that when sprayed it does not form a lighter-than-air vapour than can unexpectedly drift off-site. Second, it does not have the pungent odour that makes handling the ester liquids an unpleasant experience. Third, the use period of made-up spray mixes is longer than the esters.

Minimal Clover Damage

This amine form of 2,4-D provides a better level of clover safety than other kinds of 2,4-D formulations. This makes it a great product for early removal of broadleaf weeds from new pastures.

Granule Efficiency and Safety

Being a granule, this product is more concentrated (80% active) than liquids, easier and safer to handle, and is more convenient to accurately measure and dispense. It's also less prone to spills, and much easier to clean up if it does spill.

Packaging and Freight

The packaging is more environmentally friendly, being an outer carton that is readily crushable and degradable, plus the inner foil bags that when empty have only a tiny fraction of the volume and mass of a typical liquid product's plastic 20L jerry can. The carton & bags packaging is also much less expensive, and because of the high concentration the freight cost is far lower per unit of active ingredient. So less of your purchase price is being 'wasted' on packaging and freight. You're buying active product, not plastic and water.



What's Controlled?

2,4-D Granules controls thistles, ragwort and many other broadleaf weeds. It should be applied when the target weeds are at the seedling and rosette stage. However, it can be also tank mixed with flumetsulam ('Decision') and clopyralid ('Cobber') for control of mature, multi-crown and hard-to-kill erect weeds in one application.

You can see the full list of weeds controlled, with application rates, on the label and directions leaflet available under 'Downloads' on our website at www.rainbowbrown.co.nz



10kg Carton (contains 5 x 2kg foil bags)

\$138 incl GST & delivery

A Couple of Gorse Control Specials

For smaller jobs – 'Gorse Enforcer'

It's a combo deal that's sufficient for aerial spraying of four hectares at the full mature gorse rate of 500g MSF600 + 2L SuperWetter per hectare (and you'll still have 2L of SuperWetter left over for other spraying jobs).

You get:

- 2kg bag of MSF600 herbicide
 - plus
 - 2 x 5L of SuperWetter organosilicone penetrant
- ... all for just \$345 incl GST & delivery.**

That drops the cost to less than \$80 per hectare, for herbicide AND penetrant!

For bigger jobs – 'Gorse Big Deal'

This is a special combination bulk pack of MSF600 and AirWet LF penetrant (the full strength, low foam wetter, for aerial use).

- 10kg carton of MSF600 (normally \$552)
 - plus
 - 2 x 20L AirWet LF penetrant (normally \$989)
- Gorse Big Deal Price ... \$1440.95 (save \$100)**

That's enough to aerially spray 20 hectares of mature gorse, at a chemical & penetrant cost of just \$72 per hectare, including GST & delivery. For combination quantities larger than 20kg + 80L, delivered to the one location, we can do better still. Call for a quote.



DECISION Special

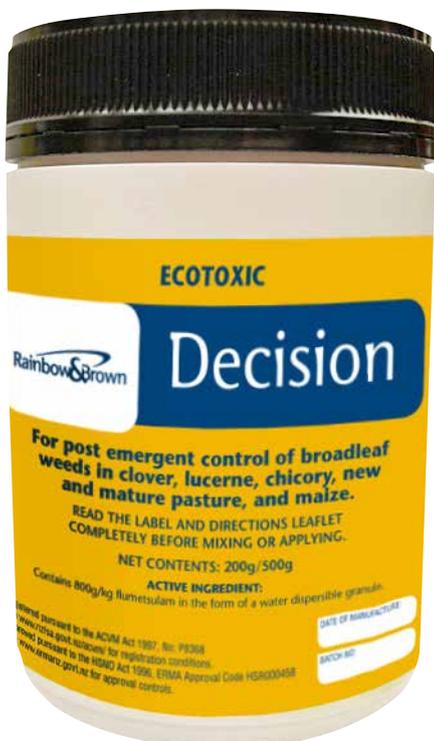
Buttercup Control at our Best Ever Price!

