



June Newsletter 2024

The last 12 months have been the usual roller coaster in the Ag industry. There has been a lot of caution out there and at the same time amazing growth in the Australian Ag tech industry. The bio input sector is growing rapidly and we have seen further key acquisitions in this space by the major international Ag players. Growing at about 15% per annum this sector is far outpacing the fertiliser industry and rapidly becoming a key element of agricultural thinking for this and the next generation of farmers.

To meet the growing demand for bio inputs Converte is keen to grow its business rapidly. In February Scott Glyde joined the business as our Director of Agribusiness and is part of a senior management team now leading the business forward. Scott is a wealth of knowledge and loves a yarn so reach out and start a conversation. We will be recruiting in a number of key areas over the coming months including, administration, product formulation, marketing and sales roles.

As Converte grows we are also raising capital from external sources and seeking partnerships to grow the business to a significant scale both domestically and internationally. Interested parties should get in touch with our MD John Ridley for further information.

This year already has a number of highlights including pitching on stage and exhibiting at Evoke in Perth in February 2024, making at debut at Hort Connections as an exhibitor in June 2024, and completing the GRDC Grains Challenge with Cicada Innovations graduating from this program in November 2023. But the real engine behind our work is the amazing field results we have assembled over the last 18 months and these will be on display at field days and seminars over the coming months. We are always happy to share our data and please reach out if you have any questions or queries on specific crop data.

Wrapping up this financial year we have a few EOFY stock sale items listed below, if you are interested get in touch with our team - details below...

best wishes from the team at Converte



Proudly Australian Owned and Made

MAY WAS AUS MADE MONTH; Converte bio-agri products are proudly Australian Made and manufactured in regional NSW for key broad-acre, horticulture, pasture and homes and gardens across the country.

Australian is blessed with a huge variety of natural minerals, plant extracts, organic extracts and mined resources that are not only suitable for food production, but add considerable value as farmers seek answers to fertiliser costs and supply shortages for products coming from China, the Middle East and India.

Converte advocates for a home grown fertiliser industry that supplies our farmers with smart inputs that support the health and productivity of crops and plants. Importantly we are leading also in providing the research and data that supports the adoption of our home grown products, some of this we have published via partnerships with Australian Universities.

Specialist chemists and biologists in our team source key inputs from around Australia, including mined resources, up cycled materials from other Australian industries and materials naturally harvested from our inshore waters and coastlines.

These inputs are clean, locally sourced and arrive with a low carbon budget based on minimal kilometres travelled. At Converte we have unique expertise in

formulating these natural inputs into liquid and pelletised products that are easy for farmers to handle, super concentrated and integrate easily with current practices.



Hort Connections

In June 2024 Converte made its debut as an exhibitor at the Hort Connections national conference and exhibition in Melbourne. The timing could not be better for the company as it expands its operations from broadacre cropping, pasture systems and orchards into including horticulture proper. Converte now supply growers with biological companion products so that they can grow more with less, build resilient farming systems and make more profit.

Converte used the lock down period in 2020-22 to trial its bio-stimulant products across a range of horticultural crops. Managing Director John Ridley said, "We came to Hort Connections not just to showcase our products, but to show the real results we have achieved in independent trials. Over a couple of years Converte have built solid trial data on 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 retention. 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).



EOFY SALE

Pallet offers direct from factory

We are pleased to offer our customers some EOFY offers in pallets of 16 x 20 litre drums of product - limited stock so first in first served basis, available until the end of June 2024 only.

Stock Options at 33% discount include:

16 x 20 Plantfood Super Concentrate **\$13,293 save \$6,547**

16 x 20 RENUVE Foliar Super Concentrate **\$7,290 save \$3,590**

16 x 20 Bio-restore liquid carbon **\$13,293 save \$6,547**

16 x 20 Premium Fulvic Acid **\$2,830 save \$1,394**

Mixed pallet 4 x Animal Nutrition, 4 x Plantfood, 4 x RENUF Foliar and 4 x Bioresor liquid carbon (20 litre drums) **\$9,176 save \$4,519**

All prices are GST inclusive and include Free Delivery to your nearest depot.

CALL: 1800 108 940 or email us at info@converte.com.au

to secure your order

Up and Coming Events

Mudgee Small Farm Fields 12-13 July

Converte will be back at Mudgee Field Days in July, we look forward to meeting growers in the region and sharing our product and field trial information. Field day specials will be on offer.

Dowerin Machinery Field days 28-29 August

We will be back at Dowerin in August and also looking to run some biological Inputs seminars in the area before the event, watch this space.

[More Information Here](#)

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