Paulownia Flower Festival
Every Saturday from 9 Sept–28 Oct.

Come and have morning tea or coffee with us and see the magnificent display of Paulownia flowers. You are all welcome to bring your family and friends to our established plantation at Nowergup to enjoy the Paulownias in full flower. Paulownia tree flowers are very beautiful and highly perfumed so your visit will be a feast for the senses. Colours range from white to pink to mauve. This is an ideal opportunity to introduce family and friends to the benefits of investing in Paulownia. Staff will be available to answer questions and bring you up-to-date with our progress. You can also have a walk through the plantation and enjoy the flowers to their full extent. Please telephone John Cosic at the office to check the flowers are out and to book for morning tea. Staff and morning tea will be available until 12 noon only. So please make a note in your diary as this is an event not to miss (only available until end October).

Move to New Offices
We are now happily installed in new premises at 1st floor, 1110 Hay Street, West Perth, near Parliament. We had outgrown the South Perth premises and were tripping over each other. At last Jochen has his own office and there is plenty of room for expansion and meeting facilities.

Developing Guidelines for Paulownia Propagation
EFF started propagating Paulownia by trial and error, as there were no guidelines available. Through the expertise of Phil Watkins (see Meet the Team) we can now successfully produce one million healthy trees p.a. from the biggest, strongest and best Paulownias. “Every single plant performs differently in propagation and the Paulownia has performed well,” says Phil Watkins. Firstly the media had to be devised in which to grow the tiny cuttings, then the hardening off process to prepare the young plantlets for planting out. There were originally setbacks and problems to overcome but in 18 months 90% of the problems have been solved. All processes have been refined to reach the optimum conditions including the environmental conditions in which the work is done. We are now ready to educate others who wish to grow Paulownia and can provide a full service.

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We are very busy preparing the ground to ensure we have the best possible conditions for planting out the young Paulownia trees which will start in September. Cold conditions and late frosts have delayed the planting because we do not want the young trees to be compromised in any way.

800 eucalypt seedlings have been planted on the northern boundary (Hunter Road) to create a windbreak and beautify the property. Coastal mort, and red gums are two of the varieties chosen.

All tree lines have been rotary hoed to form an oval shaped bed for the trees and a special machine has been designed by us to be towed behind the tractor to lay down a plastic mulch and punch a hole in the plastic at the required distance for planting.

To the best of our knowledge it is the first time plastic mulch has been used in forestry and we anticipate excellent results. The mulch will increase bacteria activity in the soil, control weeds and should increase tree growth as the soil will be warmer and there will be less evaporation as the drip line is under the mulch.

All the seedlings are ready to be planted and are being kept in a controlled environment until the weather is suitable. All trees will be planted by hand; we give them a pat in and talk to them, as we believe this is better for the trees and more enjoyable for everyone. Machines are not capable of the TLC required for the best results.

The 40,000 young trees that were planted late last year have been coppiced (cut down) and should shoot early September. We anticipate they will perform very well as they now have an established root system to achieve their full potential. This is why it is imperative that we plant the young Paulownias in September or October so they have a full season’s growth, otherwise they do not meet the required standard to achieve their full potential.

Looking forward to meeting you at Kiri Park later in the year to admire all our hard work.

Traditionally plantations have been grown from seed collected from trees in their natural environment. These seeds contain a wide range of genetic material giving each individual tree its unique characteristics. Some trees grow fast, some very slowly; some thin and some thick and branching characteristics vary enormously from tree to tree. In their natural environment a natural selection process occurs which means that the weak will not survive and the strong will compete for nutrients, water and sunshine.

In modern forestry in order to maximize returns and save on costs very little is left to chance. Man can now select genetic material from the strong, fast growing trees to ensure his forest will perform well. A broad genetic base needs to be established to ensure that the whole forest will not be prone to a particular disease or pest.

EFF have chosen twelve trees with superior characteristics from which genetic material has been collected. Young trees are then produced from this material using tissue culture techniques. These young trees contain the superior genetic characteristics of the original trees and are being used to establish the Kiri Park Plantation ensuring that Kiri Park will have only the best and strongest possible Paulownias available in Australia.

Each Individual Tree is Important to Us

Because our Paulownia trees are so valuable we do not count our plantations in hectares. Trees are planted in 100 tree woodlots so that people know exactly how many trees they own. Each trees is then monitored by our staff to ensure it is getting the right amount of water and nutrients so it can perform to its maximum capacity.

The Paulownia trees’ fast growth and high quality timber yields will assist in taking the pressure off our native forests, as we will not need to log them for high quality timber.
WOOD LOT PLAN
Minimum Wood Lot size 1350 m²
Earn $1000 worth of bonus for everyone you introduce who invests!

Introduce your family, friends and colleagues to this fantastic project. To show our appreciation, we will plant and maintain for you a Paulownia tree. That's right for every person you recommend, who becomes a Grower in the project we will give you another tree which will be worth approximately $1000 at harvest time. We can do this because for every new investor who is introduced to the project by word-of-mouth it saves us money that would be spent on advertising.

Be sure to complete the form on this page and send it back to us OR you can give us a call on 1800 181 700 or fax to 08 9226 5022.

