

RLF - WHO WE ARE

Rural Liquid Fertilisers (RLF) is a world class fertiliser company that has developed highly advanced crop products for global agriculture. It is the manufacturer and global distributor of these products.

RLF supports a diverse range of products, customers and markets. We have an outstanding technical capacity (that is our science, research and product development laboratories) and our talented staff and partnership teams are all very passionate about delivering real value and genuine on-farm financial returns for our customers.

RLF is a dynamic, committed and customer focused organisation.

OUR HISTORY

RLF was founded in Australia in 1993 to manufacture and market high efficiency broad spectrum liquid fertilisers for agriculture.

Today it develops, manufactures and markets a comprehensive range of fertilisers – including our world leading seed-priming products – high-quality nutrient and broad spectrum solutions, NPK granular fertilisers, water soluble powders; and our exclusive broad spectrum liquid compound fertilisers.

In Australia, RLF operates an ISO 9001 Quality Assured formulation facility developed and expanded over the years since its inception as the demands for increased volumes required to supply the expanding market have grown.

In 2003, RLF established a distribution operation in China.

Our China subsidiary, (Rural Liquid Fertilisers China), is a wholly foreign owned company with headquarters in Shanghai. Officially opened in January 2009, the mainland China Manufacturing Facility, is on a 40,000 square metre site that includes a technical laboratory, modern manufacturing and distribution centre and product demonstration and trial area.

OUR VISION AND VALUES

At RLF we are dedicated to building a vibrant and successful global network that places the interests of our Customers first and foremost as they strive to bring food security to their part of the globe.

We hold important Values and they underpin everything that we do. 'In a nutshell' our values involve our customers, our culture, our resourcefulness, our integrity, our innovation and our enthusiasm.

OUR CUSTOMERS AND CLIENTS

RLF has some important groups of customers.

They are all equally important and each of them has a different focus and a different role to play within the agricultural industry. The include :



Farmer Customers

Representing millions of farmers on small farm holdings all working diligently to produce high-quality and high-need crops and produce.



Grower Customers

Typically the family holdings and enterprises on medium to large sized farms all working a diverse range of crops and produce.



Corporate Farming Customers

Are generally large – scale corporations increasingly more common in developing countries.



Co-operative Farming Customers

As the name suggests these customers are all defined by co-operative participation.



Seed Group Customers

Who manage and protect the natural resource base of seed so that food can be delivered in a safe, secure and sustainable way.



Agronomy Customers

who all provide a wide range of crop solutions for farmers.

OUR CUSTOMERS AND CLIENTS



Distributors

These customers are our primary wholesalers and distributors of the entire range of RLF products.



Retailers

Are the 'face of the company' and include RLF products into their wider array of agricultural items for sale.



Agricultural Products Groups

Are often the 'first port of call' because they generally have all manner of product available, pumps, parts plus RLF product.



Governments

Who determine the policy, standards and direction for the provision of food crops for their populations.



Humanitarian Customers

Who respond to the many crises, in many countries, and bring the massive effort to bring food to starving populations or groups of people.

OUR REVOLUTIONARY PRODUCTS

These are the main reasons RLF can make this claim :

- RLF's commitment to the agricultural industry makes them world-leaders in this field – this is a recognised fact.
- RLF products are innovative and scientifically proven through rigorous trialling and testing of its data – this is a recognised fact.
- RLF's advanced science and technology endeavours and commitment over many, many years delivers the same levels of advantage and opportunity for all farmers and growers, no matter what size their enterprise is – this is a recognised fact.
- In the modern farming era, where intensive farming techniques and technologies are required to bring about the yield necessary to provide sufficient food for the world, RLF products offer an optimistic future for farmers and growers the world over – this is a recognised fact.

The key points of difference are :

Quality of Elements and Materials

We only use superior and quality materials that ensure efficiency and product consistency.

High-Performance Formulations

With high concentrations of all essential elements.

Stable Solutions

All assuring stability and longevity.

Plant Physiology and Chemistry

Another world-leading technology developed by us – this provides enormous advantage.

Manufacture

With high concentrations of all essential elements.



SDS (Seed Delivery System)

A world-first proprietary technology developed by us – this is changing the face of agriculture.



NDS (Nutrient Delivery System)

Another world-leading technology developed by us – this provides enormous advantage.

Crop Nutrients Removal Science

All formulations and micro nutrient calculations are based on the science.

There is so much more information about our Company and the services and resources we make available for our valuable customers contained within RLF's Global Website @ www.ruralliquidfertilisers.com.

The content of this education page was accurate and current at the time that it was written. This education material is provided for interested customers and other parties, and will remain a matter of RLF's historical record. Viewed in this context RLF therefore undertakes no obligation to update either material or content.