



**WILDFLOWERS  
AUSTRALIA  
MEMBER  
GROUPS:**

FLOWER  
ASSOCIATION  
OF  
QUEENSLAND  
INC.

GRANDIFLORA  
GROWERS  
PTY. LTD.

WARATAH  
INDUSTRY  
NETWORK

NEW SOUTH  
WALES  
FLOWER  
GROWERS  
COOPERATIVE  
LIMITED

WILDFLOWER  
GROWERS OF  
WESTERN  
AUSTRALIA  
LIMITED

AUSTRALIAN  
FLOWER  
EXPORT  
COUNCIL

PROTEA &  
WILDFLOWER  
GROWERS  
ASSOCIATION

## Farm Productivity and Quality Enhancement Project

One of the best ways to improve flower prices and grower profitability is to continually increase farm productivity and product quality. **WildFlowers Australia** has the go-ahead from RIRDC for a project with these objectives.

The project involves growers Australia-wide applying **prescription blends** of soil amendments/fertilisers, mixed to suit their soil after testing. The blends incorporate the latest thinking and technology on **sustainable** farming.

**Fusion farming** uses evidence-based aspects of conventional and organic systems to boost productivity and increase returns while sustaining a long term improvement to soil and environment. The emphasis is on :

- ⇒ **balancing soil nutrients**
- ⇒ **increasing soil carbon levels**
- ⇒ **feeding the soil and microbial populations**, rather than short-term feeding the plants..

For 2 year program, the grower invests \$2,900 which is the industry contribution and which is matched by RIRDC to obtain the following benefits:

- Prescription blend soil amendments for up to 1 ha of existing or new crops.
- Soil & leaf testing at start and after 12 months, including mail costs
- Payment to contractor or grower for pre-determined labour cost to take samples, collecting and collating data.
- Payment to contractor or grower for pre-determined tractor time spreading amendments.
- NTS course on soil chemistry and balancing, including practical demonstration of spreading techniques. Travel expenses included.
- Inclusion in national database of results, extending knowledge gained by sharing with other project growers. Information immediately available to participants.

### WILDFLOWERS AUSTRALIA CONTACTS

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# WILDFLOWERS AUSTRALIA

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Results on flower farms using this approach have shown;

- ⇒ big increases in crop yield and quality
- ⇒ reduced pest and disease incidence
- ⇒ increased flower size, better colour and longer stem length
- ⇒ improved vase life
- ⇒ harvesting window extended, reducing peak labour and risk of oversupply
- ⇒ reduced wastage, flowers don't 'blow' as quickly, don't need to be picked as often.

These benefits have often resulted in **higher prices**.

For further information, contact the Project Coordinator, Dr. Audrey Gerber, ph. 0438 630 316, fax (03) 9755-2539, email [audrey@gerbermail.com.au](mailto:audrey@gerbermail.com.au).

For WFA membership, [www.wildflowersaustralia.com.au](http://www.wildflowersaustralia.com.au).

Project partner

[www.nutri-tech.com.au](http://www.nutri-tech.com.au)



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