



**4Farmers ...
For Farmers**

4Front

Special Edition I, 2008

Intelligence about the farm chemical business

Introducing the angry farmer who lowered farm chemical prices

When Gnowangerup farmer, Phil Patterson got all fired up about high prices of farm chemicals back in 1994 he sowed the seeds of a business that would challenge the profiteering of the multinational chemical giants and lower chemical prices for all Australian farmers.

With a degree in mathematics and a reputation as something of a stirrer, Phil is perhaps not your average farmer.

He was incensed by the "charge what the

farmers will bear" attitude of the multinationals and decided to take them on.

He discovered he could import high quality chemicals from overseas at a fraction of the cost and lower the price paid by farmers.

The beginning was modest, importing just chloresulfuron (Glean®) in 1995 and metsulfuron (Ally®) in 1996, these had been selling for \$899 and \$1360/kg respectively. Our price \$425 and \$400/kg.

This was closely followed by registrations of cypermethrin, triallate, triadimenol (Baytan®) and metribuzin all of which 4Farmers slashed the prevailing market prices around 30 to 50%.

Then in 1999 triadmefon 125 fungicide was registered and sold for \$8.50/L which was just in time for the 1999 leaf rust epidemic. Bayer's price was approx \$55/L.

The business quickly earned a reputation as the "White Knight of the farm chemical business."



Our founder, Phil Patterson

It may have started from humble beginnings, but today 4Farmers supplies a vast range of essential farm chemicals from herbicides and seed dressings through to fungicides and insecticides; everything the broad acre farmer could possibly need.

As a result of our reduced prices, the multinationals have had to follow.

But we're not resting on our laurels.

We've recently appointed two chemists to operate a new laboratory with the purpose of developing new, better products.

They'll complement our other technical expert, agronomist, Dr Terry Piper.

Quality products guaranteed!

Despite our prices being low, 4Farmers' chemicals offer unbeatable value because they're among the highest quality products on the market.

We can assure you there's nothing "hit and miss" about 4Farmers' products.

We have extremely tight manufacturing

tolerances higher than most of the "high reputation" multi nationals.

Farmers just like you are the mainstay of our distribution network throughout Australia.

That means you get the benefit of our practical experience and advice about local conditions and the best products to meet your needs.

Welcome to 4Front

Welcome to the first edition of *4Front*, the newsletter from 4Farmers designed to keep you up to date with the latest information on agricultural chemicals to protect your crops and animals.

With the price of fuel and most farm chemicals on the rise, holding farm production costs down has never been so important - or so difficult. But how do you cut costs without cutting quality when it comes to farm chemicals?

Well we've been doing it for 14 years now, providing top quality chemicals at realistic prices to West Australian farmers, and increasingly to farmers throughout Australia.

Ask yourself: What's the point of paying more for "big brand" chemicals from the multinational giants when the more economical 4Farmers product works just as well if not better?

This special edition of *4Front* is in print, but future regular editions will arrive in your email inbox.

We hope you find *4Front* useful and interesting.

In this Issue:

- Farmers misled over rainfast claims
- False chemical registration could have dire consequences

For free subscription to 4Front go to www.4farmers.com.au or contact your local distributor on back page

4Farmers Products



4Farmers ... For Farmers

With Cross Reference to similar trade name products

Herbicides

2,4-D Amine 625	Various.
2,4-D Ester 800	Various - Ester 800
2,4-D Ester 600	Many - Ester 600, LVE
Atrazine 900 WG	Atralex®, Gesaprim®
Bromoxynil 200	Buctril®
Brown Out	Spray.Seed®
Chlorsulfuron 750 WDG	Glean®, Siege®
Clethodim 240 EC	Select®
Clodinafop 240 EC	Topik®
Clopyralid 300	Lontrel®
Cyanazine 900 WDG	Bladex®
Diclofop-Methyl	Hoegrass®
Diflufenican 500	Brodal®
Diuron 900 DF	Diurex WG® etc
Glyphosate 470, 450, 360	Roundup®
Haloxypop 520	Verdict®
MCPA 500	Agritox®, Various
MCPA LVE	Various
Metolachlor 720	Dual®
Metribuzin 750 WP	Lexone®, Sencor®
Metsulfuron Methyl 600	Ally®
Oryzalin 500	Surflan®
Oxyfluorfen 240 EC	Goal®, Striker®
Paraquat 250	Gramoxone®
Pendimethalin 330	Stomp®, Argo®
Propyzamide 500	Kerb®, Edge®
Quizalofop-p-ethyl 200	Targa Bolt®
Simazine 900 WG	Gesatop®, Simagranz®
Sulfometuron 750 WP	Oust®
Tralkoxydim 400 WG	Achieve®
Tri-allate 400 EC	Avadex BW®
Triasulfuron 750 WG	Logran®
Triclopyr 600	Garlon®
Trifluralin 480	Treflan®
Tri-pick	Grazon®
Trifluralin/Oryzalin 250	Yield®, Duet®

