RLF Profile

Rural Liquid Fertilisers is a world class fertiliser company that develops, manufactures and distributes highly advanced crop nutrition products for global agriculture.

Distributor Partners

RLF, the Australian in Global Fertiliser

An extensive range of specialty crop nutrition products, including high-analysis broad-spectrum Seed Primers and Ultra Foliar liquid fertilisers. Products that are key to unlocking yield and quality potential and plant health. Products that deliver tangible and positive economic benefits for farmers and growers.

The foundation for this success is their high performance formulations. They are all based on, and built with an unwavering commitment to the science of plant physiology. This provides the global agricultural industry with the most advanced specialty liquid fertiliser formulations available.
What We Have Achieved

RLF was founded in Australia in 1991 to manufacture and market high efficiency broad-spectrum liquid fertilisers for agriculture. This started with one specialty foliar product.

Today RLF develops, manufactures and markets a comprehensive range of fertilisers, including world-leading Seed Priming products and high quality nutrient and broad-spectrum solutions. These products are all based on plant science for optimum crop growth and all can influence yield outcomes.

RLF operates ISO 9001 Quality Assured Systems Certification. Each RLF formulation facility manufactures high quality products and has steadily expanded over the years as the demand for the increased volumes required to supply the booming market has grown.

In 2003 RLF established a manufacture and distribution operation in China. RLF China is a wholly foreign owned company with headquarters in Shanghai. Officially opened in January 2009, the mainland China Manufacturing Facility is a 12,000 square metre complex that includes a technical laboratory, and modern manufacturing, packaging and distribution centre.

Who We Are

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

RLF supports a diverse range of products, customers and markets. It has an outstanding technical capacity. RLF’s talented team are passionate about delivering real value and genuine on-farm crop and economic returns.

RLF is a dynamic, committed and customer focused organisation.

Today

RLF is a major provider of seed priming and liquid fertilisers in Australia. It has a dynamic Australian and China-based manufacturing and distribution capacity and supports a global agriculture market by delivering RLF crop nutrition products into export markets. Expansion throughout the Asia region is an exciting current focus for RLF.
Products that Deliver Tangible and Positive Benefits

RLF has an extensive range of specialty crop nutrition products, including high-analysis broad-spectrum Seed Primers and Ultra Foliar liquid fertilisers.

Crop nutrition is considered a key to unlocking yield and quality potential and overall plant health. RLF Products can deliver tangible and positive economic benefits for farmers and growers.

The foundation for this success is RLF high performance formulations. These are all based on, and built with an unwavering commitment to the science of plant physiology. This provides the global agricultural industry with some of the most advanced and efficient speciality liquid fertiliser formulations available.

Purpose-built, Engineered and Targeted

RLF speciality liquid fertilisers are purpose built products that are engineered and formulated for plant needs or crop-specific purposes. They may be crop focused to give targeted assistance to a particular crop type, be nutrient focused to address soil or plant deficiency needs, or be broad-spectrum so that both major and minor trace element needs are met.

For more than two decades RLF specialty crop nutrition products have been shown to deliver outstanding results and positive economic returns in independent trials undertaken by researchers and large-scale growers.

RLF products are quickly becoming trusted by farmers and growers worldwide.

RLF products help make crops grow.

RLF products can drive greater yield potential and deliver better crop quality.

RLF products achieve this with advanced chemistry and formulation technologies.

RLF products are part of a modern fertiliser practice.
Delivering Agronomic Plant Nutrition Solutions

RLF is in the business of delivering agronomic plant nutrition solutions.

RLF products are all targeted, or optimally balanced to address a wide range of crop nutrient problems. They are designed to give the best chance to gain maximum yield and other quality and economic outcomes. Starting with one broad-spectrum foliar product 25 years ago, RLF has gone on to develop, manufacture and market a comprehensive range of approximately 80 specialised products.

The Importance of Nutrition

The knowledge of plant nutrition has arisen from the general field of plant physiology.

Achieving good responses with fertilisers is therefore based on the simple fact that for all plants – outside of water, carbon dioxide and air – the only other available factor able to influence or increase yield is nutrition.

By understanding that there is an optimum level for each essential nutrient required by the plant, RLF’s science and technical teams have developed specialty crop nutrition solutions that are finding their place in today’s global fertiliser market.

Achieving a Full Agronomic Solution

Agronomic solutions should embrace all parts of a crop cycle (being establishment or vegetative phase, followed by flowering or reproductive phase), and all parts of the plant (being seed, leaf and root).

These three nutrient pathways (seed, leaf and root) are especially important and RLF encourages that they be viewed as a total package towards a full agronomic solution.
The importance of fertilising the seed with RLF seed priming technology is based on science.

This relatively modern fertiliser practice relies on the imbibing process which delivers a balanced broad-spectrum liquid solution of essential nutrients directly inside the seed. These balanced nutrients improve the performance of the seed because once imbibed, nutrition is available to the seed for its immediate use. It then continues to be available to the plant, via the seed, during the early weeks of growth and development. It is not seed coating. The seed priming products developed by RLF have unique characteristics. They are very low pH, and they are high in plant-available phosphorus. They also contain the optimum range of essential other nutrients.