Decision is clover-friendly, which makes it a great product to control buttercups - both annual and perennial types - in dairy pastures. Buttercups respond well to spring and early summer treatment, and a single annual application of Decision will normally give full-season control.

**1kg Special...\$391.00 (normally \$471.50)
incl GST & delivery
You Save \$80.50 (17%)**

Decision also controls many other weeds in pasture, including several that are not controlled by MCPA, MCPB and 2,4-D. Decision can be tank mixed with those herbicides if required.

It's a water-dispersible granule containing 800g/kg flumetsulam. It dissolves readily, and is easy and safe to handle. It's also highly concentrated, which minimizes packaging and shipping costs (because a little goes a long way), and simplifies handling and storage on the farm.



Annual Buttercups

- 50g of Decision per hectare, applied pre-flowering (\$17.00 + GST per hectare)

Giant Buttercups

- 60g of Decision per hectare, applied pre-flowering. (\$20.40 + GST per hectare)

Other Weeds Controlled

Chickweed, Spurrey, Wild Radish, Hedge Mustard, Redroot, Cleavers, Nightshade, Fathen, Shepherd's Purse, Mallow, Creeping Cress, Yellow Gromwell, Stinking Mayweed, Wireweed, Sorrel, Field Pansy, Henbit, Willow Weed, Oxeye Daisy.

New Projects

1. 'GA200' - Glufosinate-ammonium 200g/L

This new product should be available by about the end of November. Glufosinate-ammonium is widely used in orchards and vineyards to control many grasses, clovers and most common weeds, because it is much safer to use around trees and vines than other sprays.

GA200 can be used around berry fruits, pip fruit trees, kiwifruit vines, stone fruit trees, grape vines and citrus trees.

Availability and price will be announced on our website, and in the next issue of this newsletter. But if you're really keen, call us and we'll let you know personally as soon as GA200 is available.

2. Sumagrow Trials

Last issue we requested expressions of interest from R&B customers who'd like to participate in some trials of a very exciting potential new product for us, Sumagrow. It's a 'bio-fertiliser' that contains a combination of soil microorganisms. Its demonstrated benefits from many overseas trials are that it rehabilitates the soil, increases crop and pasture yields, and substantially decreases conventional fertilizer use.

We had a great response from many people, thanks! We are now working with the overseas supplier to select trials sites and plan the trials. So to all who responded, we will be back to you with more news soon.

3. Seaweed Extract Powder

This is a potential new product for R&B, and we can supply it almost immediately.

Seaweed extract is suitable for all crops including pasture. It's an excellent bioactivator, stimulating all the microbes in the soil and helping to break down organic matter and make it more available to the plants.

Seaweed extract carries more than 80 kinds of minerals that are beneficial to plant health. It is also rich in micro-elements, carbohydrates, vitamins, amino acids and naturally occurring plant growth promoters.

There are many different types of seaweed available but the very best seaweed for plant health is *Ascophyllum nodosum*. And that's what we have, harvested from the cold waters off Chile.

This seaweed extract powder is 100% soluble, so it is easily sprayed on and readily absorbed by the plant, which stimulates root growth and results in remarkable growth effects.

For pasture use the rate is 300-500g per hectare applied 2-4 times a year. You can boom spray or rosette spray, or use a handgun.

The cost is \$115 incl GST for a 5kg re-sealable wide mouth screw-top jar.



WEED FILE:

BROAD-LEAVED FLEABANE

REVISED: OCTOBER 2016



Broad-leaved fleabane – *Erigeron sumatrensis*

DESCRIPTION

This is one of several fleabanes, but broad-leaved fleabane is the most common one in New Zealand. It's usually an annual, but sometimes a biennial (i.e. taking 2 years rather than one to complete its life cycle). It's common in the North Island, and the upper half of the South Island.

It's grows to well over a metre high, but starts out as a rosette that looks similar to hawksbeard and narrow-leaved plantain.

The rosette leaves are distinguishable from those other species by having 'teeth' along the rosette leaf margins, pointing forward towards the leaf tip. The rosette leaves are narrow and pointed, and up to 12cm long and 2cm wide.

