HAIFA aims to continue bringing new technologies and knowledge to Australian growers to help them grow much more with fewer resources in a sustainable way.

The company’s Global Vice President, Sales and Marketing, Natan Feldman, said since its introduction to the Australian marketplace, Haifa had identified key market niches where it could significantly contribute to growers’ success.

“The need for more water management together with growing target crops with qualified grades has increased due to the higher demand in both domestic and export markets,” Natan said.

“Crop sensitivity to salinity and precise nutrient dosage are challenges where Haifa provides the best solutions.

“In addition to our product portfolio, Haifa brings vital knowledge and experience accumulated from Israel. Developments in fertigation technology in this country completely overcame the water shortage challenges, a factor that used to affect intensive agriculture.

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Full wrap-up of Agritech, the 19th International Agricultural Technology Exhibition held in Tel Aviv, plus Australian distributor tour.

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Haifa Australia Tel: 03 9583 4691 Email: australia@haifa-group.com www.haifa-group.com
AN Israeli agricultural biotechnology company is looking to trial tissue cultured banana varieties in major Australian growing areas and to collaborate on developing a variety resistant to Panama disease.

Several North Queensland growers, hosted by Haifa Australia and Lindsay Rural, recently visited the plant propagation, selection and breeding company, Rahan Meristem, located near Israel’s north-west border with Lebanon.

While it could be some time before the company’s varieties are commercially available in Australia, the grower’s were excited with the opportunity to access its tissue cultured technologies for the local industry.

Rahan Meristem, the world’s leading exporter of tissue cultured banana and plantain, also hopes to work with researchers and growers to develop a Panama Tropical Race 4 (TR4) resistant variety.

The company is already working with Philippines growers to identify TR4 resistant types and it has clonal material being screened for TR4 resistance in Holland.

Scientific Director Dr Eli Khayat told the growers Rahan Meristem was seeking to pass Australian quarantine and establish two field trials in the country’s major growing areas.

“The then will identify a laboratory for tissue culture and propagation of material,” Eli said.

“I am certain that our material will be helpful to growers in Australia.”

Rahan Meristem takes superior clones of leading cultivated idio-types and evaluates them for increased yield and fruit quality in tropical and subtropical climates. This results in preferred selections of pest and disease-free banana cultivars and plants capable of increasing plantation profits.

“Every year we take the best 20 per cent of the population and we propagate only these in the laboratory, then we select the best 5-3pc of clones,” Eli said.

“In the selection, we focus on quality and the appearance of plants, including uniformity, but most important is the genetic constitution of plants. We try to remove off-types.”

This selection and then re-introduction into the tissue culture ensures seedlings supplied by Rahan Meristem are always at the top level of the genetic potential of the particular variety.

He said Rahan Meristem’s work with cultivar selection was some of the best in the world because it was effectively positioned in an “island area”.

“We have quarantine in Israel and we also have island quarantine or a closed environment here because we are bordered by the sea, the mountains and Lebanon.”

The company has two laboratories in Columbia, one in Ecuador, is looking to develop a laboratory in the Philippines, and has a major distribution centre in Costa Rica. Its major markets are in Central America, while it is also active in the Caribbean, Middle East, Africa and the Philippines.

Rahan Meristem sourced some of its original Williams variety seed from Australia and its cultivars are improvements of the most popular variety with consumers, Cavendish.

Eli said with Cavendish, generally a taller plant would produce a bigger bunch, but Rahan Meristem had successfully developed a dwarf plant with a big bunch, weighing up to 70 kilograms in boxes.

Another promising variety was Adi, a second generation after Grand Nain that could trigger interest from Australian growers due to its ability to withstand strong winds. It is short with strong stems and, importantly, produces big bunches.

Tully grower Steve Lowe said Rahan Meristem’s use of genomic selection in its selection and breeding was impressive.

“The way they use this technique and keep selecting in the field and regenerating plants until they get what they want is very good,” Steve said.

“They also have at least four varieties in South America that are not used here.”

Innisfail grower Shayne Cini said the company’s plant selection, continually taking the best 20 per cent of the population for propagation, and its tissue culture in the laboratory was ahead of similar work in Australia.

Lindsay Rural North Queensland Regional Manager Shane O’Flanagan agreed Rahan Meristem’s continuous selection to identify the best performing varieties and its moves to develop types tolerant of TR4 were impressive.

Shane said like the company’s location in an “island area”, Australia was an island nation and while its banana industry currently had a problem, latest technologies showed that, with the proper knowledge, there could be a successful solution.

