

# Guano Gold

## Head & shoulders above the rest.

BY John Kismet Jashar

### **Guano Gold has driven right through all of the so called “muck and magic” biological fertilizers!**

It is amazing the number of manufactured miracle fertilizers on the market:

- Nutritionally Technical soft rocks, hard rocks and colloidal rocks;
- Naturally Mined rock/moon dusts;
- Naturally Technical “Never-Never” mineral rockdusts added with “fused calcium?” and mixed with “bacillus?”;
- Yeast based fertilizers claiming to be Nutritionally Smart, and
- some made from all types of so called magic components.

The list is endless and in our assessment most of these products are classified as “SOUPS!”

Good grief, if only these companies would get jobs as Cocktail shakers in a Voodoo Bar, at least then they may have some real success. Many fertilizing manufacturers/suppliers have in some way endeavored to emulate and factory replicate Guano Gold only to have failed, and failed miserably. Some of the claims that have been made across Australia by some, if not all, of these companies are outrageous. Any wonder many farmers across Australia are questioning the merits of these products.

Guano Australia, having taken a lead position in ‘Biological Farming Input supplies’, is proud of the most important, No. 1 fact; Reefsafe Guano Gold is the market leader in the Australian Organic-Biological Phosphorus, Calcium, Silica market. When most of these companies attempt to duplicate your product and they can’t, you know the game is over and you know you have won! WHY? The answer is quite simple.....Guano Gold is a naturally formed product, never to be replicated.

Guano Gold cannot be factory made! Guano Gold is the ONLY naturally formed product on the world market that contains the following as a result of its own natural formation:  
12% Phosphorus and is 100% Available  
29% Calcium and is 100% Available  
10% Silica and is 100% Available  
8.6% Organic Carbon  
129me/100g CEC - Cation Exchange Capacity with a range of trace elements.

Guano Australia, through Reefsafe Guano Gold, prides itself in being consistent in product quality; the provision of a service second to none; the provision of independent agronomic advice, and a strong commitment to undertake commercial replicated trial research by accredited registered laboratories.

That is why Guano Australia and Guano Gold are Market Leaders NOT followers!

You only have to study the tested replicated trial data, which proves beyond any doubt that the uptake of Phosphorus and Silica (the Silica component in the Reefsafe GUANO GOLD fertilizer) plays a significant role in driving the absorption of phosphorus and calcium. Leaf blade levels of phosphorus and silica are significantly higher in the Reefsafe Guano Gold treatments than the



JOHN KISMET JASHAR  
CEO/ President/ Director  
Kismet International Pty.Ltd  
For and On Behalf of  
Guano Australia Pty. Ltd

standard treatment. Silica reduces the tie-up of phosphorus by the aluminium and iron in the soil.

Results indicate that plants in the Reefsafe Guano Gold treatments absorbed more phosphorus, even though almost 20% extra phosphorus was applied to the standard treatments. Referring to the Reefsafe Website ([www.reefsafe.com.au](http://www.reefsafe.com.au)), the equation is very simple and critical. The P, Ca and Si components of Guano are proven. Each component is available all year round as and when the plant requires them. The rest is HISTORY!

We constantly request farmers to research the Unit cost of fertilizers and not focus on the TONNE cost, encouraging them to determine what, in real terms, are they getting for their money when it comes to available Phosphorus, Calcium and Silica compared to other *Rock Phosphates*, Super phosphates, etc.... the cost differentials are substantial as is the quality and quantity of the crop. At the end of the day farmers need to take into full consideration all of the following when choosing the right fertilizer for their crop:

1. Soil requirements;
2. The fertilizer which best addresses the needs of the soil and crop;
3. Unit cost of fertilizers;
4. Yield results (quality and quantity), and
5. Soil deterioration and which fertilizers

reduce the risk of depletion of the natural nutrients in the soil (sensible farming methods will ensure soils continue to provide farmers and their families a decent livelihood for many years to come rather than be depleted of natural nutrients and literally become barren soil).

What then should “YOU” the farmer be asking and checking when purchasing fertilizers/inputs?

#### **1. Request from your supplier:**

- i. Independent Laboratory Product Analysis;
- ii. Copies of MSDS;
- iii. Check for heavy dangerous metals eg. Cadmium, Lead, Mercury.
- iv. Replicated trial data from an independent reputable laboratory;
- v. Details pertaining to registration of the fertilizer you are considering purchasing, which Government Dept and where (most types of so called biological /rock phosphates/crusher dusts/soft rocks etc. of these inputs are NOT registered as fertilizers); as most of these products are sold as Soil Conditioners and passed off as fertilizers;
- vi. Origins of the product, and
- vii. Whether they meet all environmental guidelines and OH&S.

