

## LET'S REFLECT FOR A MOMENT

This Insight reflects on the rising costs of chemicals and **fertilisers** for farmers forcing them to review their practices and embrace change.



**Steadily rising chemical and fertiliser costs are forcing farmers to review how they go about most things. And how they need to challenge the 'norm' with inputs, to maintain sustainable profitability.**

**We've all heard the sayings 'thinking outside the square', or 'thinking outside the box', even 'paradigm shift' – and they all pretty much mean the same.**

A paradigm is a set of assumptions, concepts, values and practices that constitutes a way of viewing reality for the community that shares them, especially in an intellectual discipline. That is called 'the norm'. This is what Farmers and Growers are being asked to reflect upon, and for very good reason.

It's now all about carefully reviewing fertiliser selection and rate, and method and timing of application.

The integration of seed, soil and foliar fertilisation has been a most essential and long overdue paradigm shift in Australian agriculture, and for over 20 years RLF has been at the very forefront of it.

**Years of results will continue to benefit the farming communities which RLF proudly serves!**