Banana growers will have the opportunity to meet with Haifa Australia and Lindsay Rural at the 2015 Australian Banana Industry Congress to be held in Melbourne from June 17-20.

The Australian group during a tour of the Rahan Meristem nursery.

Steve Lowe, Tully, Adi Rayner, Rahan Meristem, Shane O’Flanagan, Lindsay Rural, Dr Eli Khayat, Rahan Meristem, Martin Garate, of Swiss Farms, via Cairns, Shayne Cini, of Edet, Bananas, Innisfail, and Peter Anderson, Haifa Australia, during the group’s visit to the Rahan Meristem laboratory in Israel.

Technologies, knowledge driving sustainable growth

cont. from page 1

“Water supply management, including desalinating sea water and using national recycling waste waters from cities has made the water available to agriculture. In fact, there is seven times more irrigated area in Israel than 20 years ago and about 60 per cent is based on zero irrigation.

“Growing intensive crops with salty water has required very high purity fertilisers with near zero salinity index and correct feeding. — Haifa has played a key role in this.”

He said in Australia, new technologies were increasingly adopted by growers and Haifa was committed to sharing its efforts with the local industry to develop the know-how and provide tools for success.

“Sharing knowledge is one of the company’s important values and we are hoping to reach further downstream, supporting markets.”

“The global trends of population growth and changing diet are calling for more crop production, enhanced crop quality and longer shelf life. In turn, the need for better water and land management is calling for adoption of advanced technologies to achieve the required crop production and meet market standards.”

Specialty fertiliser is Haifa’s core business and it continues to bring innovations to the marketplace in product developments and application methods.

It offers a large portfolio of fertilisers for a range of application methods, including fertigation, allowing greater yields and enhanced cost-effectiveness.

The company’s products are the most high quality materials with low salinity index, including the widest range of potassium nitrate in different purity grades and also coated potassium nitrate, which releases over two, four, eight and 12 months.

Haifa is rapidly expanding its production capability, including a larger nitric acid plant that will allow increased production of potassium nitrate and a new MAP plant that will almost double MAP/MKP capacity.

A new, state-of-the-art controlled release fertiliser production plant has also been established in France and a third site is set to be launched in the US, part of a global strategy on the enhanced development of these products.

Haifa also offers a range of tools that assist soil nutrient analysis and the planning of fertiliser programs, as well as different techniques for improved applications.

Click for further info on the complete range of quality Haifa products.
Australia, Israel pursuing agricultural opportunities

AUSTRALIA and Israel are continuing to collaborate to pursue beneficial opportunities between the countries in the agricultural technology and farming industries. A delegation from Australia’s peak industry body for vegetable and potato growers, AUSVEG, in conjunction with Haifa Australia recently met with Australia’s Ambassador to Israel, Dave Sharma, in Tel Aviv to discuss opportunities between the countries.

Initiated by the Israel Trade Commission and coordinated by Ethy Levy, the AUSVEG delegation also included leading growers from Victoria and Queensland. The group overwhelmingly recognised Israel’s expertise in research and leading edge technologies that could have a beneficial application in the Australian farming industry.

Haifa Australia Managing Director Trevor Dennis said there was huge potential to adopt Israeli technologies and farming techniques in Australia.

“Israel has the technologies that Australian growers and industry can utilise and which can then help us meet the growing opportunities in Asia,” Trevor said.

“Iran banana growers squeeze every drop of efficiency and push yield in every square inch of their lands. In Australia, we would just put in another block.”

Rick Butler, Managing Director of Butler Market Gardens at Heatherton in Victoria, said he had seen first-hand in Israel that there were “new ways of doing things” in both field and protected crops.

“Israel has solutions that could be offered to Australia,” Rick said.

AUSVEG Global Innovations Coordinator Stefan Oberman said the group would be keen to identify key Israeli experts to bring to the Australian industry.

The requirement for farm labour in Australia, retention of working visas and the potential for Israel and Australia to work together on labour markets and supply also were acknowledged by the group.

The AUSVEG delegation also visited Haifa’s extensive display at Agritech, the 19th International Agricultural Technology Exhibition, held in Tel Aviv.

“We are always delighted to find opportunities where growers can meet directly with multi-national companies such as Haifa to discuss their cultivation needs,” said AUSVEG Chief Executive Officer Richard Mulcahy.

