



## **Converte January Newsletter 2025**

As we step into 2025, we look back on 2024, a year that redefined unpredictability as the new constant in our everyday lives. As the world's natural rhythms and cycles shift, it becomes crucial for us to remain nimble and prepared to adjust to the ever-changing local and regional weather patterns. This unpredictability has significant implications for the entire agricultural sector and requires the development and implementation of adaptive strategies to cope with erratic weather conditions that can affect crop yields and food security.

At the outset, we expected 2024 to be a drier than average year; however, on reflection many areas received average rainfall only in more intense and potentially damaging downpours. As always some areas of the country fared better and even had bumper cropping years, whilst others are well below the expected average rainfall figures.

In our ever-changing climate, investing significantly in food crop cultivation presents growing risks. While a successful harvest can offer considerable returns, any miscalculation may result in not only forfeiting potential profits but also the initial capital invested.

To assist with risk mitigation we recommend **three key approaches to adopt in 2025;**

- i. the first is focusing on soil health and function, reducing soil compaction, improving moisture retention. This is one of the first lines of defence for a successful growing season;
- ii. secondly, we recommend using nutrient rich seed treatments as one of the most effective and economical means of improving crop growth and profitability. Our Seed Primer has a significant impact on root growth, access to water and results in improved plant productivity and yield;
- iii. thirdly, integrate biological inputs into cropping programs with proven performance benefits in maximising the efficiency of fertiliser inputs.

Embracing adaptation solutions in the face of evolving growing conditions will be at the heart of our mission in 2025. We are dedicated to empowering growers to transform their operations into robust, resilient systems. By uniting our collective knowledge and expertise, we can unlock innovative solutions to tackle the challenges that lie ahead.

Wishing all a productive and profitable year ahead,  
the team at Converte



## Going Global: line-up revealed for evokeAG 2025

More than 50 startups and scaleups from 10 countries (including Converte) have been selected to feature at Asia Pacific's premier agrifood innovation event, evokeAG. in Brisbane on 18-19 February 2025.

The evokeAG. Scaleup Station at evokeAG. 2025 is tailored to champion agrifood tech companies that have transitioned from the startup phase to successful scaleups. Hosting 11 selected companies, all of whom have previously participated in Startup Alley, this exclusive space acknowledges their growth and evolution. At evokeAG. 2025, these companies will showcase their advancements and innovations, aiming to forge connections with potential partners. The Scaleup Station serves as a testament to their progress, offering an exclusive platform to

accelerate their growth journey and elevate their profiles as key contributors in the agrifood tech landscape.

The scaleups include: Agronomeye(Australia), Bee Innovative (Australia), Converte (Australia), CropX (Australia), FarmLab (Australia), InvertiGro (Australia), LB Agtech(Australia), Optiweigh (Australia), Pairtree (Australia), Smarter Ctrl (Australia) and SwarmFarm (Australia)

Converte is seeking to grow its business in the QLD market and welcomes enquiries from potential partners in product distribution, fertiliser manufacturing and production, farmers and corporate growers, agronomists and retailers.

Contact our team on **1800 108 940** or email us at **info@converte.com.au**

**Schedule a time to meet our team at EvokeAG 2025**

Find out more on Evoke 2025 - Brisbane

## Trial Updates

Our trials at the moment are focused on the benefits of integrating our biostimulants with reduced NPK inputs. The trials will record fertiliser efficiency and how our inputs improve the availability and cycling of nutrients - both locked up elements in the soil and applied fertiliser, resilience and disease resistance and the impact on profitability. The Puregrain barley trial in Moree NSW is a good example of this work combining our products with 30% reduced nitrogen inputs. The key mechanisms at play through incorporation of our seed primer and plantfood products in the cropping program include:

- enhanced production of nitrogenase enzyme in the soil - these enzymes are responsible for the reduction of nitrogen (N<sub>2</sub>) to ammonia (NH<sub>3</sub>) in plant available forms;
- increased bacterial and fungal abundance and diversity - microbes play a critical role in nutrient availability and cycling, they even deliver nutrients directly to the plant !;
- soil structure and reduced compaction - this just makes life easier for the plant, extended root growth and more access to both water and nutrients;
- our seed primer biostimulant has been shown to increase root length and mass by more than 20% at a cost of only \$2-4 / hectare;

The first year preliminary results in this 3 year trial are promising indeed, the main takeaway from year 1 is all about **improved resilience and disease resistance**.

Disease incidence and severity was significantly reduced under Converte treatments. This may be the most significant finding and whilst this was a good year, in more stressed years this added resilience can have a significant impact on retained yield. Other key findings include:

- the integration of Converte products with 100kg urea rate resulted in an increase in yield from 5.6t to 5.72t / ha. This more than covers the cost of the Converte inputs and leads to additional benefits in soil and plant health and disease resistance; and
- screenings were significantly reduced under Converte treatment.

### **Stubble Digest Trial Update**

2024 was the first year for our Excelerate Stubble Digest product. We are keen to hear your feedback on stubble breakdown rates and product performance in the field. Trial results to date on barley stubble are promising and show good stubble mass reductions over time:

- a **45% mass reduction** achieved at 120 days.

There is also a significant benefit in disease reduction that reduces pathogens into the next cropping cycle. This is obviously crop specific and variable by region, but nevertheless a positive factor to consider when treating stubble.

