



Hi ,

Converte has had a busy start to the year with EVOKEAG24 in Perth, Wagin Woolarama, a successful application to the SVG Thrive APAC accelerator program and much more. We have been promoting our Seed Primer Biostimulant to the market and have been encouraged by amazing results in independent trials. It is time for mainstreaming this product to the Ag market and we are now opening discussions with distributors and partners that have an interest in the sales and distribution side. Please get in touch if you would like to discuss this with our management team via info@converte.com.au.

Globally the market for biological inputs is expanding rapidly and integrating well with mainstream agricultural inputs and practices. This market is worth about \$3 billion dollars today and growing at around 15% CAGR, so its going to be a major market and worth over \$10 Billion dollars by about 2029.

Market Dynamics

Growing Demand for Biological Inputs: The demand for biostimulants is increasing due to the growing awareness among farmers about the need for active biology in soils cycling nutrients and managing available moisture. Biostimulants offer an ideal compliment to chemical fertilizers and pesticides, and help to improve the efficiency of nutrient uptake.

Growing More with Less: there is an increasing need to produce more food with limited resources. Biostimulants help enhance crop yield and quality by improving nutrient uptake, water efficiency, and stress tolerance.

Risk Management and Environmental Safety: There is a growing awareness among farmers and consumers about the harmful effects of chemical fertilizers and pesticides on the environment and human health. Biostimulants offer a safe and sustainable option that does not harm the environment or the health of farmers and consumers.

Improved Governance: Governments around the world are promoting the use of

biostimulants by offering subsidies and tax incentives to farmers. For example, the European Union has introduced a regulatory framework for biostimulants that defines their characteristics, quality, and labelling requirements.

Bio -Technological Enhancements: The biostimulants industry is witnessing technological improvements that enhance the efficiency of synthetic farm inputs. For example, companies are developing biostimulant products that are based on different plant extracts, organic and amino acids and live microorganisms, such as fungi and bacteria, which have been shown to improve productivity, yield retention and resilience.

If you haven't looked seriously at biostimulants give us a call and we can guide you through an easy process of integrating these products into your farm program. We will be running seminars in July and August on 'what are biostimulants and what do they mean for my farm' locations based on demand, reach out to our team if your interested in attending.

*best wishes for winter cropping and more
from the team at Converte*

Expanding Operations in WA

A Big year to look forward to

Last year we saw that crops that were sown early finished best.

Due to the short and very dry season last year, crops that got away early and were boosted with seed priming and or other biostimulants, out performed the crops sown late.

As most of the Wheatbelt and Great southern has seen some rain already, its time to think about how to boost the hydrology and nutrient holding capacity of your soil. Read the benefits of biostimulants in this area below.

It is also time to think about how to reduce and mitigate stress on your crops. By using Plantfood applied by boomspray it is possible to reduce frost and pest burden stressors, optimizing your crop yield potential. This is particularly important in areas that see frost damage in spring such the eastern Great Southern and Wheatbelt, with the SouthWest Land Division seeing the worst of frost last year.

Reducing pest burden through adequate feeding of plants with trace elements can also reduce plant stress, ensuring your crop yield potential stays high. This is best applied just before expected frost events, or when pests are noticed.

We always recommend an extra dose of Plantfood in Spring in WA due to our nutrient lacking soils with poor water and nutrient holding capacity.

Biostimulants such as Seed Primer and Plantfood have shown to:

- Increase vernalization rates
- Increase root length and mass

- Accelerate root exudates
- Improve nutrient availability and cycling
- Improve water holding capacity of soil
- Increase Soil Organic Matter
- Promote a healthy and abundant microbiome and
- Improve soil structure through improved biology and trace element balancing.

For more information on Converte in WA contact Luke and Rebekah, at:
convertewa@outlook.com

SVG Thrive APAC Program

Australian Agtech Heading to USA

Super excited to announce that Converte has been selected to participate in the SVG Ventures | THRIVE APAC II Accelerator program in 2024. This builds nicely on from the awesome Graininnovate program with Cicada Innovations / and GRDC we completed in 2023. Great cohort and some really solid opportunities ahead in product development, capital raising, new partnerships, etc. This program starts in May and runs through to the end of the year. We hope this will allow Converte to:

- make new strategic partnerships
- expand our B2B offering
- provide an opportunity for Converte in the USA market.