Yes! These people would love to hear about this exciting new industry. I have spoken to them and they are waiting for further information:

**Your details:**
Name: __________________________
Tel: ____________________________
Address: _________________________
Postcode: ________________________

**Your Friends**
Name: __________________________
Tel: ____________________________
Address: _________________________
Postcode: ________________________

**Your Friends**
Name: __________________________
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**Your Friends**
Name: __________________________
Tel: ____________________________
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Postcode: ________________________
Meet The Team...  
In a Paulownia Frame of Mind

**Jochen Diedler**
**Director E.F.F. Limited**

Jochen Diedler is the founder of W.A.’s leading Paulownia plantation and Environmental Forest Farms Ltd. His guidance and management skills allowed the company to develop from its start up capital of $130,000 to its present value of $10 million in less than four years. He has five years hands-on experience with Paulownia trees. Jochen managed and developed the company from a small Paulownia trial site, to a plantation management company, which now controls its own tissue culturing nursery (capacity over 1,000,000 trees p.a.) and three plantations. “I was concerned about the decimation of our quality timber forests and the fact that they were not being replaced. When we found out about the Paulownia and its many advantages, we got very excited. I am now proud to be growing quality Paulownia timber in Australia.”

**Hoss Wehr**
**Director of Forestry Operations**

Hoss is a farmer with more than 35 years of farming experience. He has owned and managed his own farms in Esperance and Carnamah W.A. He brings to the company vast experience in growing crops under irrigation, understanding of genetics and the ability to farm in low rainfall areas. For the last five years he has researched the growing of Paulownia trees for W.A. conditions and was instrumental in establishing Environmental Forest Farms. His breeding of superior planting stock and cultivation methods are great assets to the company. Hoss also has extensive experience in management, staff training and quality control in rural enterprises.

**Bruce Jamieson**
**Plantation Manager**

Bruce started work with EFF in January 1999. He had worked for 17 years for Yanchep Sun City as nursery and farm supervisor in charge of over 25,000 acres of land. He did most of the landscaping and tree planting on the property. He has always loved trees and getting into nature. He said he loves working with Paulownias because they are relatively new and it is a challenge to see how well they can grow here. “I love being out in the open and EFF are a good company to work for with some great people involved.”

**Phillip Watkins**
**Tissue Culture Manager**

Philip Watkins is an Executive Director of a major horticulture company and has acted as a consultant to flower production projects in China, Malaysia and Indonesia.

He oversees an on-going R&D program and also other projects in partnership with The University of Western Australia and Agriculture WA. Philip is a Qualified Consultant under the Plant Breeders Rights Act. He is also Honorary Chairman of a community based registered training organisation specialising in courses for the horticulture industry.

Philip established the first commercial tissue culture laboratory in WA. He holds a Master of Science degree in Soil Science and Plant Nutrition from The University of Western Australia and a Bachelor of Science honours degree in Biology from London University. He is the author of numerous scientific publications and the editor or co-author of several books.

“Developing guidelines for propagating paulownia has been challenging and exciting, and I’ve enjoyed it immensely”, said Phil.
There are 11 main Paulownia species found in China that grow across a varying range of climates. The range of wood characteristics across the various species is similar. EFF has selected the Fortunei species because it grows in a similar climate type in China to that in Western Australia. We are also trialling some cross species which were brought here as seeds. The Fortunei have performed very well in our plantations in Nowergup and Beenyup and in some cases have grown even better than they do in their native environment.

**Paulownia Best for Carbon Credits**

Tree planting is one of man’s endeavours to reduce the impact of human activity on the planet. The idea of international carbon trading came out of the international climate change conference in Kyoto in December 1997 and is called the Kyoto Protocol. Many industrialised nations are already investing in tree plantations to gain carbon credits for the future even though details of how the system will work have not yet been finalised.

One point to consider is that all trees are not equal when it comes to dealing with air pollution. The Chinese Academy of Forestry in Beijing has published results from research conducted in Chengdu where dust and smoke pollution are comparatively serious. Significant benefits were found from the Paulownia district including the Paulownias ability to still grow normally in polluted districts when many other trees dropped their leaves or failed to grow at all.

**Hot News! Financial Benefits-Update**

**Two Major Advantages For Buying Now**

- By investing NOW your woodlot will be planted this September/October, so you will gain the benefits of this year’s growth season. Later investments will be one full year behind reaping the BIG rewards.
- You can claim your tax deduction NOW. You don’t have to wait until the end of the year.

**How?**

- Pay a deposit of $2000, then $815 per month for nine months, OR
- Pay $9325 (inc. GST).

Either way, you can pay by major credit cards.

**PAYG Taxpayers**

This deduction is available under Section 221D of ATO rules and regulations for products which have obtained an ATO Product Ruling. Your tax deduction will be available by completing the form, which we will provide, and forwarding it to the ATO.

Self employed persons, businesses or companies

Your tax deduction can be claimed through your September quarter return if payment is received by 31st September.

**Did You Know?**

In China, Paulownias are planted around the house to bring good luck.

There are records of Paulownia timber being used 2600 years ago.

The Shire of Gingin (location of Kiri Park) has the highest number of sunshine hours of any place in Australia. (Yes, that includes Queensland.)