

## Good Morning

**“Industrial waste sold as fertiliser”**, blared the *Sydney Morning Herald* - front page, Mon. 6<sup>th</sup> May 2002. The Herald investigation ran for most of the week and revealed that many fertilisers contain **toxic chemicals**.

I could understand the outrage because this practice flies in the face of all that experience and environmental education has taught us about respecting the soil as a fragile precious resource that needs to be sustained for present and future use.

Let me explain .....

As I wondered about the farming community being preyed upon and being seduced by some clever marketing strategies by chemical companies, I thought it was time that I reminded you of the benefits to your soil and ultimately to your yield and long term farm profitability, in addition to the health of you, your family, your consumers and the environment, of using safer fertilizer alternatives. Do you recall the integrity, safety and effectiveness of Alroc Mineral Fertiliser? You can be certain that Alroc is 100% S.A.F.E. AND EFFECTIVE.

Alroc is currently used locally by horse studs, cattle properties, alpaca farmers, vineyards, olive plantations, turf farms, home gardeners, Greening Australia, a contractor for the NSW Health Department (to rehabilitate the soil around Pasmenco), Power Stations (for their lawns), schools for their ovals, market gardens, fruit orchards, flower farms, landscaping businesses, stockfeed stores and nurseries.

Alroc is manufactured by – S.A.F.E. – **Sustainable Agriculture & Food Enterprises** in Ipswich Queensland, from a variety of crushed volcanic rock. As you are aware soil forms from rock particles. So Alroc emulates the natural process of enrichment.

Alroc is an innovative soil conditioner that supplies all your trace minerals, Phosphorus (P) and Potassium (K), yet completely free of toxic residues.

In fact some people empty a bag into their water tank to slowly mineralise their drinking water and add a handful to the animals drink trough. Many farmers feed Alroc directly to their cattle, horses, alpacas, poultry and dogs. Alroc has been certified by Australia’s largest organic certifying body the Biological Farmers of Australia – **BFA**.

You can use Alroc for organic farming or just plain **sensible, sustainable** farming and gardening for a healthy yield.

Alroc is available from

Andrew Mulyk – Cessnock - 49980323

Mandalong Stockfeeds – Morisset - 49732164

Caban’s Nursery – Morisset - 49735566

Earth Cycle – Wyee - 43572911

Chris Gordon – Cooranbong – 49772686

Patricia & Garry Middlebrook – Dungog - 49959252

You can find more information at [www.mineralfertiliser.com.au](http://www.mineralfertiliser.com.au)

## SO WHAT IS ALROC?

Alroc is a blend of crushed volcanic Basalt, Granite, Dolomite, Bentonite, Rock Phosphate, Rock Potash, Soluble Silica and Bio Coal Fines, chosen for their mineral content. The Bio Coal Fines have been composted for 10 years and are added as a dry, micro-fine dust to provide carbon for your soil in the form of organic matter. S.A.F.E. produces 9 different mixes of Alroc that are Certified Organic. Applying rock dust to the soil is not new. Lime, dolomite and gypsum are all commonly used. Alroc takes this traditional farming technique to a new level of sophistication, with the blend of rock types in the mix and a prilling process to make for ease of application with any spreader, hand or mechanical.

In addition to the natural Alroc mixes, S.A.F.E produces supablends. Supablends have been developed so that conventional farmers can reduce their dependency on high artificial fertiliser rates. Supablends are 70% Alroc mixed with conventional fertilisers. Alroc remineralises the soil and neutralises the acidity of the chemical fertilisers. S.A.F.E produces 8 different supablend mixes.

Alroc is suitable for **home gardeners, farmers, golf courses, landscapers** and **councils** - anybody interested in perfect plants and a S.A.F.E. planet. Alroc comes in 2.5kg bags, 20kg bags - home gardeners' blend, and 40kg bags, 1 tonne bulka bags or in bulk - for all blends.

S.A.F.E. also produces custom blends that are matched exactly to your soils needs as indicated by a soil analysis.

## The Alroc Soil Remineralisation Program.

ALROC:-

- \* Causes phenomenal growth of micro-organisms in the soil.
- \* Provides sustained-release of minerals, increasing their uptake by plants.
- \* Contributes to the building of humus complexes.
- \* Raises the moisture and nutrient storage capacity of the soil.
- \* Counters the effects of soil acidity.
- \* Improves soil structure.
- \* Reduces soil erosion.
- \* Improves resistance to insects, disease organisms, and fungus.
- \* Produces plants with an extensive feeder root system.
- \* Reduces watering cost and time - once established.
- \* Improves flavour and nutrient levels in produce.
- \* Increases shelf-life for fruit, vegetables and flowers.
- \* Grows organic produce that commands a premium price.
- \* Grows healthy animals.
- \* Reduces reliance on artificial fertilisers.
- \* Protects waterways from soluble salts.
- \* Protects farmers and families from chemical exposure.
- \* Saves farm input costs.
- \* Is an integral part of sustainable farming into the future.