### Key Benefits

1. **Elevate Nutrients**
The level of essential nutrients in the seed are elevated to above optimum level. This ensures the seed immediate access to available nutrient because all nutrients are safely transported inside the seed and can be utilised directly by the plant embryo.

2. **Set for Maximum Yield**
The broad-spectrum nature of the seed priming solution means maximum yield potential is set, and that it is less likely not miss out on establishing this response due to suboptimal seed nutrient levels or soil deficiencies.

3. **Direct Effect on Yield**
It has a direct effect on setting yield since 100% of the nutrients contained within it are absorbed by the seed.

4. **Rich in Plant-available Phosphorus**
It is rich in plant-available phosphorus which directly influences yield potential regardless of the fertiliser rates applied to the soil.

5. **Override Soil-based Deficiencies**
Unlocking soil-based phosphorus with this seed technology is highly practical. Whilst trace element deficiencies such as zinc and manganese can be easily overcome with in-season foliar spraying, the same is not true for phosphorus deficiency.

   If phosphate availability is not good, crop yield potential would not be recovered by a similar in-season application of phosphorus. By providing plant-available phosphorus from the first day of the seed’s life can then support strong plant development and growth.

6. **Maintain Soil Health**
The impact of continuous cropping may also give rise to increased soil pH over time. As a consequence it depletes the availability of metallic trace elements and phosphorus. Seed priming can bypass some of these soil deficiencies.
Science of the Leaf

Every plant has a different trace element nutrient need.

RLF has recognised this as a major issue for farmers and growers, and engineered a range of highly concentrated liquid crop nutrition products designed to improve the way in which nutrient is delivered to the plant so that nutrient deficiency issues can be better addressed and managed.

Understanding Deficiency Symptoms

It is often only when a deficiency symptom reveals itself that farmers know they have a problem that could have a marked effect on a crop’s health, yield potential and value. This realisation often comes too late. RLF’s science-based approach can help change this scenario.

It uses the science of the leaf to facilitate delivery of nutrient-rich foliar applications in a safe, stable and optimally balanced way.

RLF technology provides the safe transfer of nutrients through the leaf wall to be directly absorbed by the leaf cells. This significantly improves productivity because the nutrient is readily moved, or translocated within the plant through the increase in the plant’s photosynthetic efficiency. This enables more effective assimilation of the nutrient elements for the plant’s immediate use. It is an effective way to achieve maximum benefit. The product technology also acts as a carrier into the plant cell without causing any damage. This means that nutrient elements can be safely transferred into plant cells, and then move freely via the cells to the functionaries (places) of the plant.

This is a major shift for the efficient delivery of essential nutrients in a plant-available form. Traditionally, foliar relied on nutrients being transferred through the leaf via the stomata and not the leaf and cell walls.

Achieving Maximum Yield

Crop yield is directly influenced by plants being able to access the required amount of each nutrient it needs in a balanced and timely way.

However, high levels of a particular nutrient in the soil can often interfere with the availability and uptake by the plant of other nutrients. Those nutrients that interfere with one another are said to be antagonistic, but by understanding the science of the leaf, RLF products mitigate this antagonism.

Optimal Nutrition Explained

In plant nutrition there is a law known as Liebig’s law of the minimum. It is based on the premise that a plant is limited by the nutrient that is in shortest supply (in relation to plant need). Once its supply is improved, the next limiting nutrient controls plant growth, and so on. The graphic demonstrates this.

A barrel can only hold water up to the height of its shortest stave, and can only be full when all its staves are of the same size. Likewise, a plant can only produce to its full potential when all nutrients are at optimal level (i.e. without any deficiencies or excesses).

What Farmers Know

- As much as 60% of crop yield is dependent upon nutrient availability.
- Crop nutrition is the foundation of a healthy and productive harvest.
- Crop nutrition science and research advances and changes at a rapid pace, so it is important to be informed and have access to the latest products and technologies.
- Optimum growth environments do not sustain themselves, and a crop nutrition program should be managed throughout the entire year.
- The vagaries of climate, pests and other attack can impact the health of the crop, therefore crop nutrition becomes an even more important tool for mitigating these effects.

RLF nutrient delivery through the leaf walls directly to the leaf cells facilitates this need in a most efficient and safe way.
Science of the Root

Root growth responds to the types and levels of nutrient it is able to access.

Whilst it is beneficial for a plant to grow a strong root system, it is equally important to maintain good balance between its roots and shoot growth so that the shoot is not deprived of nutrient at the expense of the root.

Achieving the Balance

Early root growth aids quicker seed germination, and agronomically will always be beneficial for avoiding diseases and for establishing better in harsher growing environments such as extremes of heat and cold.

The levels of nutrient in the soil determines the reactions or responses of root growth that then move through the root system to the leaves or top-growth of the plant.

This is why it is essential to balance the level of nutrients in the soil to get the optimum level of growth needed for the root.

Root Growth is the 'Engine Room' of the Plant

The root system is the engine room of the plant, and is supported by the root rhizosphere. This is the zone of soil immediately surrounding the root of the plant, in which the chemical reactions and microbial activity takes place. A healthy root mass has a substantially higher number of fine root hairs, and this in turn gives an exponentially larger root surface area. In turn, greater exudate provides the host for stimulated microbial activity (or mineralisation) where the essential conversion of soil-based organic matter into inorganic plant available nutrient occurs.

