

DYNAMIC NEW FERTILIZER LAUNCHED



Guano Australia Launches KMS Fertilizer onto the Australian Fertilizer Market

After many years of research and trialling similar like products which are 'Langbeneite' based, National Speciality Product Company Guano Australia Pty Ltd, a subsidiary company of Kismet International Pty. Ltd., is pleased to announce the release of its newest, exclusively imported and marketed speciality product KMS Fertilizer.

Recognised as a highly reputable Organic Fertilizer company within the Agricultural and Horticultural industries Guano Australia was approached late 2005 to import into Australia and market KMS Fertilizer. "KMS Fertilizer stacks up head and shoulders above anything currently available on the Australian fertilizer market due to its nutrient composition" reports John Jashar, CEO of Guano Australia Pty. Ltd. John went on to say that "three of the main reasons why Guano Australia chose KMS Fertilizer above all others are because:

- 1) the lower Magnesium level (7%) makes KMS more suitable to a greater range of soil types across Australia which in turn will appeal to a broader market application;
- 2) as no chemicals are added during the process, the KMS product is a natural fertilizer with BFA certification (BFA-309MI), making it suitable for organic crop/pasture application with sound agronomic integrity, and
- 3) KMS will be shipped directly to each capital city port of Australia (a claim that not many if any other fertilizer company can make). Most other similar type products are shipped to 1 or 2 major capital city ports in Australia in single large bulk ships where product often sits in warehouses for very long periods of time where quality and integrity of the product breaks down and deteriorates.

Quality and consistency is the name of the game and here at Kismet International Pty. Ltd. we are renowned for excellence second to none.

It is also important to note that in keeping with company



KMS - Schoenite being mined ready for Australia

policy Kismet International Pty Ltd only ever takes on international products on an exclusive basis. It is the only way to justify the huge investment required for such an exercise; it is the only way to guarantee integrity of product supply, product quality, technical and marketing services, and effective farmer services.

There are a great many other reasons and advantages noted in the KMS product which influenced our choice." KMS is a natural, unique fertilizer product which contains three essential plant nutrients: All three nutrients are present in a highly available water soluble form. The continuous release rate (dissolved slowly) of Potassium, Magnesium and Sulphur reduces and resists leaching loss making KMS a highly effective, nutrient efficient fertilizer with good environmental benefits.

"Unlike fertilizer products mined from the mineral known as 'Langbeinite' we believe KMS Fertilizer has a better balanced level of nutrient content which makes it more suitable to a broader market application" says John. As a stand-alone product KMS is suitable for Pastures especially Dairy, (where soil tests indicate deficiencies) Sugarcane, Cotton, Potatoes, Tomatoes, Grapes, Broadacre and so many other crop types.

Custom blend KMS with Guano Gold-Kwik Start, AmSul, DAP, MAP, MOP, SOP or other related products, the result is a premium fertilizer combination for use on many and/or all Potassium dependent crops; giving Australian agriculture and horticulture a 'Kwik Start'. KMS Fertilizer is a highly available water soluble and bioavailable form of Potassium, balanced with Magnesium to aid in chlorophyll production with Sulphur to assist in enzyme activation. As a result KMS is being recognised for a multitude of other advantages which flow on from this naturally unique product:

1. The unique 3 in 1 combination of these nutrients helps maintain nutrient balance particularly where high analysis fertilizers don't replace Magnesium and Sulphur lost from the soil each year.
2. Long term reserves.
3. KMS is particularly suited for horticultural and dairy pastures via direct application or in a blend to maximise the effectiveness of the other fertilizers and animal nutrition in the case of dairy pastures.
4. KMS can readily replace traditional potassium based fertilizers such as MOP with the advantage of reduced chloride levels (50% vs 1.5%).
5. KMS in Organic farming allows for higher inclusion rates for K as opposed to SOP.
6. Preferred nutrient ratios.
7. Fully water soluble.

8. Competitive Pricing.
9. Available in 25kg Bags, 1MT Single Trip Bulka Bags and Bulk.
10. Available upon demand.
11. Product quality maintained through optimal turn over.

KMS Fertilizer originates from the Qaidam Basin in northwest China's Qinghai Province, well known for its old lake bed resources. Potassium rich brine is extracted from reserves beneath the lake and refined into the high-quality potassium magnesium sulphate referred to as 'Schoenite'.

In standing by his new product, John went on to say "We believe KMS Fertilizer will make a real difference in the Australian fertilizer market and we invite you to apply the product on your farm/crops in order to experience the agronomic benefits of KMS.

KMS Fertilizer will be aggressively marketed via our national distributor network backed up by a fully trained technical and marketing campaign. Given the shake up of the Australian fertilizer industry and an even bigger fallout by international players over the next few months, Kismet International Pty. Ltd. For and On Behalf Of Guano Australia Pty. Ltd with its new product KMS will meet the challenge head on across the board, that is in product supply, pricing, distribution and technical services.

2005 saw a record number of price increases in most if not all conventional fertilizers by the major companies. The large players eroded distributor margins and jacked up farmer prices way over the top, and they still can't make profit. 2006 will see Guano Australia make its mark in the national fertilizer industry and especially in select specific regions and market segments with its speciality range of fertilizer products.

Guano Australia has affiliated itself with major independent fertilizer companies, and now it's time to put a blowtorch under the system. International and multinational fertilizer companies for too long have bled distributors and farmers dry. It's time now for farmers to reap the rewards!"