

RLF PREPARES TO EXHIBIT AT CAC 2017

Continuing our association with the prestigious Shanghai Agrochemical and Crop Protection Exhibition

by Carol Phillips, Executive Consultant Communications and Media

The China International Agrochemical and Crop Protection Exhibition is an eagerly awaited three day event held each year in Shanghai. It is in its 18th year.

This year it is being held from **Wednesday 1st March 2017 to Friday 3rd March 2017** at the Shanghai New International Expo Centre (SNIEC) in Shanghai, China. The event showcases a wide range of agricultural and chemical products, and a range of fertiliser products such as slow controlled release, seaweed, humic acid, amino acid and microbial fertilisers just to name a few – all available for use within the agriculture and forestry industries. RLF's specialty liquid crop nutrition fertilisers also form part of these wide-ranging options for farmers and growers.



CAC 2016, Shanghai

Because of the prestige and importance of this international trade expo, RLF will once again introduce new products to the market as it expands and renews its specialty liquid fertilisers. This is always an exciting time for the company as it rises to meet the challenges faced by its customers, and particularly those within the Asia region marketplace.



Some images from CAC 2016, Shanghai

About CAC

CAC is the world's largest agrochemical exhibition and integrates new product display, technical exchange and trade talks. It therefore becomes the world's largest one-stop shop for active participation in international agricultural trade and cooperation at all levels of the industry. Not only does it feature fertilisers, pesticides, seeds, crop protection equipment, production and packaging equipment and logistical support services, but provides real opportunity for innovative discussion and exchange for future developments that will support the goals and desired outcomes for the global agricultural industry as a whole.



Proposed CAC 2017
Shanghai

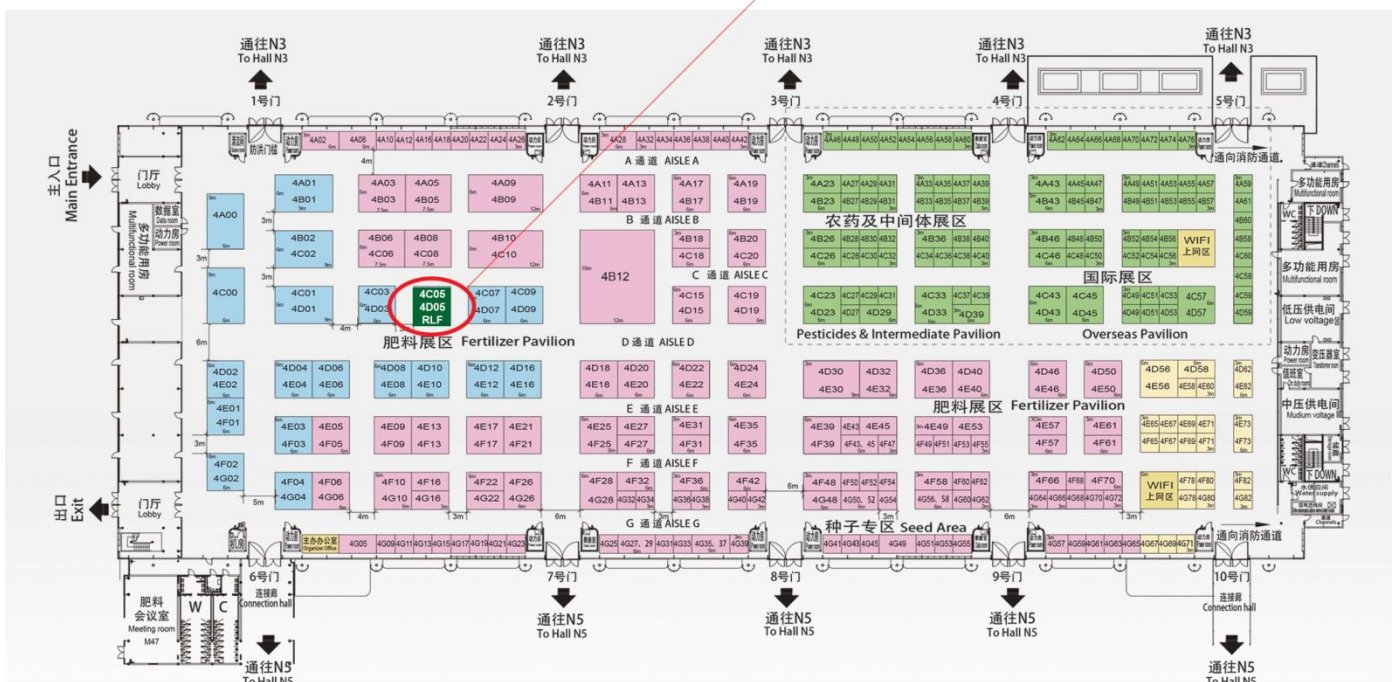
2017 will see over 1,000 exhibiting companies from more than 20 countries. It is expected that the Exhibition will attract more than 30,000 visitors. More information about CAC and its planning and organisation for 2017 can be viewed [here](#).