Several beneficial physical effects and outcomes are achieved by turbo-charging the root system and include:

- increased early vigour
- strong plant growth with early viable tillers
- greater tolerance to drought and water logging
- improved granular fertiliser performance (uptake)
- greater phosphorus activation and improved uptake from the soil
- improved nitrogen efficiency in the plant
- better resistance to disease or attack
- greater tolerance to environmental impact or extremes
- improvements in plant metabolism
RLF promote Integrated Fertiliser Management (IFM) which is the term used to describe the process in which nutrient levels in soil, seed and leaf are managed synergistically to improve overall fertiliser performance and water use efficiency.

The impacts include improvements and efficiencies such as:

- a potential reduction in the amount of granular fertiliser required to help offset the seed and foliar fertiliser product costs
- greater potential for crop quality and increased yield
- greater reliability of crop performance
- more efficient water use and beneficial return of biomass to the soil
- increased plant strength and health

1. **Seed.** Treating seeds with fertiliser to enable seedlings to set higher potential, form greater root exploring ability and to better resist stress and disease.

2. **Soil.** Applying standard practice nutrient to soils – usually as granular N-P-K – at more optimum revised, but not excessive levels.

3. **Leaf.** Using foliar program to deliver nutrients to the plant in the most effective way.
**Add Value to Your Soils**

RLF products can lead to more high-value biomass for the future of viable agriculture by stimulating greater microbial activity (or mineralisation) for improved conversion of soil-based organic matter. Helping build natural soil fertility that gives back to the soil.

This promotes the sustainability of arable land and cropping environments for future generations.

With an integrated approach to fertiliser practice, RLF’s key Seed Priming and Foliar products can increase the nutrient value and biomass of root systems in tandem with the quality of above-ground plant matter. Following harvest the plant matter reverts nutrition to the root biomass that in turn directs nutritional value back to the soil ready for the next crop.
**Designed and Manufactured for Real On-farm Performance**

RLF designs and manufactures its crop nutrition products for real on-farm performance.

RLF focus is to generate products that achieve tangible and viable results.

RLF product performance is based on independent trial data, demonstration field trials and real on-farm measurement as it works alongside farmers and growers of the widest range of crop types possible.

This endeavour is supported by laboratory-based scientific development trials, measurement and evaluation. It can be stated with a high degree of certainty that RLF products deliver the following outcomes, and in many cases out-perform or exceeds expectations.

**Plant**

Superior biological results such as strength, root growth and size, shoot and tiller size and number, as well as overall general health and wellbeing.

It is these results that give the plant the advantages that result in bigger, better and greater crop outcomes.

**Yield**

Improvements and performance can be both measured and quantified. High yield gives greater financial return.

**Economics**

Easy to use, assimilate and afford, giving crop nutrition and practices that deliver a positive economic benefit as a direct result of using RLF products. Investment can be measured and a significant return on investment made.

**Quality**

High quality products that deliver healthier, higher quality produce with exceptional nutritional value.

**Sustainability**

Increased quantity and quality of biomass returned to the soil, and the building of natural soil fertility to sustain the lands available for cropping and horticulture. This is a direct result of the nature of RLF products and fertiliser practices.
Easy to Understand

RLF products are specified by category and provide a range of flexible options for either general or highly specialised use. There are twelve categories to ensure that transparency of product purpose is maintained. These categories are:

**Seed Priming**
The latest technology in engineered seed nutrition, and a powerful advance in modern fertiliser practice. RLF is the leader in seed priming fertilisers. The inside of the seed is directly fertilised using RLF-developed nutrient imbibing technology which ensures that plants are set for maximum yield potential from day-1.

**Ultra Foliar**
Advanced high-analysis broad-spectrum crop nutrition fertilisers engineered to give plants the resources to grow strong. These products deliver a complete broad-spectrum nutrient package of up to twelve nutrient elements. Typical results see healthy plants achieved through optimal plant nutrition applied with maximum efficiency.

**Rapid Foliar**
Designed to deliver more specific nutrient requirements such as zinc, copper or manganese with increased speed and efficiency.

**Crop-Specific Foliar**
Made to satisfy the nutrient needs of a specific crop type. The specially formulated high-analysis broad-spectrum nutrient package is based on the specific crop type's plant physiology. These products also supply extra plant-available phosphorus for greater benefit and potential result.

**Foliar**
Single or multi-element foliars that deliver added support with the supply of nutrient to crops and vegetables as and when needed. When applied as a direct response to soil conditions these products provide cost efficient and effective delivery of the required nutrient.

**Hydroponics + Home Garden**
RLF products designed for Home Garden, Hydroponics or other specialty purpose or retail application.

**NPK Foliar**
Designed to deliver highly concentrated liquid nitrogen or phosphorus and potassium to the crop. These products can have the most impact on productivity and yield when used during the appropriate growth phase of the crop. They are optimally balanced and can be used in furrow injection or fertigation systems as well as part of a foliar routine.

**Nutrient Charger**
Designed for plant parts, roots and seedlings. They give improved seedling establishment functions to plants when applied during the seedling or tree establishment period. Can also be applied via the root system.

