

## **WHY USE APEX NURSERY FERTILISER INSTEAD OF A EUROPEAN BRAND?**

You won't be surprised if I told you that European manufactured fertilisers for container production of woody nursery stock have been formulated for European markets. Of course they are!

However, New Zealand is not Europe and our needs affect both formulation and release rate.

Fertiliser formulation, that is the NPK and trace element composition, is engineered to suit the needs of plant species and cultural techniques being used.

Release rate will be in consideration of plant species sensitivity, cultural technique and climate.

Lets then summarise the main differences between Northern Europe and New Zealand.

Europeans grow 80% deciduous species and 20% evergreen species in containers. In NZ we are the exact opposite! Deciduous species burst into growth in Spring, requiring feed fast and strong.

Europeans cultivate their crops in peat based potting mix New Zealanders use mainly bark. Bark potting mix will immobilise Nitrogen and Iron, which, if not anticipated, can result in poor growth response. Nitrogen is the key driver of growth, Iron is a critical element in chlorophyll. A shortage of either can result in poor growth and pale foliage. Buyers prefer well formed vigorous plants with deep green foliage and, if flowering, plenty of buds.

The European growing season struggles to last six months, whilst here in NZ we enjoy eight months. If the growing season is short, as in Europe, you would formulate for a really fast initial release in order to grow to saleable size before the end of that short growing season.

How then should these profound differences influence our choice of nursery fertiliser. Nobody makes encapsulated controlled release fertiliser in NZ, or even for NZ. The market is simply too small. How small? Well, consider this, several large European or American nurseries consume more fertiliser in their own right than the total NZ nursery industry use. So, to get exactly what we need and want will come from overseas, but from which market and why. I have looked to the USA and specifically the Pacific North West (PNW). The climate there is maritime. They grow mostly evergreen species and they use bark based potting mix. All of which is a perfect fit with NZ.

McHort APEX Nursery fertilisers are made for the PNW and they use plenty of them. It is tuned to their needs and, therefore, happily, to ours!

Specifically, a gentle initial release pattern which suits evergreen species best.

A higher 'N' analysis, typically 20% N, rather than 16% N as in European formulations, because bark growing media can 'draw down' nitrogen reducing availability to your crop,

Elevated Iron, 3-4 times more, than that in the Euro products to offset immobilisation of Iron in bark media and, finally, for economy. These higher analysis products are more economical than a low analysis Euro product. Rates of use are significantly lower for APEX than those recommended by the Euro brands. McHort recommend APEX be used at 4-5 kg/cu.m for 9 month types and 4-6 for 12 month types. No supplementary starter feed or extra trace elements are required either.

The savings are significant!

If you would like more information, or a specific fertiliser recommendation, please call McHort on 021 782250.

# APEX Nursery fertilisers from McHort

## HIGH ANALYSIS, PNW, PRODUCT OPTIONS

**APEX Full Season 22+2.6+8.3+Te** with elevated Iron, 6-7 month.

A triple blend formulation of soluble, slow & encapsulated controlled release components.

Ideal for NZ Native revegetation species .

Use at 3-4kg/cu.m. in potting mix.

**APEX Evergreen 21+3+6.6+Te** 9 month

A fully encapsulated controlled release fertiliser.

Ideal for all evergreen & exotic species.

Use at 4-5kg/cu.m.

**APEX Evergreen 20+3.4+6.6+Te** 12 month

An extended longevity version of the above.

Use at 5-6kg/cu.m.

**APEX McHort Blend 20+3+9+Te** 12-14 month

An extended longevity product with fully encapsulated controlled release fertiliser.

Ideal for NZ Native and exotic deciduous species.

Use at 4-6kg/cu.m.

## SPECIALTY PRODUCT OPTIONS

**APEX Evolution 16+2+7+Te** 6-7 month

Ideal for deciduous flowering species and in retail yard or bagged potting mix.

Use at 3-4kg/cu.m.

**APEX Endure 16+2+9** 14 month

Ideal for advanced grade trees and extended feeding post planting in landscaping.

Use at 5-6kg/cu.m. *Call for landscape planting rates.*

**APEX Minis 18+2.6+9.9** 3-4 month

Especially for ornamental annual and vegetable seedling production in cells and punnets.

The small prill size offers uniform distribution at appropriate rates even in small cells and cavities.

Use at 1.5-3kg/cu.m.

**APEX Super Iron Top dress 21+2.8+4.9+Te** with elevated Iron, 4-5 month

Extended Top dress fertiliser in a triple blend of soluble, slow and encapsulated controlled release components.

Fast green up and extended nutrient delivery. Fast, safe and long-lasting from a single application.

Apply at 1-3g/ ltr. of pot volume.

*McHort have unrivalled expertise in fertiliser use for ornamental plant production in New Zealand.*

*We can help you grow better crops more economically through that expertise and our carefully selected fertiliser options.*

*If you use ready made potting mix, we can work with your potting mix supplier to ensure you get the best value for money fertiliser option delivered in your potting mix.*

For a **FREE CONSULTATION** and review of your current fertiliser programme call McHort on 021 782250

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