Seed Dressings

Tebuconazole 25 T	Raxil®
Triadimenol 150 + WP	Baytan®, Baymax®
Triadimenol 150 Liquid	Baytan®, Baymax®

Fungicides

Carbendazim 500 WP and 500 SC	Bavistin®, Spin®, Boomer®
Chlorothalonil 720	Bravo®
Flutriafol 250 SC	Impact®, Intake®
Propiconazole 250 EC	Tilt®, Bumper®
Tebuconazole 430 SC	Folicur®
Triadimefon 125 EC	Triad®, Slingshot®
Triadimefon 500 WP	Tee-Fon 500
Triadimefon 500 DRY	Unique to 4Farmers.
Triadimenol 250 EC	Bayfidan®, Shavit®

Insecticides

Alpha-Cypermethrin 100 EC	Fastac Duo®, Dominex®
Bifenthrin 100 EC	Talstar®
Chlorpyrifos 500 EC	Lorsban®
Cypermethrin 260 EC	Scud®, Sonic®, different concentration
Fenamiphos 400	Nemacur®
Pirimicarb 500 WP	Pirimor®, Aphidex®

Animal Products

Abamectin	Paramectin®, Rycomectin®
Cyromazine	Venus®, Vetrazin®
Triflumuron 25 Pour On	Zapp®

Other Products

Ammonium Sulphate	AMS, Liquid Ammo
Boom Clean Dry	
Citric acid	
Foam marker (Pink, Blue, White)	
Oil Ester, Speedy Oil	Hasten®, Kwickin®
Surfactant 700	LI 700
Wetter	BS 1000®
AntiEvap™ oil	From SACOA
CropShield™ oil	
Enhance™ oil	
Plant-O-Crop™	
TurboOil Adjuvant	SuperCharge®

- 4Farmers owned and run by farmers
- Profits are earned by Australians
- Top quality chemicals
- 4Farmers lead the way in cutting prices for the benefit of farmers

False chemical registration could have dire consequences

Companies submitting false registration data is an extremely disturbing practice that could lead to death or injury and even disrupt Australia's vital export markets.

Australian chemical companies are required under an Act of Parliament to include the name and address of chemical manufacturers as part of the registration process. But are they doing it?

A recent Perth court case reported on in the *Farmers Weekly* in regards to products produced by Imtrade being recalled by the Australian Pesticides and Veterinary Medicines Authority highlights the risks that farmers face when purchasing product from companies that fail to follow the correct procedures.

Imtrade has been exposed for submitting false information in certain registrations including fictitious manufacturer names of material.

The APVMA is taking a hard line on chemical companies allegedly falsifying registration because of issues on safety.

The consequence of "hit and miss registrations", misleading or just plain false

labeling could be extremely dire.

Essentially, you don't know what you're getting because the manufacturer may be a second tier or backyard operation producing in India or China.

Contamination

Contamination with non-approved chemicals could damage crops, or, contain carcinogenic products that could cause serious harm to people using the products.

They might also cause lasting

environmental damage. Insurance coverage could be void if unregistered or illegal chemicals were used.

And furthermore, in the most extreme scenario, Australia's export markets could be damaged by dangerous chemicals contaminating exported products.

It's happened before.

So you've got to ask yourself is the few dollars you save on uncertain chemicals worth all that risk?

More than what you paid for!

Another aspect of the chemical industry that farmers should be aware of:

Chemical products with above 25% concentration are allowed a tolerance of plus or minus 5%.

Take for instance generic Glyphosate 450. The label shows it contains 450 grams of the active ingredient in a litre of the product, but under the registration procedures the active ingredient could be 427.5g/litre and still be legal. 4Farmers is well aware of this provision, but we don't consider "near enough is good enough".

We aim to be in the "plus" area. The first six batches of our Glyphosate 470 this season tested at 485 to 490g/litre, therefore our 470 may have 60 g/litre more active ingredients than its counterparts.

Furthermore, 4Farmers Glyphosate 470 carries wetting agents so unlike products from some manufacturers they don't have to be added as an additional cost.

Farmers are being misled:

Tests prove Glyphosate rainfastness claims just don't hold water

These photos show control of clover in a replicated trial at Kulin.



Here the clover was sprayed with a well known brand promoted as being rainfast at 1300 ml/ha, and left to die, which it did.

You may have seen some recent claims about Glyphosate products being rainfast.

Our agronomist, Dr Terry Piper has conducted trial work on these products and found the claims to be dubious at best. In fact, if you're paying a premium for a "rainfast" glyphosate then the evidence is that you're wasting your money.

"These claims appear very dubious, especially as there is a distinct lack of



When the plots were "washed to simulate rainfall" after 3 hours, the control looked like this indicating that it had no rainfast properties.

evidence in the public domain supporting them," Dr Piper said.

"We've always been wary of superior rainfastness claims, especially as the only independent work we know of, refutes them.

"We've absolutely proven that the 4Farmers 470 formulation works as well as the products claiming to be rainfast, yet we don't make these claims. People buying other brands because of 'superior

rainfastness' claims should be aware of this.

