



**BLEND 437**

**CASE STUDY**



# Aspire to grow the perfect vegetable?



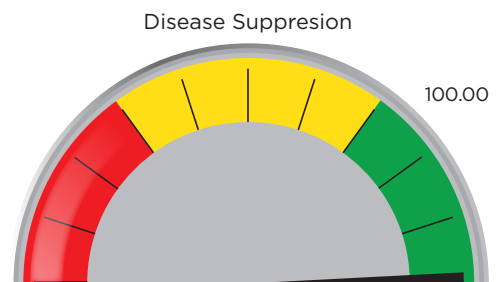
The story of how one vegetable grower made an extra \$119,200 from a hectare of carrots.

**Who:** Vegetable Growing Family Business  
**Where:** West Victoria  
**What:** One of the largest organic carrots growers in Australia

**Product and application rate:** Top Quality Carrot Seeds PLUS 12 tonne of Peats Blend 437™ compost vs 17 tonne of standard industry compost. NB - Both paddocks were 1 hectare in size.

## Aim of applying Peats Blend 437™

- **Improve** soil health.
- **Supply** an organic matter and micro nutrient source in the soil easily absorbed into the plant via water consumption.
- **Supress** soil borne disease and pathogens such as: Pythium, Streptomyces and Rhizoctinia. Issues that are currently causing the Farm growth problems in these particular paddocks.
- **Clean fine compost** that can be spread through a precision spreader quickly and efficiently.



Soil scientists and agronomists around the world recognise that the humic substances found in humus are the most important component of a healthy, fertile soil.

Source: Microbiology Laboratories Australia





# BLEND 437

## OUTCOMES



- Both hectares were harvested in the same day.
- Disease suppression was achieved due to the pro-biotic microbial activity in Peats Blend 437™.

### Harvest Results:

Peats Blend 437™ (One Hectare)	
• Harvested 80 tonne	
• 95% of carrots were sold on as A grade organic carrots.	
• 5% of carrots sold to the juicing plant.	
<b>TOTAL REVENUE</b>	<b>\$ 176,400</b>
<b>Total Cost of Peats Blend 437</b>	<b>\$ 2,000</b>
<b>GROSS REVENUE AFTER COMPOST</b>	<b>\$ 174,400</b>
<b>NET BENEFIT</b>	<b>\$ 119,200</b>

Standard Compost (one hectare)	
- Harvested 80 tonne	
- 20% of carrots were sold on as A grade Organic carrots.	
- 60% of carrots were sold to juicing plant	
- 20% of carrots were disposed of	
<b>TOTAL REVENUE</b>	<b>\$ 56,000</b>
<b>Total Cost Other Suppliers Compost</b>	<b>\$ 800</b>
<b>GROSS REVENUE AFTER COMPOST</b>	<b>\$ 55,200</b>



**VS**

