

WHICH PRODUCT IS THE BEST VALUE FOR MONEY IN THE NZ MARKET?

Here are the bare facts, that tell the truth about best value for money, simply explained.

Read the N-P-K analysis

1. Oxide or Elemental, are you 'comparing apples with apples'?

In North America and Europe fertilisers have their N-P-K analysis declared in the oxide form. In Australia and New Zealand they are described in the elemental form. Some NZ fertiliser distributors blatantly misinform the N-P-K analysis of the products they sell by using the oxide analysis description. It makes it look more potent. This is an unworthy deception.

Example: Polyon 16+6+11 is actually only 16+2.6+9.1 when correctly described for the NZ market.

APEX Evergreen 21+3+6.6, correctly described in the elemental form for NZ, Overseas it presents as 21+6+10 .

Is your fertiliser supplier being honest in how they describe their product? Are you being duped?

Compare the nutrient content

2. Nutrient element quantity.

High analysis fertilisers deliver 'More bang for your buck!'

This is especially true for the Nitrogen 'N' content in your fertiliser. Nitrogen is the 'key' driver in plant growth!

The higher the 'N' analysis in your fertiliser, the LESS quantity you need to use, that means fewer kilograms in each and every cubic metre of potting mix. It all adds up! The savings, without compromising growth, are significant!

If you use APEX Evergreen 21+3+6.6+Te 8-9month @ 4.5kg/cu.m. (The industry norm for a 8-9 month product) you would need to use 5.9kg/cu.m. of a 16% 'N' such as Polyon, Osmocote, Nutricote, Basacote, Plantacote or Ekote.

Example: Polyon 16+2.6+9.1+Te (16+6+11 oxide)

Any brand with 16% N has 23.8% LESS actual Nitrogen than APEX Evergreen, therefore you need to use 1.4kg/cu.m. MORE to achieve comparable 'N'. See overleaf for the McHort High analysis fertiliser range.

Compare the TRUE cost per cubic metre of potting mix

3. Cost (Value for money)

APEX McHort Blend 20+3+9+Te is sold for \$155.00 +gst per 22.68kg sack, or \$6.83/kg (McHort Price List Jan 2019)

Polyon 16+2.6+9.9+Te (16+6+12) is sold for \$155.00+gst per 25kg sack , or \$6.20/kg

Now apply the actual application rates, to achieve Nitrogen comparability, for each product:

Apex @ 6kg/cu.m. (The industry mid point rate for a 12-14 month longevity)

$\$6.83 \times 6\text{Kg} = \$40.98/\text{cu.m}$

Polyon @ 8kg/cu.m. (The amount required to achieve comparable 'N')

$\$6.20 \times 8\text{kg}/\text{cu.m} = \$49.60/\text{cu.m}$.

APEX McHort Blend is \$8.62 / cu.m. LESS expensive than Polyon !

Please note other brands such as Nutricote and Osmocote **are even more expensive** per sack than the example used and, of course, will be **very much more expensive per cubic metre of potting mix**. How much could you save?

APEX IS THE BEST VALUE FOR MONEY IN THE NZ MARKET

APEX Nursery fertilisers from McHort

HIGH ANALYSIS PRODUCT OPTIONS

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

A triple blend formulation 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 8-9 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 12-14 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 021 782250

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