“I think it’s important to recognise the prominent role Haifa Australia plays in Australian horticulture. Many growers rely on their industry-leading knowhow and expertise to ensure that they continue to grow some of the best produce in the world.”

North Qld growers impressed with Israeli agriculture, banana growing expertise

CONDITIONS for banana growing between Australia and Israel are vastly different, but viewing various techniques employed by some of the world’s leaders in irrigation and nutrient management can only prove valuable.

Several North Queensland growers recently took up the opportunity to tour Israel, hosted by Haifa Australia and Lindsay Rural. In addition to visiting Agritech, the 19th International Agricultural Technology Exhibition held in Tel Aviv, and a biotechnology company producing tissue cultured banana varieties, the group also met with a number of commercial growers and viewed a range of research.

In northern Israel, Bananot Hahof, meaning “coastal bananas,” is the country’s largest grower and marketer. It has 600 hectares under production and supplies 35-40 per cent of the local market, while it also has a strong research program that is available to all growers.

Manager Hanan Ben Shalom said salty water, wastewater with EC levels of 2-3 and acidic soils, including pH close to 8, was forcing them to be clever in order to achieve reasonable yields.

Similar to many growers, netting is used chiefly to protect plants from winds, although it also helps reduce water use by up to 40pc, improves plant health and increases yields.

The North Queensland grower group with Bananot Hahof’s Hanan Ben Shalom and Uri Shpatz among an establishing banana plantation under netting.

Vegetables Victoria Executive Officer Ken Orr chats with Abel Agrico International Managing Director Peter Abel and Dr Marie-Astrid Ottenhof, Technical Director with Schreurs and Sons.

AUSVEG Global Innovations Coordinator Stefan Oberman with Butler Market Gardens Managing Director Rick Butler during their meeting with the Australian Ambassador to Israel.
North Qld growers impressed with Israeli agriculture, banana growing expertise cont. from page 5

Banana trunks can be tied to the trellis, preventing them from falling over, while disease and insect pressure is almost non-existent. Average banana yields in Israel are around 60-65 tonnes per hectare. Bananot Hahof and others achieve up to 80-90t/ha, however this includes whole bunches and stems and they achieve two complete harvests in a 12-month period. There are also limited roads within blocks, Bananot Hahof has plant densities of 1900/ha in groups of three and four, and plantations can receive 16-18 hours of sunlight each day.

Hanan said he preferred shorter varieties like Zelig, allowing nets to be lower and providing for improved productivity and easier management, while sucker selection was critical to effectively develop a “growing cycle” inside the family of suckers. The use of low flow drippers through summer, emitting 1-2 litres per hour for 2-4hrs daily, is very popular. Hanan said the drippers provided for capillary wetting and allowed air into soil profiles for better root and plant health.

Bananot Hahof has previously applied potassium chloride fertiliser, but with already high levels of chloride in the water, Hanan said they were now experimenting with Haifa’s Multi-K™ potassium nitrate product. They typically apply 300 kilograms per hectare of nitrogen and 1000kg/ha of potassium annually.

“The Multi-K™ is a good price and it’s a big advantage to give plants potassium with no chloride,” Hanan said.

UAN is added with the Multi-K™ to boost ammonium levels, which is required to help manage the high pH soils.

Meanwhile, another grower in northern Israel, Paul Smith, also updated the group on the use of Haifa’s Multicote™ controlled release fertiliser in his persimmon tree crop. A single application of the fertiliser is used in the first and second year of the tree crop, providing complete plant nutrition and, hence, eliminating the need for regular fertiliser injections.

Tully grower Steve Lowe said while Israeli growers had more time to select suckers because the harsh conditions meant they did not experience vigorous sucker growth year-round, they were excellent at sucker selection, particularly with tissue cultured plants.

“That’s something we are struggling with in Australia. We do this, but we don’t always get a good first ratoon crop,” Steve said.

He said the tour also reinforced Israeli growers’ skills in water and other input management.

“Real-time NPK analysis of sap and soil using their own sensors and the research into soil mechanics was very impressive.”

“The research showed how they are measuring all inputs going in and outputs coming out.”

Innisfail grower Shayne Cini said the plant densities Israeli growers achieved due to the lack of leaf disease and insect pests, as well as staggered sucker selection, effectively increased their yields.

“I also initially thought the netting was for the heat. I couldn’t believe it achieved 40pc water reduction,” Shayne said.

“Due to their conditions, they are definitely leaders in irrigation and fertigation.”