After the rosette stage the plant produces very tall upright stems that branch near the top. The stems are hairy towards the top, less so lower down.

The small (2mm) yellow-white flowers appear densely about Jan-May on the upper half of the stems, and then produce a great many small seeds each with a short fluffy 'parachute' or pappus that enables the seed to be widely distributed by wind action.

The seeds of the species are not good competitors, and dense pasture cover will usually prevent much germination there. But waste places, fence lines, roadsides and footpaths are all locations where broad-leaved fleabane can readily establish and multiply. Along fence lines the erect stems can short out electric fences.

The species is less palatable once past the rosette stage, and when established at the erect stage, it's not palatable to stock at all. That, combined with its prolific seeding, can result in rapid infestation of broad-leaved fleabane in any location favourable to it.

MANUAL CONTROL

The erect stems can be successfully mowed to prevent seed set, but this is often not practical in favoured locations like fence lines and rougher waste areas.

In pasture the best non-chemical control method is to keep pastures dense, denying the fleabane seed an opportunity to germinate and establish successfully by virtue of out-competing it.

HERBICIDE CONTROL

Spot Spraying

- **Glyphosate 360g/L** at 150ml/15 litres by knapsack, or 65g of **Granny** per 15L, or 66ml of **G540** per 15L. Not grass-friendly.
- **GrassMate** at 60ml per 15L of water. This is grass-friendly, but will damage clover in the sprayed patches.

Boom Spraying

Should a major pasture infestation necessitate boom spraying, the best option is:

- **2,4-D Granules** at 1.5-2kg/hectare, against rosettes and small developing plants only. Will not control mature plants. Safe for established pasture grasses, but may suppress clover.

Orchards & Vineyards

Glyphosate 360g/L is effective, but unintended damage to susceptible trees and vines can be better avoided by instead using glufosinate-ammonium. Rainbow & Brown has a new glufosinate-ammonium product, **GA200**, coming in late 2016.



WEED FILE: REDROOT

REVISED: OCTOBER 2016



Amaranthus powellii

DESCRIPTION

There are three closely related plants that are all called redroot, and the most common is *Amaranthus powellii*. The others are *A. retroflexus* and *A. hybrids*. And there's a fourth that's commonly called purple amaranth. For control purposes they can all be considered together, but this Weed File will concentrate on describing the most common of them, which is most widely called redroot, or sometimes called Prince of Wales feather.

Redroot is a summer growing annual weed. It dies off with the autumn frosts.

The plant is very leafy and grows quite tall; up to 1 metre in height in good conditions, although much less in poor sites.

The leaves are variable in size (2-10cm), and are oval shaped. They are hairy on the under surface. Generally the leaves are green in colour, but they very often turn pink/red in autumn.

Stems are erect, and reddish in colour, especially lower down on the plant. The stems form numerous short, leafy lateral branches. These laterals remain short when the redroot is growing in a standing crop, but spread in situations where the redroot plant is isolated.

The flowers are green and quite small, growing in spikes with many short laterals. The flowers appear in the December to February period.

The fruit is formed in seed heads that can be up to 200mm long and droop from the stems. The seeds themselves are small, black to dark brown, and shiny.

The plant has, not surprisingly, a fleshy red taproot.

HABITAT

Redroot appears throughout New Zealand, but prefers warmer conditions than do

many other summer annual weeds, which means it is usually most troublesome in the North Island.

It appears often in waste places and in cultivated ground, and is a particularly common unwelcome guest in crops including maize. In that situation redroot forms quite dense patches of erect plants, making it a very competitive crop invader. It does also appear in pastures, again often in dense stands.

HERBICIDE CONTROL

Redroot is readily controlled by most of the common herbicides, so the choice of what to use is really a matter of the situation in which the redroot is growing.

Cereal Crops

- **MCPA 750** at 1.5L/Ha in 200-300L water, boom sprayed when the weed is young and active, and when the cereal crop is between 5 leaf and jointing.

For linseed and grass seed crops, use **MCPA 750** as above, but at just 0.75-1L/Ha, and when the weed is as young as possible and actively growing.

