



September Newsletter 2024

The last three months have been a challenge throughout the country with variable rainfall impacting a lot of growers this winter. Luckily it seems that spring is almost here and growing conditions have stabilised and look really good in some areas.

For us here at Converte, it may have been a slow start to the season but we are aware that growers are having a positive outlook and are back in the paddocks making the most use out of the change in weather. It also means that there are some valuable conversations to be had with our new and existing clients at the recent and upcoming events and field days that will see us through to the end of the year.

We have teamed up with NSW Farmers Association and we are showcasing our support by jointly attending various field days and Ag shows including AgQuip this year and the AgriShow Farm Field Day in Moss Vale. Our aim is to connect with a wider audience and build our presence in different parts of the State.

In September Converte is pitching at the SVG thrive demo day in Melbourne as part of the current APAC II Accelerator Program. This has been an exciting journey for Converte and has helped the company reach into new markets in North America. This engagement is giving us a great perspective on the value of our product range on a global scale and is reinforcing that shifting toward a more biologically enhanced soil resource system is the future of agricultural and horticultural production. Demo day in the program is a chance for the 10 Agtechs in this group to pitch their companies to a diverse audience of investors and potential business partners. Come along, its free to attend, registration details below.

The SVG thrive Apac II group will also be in Silicon Valley in November this year as part of the SVG global impact event. Converte are actively seeking strategic partners and investors with expertise in the growing market for biological products. Anyone interested in investment opportunities with Converte should reach out now as we are actively raising capital to fuel the next phase of our growth - email our team at info@converte.com.au

We are also excited to be catching up with Puregrain in Moree NSW (September 11th) for the biologicals trial update. We have our Seed Primer and Plantfood bio-stimulant in these trials on barley and wheat crops with reduced nitrogen inputs. The aim is to see a quality benefit for end products such as the Asahi beers and a profit margin benefit associated with more efficient utilisation of inputs, as well as reduced crop impact from disease and pests.

So its going to be an action packed run in for 2024 and we anticipate seeing some bumper crops out there. If your crops are filling out and you're noticing old leaf yellowing on the back of higher than usual growth rates, consider Converte ReNUE foliar spray to address mid to late season nutrient deficiencies and help your crops to reach their full potential. Meanwhile, post harvest we are now offering a stubble digestion product (Excelerate-Digest) and will be excited to see the benefits that this offers in enhancing microbial breakdown and re-incorporation of crop residues into the soil. We are optimistic that this product will assist in speeding up the process of stubble residue breakdown to enhance the ease of management of re-planting next autumn. As always just reach out to our team for more information,

Wishing all a fantastic spring season,
the team at Converte

[SVGthrive Demo Day More Information and Tickets Here](#)

Converte **JOIN US AT** **APAC II DEMO DAY**



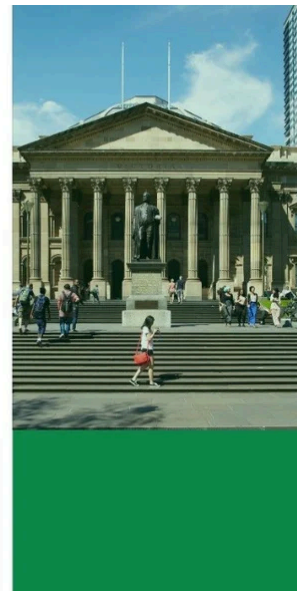
12 September, 2024

2:30 PM – 6:00 PM
(Registration starts
at 2:00 PM)



State Library Theatre

328 Swanston St (Entrance
3 on La Trobe Street),
Melbourne, VIC, 3000



Ongoing Trials

The biological inputs space is growing rapidly at about 15% CAGR, that means its important to both design and test new products and new ideas in this rapidly emerging market.

Our trials at the moment are focused on fertiliser efficiency and how our inputs improve the availability and cycling of nutrients - both locked up elements in the soil and applied fertiliser. The Puregrain trial is a good example of this work combining our products with reduced nitrogen inputs. The mechanisms at play include:

- enhanced production of nitrogenase enzyme in the soil - these enzymes are responsible for the reduction of nitrogen (N_2) to ammonia (NH_3) 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 !!, our Plantfood soil biostimulant has been shown to increase microbial abundance by over 60% in a single application. Feed for the microbes therefore is a valuable companion product for major fertiliser applications and applied at 250ml / ha and only \$8-15 / ha;
- 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 picture below is the Puregrain trial site in Moree NSW, if you are around the area the field day on September 11th is sure to be a cracker!!! for more information click below:



Optimum Mid-Season Foliar applications

Timely and strategic mid season foliar applications can address nutrient deficiencies, support plant health and resilience, and improve overall plant productivity and vigour. It can be an important time to capitalise on good conditions and ensure that crops reach their full potential.

Converte offer a range of products that can be boom sprayed out and the most economical option is our ReNUE foliar. This biostimulant can be foliar applied to maximise leaf uptake of essential nutrients and trace elements. The recommended application rate is 250ml / hectare with a water rate of 80 -100 litres. Depending on volumes used the price per hectare can be as low as \$4.50 excluding application costs. This is a relatively small price to pay when the return on investment ROI can be >\$100 / hectare.

Key Benefits of ReNUE Foliar are:

- easy to handle and apply
- relatively low cost per hectare
- addresses nutrient deficiencies at key growing phases
- supports plant health and resilience
- contributes to yield preservation



Customer Feedback

The image below is from a clients property in SW WA in late August. Some observations from digging into his pasture include;

- Root length from pasture is over six inches down breaking into the clay subsoil.
- Visible carbon rich top soil is developing on top of a hill over the coffee rock and clay soil type.
- High numbers of worms and dungbeetles observed, these invertebrates are drawing down carbon through the soil profile, breaking down the organic matter and creating valuable air pockets.
- The reduction of insecticides is made possible through healthier plants and use of our products.

We are always happy to receive feedback from our users and the old saying 'a picture is worth a thousand words' still rings true. So please send in any of your field observations to info@converte.com.au



Certified Organic Awareness Month

September is the Australian Organic Awareness Month (or AOAM for short) which is Australia's largest campaign promoting the certified organic industry across all consumer categories. Converte has four Australian Certified Organic (ACO) products which are predominantly sold to conventional farmers. The certification is valuable to us for the promotion of our products into new regions and internationally especially where the Australian organic certification carries some weight.

The audit process requires full traceability on our inputs to these products and means that we are extra vigilant in terms of monitoring and reporting on our inputs and the status of raw materials utilised.

For our organic growers we offer a complete organic system from seed priming, to our Plantfood soil rejuvenation biostimulant and ReNUE foliar for direct foliar feeding and nutrient uptake via the leaves.

[Australian Organic Month - Click Here to Find Out More](#)



Upcoming Events

Field Days

With Mudgee, Gunnedah, Dowerin & Moss Vale field days coming to a close we are happy to let our clients know that we will be in attendance at

Henty Field Days - 17-19 September **Site 805a Block Q**

Murrumbateman Field Days - 19 & 20 October

National Field Days (Orange) - 24-26 October

We are also attending the following events

VicNoTill Conference (Wagga Wagga) - 3-5 September

PureGrain Field Day (Moree) - 11th September

SVG Thrive Demo Day - Melbourne 12th September

Almondvale Ram Sale - Urana NSW - 13th September

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!

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

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