

ProGibb[®] Data Passes the Edmeades Test

The science behind a radical new product for New Zealand farmers has passed – with flying colours – a review by one of the industry’s toughest critics.

Consulting scientist Dr Doug Edmeades says the quality of research on ProGibb SG is a pleasant surprise.

“The trials were well designed, conducted and reported, and more importantly they were carefully designed to answer the key questions about the practical use of the product. Such a careful, thoughtful, and professional approach from proprietary companies is rare in my experience.”

The proprietary company he’s talking about in this instance is Nufarm NZ, which developed ProGibb SG as a pasture growth enhancer for pasture and launched it to the local market 12 months ago.

Dr Edmeades says after reviewing all the research data on ProGibb SG, he can’t fault Nufarm’s science process to date.

And that’s a nice change for someone who has become renowned for torpedoing products that don’t measure up to their performance claims.

“I’m delighted to have a positive review under my belt,” he says. “I have a reputation for being negative about so-called ‘alternative’ products; this proves that I don’t simply attack products for the sake of attacking them.”

The conclusion of Dr Edmeades’ 17-page scientific review of ProGibb SG says Nufarm has used the correct research techniques especially in regard to measuring relative pasture responses to the product.

Trials have been properly designed, conducted and analysed and the trial findings support Nufarm’s recommendations for the product.

“It is reasonable to conclude from this data that ProGibb SG when applied at the recommended rate within 0 – 5 days following grazing will increase

relative pasture production by 36% on average with a range of 12% to 63%, providing the pasture is utilised within 40 – 50 days following application,” Dr Edmeades says.

“The longer term effects of a single application are not certain but it is known that successive applications of ProGibb SG have a positive effect on pasture production. ProGibb SG, it can be concluded, has no practical effects on the chemical, botanical or biochemical composition of the pasture.”

Nufarm has conducted nearly 40 trials on the product since 2005, and it was the written reports from these trials that Dr Edmeades was invited by the company to review earlier this year.

Nufarm development manager Alan Cliffe says Nufarm NZ sought the scientific review for ProGibb SG because farmers and consultants had asked if the company’s in-house data had been independently peer-reviewed.

“We are pleased with the report from Dr Edmeades. We were confident of the quality and integrity of our trial process but it’s nice to get confirmation that backs up all the work our team has invested in this technology over the past four years.”

Nufarm brand manager Bianca Wiggins says Dr Edmeades’ review of the science behind ProGibb SG comes on top of positive farmer feedback and experience since the product was launched 12 months ago.

“Farmers throughout the country have been experiencing successful results, even if they were initially sceptical about ProGibb SG because they thought it was too good to be true,” she says.