This year we can supply both microbial and microbial-feed stubble digestion products, talk to our team to find out which is best suited to your circumstances.





## Poly What ? Polyphenols

Converte has been a user of polyphenols from day 1, but what are they and why are they important?

Polyphenols, a powerhouse of phytonutrients, are nature's own defense mechanism found in plants. These remarkable compounds shield plants from environmental threats such as insects, fungi and harsh UV rays.

Polyphenols are a vital ingredient in the natural organic matter (NOM) of soil, integrated through the natural processes of foliar leaching and plant litter decomposition. These dynamic compounds play a crucial role in various ecological functions, such as:

- Enhancing nitrogen cycling: Polyphenols are key players in optimizing nitrogen cycling within the soil.
- Boosting microbial activity: They significantly elevate microbial activity, fostering a thriving soil ecosystem.
- Facilitating metal reduction: Polyphenols have the remarkable ability to reduce Cr(VI) in soils, offering an affordable and natural solution for metal reduction.



Converte products are enriched with a diverse array of polyphenols, including 22 potent flavonoids. These exceptional antioxidants are your plant's best defense against oxidative stress, effectively shielding them from environmental challenges such as temperature swings, drought and extreme heat. Essential for the synthesis of vitamins, enzymes, and proteins, these compounds also drive the biosynthesis of additional phytochemicals. Many of these phytochemicals serve as catalysts for enzymatic reactions, gene expression, and the genesis of mitochondria, ensuring your plants thrive with increased vitality.

### **Unlock the secret to a longer, healthier life with polyphenols!**

Polyphenols in our diet also offer direct health benefits. These incredible compounds not only combat aging by reducing senescence but also enhance mitochondrial function and diminish inflammation. Emerging research highlights that a diet abundant in polyphenol-rich fruits and vegetables can significantly elevate your health and overall quality of life. This has been an important area of work in our research and we are pleased to offer our customers both Ag grade (Premium Fulvic Acid) and human health products rich in polyphenols (Cell Charge). Visit [www.converte.com.au](http://www.converte.com.au) for more information or give our team a call on 1800 108 940.

Article on the health benefits of Polyphenols



## **Horticulture and Hydroponic's**

Over the last few years Converte have built solid trial data on key horticultural crops such as tomatoes, potatoes, turmeric, cannabis, lettuces, grapes and more. We wanted to build grower confidence straight away that Converte products could be easily integrated into input programs and lead to measurable benefits in fertiliser and water use efficiency, plant health and resilience and ultimately yield. The trials incorporated seed treatments as well as liquid bio-stimulants applied to the soil and plant via boom sprays or via fertigation”.

The key benefits of adopting Converte products would be:

- Nutrient Use Efficiency (ability to better control fertiliser inputs);
- Water Use Efficiency (better management of water resources and costs); and
- Plant health and resilience (healthier plants, less disease, less spraying of pesticides, improved yield retention).

We also now supply soilless systems with our hydroponic products CS grow A and B. Utilising CS Grow A and CS Grow B together during vegetative growth supplies soilless systems with essential macro and micronutrients along with Fulvic Acid as a chelating agent to increase uptake of these nutrients maximising effectiveness of nutrient inputs for increased productivity and development of crops in controlled environments.

Jump on our web site for more information on these products - [www.converte.com.au](http://www.converte.com.au)



## **Bioremediation of Damaged or Degraded Land**



Converte Pty Ltd. is deeply committed to the restoration and enhancement of the earth's ecosystems, providing advanced and innovative solutions tailored for the agriculture, mining, and infrastructure sectors.

At Converte, we have meticulously developed a comprehensive range of scientifically-validated products that significantly improve the physical, chemical, and biological properties of soil. These state-of-the-art formulations are specifically designed for dual applications on soil and plants, aiming to either restore soil to its original, unspoiled condition or to rectify nutrient deficiencies through targeted plant foliar treatments. Our approach ensures that both the immediate and long-term health of the soil and plant ecosystems are maintained.

Bio-Restore is our premier product range for land restoration meticulously engineered to rejuvenate land that has been adversely impacted by previous activities. Bio-Restore is available in two forms: a slow-release pellet and a highly effective liquid, both of which are formulated to enhance soil vitality. Enriched with chelating agents, essential nutrients, and organic carbon, Bio-Restore plays a crucial role in reconstructing soil structure, optimizing moisture retention, and revitalizing the enzymatic, microflora, and microfauna dynamics within the rhizosphere. This product is an indispensable component of any comprehensive site restoration strategy, ensuring sustainable and effective land rehabilitation.



## Upcoming Events

**EvokeAG Brisbane QLD** - 18-19 February

**Wimmera Field Days VIC** - 4-6 March

**Wagin Woolarama WA** - 7-8 March

If you aren't able to make it to an event or Field Day but would still like to get in touch, contact one of our team members for any assistance, updates or product you may need!

Shop Converte Online

## Become a Converte Reseller or Distributor

There are opportunities for individuals and for businesses to work as resellers or distributors of Converte products. Training is provided on product handling, application, research data and case studies and beneficial use of the products in different types of agricultural practises.

To Express Interest Email our Team Here

Converte Pty Ltd, Unit 3, 68 Willandra Ave, Griffith, NSW 2680, Australia, 1800 108 940

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