#### **2. From your Agronomist you need to ascertain the following:**

- i. The type of soil tests they are using and whether they are adequate;
- ii. How they try to educate their clients about sustainable farming methods, and
- iii. Who is conducting the soil test interpretations, in who’s interest, and WHY?

REMEMBER..... “YOU” the “FARMER” are paying for it one way or another!

#### **3. Attend a training day run by Guano Australia Pty. Ltd.**

#### **4. Above all else listen, explore and evaluate exactly what you are paying for.**

REMEMBER....“it is your livelihood on the line”. Farm inputs are skyrocketing in price and it all comes off your bottom line; the line which has just become that much thinner.

When incorporating Guano Gold as your source of available P, Ca, & Si, choose carefully what you blend it with; ensure it is a reputable proven product(s). Our national distributors are credible, proven companies located across Australia and they are here as part of the overall team to support you in your decision making.

With regard to inputs in the “Organic Industry” cheque book diplomacy has taken over and as a result hundreds of so called input products have been certified as “Registered Certified” inputs....

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in my opinion most of these products are "Snake OILS". Farmers, who invariably endeavor to cut costs, go from one product to another, instead of focusing on genuinely running their farms/businesses with proven products. At the end of the day...how does that old saying go? "What you miss out on the spinning wheel you'll make up on the merry go round!" The main point here is to stay focused on the real thing.

Another example of ineffective farm management would have to be when farmers go from one soil test brand to another every year instead of sticking by the same soil test for two years straight. If you remain with the same soil test for at least two years you will then be able to obtain a reliable comparison.

After 13 long years of repeated agronomic success across Australia, Guano Australia now steps into the bigger picture of Australian Agriculture "mixing it with the best". Along with our new product KMS FERTILIZER, our product list includes:

1. Guano Gold - Granular
2. Guano Gold - Custom Blends
3. Newly released KMS FERTILIZER
4. Agrispon, and
5. our associated AmSul product

Taking the opportunity of the crossfire between the larger players with regard to supplies and pricing, all the major fertilizer players have sharply increased their prices so high that farmers won't have a hope of survival unless they get a grip on proven alternative Biological farming and proven INPUTS. This is exactly where Reefsafe Guano Gold is playing an even greater role in Australian Agriculture by incorporating Reefsafe Guano Gold & KMS into a range of "Select", specialised Custom Blends and enjoying the agronomic benefits in so far as cost effective inputs are concerned. Guano Australia has also been shaving its cost structure across the board. Suppliers, shipping, trucking, and many other areas have all been renegotiated.

NETT RESULT? Unlike the majority of

Major Fertilizer suppliers, who all the way through 2005 increased their prices substantially, we here at Guano Australia did not follow the trend and increase the cost of our products. When one compares the cost of Guano Gold, ie available "P" from Guano compared to Super, MAP/DAP- Guano Gold is streets ahead, it just takes a little longer for some to realize... But then again, regular repeat clients who have purchased Guano Gold during the past 13 years, worked out the cost benefits a long time ago; that is how and why we were able to successfully grow our business so "Kwikly."

Based on the solid strengths of our long term national distributor relationships, Guano Australia is now poised to expand further into the Australian Agriculture industry. What with oil/fuel/shipping costs rising over the top and the ever increasing importation of fresh produce from many overseas countries, Australian farmers, in order to survive and prosper, will, without question have to seriously consider exactly which proven products and services to use. There is no room for error! Farmers don't have the luxury of error of margin to fall back on ANY MORE.....times up! It's time to farm "Biologically". Obtain independent, credible agronomic advice, be very selective in product purchases, turn the soils back into a proven balance, cut chemical inputs or they will be history.

In this comprehensive edition of GUANO NEWS we invite farmers across Australia to study what some of our select farmer clients, turf managers, agronomists and distributors have to report as to measured agronomic results and rewards by applying Reefsafe Guano Gold and associated products. For further product information and technical services please view our comprehensive web sites:

[www.guano.com.au](http://www.guano.com.au)  
[www.kmsfertilizer.com.au](http://www.kmsfertilizer.com.au)  
[www.reefsafe.com.au](http://www.reefsafe.com.au)  
[www.agrispon.com.au](http://www.agrispon.com.au)

or call your local nearest distributor or  
Guano Australia Pty. Ltd Tel: 13004GUANO  
or Tel: (07) 5445 5300

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