"There are no extravagant claims about 4Farmers Glyphosate or big price premiums demanded, but it is loaded with extra wetters and often tests out higher than its 470 formulation suggests, plus it's reported to have better mixing properties than cheaper potassium formulations."

So while our Glyphosate may have no more or no less "rainfastness" than any other glyphosate product, we can guarantee it's quality and that it's excellent value for money.

Malcolm a long term SA distributor

South Australian distributor, Malcolm McCallum has been distributing our products for 12 years.

He was initially attracted by the 4Farmers philosophy of eliminating the rip-off on farm chemicals.

Supplying the locals from his farm at Rudall on the Eyre Peninsula, Malcolm said initial farmer reticence soon dissipated as word got around from influential farmers who'd used the products to find them equal to the regular brands.

So if you farm in the district, or anywhere near it, and want to save money on quality farm chemicals give Malcolm a call.



Rowan loves selling to fellow farmers

New South Wales distributor, Rowan Cox distributes 4Farmers chemicals at Coolah in the Central Tablelands of NSW.



He runs a small farm and distribution agency for farm chemicals and animal health products.

Rowan really likes the 4Farmers' unique distribution system of marketing where possible through farmers who have practical experience with the products, rather than selling through franchised retailers.

He's more than happy to send 4Farmers products throughout NSW/Queensland. All you have to do is contact him by phone on 0488 666 777.

Alan likes our cost cutting crusade



If there's one thing that really attracted Alan Nicholson to our products it was our ongoing commitment to cutting costs.

"I like the fact that 4Farmers are always coming out with new products. As soon as they're off patents 4Farmers will have them at reduced prices to farmers, which is very important and they're always looking for ways to cut costs to farmers," said our local distributor in Moorine Rock.

He said it was the first company to sell farm chemicals on a cost-plus basis, rather than charging what the market would bear, adding that the company "always tries pretty

hard". Another big plus is Dr Terry Piper, whose knowledge and experience is always useful to farmers.

4Farmers Distribution



Western Australia

Arthur River: Dudley Fowler	Tel: 9862 2007
Bencubbin: Rob & Dee Breakell:	Tel: 9685 1315
Borden: Wayne Davis	Tel: 9827 6060
Broomehill: Jerad & Colleen Paganoni	Tel: 9824 1338
Corrigin: Rick & Peta Button	Tel: 9063 2651
Doodlakine: Bill & Lesley Nagel	Tel: 9045 8215
Dumbleyung: Peter & Bernadette West	Tel: 9863 4071
Esperance: Graham Volich	Tel: 9071 5830
Gnowangerup: Phil Patterson	Tel: 9827 1570
Holt Rock: Gary Strother	Tel: 9875 2024
Hyden: Athol & Glenda Ward	Tel: 9880 5127
Jerramungup: Graham Carthew	Tel: 9835 1040
Katanning: Brett & Sylvia Patterson	Tel: 9822 8042
Kulin: Garry & Donna Waters	Tel: 9889 8032
Lake Grace: Greg Argent	Tel: 9865 4042
Lake Varley: Dean & Rosy Sinclair	Tel: 9874 7045
Moonyoonooka: Patrick & Judy Cream	Tel: 9924 4064
Moorine Rock: Alan Nicholson	Tel: 9049 1397
Narembeen: Syd & Nola Parsons	Tel: 9061 8027
Newdegate: Ian & Kaye Walker	Tel: 9872 0012
Northam: HCT Rural Agencies,	Tel: 9625 1396
Nungarin: Barry & Maxine Cornish	Tel: 9046 5116
Pingelly: Pingelly Machinery	Tel: 9887 1395
Ravensthorpe: Trevor Kershaw	Tel: 9838 1412
Scadden: David & Linda Campbell	Tel: 9075 6014

Wagin: Dean Morgan	Tel: 9861 1732
Walkaway: Shane & Kerry Perry	Tel: 9927 6030
Wongan Hills: Murray & Sue Falconer	Tel: 9671 1126
Yerecoin: Tim & Amanda Walker	Tel: 9654 6015
York: Pars Rural Pty Ltd	Tel: 9641 2929

South Australia

Balaklava: John Shepherd	Tel: 8862 2284
Clare: John Bartholomaeus	Tel: 8843 8080
Crystal Brook: Leigh Croser	Tel: 8636 2245
Cummins: BK & GE. Wagner	Tel: 8676 8069
Kadina: Paul March	Tel: 8821 3546
Karoonda: GJ Clarke	Tel: 8578 1030
Murray Bridge: Meigel Enterprises	Tel: 8532 3222
Naracoorte: Graham Zilm	Tel: 8765 3227
Penong: Tim /Jenny Hardy	Tel: 8625 1028
Rudall: Malcolm McCallum	Tel: 8620 2053
Wudinna: Dustin Sparrow	Tel: 8680 2147

Victoria

Kaniva: Allan Howe	Tel: 5392 3246
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NSW & Queensland

Rowan Cox	Tel: 0488 666 777
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