

RLF OFFICIALLY LAUNCHES UPDATED PRODUCT RANGE

RLF and Jilin Shengze Agricultural Company Jointly Present Conference Event

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On 17th and 18th November 2019 an important product launch conference was partnered at the New Century Grand Hotel Changchun.

This event allowed the full range of RLF's specialty liquid fertiliser products to be presented with a particular emphasis on how important they are to the development of the agricultural industry.

Nearly 100 dealers and distributors gathered together to participate in this grand event, despite the cold, snow and wind that was experienced on the day.



The Event Venue





All participants signed in as they entered the venue for the meeting

To Commence the Meeting

To begin the meeting, the leaders of RLF China and Jilin Shengze Agricultural Co. Ltd. made a joint appearance on stage to officially launch the ceremony. This opportunity was also taken to emphasize RLF's determination to strengthen its commitment to the Northeast Region with superior products and to start a new chapter for plant protection and nutrition for growers and farmers.



Jointly launching the start of proceedings at the conference

Address by Jilin Shengze Agriculture Co. Ltd.

Song Haiyang, the General Manager of Jilin Shengze Agriculture Co. Ltd., addressed the audience. Mr. Song said that at this present time there is an increase in the size and numbers of cooperatives, family farms, large farmers and other newer agricultural entities and that with this growth comes the corresponding associated production and investment risks.

The idea of combining resources to present both plant protection and nutrition are exactly what the market needs. Jilin Shengze will partner with RLF to implement an integrated solution for both plant protection and nutrition to improve the quality and efficiency of crops, and to provide more efficient support for professional growers.



General Manager of Jilin Shengze Agriculture Co., Song Haiyang addressing the conference

Address by RLF China

Dr Lu Sen (Mike), the General Manager of RLF China, spoke to the participants about the historical changes of RLF, its transformation from Australia to China and its international growth.

RLF is one of the largest liquid fertiliser companies in Australia, and was founded in the 1990s. It specialises in the production and sales of high-quality, high-technology liquid fertilisers. Currently, six of Australia's top ten farms are using RLF products.

Dr Lu agreed that the era of large farmers has come! Planting is more large-scale and specialised, and the growers pay more attention to the input-output ratio. In China, problems such as excessive application of NPK fertiliser, the comprehensive lack of nutrients and difficulty in diagnosing deficiency symptoms have all been puzzling farmers for many years and have been a major obstacle to increased crop output and income.

RLF grasped the market pain point of the lack of nutrients for crops, and put forward the concept of balanced fertilisation and balanced nutrition in its related products. It has been adequately demonstrated that it is both convenient and efficient to comprehensively supplement the nutrition needed by the crops through foliage.

After consistent verification at home and abroad, the compatibility of RLF nutrition products can withstand the test of the market. In the future, RLF will also introduce more products to serve more Chinese farmers together with its partners such as Jilin Shengze!



Dr Mike Lu addressing the conference

RLF Technology for Plant Protection & Nutrition Explained Further

The question to be answered is a simple one. How to operate in order to truly achieve synergy?

The RLF Technology Team has conducted a large number of professional tests throughout the country. Many cases and examples, including cucumber downy mildew, tomato gray mold, wheat yield increase, crop protection with flight control, and so on were shared at the meeting. The test data was analysed and the test results were compared to ensure that the solution could maximise the benefits to the growers.



Explaining the technology that underpins RLF products

RLF Technical Director Ma Deliang said that the general lack of trace elements in soil is a major reason for the decline in crop yield, quality and plant resistance.

RLF's nutritional products can solve the problem of antagonism between elements and improve crop absorption efficiency. By rationally using seeds, foliage and root nutritional products, it can meet the needs of crops, and improve the input-output ratio. In combination with the case, Mr Ma enthusiastically introduced products such as RLF **Broadacre Plus**, **Fruits & Veggies Plus**, **BSN Superstrike** and **Power PK** to the participants.



RLF Technical Director Ma Deliang addressing the conference

Key RLF Products



RLF Broadacre Plus and RLF Fruits & Veggies Plus

Biochemical chelation of 12 kinds of nutrient elements, comprehensive nutrition and balanced supplement of trace elements. These products are the perfect solution to the problem of absorption and antagonism, they deliver two-way transportation, promote root growth, avoid fertiliser damage, enhance the resistance to diseases and insect pests and give the recovery ability after diseases.

RLF BSN Superstrike

Balanced internal nutrition of seeds, improves their germination power, strengthens the resistance against pests, disease and poor environment. Further, it lays the foundation for high quality and higher yielding crops.

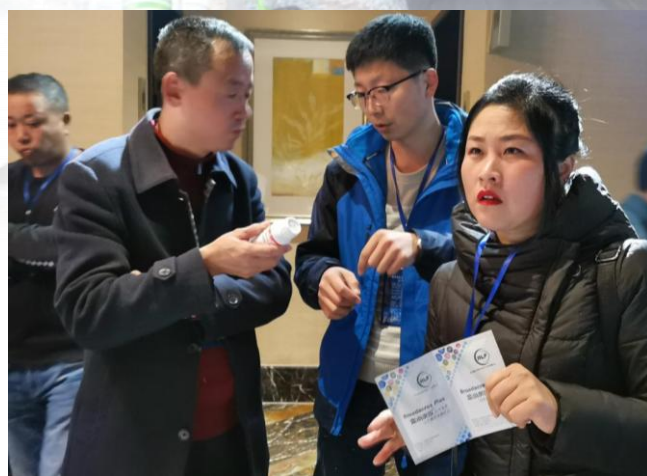
Group Photo of Participants



RLF has been in China for 13 years. With stable product quality and excellent application effects, RLF has developed a solid brand development pathway and earned an excellent reputation and wide recognition in the industry.

In the future, RLF will insist on being a good advocate and practitioner to meet the market demand. It will work hand in hand with its partners, and make good use of products, technologies and services to achieve more quality improvement for farmers and growers so that they can increase both production and income.

Enjoy some of the Scenes from Around the Conference and Product Exhibition



First-class technical level support and excellent product effects attract the attention of participating customers.

The content of this media page was accurate and current at the time that it was written. This media release 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.