Pasture

Graze treatment area to expose weeds and reduce clover leaf. Then leave for a week before spraying to freshen up.

- **2,4-D Granules** at 1-1.5kg/ha (seedlings) or 1.5-2kg/ha (small rosettes).
- **MCPA 750** at 1.5L/Ha in 200-300L water on actively growing redroot seedlings at the 4-6-leaf stage.
- **Decision** at 50g/Ha (clover-friendly).

Note that 2,4-D and MCPA 750 will suppress clover in pasture.

Spot Spraying

- **GrassMate** at 6ml/L of water used in a knapsack or other hand sprayer.



WEED FILE:

WOOLLY NIGHTSHADE

REVISED: OCTOBER 2016



DESCRIPTION

Also known as tobacco weed, flannel weed and kerosene plant, woolly nightshade is an invasive plant that can quickly form dense stands, squeezing out all competing plants. It appears as a shrub or small tree, growing up to about 10m high and 200mm trunk diameter.

The leaves are large, oval shaped, grey-green and furry on the upper surface (hence 'woolly' nightshade & 'flannel' weed), and smell strongly of kerosene especially when crushed (hence 'kerosene' plant). The leaves are white or yellow-green underneath. At the end of the branches it has clusters of 20mm diameter purple flowers that become berries, initially green but subsequently ripening to yellow in colour. These are spread mainly by birds. A single mature plant can produce 100,000 viable seeds in a year.

Caution: This plant is thought to be poisonous to stock, and is known to be moderately toxic to humans, especially children. When handled the plant gives off a dusty substance that is irritating to the eyes, respiratory system and skin.

MANUAL & MECHANICAL REMOVAL

Physical removal of woolly nightshade plants can be effective where it's practical. Methods can range from hand pulling of smaller plants and seedlings, to slashing, crushing, bulldozing and mechanical digging. The size of the plants, the terrain, the density of the stands and the possible need to preserve adjacent native plants will determine which method (if any) is most suitable for any situation.

When entire plants are removed manually, shake all soil from the root mass and leave it on site.

REGROWTH

All the physical removal methods will leave viable stumps and/or root fragments that will regrow if left unattended. It's therefore essential to chemically treat any remaining stumps (see below), and to be prepared to spot-spray regrowth seedlings. Regrowth can be minimised if desirable species (e.g. rye/clover or native species as appropriate for the situation) are planted in the sites from which woolly nightshade has been freshly removed. This will inhibit subsequent woolly nightshade seed germination on the site.



HERBICIDE CONTROL

Larger plants are best treated individually (stem cut & inject or stump swabbed), and can be treated anytime the plant is actively growing. Smaller plants and infestations too dense for individual treatment can be successfully sprayed.

Cut & Inject

- **Glyphosate 360g/L** used neat (i.e. undiluted).
- **GrassMate** used neat.

Cut & Inject is suitable for large plants (stem diameter 50mm or more) found in bush blocks or forestry plantations. The plant is killed standing, which allows easier detection of and access to any seedling regrowth for later treatment. Use a machete to ringbark the stem with a full collar of overlapping downward cuts below the lowest branch. Inject either **Grassmate** or **Glyphosate 360g/L** to the point of runoff into each cut, using a syringe gun.

Stump Treatment

- **Glyphosate 360g/L** at 200ml/L water.
- **GrassMate** at 50ml/L water.
- **Triclo** at 50ml/L diesel (keep mixture agitated).

Suitable for cutting & treating smaller plants, and for stumps remaining on sites where all vegetation has been removed by mechanical means. Stumps should be no higher than 50mm above ground, and treated as soon as possible after cutting. Use a paintbrush or other swab to totally cover the top and sides of the stump down to ground level. Add **SuperWetter** at 10ml/L water to aid penetration.

Spraying

- **Grassmate** at 25ml/10L water for hand spraying, or 10L/Ha by air.
- **Triclo** at 60ml/10L water for hand spraying.

Apply when the plants are actively growing (usually October to February). Add **SuperWetter** to boost herbicide performance.