RLF is proud of its connection with CAC and is once again looking forward to establishing its presence at the Exhibition. RLF Managing Director Ken Hancock said, *"our commitment continues again this year. It is such a rare opportunity for the company to establish meaningful working relationships, and we look forward to renewing and building on our current customer relationships. We also hope to make new acquaintances during CAC 2017"*.



You can find us here at booths 4C05 – 4D05 in Hall No.4.



What to look forward to

POWER PK



Power PK

Power PK is a highly concentrated liquid potassium with phosphorus and citrates. It is extremely beneficial for flower induction and fruit growth when used during the reproductive phase of crop growth. It is new generation technology developed especially for this period of the crop's growth cycle, improving both quality and quantity outcomes. It is :

- very high concentration of potassium
- imminently versatile – suitable for furrow injection, fertigation or foliar applications;
- near neutral pH and free of chloride and sulphate;
- easily mixed with nitrogen and agricultural chemicals and highly suitable for foliar tank mixes;
- citric acid component feeds soil bacteria and unlocks phosphorus and trace elements in alkaline soil;
- another leading RLF product.



World-Leading RLF Product

BSN¹⁰



BSN-10

BSN-10 is a specialised seed priming fertiliser. It is a versatile seed priming product with 10 essential nutrients that primes the seed to give it the very best start to the plant's development. It sustains the plant during the early days of growth through the added availability and access to phosphorus. It is a high technology product and key to the excellence of RLF crop nutrition. It is :

- suitable for all crop types and all scale farming enterprises;
- high-analysis and broad-spectrum;
- easy to apply with quick uptake of nutrient;
- increases available phosphorus;
- strong emphasis on early support for the root system;
- a new world standard for modern-farming practice.



Seed Delivery System

RICE KING 1

 Foliar Fertiliser


Rice KING (Part 1)

Rice KING Foliar Part 1 is a nutritionally balanced foliar fertiliser specifically engineered for rice crops in the vegetative stage of its growth and development. It is high in nitrogen and other essential trace elements required for the establishment and early growth phase of the crop. It forms Part 1 of a two-step foliar program designed especially for rice, and should be followed by **Rice KING Foliar Part 2** as it enters the reproductive phase of growth. This new generation high technology crop nutrition product lifts the bar on crop outcomes of quality and yield. Its key points :

- a world first for rice and suitable for foliar spray, furrow injection or fertigation;
- delivers fast and efficient uptake and utilization of nutrients to ensure greater plant protection, increased growth and improved yield qualities;
- assists in plant establishment and supplies nitrogen efficiently as and when needed;
- easy to mix, quick to disperse and friendly on spraying, sprinkler and irrigation equipment.

RICE KING 2

 Foliar Fertiliser


Rice KING (Part 2)

Rice KING Foliar Part 2 is a potassium-rich foliar fertiliser. It is extremely beneficial for rice crops when used during the reproductive phase of crop growth. It forms Part 2 of the two-step foliar program designed especially for rice, and follows on from **Rice KING Foliar Part 1**. It is new generation technology improving both quality and quantity outcomes. Its key points :

- a world first for rice and suitable for foliar spray, furrow injection or fertigation;
- near neutral pH and free of chloride and sulphate;
- easily mixed with agricultural chemicals for foliar spraying and highly suitable for tank mixes;
- citric acid component feeds soil bacteria and unlocks phosphorus and trace elements in alkaline soil.

Easy to identify JOEY



The range of Joey Fertilisers (Australian Made – Direct to Farm) will also have a different look, making each of the products instantly recognisable. The quality, nature and cost effectiveness of these products however, still remains the same and they retain their excellent attributes and outcomes.

Ten brilliant specialty fertilisers made to deliver highly specialised benefits at an affordable cost.





Summary

RLF's Managing Director Mr Ken Hancock and the Director Global Markets Mr Gavin Ball will travel from Australia to be present at the Exhibition. RLF's China-based management and sales team will also be very pleased to meet with our current customers and clients, and to make themselves available as new contacts and relationships are established.

For more information please visit the official CAC 2017 website or www.ruralliquidfertilisers.com.

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