“I am looking to make changes to my fertigation here and this has helped reinforce that,” Shayne said.

Martin Garate, of Swiss Farms, via Cairns, said he was amazed by the efficiency in some of the growers’ operations.

“The way they select followers is very good,” Hanan is thinking four steps ahead to continue the growing cycle. He’s effectively staggering crops four ahead,” Martin said.

“The nutrition, particularly the way they fertigate every time they irrigate – small amounts all the time – was very impressive.

“Their use of ammonium nitrate was interesting too because we also have high pH soils.”

He said with the exception of the cold weather, the farming conditions in Israel were similar to Swiss Farms in Lakeland.

Martin was also impressed with the tissue cultured banana variety, Adi. Lindsay Rural North Queensland Regional Manager Shane O’Flanagan said the management of water, including desalinated water, across Israel was an eye-opener and the way local industry and growers had perfected input management and implemented it on different farms was encouraging.

“It was good for the growers to see how a tropical plant can be grown in such a marginal area. It showed that, with the right know-how, you can really grow them anywhere if you want to,” Shane said.

“It showed how they grow them in different areas and also how they deal with different problems that we sometimes get too.

“Israeli growers understand their weather conditions, they are doing amazing things with innovation and they are not afraid to fail.”

He said the tour also reinforced Lindsay Rural’s business in the delivery of nutrition and advice to growers.

“Being able to adapt and move in terms of how we sell product, look at problems with growers and provide advice is very important.”

“The nutrition, particularly the way they fertigate every time they irrigate – small amounts all the time – was very impressive.”

“The tour has reinforced Israeli growers’ skills in water and other input management. Real-time NPK analysis of sap and soil using their own sensors and the research into soil mechanics was very impressive.”

STEVE LOWE, TULLY
In addition to gaining an insight into Haifa’s activities and attending its extensive display at Agritech, delegates also toured agronomic trials, a desert agriculture research centre and the company’s production plant in southern Israel.

One trial was investigating the application of Haifa’s Multicote® Agri controlled release fertiliser in potatoes, which has effectively reduced nitrogen application rates by 20 per cent compared with conventional granular fertilisers. Applied at sowing on both sides of the row to a depth of 18 centimetres, the 4-month release fertiliser has enhanced vegetative growth and improved potato quality.

Another trial in mandarins was assessing fertigation with a Multi-K™ based solution compared with soil application of an 8-month Multicote™ controlled release fertiliser, which is also based on Multi-K™ potassium nitrate. Once again, the Multicote™ was applied at reduced rates and the one, single treatment per year resulted in application and labour savings.

The Jacob Blaustein Institutes for Desert Research, Sde Boker, showcased its greenhouse evapotranspiration studies, aeroponics culture, trials with Haifa products and a range of fertiliser dissolving tools.

The evapotranspiration studies uses a rotating structure that automatically fertigates and features drainage collection devices. The experiment was investigating the effect of different irrigation water sources on the growth of capsicums.

Aeroponics is a plant growing system where the roots are suspended in a closed chamber and nutrient solutions can be applied to the roots in a fine mist. Plentiful water, nutrients and oxygen creates ideal plant growing conditions, resulting in faster development. This system was being used to simulate the effect of different soil temperatures on the growth of grafted capicum plants (on different rootstocks).

The trials with Haifa products focused on the benefits of controlled release nutrition compared with conventional fertiliser for basil and an NPK formula based on potassium nitrate (Poly-Feed™) compared with other potassium sources for lettuce.

Meanwhile, the delegates were also treated to some of the most popular tourist sites during their week in Israel, including the Old City and holy sites in Jerusalem, the Dead Sea and Masada.

Click products for further info
- Multi-K
- Poly-Feed
- Multicote
LANDMARK Specialty Fertiliser Procurement Manager Peter Johnson expects controlled release fertilisers will be strongly adopted in Australia, especially in coastal areas and near waterways, which are likely to come under increasing environmental pressures.

Peter said Haifa’s support of the development of controlled release fertilisers was encouraging and the company’s activities in Israel highlighted its continuing investment to determine particular applications where the products were most effective. This investment is occurring worldwide.

He said Landmark would also support the development of controlled release fertilisers in Australia to take their application to the next level.

“It has been mainly focused in the turf and ornamental industries, but there are various other crop opportunities for controlled release products,” Peter said.

He said the striking feature of agriculture in Israel was that, due to the hostile environment, all inputs were managed, or controlled, to an extremely high level.