*Note: If spraying dense stands of gorse or other brushweeds with **MSF600** and some woolly nightshade is also present, add **Grassmate** to the spray mix.*

GRANNY 800g/kg GLYPHOSATE AS THE MONOAMMONIUM SALT



ACVM No 7499

Non-selective herbicide for spraying out pasture, and general weed control.

- The stronger, smarter and most economical glyphosate option. 9kg is equal to 20L of G360.
- Water-dispersible granule, easily soluble.
- 4.5kg bag minimizes packaging disposal.
- No residual effect in soil; drill new seed in 2 days.
- Use just 425g/100L water (knapsack 65g/15L) for general spraying; 1.4-2.2kg/Ha for pasture spray-out.
- Add SprayWetter penetrant for best results.

2.25kg ...\$55.00
4.5kg\$78.20
9kg\$120.75

GLYPHOSATE 360 360g/L GLYPHOSATE AS THE ISOPROPYLAMINE SALT



ACVM No P5441

Non-selective herbicide for spraying out pasture, and general weed control.

- Glyphosate is the world's most popular and trusted herbicide.
- 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.

5L.....\$49.45
10L.....\$82.80
20L.....\$124.20
200L...\$1046.50

MSF600 Gorse & Brush Spray 600g/kg METSULFURON-METHYL



ACVM No P7027

For control of gorse and other scrub weeds in pasture, waste areas and forestry.

- The low-cost, proven choice for big and small jobs.
- 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.

200g\$31.05
500g\$46.00
1kg\$78.20
10kg ctn (5 x 2kg bags)
.....\$552.00
30kg+ - Ask for quote

GRASSMATE 300g/L TRICLOPYR AS THE BUTOXYETHYL ESTER plus 100g/L PICLORAM AS THE AMINE SALT in the form of an emulsifiable concentrate



ACVM No P7417

For control of brushweeds, broadleaf and erect weeds in pasture.

- Kills gorse, broom, blackberry, tutus, sweet briar, matagouri & lupins.
- Also controls broadleaf weeds, including ragwort, thistles, fennel, nettle and inkweed at 2L/Ha.
- Add SuperWetter penetrant year-round.
- 10-12L/ha for brush species, and 250-300ml/100L handgun (gorse rate)

2L.....\$98.90
5L.....\$197.80
10L.....\$356.50
20L.....\$598.00
100L...\$2875.00

MCPA 750 750g/L MCPA AS THE DIMETHYLAMINE SALT



ACVM No P8173

For control of thistles and other broadleaf weeds in pasture and cereals.

- Highly concentrated water soluble solution.
- Controls thistles of all species, especially in younger growth stages.
- Grass-friendly but higher concentrations damage clover.
- Economical at just 1.5-3.0 L/Ha use rates.
- Use late autumn through to summer.
- Works well with Cobber herbicide against resistant thistles.

5L \$75.90
10L \$132.25
20L \$241.50
200L . \$2277.00

2,4-D GRANULES 800g/kg 2,4-D dimethylamine salt as WATER SOLUBLE GRANULES



For control of broadleaf weeds in pasture and cereals

- Non-volatile formulation greatly reduces spray drift risk.
- Non-smelly, easy to handle, water soluble granules.
- Convenient 2kg foil bags for easy dispensing.
- Controls thistles and ragwort at seedling and rosette stages.
- * Minimal clover damage, especially with winter spraying.
- Use 1-1.5kg/Ha in cereals, 1-3kg/Ha in pasture, depending on target species.

10kg carton (5 x 2kg bags)
.....\$138.00

COBBER 300g/L CLOPYRALID as the amine salt.



ACVM No P7790

For control of hard-to-kill and multi-crown thistles in pasture.
(Approved Handler certificate required)

- 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.
- Use 1-2L/Ha by boom or 100-200ml/100L spot spraying. Also good for wiper application.

2L.....\$149.50
5L.....\$276.00
10L.....\$529.00
20L.....\$977.50

GIBBER 900 900g/kg GIBBERELIC ACID



ACVM No P8002

Growth promoter to boost pasture production in cool weather feed shortage conditions.