**Pasture**
A high-analysis broad-spectrum product designed specifically for animal carrying pastures and feed crops.

**Fertigation/Furrow Injection**
For 'friendly' use in reticulated or sprinkler irrigation systems. These fertigation products are formulated to deliver a highly concentrated solution that is immediately dispersed. In some situations they may also be used directly in-ground via furrow injection.

**Root Boost**
Designed to focus on early vigour and development for the root system for both broadacre and horticultural crops. These products give support and energy to the developing root structure and mass.

**Bulk Liquids**
Bulk liquid fertilisers can be formulated and manufactured for specific requirements. These made-to-order specialty crop nutrition products are a reliable service that RLF provides.
Products that Deliver Tangible and Positive Benefits

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**Seed Priming**
- BSN Superstrike
- BSN Ultra
- BSN-10
- BSN Rice

**Ultra Foliar**
- 12 Nutrients
- Broadacre Plus
- Fruits & Veggies Plus
- Plasma Fusion
- Ultra12 Foliar
- K-Komplex
- Field Crop Plus

**Rapid Foliar**
- Rapid Max
- Rapid Zinc
- Rapid Copper
- Rapid Manganese

**Crop-Specific Foliar**
- Canola Plus
- Cereal Plus
- Cereal Plus Zinc
- Cotton Plus
- Horticulture Plus
- Legume Plus
- Viticulture Plus

**Pasture**
- Pasture Plus

**NPK Foliar**
- PowerN26
- PowerN39
- PowerN42
- PowerNP
- PowerPK35
- PowerPK42
- PowerPK35+Zn+B
- PowerPK42+Zn+B
- PowerPK35+Cu
- PowerPK42+Cu
- PowerPK50
- PowerPK60
- PowerPK50+Zn+B
- PowerPK60+Zn+B

**Fertilization**
- Almendra Plus
- Fertilization Plus
- Plasma Furrow Inject
- Nutricover
- Ground Force
- Dynamo High-N
- Dynamo High-P
- Dynamo High-K
- Plant Milk High-N
- Plant Milk High-K
- PowerPK38
- PowerPK46

**Foliar**
- Acetak25
- Boron Plus
- Boron Blue
- Boron Plus Moly
- Calcium Plus 5
- Calcium Plus 17
- Caltro High Calcium
- Tetrachel Tiger
- KC30
- Nitrogen Plus
- Plasma Power
- Potassium Plus
- Silica Plus
- SprayN34
- XFoliar1
- XFoliar2
- Zincuman Plus

**Nutrient Charger**
- Unidip
- Canedip

**Root Boost**
- Interceptor XS
- Interceptor XF

**Hydroponics and Gardens**
- HYDRIX FLORIX A+B
- HYDRIX VEGIX A+B
- GardGro Home Garden

**INTELLITRACE Product Range**
- Intellitrace Zinc
- Intellitrace Copper
- Intellitrace Manganese
- Intellitrace Iron
- Intellitrace Insync

**JOEY Product Range**
- JOEY Fertigation
- JOEY Field Crops
- JOEY Fruits & Veggies
- JOEY Nitrogen
- JOEY Nutrient Charger
- JOEY Pasture Plus
- JOEY Potassium
- JOEY Rapid Max
- JOEY Rapid Zinc
- JOEY Seed Priming

**KING Product Range**
- Cane King Billet Charger
- Cane King Foliar
- Grow King Nutrient Charger
- Grow King Foliar
- Grow King Potassium
- Rice King Seed Primer
- Rice King Foliar Part1
- Rice King Foliar Part2
- Seed King Seed Primer
- Turf King Foliar
- Turf King Silica

**Bulk Liquids**
- AdBlue®
RLF Features. Explanation of Technologies

High-analysis, Broad-spectrum Solutions
RLF’s leading technology that enables the plant-safe formulation of an Ultra Foliar fertiliser in a concentrated solution that contains many nutrients – all stable and engineered for the plant.

SDS – Seed Delivery System
RLF-developed technology that bonds with the nutrient elements to efficiently and safely transport them directly into the seed embryo. This process is called imbibing and it is the key to the success of fertilising the seed directly with seed available nutrient.

NDS – Nutrient Delivery System
RLF’s specially formulated nutrient carrier technology that bonds with the nutrient elements in solution to transfer them straight into the plant through the leaf cell walls and then directly into the cells themselves.

RDS – Rapid Delivery System
RLF’s specially formulated technology that utilises a partial balance of high-quality chelates and RLF nutrient carrier-technology to enact nutrient transfer rapidly with high-efficiency into the plant and throughout its cells.

High-Performance Formulations
RLF High-analysis Broad-spectrum products have up to 12 nutrient elements delivered to the plant or seed in a single application – meaning that one product can perform many functions and achieve various outcomes because it is a high performance formulation.

Plant Physiology + Chemistry
RLF products are developed based on the plants own detailed and individual physiology and related chemistry, in order to achieve the desired results from every formulation. This is the basis of all RLF products. This ensures the correct types of nutrient are delivered to the plant safely and efficiently.

Crop Nutrient Removal
RLF applies the science of nutrient removal in the development and formulation of its products. Crop Nutrient Removal science allows RLF to calculate the quantity of nutrients for every formulation and to balance those nutrients removed during the plant cycle.