Click below for more information



Foliar Efficiency

Whilst we focus a lot on soil nutrient availability and cycling, foliar application of nutrients is also an important part of ensuring the right nutrition to your crops throughout the growing season. It does not replace the need for good soil health and nutrient balance, but it can offer additional benefits. Foliar application at strategic times like pre-flower and pre-seed set can have significant benefits on yield and quality.

All foliar applications should use a chelator, like our fulvic acid as it increases uptake efficiency especially when dealing with a nutrient deficiency or alternatively utilising our chelated minerals that are ready to use, the chart below illustrates the standard timeframe for 50% absorption of nutrients without a chelator. This shows that nutrients can be lost to the system or locked up before the plant has a chance to access them. So its always good to add a chelating agent and you can simply add that to NPK fertilisers as well to improve utilisation.

Nutrient	Time for 50% absorption
Nitrogen (as urea)	1/2 – 2 hours
Phosphorus	5 – 10 days
Potassium	10 – 24 hours
Calcium	1 – 2 days
Magnesium	2 – 5 hours
Sulfur	8 days
Zinc	1 – 2 days
Manganese	1 – 2 days
Iron	10 – 20 days
Molybdenum	10 – 20 days

Identification of trace element nutrient deficiency can quickly be remedied using foliar applications as nutrient uptake efficiency is greater. It also allows you to circumvent any induced deficiencies that may be in your soils, leaching or competition. When spraying onto crops a minimum height of 10cm is required, the larger the leaf surface area the greater the uptake.

Having the right spraying equipment is essential, you should aim for good coverage with minimal runoff whilst avoiding spraying in the heat of the day. Always conduct compatibility (jar) tests when mixing or combining new products.

For more information contact: isabel.andreazza@converte.com.au

Senior Appointment!

Scott Glyde joined the Converte Team in February in the role of Director of Agribusiness. He has a varied background that includes family broadacre farming in the Riverina region of NSW, executive roles in commercial agribusiness, almost twenty years in agricultural and horticultural university teaching and research, as well as national Research and Development coordination roles across south and eastern Australia.

Scott's research interests - including a PhD - focused a lot on farm management decision making and practice change management, with particular interest in agronomic adjustment and resource enhancement. He's excited about the quality of the Converte product range and sees bio-fertilisers and bio-stimulants as an important link to maximising the productive and potential capacity of farm soils.

Feel free to reach out to him at scott.glyde@converte.com.au to share your experience with Converte and kick around options for adjusting your future production planning.

[Scott's LinkedIn](#)

[See our updated website](#)

Manufacturing Update

Our warehouse / production team has been run off their feet over the last couple of months. We have delivered product to every corner of Australia, as well as developing a range of new products in the field of hydroponics and stubble digestion - watch this space.

Although supply chains are challenging we remain confident in our ability to meet our customers needs. We do however, recommend ordering your inputs in a timely manner to ensure that you have the product when you need it and avoid any chance of delays in transit etc.

The Warehouse/Production team have been doing a lot of training over the past week on our new electric mixing tanks and automatic filling machines which will help us supply greater quantities of product more efficiently.

We would like to remind all our valued customers that everyone must come in via the front door and not the warehouse loading dock this is for everyone's safety as

forklifts/machinery operate back there.

- Matt and the team, NSW.



[Click here to buy SeedPrimer](#)

[Learn more about SeedPrimer](#)

Up and Coming Events

Over the next few months you can find our team at events across the country,

- Riverina Field Days 10-11 May, Griffith NSW
- FutureAg Expo in Melbourne 17-18 April
- Hort Connections, Melbourne 3-5 June
- Mudgee Field Days 12-13 July

many more to come later in the year, see you all out and about.



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