“It’s a limited resource, so it’s about not putting it on if it won’t achieve anything.

“The level of detail they are trying to get to is extensive. Putting that into commercial practice is the next step.”

He said the networking with about 120 delegates from 60 different countries during the week in Israel with Haifa was also highly valuable.

“Australia set for strong uptake in controlled release nutrition

“Everything is put in for a reason and nothing goes to waste. This is where we can see significant benefits for improved water and nutrient usage here in Australia.”

Relying largely on reclaimed water, but also fresh water, that is pumped around the country, it is the biggest input and its management is highly controlled, thereby requiring significant infrastructure.

“About 80 per cent of Agritech was devoted to water and it was also the main focus at the research centre,” Peter said.

“The experiments at the research centre were largely determining plants’ response to stress and looking at inputs according to stress management.

“It’s a limited resource, so it’s about not putting it on if it won’t achieve anything.

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“Australia set for strong uptake in controlled release nutrition

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PETER JOHNSON, LANDMARK

Above and top left: Australian distributors inspect some of the experiments at the Jacob Blaustein Institutes for Desert Research, Sde Boker, in Israel.
AN insight into Israeli agriculture, including the application of Haifa fertilisers in the country, has reinforced moves toward new nutrient technologies and increased hothouse growing for Corey Thompson, Branch Manager at Lindsay Rural’s Stanthorpe store in Queensland.

Corey said the higher level of expertise in Israel in irrigation and nutrition, particularly controlled release fertilisers, was clearly demonstrated.

“The technologies with water, Haifa’s nutrition and how they introduce it to crops in Israel holds a lot of merit for us to look at here,” Corey said.

“In the potato trial, infra-red images of the paddock showed how well the controlled release was performing against normal practice. The difference was chalk and cheese.

“The uniformity in the size of the spuds was also pretty impressive.”

He said the Haifa Multicote™ controlled release fertilisers and innovative NPK product, Turbo-K™, had especially strong potential.

“We will be looking to establish some local trials with the controlled release – as well as Poly-Feed™ – hopefully in tomatoes and strawberries to demonstrate them to growers.”

Corey said while horticulture around Stanthorpe had traditionally comprised open field crops, hothouse growing was expected to increase and he viewed a range of hydroponic technology and growing media at Agritech.

“With hothouses and the controlled atmosphere and temperatures, you can grow into different market windows. Growers can also better manage and reduce disease and insect pressures.”

He said the experiments at the desert research centre confirmed the Israelis were continuing to innovate and seek further improvements in water and nutrient use efficiency.

“They really look at applying the least amount of water and different nutrition for maximum yield.”

Meanwhile, Corey said Haifa also kept delegates well entertained with a feature-packed itinerary throughout their week in Israel. He said the company’s farewell event at Masada was a highlight.
Switch to sweet potatoes, new input regime paying dividends at Cudgen

A TOTAL SWITCH to sweet potato growing and newer fertiliser technologies has resulted in operational and input efficiencies as well as improved produce quality for North Coast NSW farming brothers Matthew and Henry Prichard.

After previously growing tomatoes and zucchinis in rotation on their light red volcanic soils near Cudgen, the Prichards moved to a 100 per cent sweet potato program to help simplify their cropping operation, reduce labour requirements and improve returns.

Drawing on their expertise from growing tomatoes and zucchinis, the Beauregard sweet potatoes are grown on drip irrigation following planting from late September through to mid-February. Harvest occurs from late January through to early November, with another crop planted in May and harvested in January.

Half of their farm is also sown to Jumbo sorghum and sometimes triticale as part of the annual rotation with the sweet potatoes to help suppress parasitic nematodes. The sorghum land is worked to assist residue breakdown prior to planting of the pathogen-tested sweet potatoes, while any volunteer sorghum is sprayed. An application of Nemacur is applied at bed forming for further nematode control.

Soil testing is undertaken to assess for nematodes and crop nutritional requirements. Lime and boron are usually applied prior to planting.

The Prichards are also now applying a custom, controlled release fertiliser blend, Ferticote from Barmac, at planting. The Ferticote blend contains trace elements and has eliminated the need to apply micronutrients separately.

The use of Ferticote has allowed for more even distribution of the micronutrients across paddocks and resulted in better potato quality.

“We know that boron, zinc and manganese are lacking in the soils, but they are difficult to spin out by themselves at 15 kilograms per hectare,” Matthew said.

He said Ferticote, which uses Haifa’s Multicote™ controlled release technology, suited the higher rainfall conditions and helped save most of the fertigation requirements later.