Stable Solution
RLF products are high concentration at density values between 1.2 and 1.6 SG – they are engineered in the formulation to ensure that they maintain integrity. RLF products are tested, accredited and in solution that promotes stability and longevity.

Build + Increase Organic Matter
RLF high-technology products build and increase organic matter through the development of a larger root mass, greatly increased fine root hairs and a higher rate of root turnover caused by increased microbial activity and the resulting increase in plant exudate. This is further supported by the increase in plant nutrient levels and the increase in the mass of growth matter that returns to the soil after harvest.

Quality Assured Accredited
ISO9001:2008 certification enables RLF to demonstrate high levels of service quality and to show that internationally recognised quality management principles are followed.

World-Leading RLF Product
RLF have delivered products to the market that are recognised as a leading innovation. Its technologies are scientifically advanced and provide solutions that support modern farming practice in many different cropping environments.

Proven to Work
RLF products are typically scientifically tested, trialled and validated in both laboratory and field evaluations.
Products that Deliver Tangible and Positive Benefits

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Sizes in Litres

**1000 Litres**

**Description**
Intermediate Bulk Container (IBC). Stainless steel frame for the transport and storage of bulk liquid fertilisers.

**Dimensions**
- Height: 1160mm
- Length: 1000mm
- Width: 1200mm

**20 Litres**

**Description**
Drum (Small Size). Leak proof, narrow mouth, tight end made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 450mm
- Depth: 280mm
- Width: 280mm

Sizes in Millilitres (Bottles)

**500 Millilitres**

**Description**
Bottle. Leak proof wide mouth rounds with screw cap. Made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 190mm
- Width: 70mm

**250 Millilitres**

**Description**
Bottle. Leak proof wide mouth rounds with screw cap. Made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 135mm
- Width: 62mm

**200 Millilitres**

**Description**
Small Bottle. Leak proof wide mouth rounds with screw cap. Made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 125mm
- Width: 60mm

**100 Millilitres**

**Description**
Small Bottle. Leak proof wide mouth rounds with screw cap. Made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 100mm
- Width: 50mm

**110 Litres**

**Description**
(Medium Size). Total opening with screw lid. Water tight closure. Tamper evident feature. HDPE (High Density Polyethylene) material.

**Dimensions**
- Height: 770mm
- Diameter: 485mm

**5 Litres**

**Description**
Bottle (Large). Leak proof, narrow mouth, tight end made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 295mm
- Depth: 190mm
- Width: 140mm

**1 Litre**

**Description**
Bottle. Leak proof, narrow mouth, tight end made with HDPE (High Density Polyethylene).

**Dimensions**
- Height: 250mm
- Depth: 85mm
- Width: 85mm

Sizes in Millilitres (Sachets)

**30 Millilitres**

**Description**
Sachet. A small disposable pouch made from plastic lined foil which contains single-use quantity of the liquid fertiliser product.

**Dimensions**
- Height: 770mm
- Diameter: 485mm

**10 Millilitres**

**Description**
Sachet. A small disposable pouch made from plastic lined foil which contains single-use quantity of the liquid fertiliser product.

**Dimensions**
- Height: 105mm
- Width: 75mm

**1000 Litres**

**Small Packaging**

**10ml to 30ml**

**50ml to 500ml**

**500ml to 2 Litres**

**5 Litres**

**20 Litres**

**200 Litres**

**1000 Litres**

**Larger or Bulk Packaging**

**Products Used on Mango**
Dedication and Service Guaranteed

**Vision**
RLF is dedicated to building a vibrant and successful global distribution network that places the interests of our customers first and foremost.

RLF understands and shares their vision as they strive to build enterprises that are both productive and economically successful.

As a company with advanced products and technologies, RLF believes it can do much to contribute to the global effort of feeding a hungry world, and by doing so support the economic development of growers and farmers in countries whether large or small.

Such is the RLF vision.

**Values**
RLF values are important because they underpin everything that we do. Our promise to our customers is summed up in the following statements.

**Customer First**
“Your success is our success, so we will always work hard for you. We will remain mindful of the trust that you have placed in us”.

**Culture of Professionalism**
“Every aspect of our business will be conducted with the highest level of professionalism. We will maintain excellent standards and ensure the proper performance measures are in place. Our facilities and technology will always be to the highest international standards and our employees will treat you and each other with respect. They will conduct themselves with pride”.

**Resourcefulness**
“We will retain the ability to adapt, be open to all suggestions for improvement and respond to changing circumstances”.

**Integrity**
“We will act honestly, openly and professionally. We will do what we say we’ll do and hold ourselves accountable”.

**Innovation, Creativity and Sustainability**
“We will strive to be market leaders with our technologies and will continue to think creatively so that we can find new ways to help you. We will take seriously the responsibility of stewardship to the environment, as how we manage resources today impacts on tomorrow”.

**Enthusiasm**
“We will strive for excellence on your behalf to bring about the best solutions possible. We will continue to be enthusiastic and passionate about Specialty Fertilisers which is our core business”.