- High strength powder applied at just 9g/ha dissolved in water. (9g scoop included).
- Rapid increase of dry matter (DM) production during spring and autumn feed shortfalls; increases of 30-60% can be achieved within just 3 weeks.
- Just \$5.77/Ha, apply with any spray gear.

45g\$42.55
270g\$198.95

BUCKSHOT 20g/kg PICLORAM GRANULES



ACVM No 7717

For direct spot application dry granule treatment of broadleaf, erect and brush weeds.

- 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.

5kg\$57.50
10kg\$104.65
20kg\$193.20

DECISION 800g/kg FLUMETSULAM IN A WATER DISPERSIBLE GRANULE



ACVM No P8368

Control broadleaf weeds in new and established pasture, as well as for lucerne, chicory, clover and maize crops.

- Clover-friendly control of annual & perennial buttercups in pasture.
- Good for autumn and spring application.
- Also controls chickweed, cleavers, mallow, oxeye, sorrel, spurrey, stinking mayweed and willow weed.
- 30g-65g/Ha depending on species and growth stage. Annual buttercups 50g/Ha, giant buttercups 65g/Ha.

200g\$110.40
500g\$235.75

RANGER 750g/kg THIFENSULFURON-METHYL GRANULES

ACVM No 7668

For control of docks and buttercups in pasture and cereal crops.

- Selective herbicide for use in pasture, wheat barley and oats.
- Also controls oxeye daisy.
- Excellent added to Glyphosate when spraying out pasture.
- Apply by air or ground boom, and spot spray.
- Scoop and measuring cylinder included.
- Use at 20g/Ha, so 100g pack will treat 5 hectares.

100g\$74.75
1kg\$684.25

TRICLO 600g/L TRICLOPYR AS THE BUTOXYETHYL ESTER

ACVM No P7189

For control of brushweeds, broadleaf and erect weeds in pasture.

- Grass and clover friendly.
- 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.

2L.....\$95.45
5L.....\$195.50
10L.....\$345.00
20L.....\$569.25

AIRWET LF 100% ORGANOSILICONE WETTER-PENETRANT

Low foam formulation optimised for aerial spraying

- Assists penetration, boosts translocation within the plant
- Reduces rain risk, normally to under an hour
- Much less foaming than typical competitive wetters, with no loss of performance
- Available in 20L jerrycans or 20L cartons (4 x 5L), and 1000L IBC tanks

20L.....\$494.50
1000L.....Call for quote

SUPERWETTER 100% ORGANOSILICONE WETTER-PENETRANT

Boost spray performance on woody & hard-to-kill species

- 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.

2L.....\$63.25
5L.....\$138.00
20L.....\$454.25

SPRAYWETTER 100% NON-IONIC SURFACTANT WETTER-PENETRANT

Maximises herbicide performance in all situations

- 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.

5L.....\$72.45
10L.....\$120.75
20L.....\$224.25

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 15th 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, which is why our prices are so attractive ... it is effectively the "wholesale" price, direct from the manufacturer.

• People

The directors of Rainbow & Brown have been involved in the NZ agricultural chemicals business for over 20 years. They're actively involved in the day-to-day running and building of the business. If you phone us, your most likely contact will be Rachael, our office manager (and the real heart of the company!). If you call in to see us, you'll also meet Clinton, the factory manager.

• 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 may 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.

• Referral Rewards

Word-of-mouth is the best advertising, so if you recommend us to someone who then becomes a new Rainbow & Brown customer and mentions your name, we'll thank you with 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: The discount doesn't apply to products on special.

• Website

Check out our website for full details and labels of all our products, plus Safety Data Sheets, and a small library of useful reference articles. You can also download from the free Weed Files library. It's at www.rainbowbrown.co.nz

• Approved Handler Certificates (EPA)

You do NOT need an Approved Handler certificate to purchase any current Rainbow & Brown product except for Cobber herbicide. To apply MSF600, GrassMate, MCPA, 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), you DO need an Approved Handler certificate to apply it, but you DO NOT need a certificate to buy it. You need an Approved Handler certificate to buy Cobber herbicide or to apply it in any circumstances.



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