



SUPERIOR specialises in providing custom-blended solid fertiliser programmes.

Each blend aims to correct the limiting elements and nutrients in the soil, providing an essential foundation for the health of your crops, pastures and livestock.



SUPERIOR'S UNIQUE APPROACH

THE SUPERIOR SYSTEM

SUPERIOR has created a simple system that works! It takes the stress off managing your annual fertiliser programme. Superior will take care of everything for you.

The Superior System uses a regime of tests to develop a complete Fertiliser and Soil Management Plan for your unique situation.

Annual planning and farm assessments

Our team will undertake a full farm assessment, including soil and herbage testing, and VSA (Visual Soil Assessments), if required. Superior will develop an annual fertiliser programme based on the test results and information you provide.

Custom blending

At least 16 of the 115 known elements found in the soil are essential for healthy plant growth, yet mainstream fertiliser programmes tend to focus on the 'shotgun' application of NPKS.

Superior specialises in producing carefully balanced custom blends of solid fertilisers, trace elements and humates.

Superior Soil Test

A Superior Soil Test gives us vital information about the existing levels of elements (deficiencies and excesses), pH levels and holding capacity (Cation Exchange Capacity or CEC) of your soil. This provides the basis of your customised Fertiliser and Soil Management Plan.

VSA Test

Superior believes if you're not measuring, you'll never know if you're improving.

The VSA (Visual Soil Assessment) tool is used to visually assess soil quality, pasture and crop performance. The outcomes are recorded and used to monitor future performance.

Superior doesn't charge for VSA testing – we offer this as part of our complete fertiliser programme.

Herbage test

There are some situations where using both herbage and soil testing will provide a better overall picture of the farm nutrient status, resulting in a best-outcome fertiliser programme. We will undertake out-sourced herbage testing at cost price.

Other tests

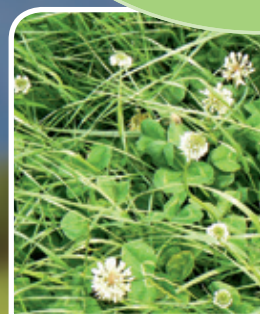
Superior can also provide Food Web and water testing at cost price.

VSA TEST

Soil structure and porosity.
Worm count.
Biological activity.
Brix levels.
Pasture cover.

HERBAGE

Feed o
Plant n



For all farming

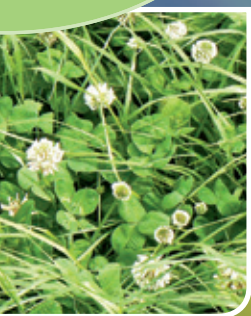


SOIL TEST

Mineral levels.
Cation Exchange
Capacity (CEC).
pH levels.

WATER TEST

Water quality.
Nutrients.



SERVICE ASSURED. QUALITY GUARANTEED

SUPERIOR SUPPORT AND SERVICE

Superior has a small, highly skilled team totally committed to helping you develop healthier, more productive soils and plants.

As the primary stakeholder, you would be actively involved in the development of your Superior Fertiliser and Soil Management Plan. As well as having a local Field Consultant to support you on-farm, we also have a full-time Technical Consultant working for you.

Transport logistics are coordinated via our Mosgiel Service Centre.

For all situations



SUPERIOR PRODUCTS 100% QUALITY GUARANTEED

The majority of fertiliser sold in New Zealand is imported from around the globe. Superior recognises the importance of controlling quality and selling cost-effective fertiliser. This is why Superior has an office in Hong Kong where our International Procurement Manager is based.

In addition to specialised custom blending, Superior recognises that there are some situations where an off-the-shelf product is perfect for the job. We have developed a product range for all situations to be used as starter fertilisers and post-baleage cuts for spring and autumn applications.

Superior mixes and distributes its product range from our 3500m² Service Centre.

For more information on our products please contact your local Superior Field Consultant.

Organic certification

Organic mixes with BioGro (5288) and Asure Quality (0796) certification are available.



SUPERIOR was established in 2001 to deliver custom blended solid fertilisers and high quality service.

The company has gone from strength to strength, now employing consultants in Otago, Central Otago, North Otago, Southland, West Coast and Canterbury.

This growth has required us to expand into a 3500m² storage and mixing facility.

Superior won a Deloitte Fast 50 Growth Award in 2013.

Superior imports products directly from international markets by employing an International Procurement Manager based in our Hong Kong office.



WHAT OUR CUSTOMERS SAY...



Chris Dagg, Hazeel Downs, Queenstown

Chris has seen a phenomenal turnaround to his pasture and lucerne quality since the first application of Superior and says he expects to keep seeing improvements as the trace elements in his soil build up. The amount of dry matter his two lucerne paddocks have produced has also increased, averaging around 15,000kg of dry matter per hectare and he is getting three to four cuts a season from his lucerne. "I'll be a Superior customer for life."



Mike Porter, St Andrews, South Canterbury

Mike says discovering Superior solid fertiliser was the answer to a 10 year problem which his previous conventional fertiliser company could not put forth any new solutions to low yielding paddocks. He had Superior test and treat one paddock. "The yield from that paddock increased by 50 per cent. The soil has come alive with lots of microbial activity, the worms are back and you can just tell by smell and feel that it is in better condition." Superior is now "fundamental to our farm's profitability."



James Dicey, Grape Vision, Central Otago

Grape Vision is chasing the Holy Grail of quality for its wines. "We choose Superior because we like the soil testing methodology the company uses and the recommendations which come out of it. The company understands our business and it takes a holistic approach to help us achieve the quality we are looking for. If we weren't seeing results, we wouldn't be using them, it's as simple as that," James says.

Our team



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