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**RLF Success. Specialty Fertilisers.**
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1992 • RLF starts in Australia.
1993 • Launches its first Broad-Spectrum High-Analysis Liquid Fertiliser with 12-nutrient elements combined in single product.
1998 • Awarded ISO9001 Quality Accreditation.
1999 • First company in the world to develop and launch BSN Seed Priming technology that imbibes nutrients inside the seed.
2007 • RLF participates as the cornerstone shareholder in International Agri Investments being the first Australian company to set up the manufacture and domestic distribution of fertiliser products. It moves to corporatise RLF China (HK) Limited and begins the registration process in the People’s Republic of China in order to start business.
2009 • After two years of ‘red-tape’ RLF China obtains its official registration of Rural Liquid Fertilisers China (Kaifeng) Co. Ltd., a wholly owned foreign enterprise (WOFE) and is allowed to commence business.
2010 • RLF in China starts full product trials and product registrations in order to test the products’ local agronomic performance and to license a range of RLF products for sales in China. Registrations are ongoing from this point as more products are introduced to the market.
2012 • Dr Mike Lu commences as RLF China General Manager and starts a corporatisation, recruitment and sales program designed to develop the business to the next stage.
2013 • Further capital invested into more factory capacity and using available cash flow to buy more packaging machines. Product range continues to grow with a new Fertigation range of products introduced to market. Revenue starts to increase, team expansion continues with more sales and support staff being employed.
2014 • RLF continues to attract new customers, importantly it sets-up OEM relationships with some China Ag-chem/pesticide companies. Staff numbers increase, capital investment in plant continues in order to keep up with increased demand. Sales are still improving.
2015 • Demand on manufacturing and distribution is more than comfortable capacity can provide.
2016 • Implemented strategy to take RLF China to the next stage in its growth cycle through an IPO process.
The Trends are Clear

Commentators and recognised agricultural experts agree that the trends in the global agricultural industry for the coming two or three decades are quite clear. Some of them are defined as being:

- the undeniable and expected massive growth in the demand for food
- the need for continual improvement as efficiencies are sought in supply chain practices, crop yield and quality, and on-farm practices and management
- the imperative of protecting the areas of arable land currently under cultivation across the globe through the use of modern farming technologies and practice that restores goodness to the soil
- the importance of science and technology and how innovation and innovative products will define success
- the reality of retail and packaging as a means of influencing agricultural decisions and how intelligent packaging will shape sales and marketing
- how convenience and health choices will play a more important role in the marketplace
- the emergence of direct consumer-producer relationships
- the generational transformation brought about by a greater ease and comfort of accessing and using information technology
- the reliance on Partnership as a means of achieving successful outcomes

RLF products and systems work in support of these developing trends and represent the modern future of farmer practice. RLF is at the forefront of the modern fertiliser practice revolution.

The Realities of Future Need

The future of agriculture depends on applying change and improvement to the ways of growing and farming.

RLF and Distributor Partners work together within a developed framework targeting this very important outcome. The reality is that over coming years farmers will need to increase outputs and reduce input costs. This will force them to enter into a period of change moving from existing common farmer practices to that of experimenting and experiencing new innovative product technologies and new principals. Like fertilising the seed, High-analysis Broad-spectrum foliar products and new programs (like Integrated Fertiliser Management).

RLF understands that this is a global issue, and accordingly has built its product range, marketing and infrastructure to support and grow with this vision for the future. RLF’s focus and technologies support this reality.
**Becoming an RLF Distributor Partner**

As a RLF distributor, you can add an extensive range of advanced plant nutrition products to your business whilst taking advantage of our 25 years of product development success.

This gives your business the opportunity to add further value to your distribution networks.

In addition, it could further enhance and significantly increase your market reputation as your farmer customers benefit from the technological advances and end-results of using RLF’s products. Your business can distinguish itself through the introduction of reliable, effective products and technologies.

Economically this should have a direct influence to your sales revenues. It will also allow you to add further to the product range and support the products you already provide for your farmer customers. It may even give you an increased competitive advantage in your local marketplace.

**The Key Facts**

- Farmers around the world in all cropping environments use our innovative products and comprehensive solutions to address crop production limitations and continuously improve on-farm practices. (Today RLF has an estimated 5 million+ customers).

- Our success is linked directly to the success of our farmer customers who use RLF innovative products.

- We use the tools of modern plant physiology, advanced chemistry and proprietary technologies in building liquid fertiliser products to support our demonstrated commitment to agriculture and the business of our farmer customers.

- Every day of the year, we work side by side farmers to deliver better on-farm profits and healthier foods to the world.
Consider the Opportunities and Options

RLF Distributor Partners have access to more than just a network of product manufacture, delivery and distribution. Our relationship is a mutual experience, and it is our strong belief that the customers of both our companies will benefit equally.

Making RLF your partner is a decision you are encouraged to consider and investigate further, and we trust that the following information will give you a clear picture of the scope of RLF’s services and support.

Technical + Support

RLF Distribution Partners have access to the technical and support services of RLF. The Distribution Partnership provides the framework within which the distribution of products, plus all the added extras are incorporated. These extras include:

Technical + Support for:
- new innovative technologies and new or updated farming practices
- products with unique market positions and exclusivity in the markets
- training and sales materials/methodology
- marketing and promotions (both online and off-line)

It is more than simply being a Distributor. Rather it is a partnership with RLF and its products and systems. Together with your farmer customers we are able to provide innovative solutions to enable them to grow better crops for the betterment and benefit of us all.