“Being controlled release, it eliminates another application of possibly potassium nitrate or potassium sulphate. We just can’t do all the dressings. If controlled release can eliminate all the jobs, like being out at the pumps all the time, it will be much better.”

“In considering the cost of a controlled release fertiliser blend, growers just need to weigh up the cost of their base fertiliser plus the trace elements, the applications and all the separate jobs. As a value comparison, you just look at the cost of spreading the trace elements separately against a single application of Ferticote.”

“With the Ferticote, the fertiliser is in the hill and every row has got exactly the same amount of nutrients,” Matthew said this had also contributed to improved potato quality.

“Our quality is definitely up. We are getting more potatoes in the premium zone, which is 180-250 millimetre long at 60-75mm diameter.”

Last year we looked at a compound fertiliser alongside Ferticote and we visually saw more premium potatoes with the Ferticote.”

The Prichard’s custom blend releases nitrogen over two months and potassium nitrate over four months.

“Research has shown that low levels of nitrogen at planting is desirable, which is why we also went away from using standard base fertilisers,” Matthew said.

“Theory suggests there should be less nitrogen at the start to allow better quality at the end.”

He said the accuracy of release of the controlled release fertiliser also meant they could possibly reduce nutrient rates.

The Prichards produce up to 100 tonnes per hectare of the Beauregard sweet potatoes and average about 70t/ha (about 16 cartons per acre). They are supplied to Woolworths through Hydro Produce in Sydney.
IN a show of confidence and support for growers and the horticulture and vegetable industries, Haifa Australia has announced the appointment of a Regional Agronomist based at Mildura in Victoria.

Jon Corona joins the company with a passion for plant nutrition and extensive experience in agriculture from around Australia, New Zealand and South Africa.

To further strengthen his role, Jon will initially be mentored by Haifa Senior Agronomist Shaul Gilan.

The Israel-based Haifa has made a strong commitment to Australian growers with a national office that has been established six years and agronomists servicing northern and southern areas.

The company has a strong brand presence with its high quality water soluble fertilisers in the horticulture, vegetable and nursery industries, distributing in all States through the country’s major horticultural suppliers and pastoral houses.

Originally from Zimbabwe, Jon spent the first 10 years of his career working for a large fertiliser company in South Africa.

His role was geared towards the specialist market, working with protected crops, tree crops, turf, vegetables and hydroponics.

In 2005, Jon emigrated to New Zealand and joined Fruitfed Supplies as National Nutrition Advisor, working on everything from soil testing and health to leaf analysis and nutrition products.

After six years with Fruitfed Supplies, he was employed by Pacific Growers as Fertiliser Manager for the company’s nutrition range.

However, the call from across the ditch grew stronger and Jon left NZ, joining MIA Rural Services in the New South Wales Riverina as a Horticulturalist for vines, citrus and vegetables.

“I had a real desire to live and work in Australia, particularly because I love the Australian culture, the climate and way of life. I would think I am almost a ‘fair dinkum Ozzie’,” Jon said.

“I’ve been attempting to find my niche and I believe I have now found this with Haifa and will be looking forward to a long and fulfilling career with the company.

“I like Haifa as a company and believe it has much to offer Australian farmers, with decades of experience and knowledge growing crops in arid regions.

“I believe it has superior knowledge in plant nutrition and is well-equipped with a quality, complimented product offering to meet our customers’ changing demands.

“Haifa is committed to quality value products that offer good purity and improved efficiency, and which are convenient to apply in various forms.

“Haifa’s values are to create real solutions for farmers worldwide; employing our profound knowledge of the markets and our familiarity with our farmers’ lives and needs.”

Jon holds a Diploma of Agriculture, a Certificate of Advanced Nutrient Management from Massey University and has almost completed his Bachelor of Science degree.

He is looking forward to using his experience and knowledge to offer support to growers in the Mildura region, particularly with the current growth being experienced in the almond industry.

“My role with Haifa entails offering back-up support for our specialist product range to our varied and valued customers.”

“There are varied personalities and farming practices, so one size does not fit all.

“Our focus is to take care of our customers’ needs, which includes a focused approach on their businesses and advising where we can best fill those gaps with value-added propositions.

“My role will also include looking at the varied and diverse functions/practices that are being faced by growers and to tie-in knowledge from other specialists in the industry, or utilise our internal global network.”

Jon can be contacted on 0408 568 605.

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