



# GROWING SMARTER

## TURF EDITION

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News & Information To Help You Grow

## Promote Better Turf Nutrition With New OptiFeed™

### Get more results – and economy – for your nitrogen

Superintendents and landscape managers now have another tool for supporting healthy turf and lowering their input costs: new **OptiFeed™**, Fertizona's stabilized nitrogen product that's ideal for golf courses and other professional turf.

Stabilized nitrogen is a valuable and convenient way to effectively minimize the natural breakdown of **urea** and **UAN fertilizer**. It's common for the nitrogen in urea to volatilize, meaning it converts into ammonia gas and disappears into the atmosphere. Soils with pH values above 7.0 – which are typical here in the Southwest – tend to have even higher risks for nitrogen volatility. The other threats to urea integrity are denitrification and leaching when ammonium is converted to nitrate.

Studies have shown that as much as 40% of surface-applied urea-based fertilizer can be lost to the environment through volatilization, leaching and denitrification. Those losses obviously represent a huge amount of fertilizer being wasted.

Stabilized nitrogen is much slower to convert to other forms. By delaying those conversion processes, OptiFeed gives the urea you apply more time to work into the soil and then reach the turf's root zones thoroughly after irrigation. As a result, your grass gets more available nutrients and your nitrogen goes further.

"OptiFeed represents about a 25% cost-savings to the end user, compared to other stabilized nitrogen fertilizers," said **Craig Allen**, Fertizona Turf and Landscape Sales Manager. "We've been selling it in the turf market for about a year, and we keep getting repeat sales."

### Proven formulations

OptiFeed is an exclusive Fertizona product based on the chemistries in other popular stabilized nitrogen fertilizers. OptiFeed can also be custom-blended with Fertizona's proprietary **Furst®** nutritional technology, which helps stimulate plant cells to optimize the uptake of available nutrients.

OptiFeed is clearly promising to be a tremendous advantage for superintendents looking to enhance fertilizer effectiveness and turfgrass response.

"Consumers know about it," added Allen, "and we're selling some of it every day."

**For more details about our line of OptiFeed stabilized nitrogen fertilizers for turfgrass, call Craig Allen at 602.402.3371, contact your nearby Fertizona location or visit [www.fertizona.com](http://www.fertizona.com) today.**

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# Improve Your Spring Turf Transition

## Basic steps promote healthier Bermudagrass

For many golf courses, it's a critical time when your Bermudagrass is coming out of dormancy and competing with ryegrass for space, nutrients and water. Traditionally, some superintendents would just cut back on irrigation and fertilizer to stress the ryegrass and let the Bermuda naturally take over. But results in recent years are proving the benefits of a different strategy.

"We were actually hurting the Bermudagrass that way," said [Kevin Walsh](#), Turf Management Specialist, [Fertizona - Fennemore](#). "You need to keep it wet and keep it fed."

Proper amounts of irrigation will force the ryegrass to grow faster, which will expose it to the sun and cause it to expend its energy sooner. Also, the weaker Bermudagrass roots need sufficient water to help them recover from dormancy.

Lowering mowing heights is important during transition as well.

"That allows more sunlight to reach the Bermudagrass, which stimulates it to produce roots and shoots," added [Nick Lubich](#), Turf Management Specialist, [Fertizona - Fennemore](#).

A balanced fertilizer with phosphorus and potassium, such as Furst®-Class 15-15-15, promotes a seamless transition because the Bermudagrass needs phosphorus for root development. Other helpful tips include applying a selective post-emergence herbicide - like Sapphire® - to control the ryegrass, and using turf paint (see next article).

*For the turf products and expertise you need, call [Nick Lubich](#) at 602.402.1098 or [Kevin Walsh](#) at 480.747.7131, or visit us online at [www.fertizona.com](http://www.fertizona.com).*



## Turf Paint Enhances Consistent Color

**Endurant promotes appearance and savings**

The phrase "turf paint" used to be a turn-off for some superintendents, but the products have really improved. Today's turf colorants work extremely well to produce great-looking results. Better yet, they can often save you a lot of time and money.

One example, offered exclusively by Fertizona, is Endurant®, an organic pigment that provides a rich, natural green color. Applied on dormant Bermudagrass, Endurant can keep a course looking green all winter, without the cost and trouble of overseeded ryegrass. In spring transitions, Endurant can help you avoid inconsistent color while waiting for your Bermudagrass to come back.

"Endurant is a fantastic option in many situations," said [Kevin Walsh](#), Turf Management Specialist, [Fertizona - Fennemore](#). "Right now we're looking at a hybrid program that uses some colorant with lighter overseeding, which will help save on rye seed. I've talked to golfers who've played on painted turf, and they can't tell the difference."

*For more details, contact [Kevin Walsh](#) at 480.747.7131, see your nearby [Fertizona](#) location or visit [www.fertizona.com](http://www.fertizona.com).*

