

RLF DELIVERS AG TECH SERVICES TO MANGO GROWERS

Technical Advice Tour for Hainan Island Production Base

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The southern part of Hainan Island enjoys a tropical monsoon climate with excellent light and temperature conditions. With an annual average temperature of between 22-24°C it is a rare region for growing mangoes anti-season in China.

August – October is generally the key period for mango blooming in Hainan, and good management of blooming and florescence is the prerequisite for early delivery, high yield and high-quality mango. However, in the anti-season (or out of season) mango production sphere there are also many potential technical problems. These may include plant metabolic disorders caused by long-term overdosing, as well as other issues such as low fruit setting rate, insufficient nutrient accumulation during flowering which affects production, and so on. Because of the complexity of anti-season mango cultivation, growers need more targeted agricultural technology guidance.

The Anti-Season Mango Cultivation Program Explained

Hainan anti-season mango cultivation refers to the use of a variety of measures including both physical and chemical methods based on the conventional cultivation of mangoes that enable early flowering and fruiting.



The goal is to be able to market the mangoes, if possible, between February – April to capture the holiday season. This is an effective way to improve the economic benefits of the Hainan mango production areas.

With the value-adding services being delivered by the RLF China Team this season into more advanced technology education and marketing (in addition to the marketing of products), the RLF Technical Managers from all over the country arrived in Sanya on 1st September 2018 guided by Director of Marketing, Xu Xudong and Director of Technology Ma Deliang to provide these eagerly awaited agricultural technology services to local growers.

With the full cooperation of the Hainan Kangxifeng Crop Technology Co. Limited, the senior officers from each of the companies joined forces to form three small operating teams. Basing themselves at some of the core retail stores in Qiongnan, they went directly to the growers in an open 20-day agricultural technology service providing face-to-face understanding and education of the specific needs to overcome the problems encountered.

The Agricultural Technology Services in Action



The owner of Baoban Xinhe Sheng Pesticide Store was very familiar with RLF products, and communicated with the Technical Services Team about the sales situation and the needs of the growers. Together they established the Mango Nutrition Application Technology Exchange Wechat Group to provide comprehensive mango planting management technology information, plus provide a forum for users to share their application effects in various stages and planting experiences. This was considered an excellent feedback platform with access to quality online as well as offline services.

Sharing, Educating and Supporting

What follows is a small commentary and snapshot of some of the highlights of the technical tour.



The Technical Team and Mr. Leng explaining the control measures for farmers in the rain.



Shown here are the Technical Team operating in an orchard in Gangshan Village, Yingzhou. The problems found in the grower, Chen Caizhong's orchard, were yellow veins, light green leaves, thin leaves and lack of nutrients. At the critical time of flowering Mr. Chen was being troubled by these problems. After the visit a program of foliar spraying with RLF **Broadacre Plus** was introduced following inquiry about the previous year's fertiliser program and crop growth outcomes. The Technical Team also introduced a fertilisation plan with detailed attention to the different growth stages which has been greatly recognised by local farmers.

Mitigating the Effect of Typhoon 'Shanzhu'

Super typhoon 'Shanzhu' locked in southern China and became the strongest typhoon landing during this year. Under the severity of the situation, the RLF Technical Team responded quickly making a timely plan to mitigate the devastating effects of the typhoon. Taking into consideration the local planting situation in Hainan, it was recommended that after the typhoon, RLF Ultra Foliar **Fruits & Veggies Plus**, together with RLF **Silica Plus** and fungicide should be used to immediately disinfect, repair the micro-wounds and restore tree vigour. Similar actions were carried out in Sanya, Ledong and Dongfang.

The three Agricultural Technology Service Teams overcame many difficulties such as language barriers and environmental conditions. They went deep into the field and worked together to introduce products and techniques to support and channel the efforts of operators and farmers.



These images capture the RLF Technical Team hard at work introducing the fertiliser program to farmers after typhoon 'Shanzhu'

This Hainan agricultural technology activity not only verified the reliability of RLF products, but also enhanced Kangxifeng's sales confidence in RLF products. It also accumulated a lot of valuable experience and put the concept of corporate service marketing into a transformative practice, laying the foundation for future positive marketing transition and growth.

A second and third wave of these Hainan Agricultural Technology Services is to be launched one after another to observe the follow-up effects of the experiment and demonstration, and to arrange for the on-site observation and product promotion technical services.

So, it is not only in Hainan, Liaoning, Shandong and other places visited on this occasion that benefit. RLF Agricultural Technology Services will be launched in many other growing regions in coming months.

RLF is committed to providing more economical, efficient and convenient nutritional solutions and technical guidance for more growers.

Pictorial Display of the Agricultural Technology Services Tour in Action





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