The Commercial Model

RLF provides a flexible commercial model that allows for a balance of objectives that are specially selected or negotiated. These are often based on your current business practices or market strengths.

The common objective of this model is commercial success for both partners. Together with the understanding that a vital business needs continuance (or renewal) through updates and refresh, new products and the constant development of new pathways going forward are offered as part of this model.
**Choose a System**

The RLF commercial model is by four systems, with predominantly three main channels to market. The four systems are:

1. Global Partner
2. Country Licence
3. Exclusive Distributor Partner
4. Non-exclusive Distributor Partner

These then are further broken down into three general channels to the marketplace being:

a. Fertilisers retail and distribution supplier network business
b. Agricultural chemical business distributing complimentary products to your current range
c. Direct to market (corporate, government and seed production)

The most suitable commercial model to fit your purpose is what RLF can make available to you.

**The Products in the Market**

RLF product structure allows Distributor Partners to achieve access to a larger market by having the full-spread of RLF product available to these markets. RLF has products that compete in all three segments of the marketplace, and each can be supported by the other.

The objective is to have access to new customers in new markets so that you gain greater market share.

RLF products can generally be categorised into three market types, being:

1. Non-Competitive Product types
2. Speciality Product types
3. Competitive Product types

**Non-competitive Products**

Non-competitive products are the range of RLF products that have no, or highly limited competition or similar product competitors in the marketplace.

This includes the RLF specialised categories of Seed Priming, Ultra Foliar, Pasture, Root Boost and Rapid Foliar. These products are technologically advanced and unique and are typically only available through RLF.

As premium products they are retailed in the marketplace at a suitable product price point, accordingly with the opportunity to make solid margins on this range.
Speciality Products

Speciality products are those defined as purpose built products and are generally engineered and formulated for specific markets or crop-specific purposes.

This includes the Crop-specific range of Foliarls, Nutrient Chargers and market specific products such as those specially developed for sugarcane and hydroponics. These speciality products generally apply common RLF technologies, but are suited to the speciality crop or area.

Whilst speciality markets are competitive to purpose, they are generally higher in margin opportunity for the Distributor Partner.

Competitive Products (Commoditised Products)

Competitive products mean the more standard range of RLF products competing in a more commoditised marketplace.

This includes the RLF categories Fertigation, Foliar and Bulk commoditised products. Generally these are sold competitive to market, and match the general market expectations for comparable product lines. Margins are more normalised.

The Margins

The RLF commercial model aims to provide a full spread of products that are targeted at different segments of the agricultural marketplace.

Margins are generally managed in accordance with the market conditions in-country, including financial and farmer affordability, economic model of 'cost versus return' and the type of product and competitive landscape.

In this way, the RLF commercial model provides for a range of:

- higher margin ('non-competitive' products)
- mid-margin ('speciality' products)
- lower (normalised) margin ('competitive' products)

All products competing within the same market place, but in different categories or market groups.

In this way, the Distributor Partner has the opportunity to work towards a higher than average margin return through the sale and distribution of the full range of product types. This spread of products gives great flexibility and opportunity to Distribution Partners in designing a higher-return business model by using RLF products.
The Market Exclusivity

Product distinction (unique and exclusive to your marketplace) is achieved through the introduction of new and innovative products that are generally first to market and typically not available through other competitors in your particular marketplace. The Distributor Partner has the opportunity to bring an entire product range to marketplaces that, in parts, haven’t previously had access to RLF products.

Generally, in the product categories of Seed Priming, Ultra Foliar, Rapid, Pasture and even some of the Root Boost and Nutrient Charger categories, the Distributor Partner would not encounter large-scale competitive issues against these products. This provides the Distributor Partner with distinctive new categories of product to sell in the local marketplace.

The Products in the Market

RLF has designed its products into the following categories, allowing for differentiation in type and purpose.

- Seed Priming
- Ultra Foliar
- Rapid Foliar
- Pasture Plus
- Fertilization
- Foliar
- Crop-Specific Foliar
- NPK Foliar
- Root Boost
- Nutrient Charger
- Bulk Liquids

The Category Model gives a basis for identification of purpose, mode of use, marketing and sales direction and a general representation that RLF can provide a truly complete and fully integrated range of products.

The Unique Selling Point around RLF Products

Given the unique nature of the RLF product categories and the product formulations contained within them, an opportunity exists for the marketing of the range based on a series of unique propositions that are unavailable to similar, or general competitor products.

This allows for investment into the promotion of these products on the basis that they bring a number of unique positions to the market that are unavailable from any other distributor or product at this time.
The Staged Introduction of Products

You also have the opportunity to introduce the RLF product range to your market in stages. This can support the overall longer term growth of the entire product range in your markets over time. This can also support your own product sales as RLF products are generally complementary to your sales process.

In the first instance, the introduction of the non-competitive products allows for the evolution of Brand trust, and this improves subsequent potential for growth with the introduction of the more commoditised products going forward.

The RLF range has been developed to allow for a staged introduction. With each category supporting the other in building market trust and reputation. This starts with the high-performance products and extends gradually to the commoditised competitive products.

The Brands in the Market

An RLF Distributor Partner commercial model is developed to provide for a flexible and commercial approach to branding in your markets. The following options are available to a Distributor Partner under the different commercial models.

- RLF Branding
- Your Brand
- Joint Branding (RLF + Your Brand)
- Challenger Brand
- Segment Brand

RLF is flexible in working with its Distributor Partners to best represent the products in the market, and further to support the Distributor Partner in their own branding market objectives.

The IFM Model

Given the unique nature of the RLF product categories and the product formulations contained within them, an opportunity exists for the marketing of the range based on a series of unique propositions that are unavailable to similar, or general competitor products. Such as the Integrated Fertiliser Management (IFM) model.

This allows for investment into the promotion of these products on the basis that they bring a number of unique positions to the market that are unavailable from any other distributor or product at this time.
A Trusted Brand with History on Our Side

RLF has 25 years of experience in the global marketplace. It supports a diverse range of products, customers and markets. It has outstanding technical capacity and has a talented team of leaders and managers all supporting a committed team of people working towards the promotion of the RLF Brand. RLF is passionate about delivering real value and genuine on-farm financial returns and this is an excellent fit for any prospective Distributor Partner.

Conclusion

RLF Distributor Partnerships are more than just products. And being a Distributor is much more than just distributing product. Rather, it is a partnership with RLF and its proven products and systems. Together, with your farmer customers, we can provide innovation and solutions to enable them to grow better crops and market produce for the betterment and benefit of us all.

In summarising the benefits and support you will receive as a Distributor Partner, you will enjoy access to:

- A Trusted Brand
- Commercial and Compliance Support
- An Excellent Product
- Skilled People and Knowledge
- Trial and Demonstration Evaluation Data
- Technical Services and Support
- Sales and Marketing Support and Services
- Reliable Supply
- Intelligent Packaging
- Labelling and Local Branding
- Global Websites
- Product Websites
- Detailed Online Presence
- Online, Mobile/Tablet Tools
- Extensive Video Library
- Training Materials
- Media Releases/RLF Insights and Special Report publications
- Technical Bulletins
- TeamRLF Intranet
- Design Service and Customer Support
- Product Development Pathways
- Access to the Widest Range of Products

RLF offers a solid Commercial Model.

- It offers a full spread of Products in the three market segments, being non-competitive, speciality and competitive markets.
- It gives opportunity for a higher than average margin return and enables you to bring distinctive products that are unique and exclusive to the marketplace.
- It allows you to Brand and establish Branding alternatives to suit your market objectives. And to manage and distribute Products with a 'Unique Selling Point' (USP).
- It enables a staged Product sales pathway based on trust in the market, with defined product categories to promote and sell given RLF’s full spread of products.
- It introduces new innovative practices such as the IFM model of Integrated Fertiliser Management. This relies upon high-performance products allowing for modern farmer practices + innovation.
- It is complemented by an easy to understand commoditised product range.
The Mantra
Modern Farmer Practices + Innovation

RLF products can give our valued partners the opportunity to incorporate into their country a range of innovative, technology-based products designed specifically for the farmer to implement a better fertiliser practice.

RLF products give you the opportunity to market the benefits of innovation, by making sensible, measured changes to farmer practice to bring about increased benefits and gains. Only with change, and the ability to access new technologies, will the adaptation to new modern farmer practices be achieved in your local marketplace.

RLF Partners have the opportunity to support their farmer customers in bringing about these new innovative practices.

The Great Opportunity
Commoditising the Nutrient Market

RLF has defined and categorised the nutrient market, for the purposes of making it more commoditised for grower and farmer customers. This makes it easier for them to understand the products best suited to their particular cropping environments and enterprises.

The definition of the categories are suited to purpose, therefore the end user experience is clear and less confusing.

RLF invests for a future of agriculture applying the principals and science used by us to build our range of innovative products and practices.
Team

RLF has a team of skilled and dedicated leaders, managers, plant scientists, chemists, in-field professionals, contributors and support staff at all levels of operations.

The RLF business model is firmly based on the notion of 'Customer First'. RLF works tirelessly with its farming and growing customers to deliver better on-farm outcomes in both crop yield and quality, and economic return.

The RLF culture of professionalism supports excellent standards and exceptional products. Its members are team-focused employees who give respect to both customers and colleagues. They conduct themselves with pride. They are Team RLF.

Executive Team

RLF’s Management is dedicated to building a vibrant and successful global network that delivers world leading products and technologies.

They strive to uphold RLF’s status as a market leader.

They continue to think and develop creatively, so that RLF can discover and deliver only the best solutions and new ways to help customers.

RLF is led by an experienced and dynamic team.
RLF is a specialised agricultural company producing specialty crop nutrition liquid fertilisers.

Farmers and growers around the world, and in all cropping environments use these innovative products and comprehensive solutions to address crop production limitations. RLF products work in tandem with the farmer to achieve continuous improvement of on-farm practices and routines.

As a result, RLF success is directly linked to the success of its customers.

The tools of modern plant physiology and science are used to support RLF’s commitment to agriculture and to the business of its farmer and grower customers.

RLF’s leading liquid fertiliser products promote efficiency in use. They protect and increase yield and deliver improvements in crop health and quality. Researched and developed by accredited experts in the field of plant science, the entire RLF product range is supported by a team of experienced sales and support members with the professional expertise to provide practical in-field help.

Every day, RLF works side by side farmers to deliver better on-farm profits and healthier food to the world.