



GROWING SMARTER

News & Information To Help You Grow

Highlighting Fertizona's Sorghum Seed Varieties Offering Growers Five Of The Best Options



K73-J6 has a bronze color grain, very good emergence and adaptability and excellent disease and insect resistance packages. K73-J6 is medium-tall with an average height of approximately 4 to 5 feet. K73-J6 has a more stable bloom date and is more adaptable over a larger area. Well adapted for dryer areas, it boasts excellent yield potential, staygreen and stability.

At Fertizona and Compton Ag Services, we offer a strong supply of grain and forage sorghum seed varieties to meet the needs of growers. Here are five of our best sorghum varieties.

DS 9300

If you're looking for a reliable, full season (90 to 95 days to 50% bloom) grain sorghum, DS 9300 from Richardson Seeds, Inc. is the one. "You can expect top yields under irrigation," says Gene Kempton, Fertizona and Compton Ag Services Seed Manager.

DS 9300 has a red grain color with a semi-compact head. It also has a high standability rating and will grow to about 40 to 45 inches tall.

K73-J6

K73-J6 is a medium-full (71 to 75 days to 50% bloom) maturity grain sorghum hybrid that performs best under the irrigated conditions of the Southwest. "K73-J6 has exceptional staygreen for late season standability," says Ed Wentzel, Distributor from Western Ag Services.

Benefits of Grain Sorghum Compared To Corn

- Requires less water (Can reduce water usage by 20%)
- More drought tolerant
- Requires less fertilizer
- Yields 4,000-6,000 lbs. (depending on variety)

KS585

The KS585 is a high yielding medium maturing (65 to 69 days to 50% bloom) grain sorghum hybrid supported by a strong agronomic

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We're Here For You...

To help reduce our dependency on foreign oil, President Bush issued a mandate to increase ethanol production. As a result, ethanol plants have begun springing up all over the country—and Arizona is no exception. Several ethanol plants have already made way to our state—with one plant set to open later this summer.

There is some concern that this so-called ethanol craze may be causing fertilizer and seed prices to rise, which they have. No matter what happens, we will stay true to our commitment to serve all your agricultural needs. As always, we will continue to provide you with the supplies and products you need

to produce high-quality crops at a price you can afford.

We're dedicated in making sure we can support your needs. For example, we offer our own proprietary alfalfa seed as well as make our own calcium. We also have our own manufacturing and blending operation. We've increased our storage facilities to house more products, including strong sorghum seed supplies. In the event of a shortage, this means that we are ready to supply you with whatever you need.

Regardless of the impact of ethanol production on the growing industry, we remain dedicated to the grower.

Jim Compton



Jim Compton Jr., President, Fertilzona and Compton Ag Services.

Highlighting Fertilzona's Sorghum Seed Varieties

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package with one of the best early growth characteristics for cooler soils. "KS585 is medium in height with good standability and excellent field uniformity," says Ed Wentzel.

"KS585 has good drought tolerance in the vegetative growth stage, allowing it to better withstand stress and provide a more consistent performance," explains Kempton. "This seed's above average head exertion and good threshability helps maximize easier harvesting."

251

251 is the perfect variety for those in need of an early maturing sorghum.

"251 has excellent standability and drought tolerance for planting in the more arid areas where water is scarce," says Kempton. "Because it has excellent emergence, 251 can be

planted early in the season. In areas where maturity permits, early planting also lets you doublecrop back to wheat. For the best results, always plant when the soil is 65°F or above."

NK 300

NK 300 is a medium-early maturing variety and a long-time favorite of growers and dairymen who want to plant a high-yielding, high-quality forage sorghum with low lignin content. NK 300 is a tall variety, growing to about 6 or 7 feet and producing a large head that provides a high grain-to-forage ratio.

NK 300's low lignin content and tolerance for stress add to its appeal among Southwestern growers. ▲

For the best results, Fertilzona—San Tan Field Rep Tom Montoya recommends the following herbicide and fertilizer programs for sorghum:

Fertilizer Program

- *Apply 200 to 300 lbs. of 28-26-0 as a pre-plant*
- *Between early- to mid-season, apply 1-2 different applications of UN-32 (20 gal. per acre each application) as needed*

Herbicide Program

- **AAAtrex®**
Apply after planting, before first irrigation
or
- **Clarity®**
Use for broad-leaf weed control when crop rotation is a factor

Clarity is a registered trademark of The BASF Company.
AAAtrex is a registered trademark of Syngenta.

PRODUCT SPOTLIGHT

Maximize Nitrogen Efficiency With Stabilized Nitrogen Achieve More Nutrient Control With UMAXX® And UFLEXX®

At Fertizona and Compton Ag Services, we're replacing sulfur-coated urea products with stabilized nitrogen. Stabilized Nitrogen fertilizers such as UMAXX and UFLEXX introduce a new, more economical approach to applying nitrogen fertilizer to turfgrass. Offered in our distinctive SmartBlends, UMAXX and UFLEXX contain a combination of urea, Nitrogen Stabilizer and dicyandiamide.

"The nitrogen stabilizer in UMAXX and UFLEXX controls nitrogen loss due to volatilization," says Larry McGee, Lawn and Garden Manager for Fertizona—Casa Grande. "By slowing down volatilization, you get a longer, continuous feeding period and less chance for turf burn."

UMAXX and UFLEXX also have uniform particle sizes for better coverage and a more even spread.

"The technology behind UMAXX and UFLEXX has shown outstanding results on athletic fields, sod production, ornamentals and turf establishments," says McGee. "It does what it says it will do. And because you get a longer length of feeding with these products, it is a more cost-effective option."

UMAXX

- For golf aprons, fairways, greens, tees and heavily sloped areas
- Performs up to 12-16 weeks
- Available in standard and mini particle sizes
- Works well as a soluble nitrogen source
- Analysis 47-0-0

UFLEXX

- For fairways, rough areas, landscapes and commercial lawn care
- Performs up to 6-8 weeks
- Can be applied all year long
- Works well with liquid fertilizer programs
- Analysis 46-0-0

Stabilized Nitrogen

Longer, consistent release over 10-12 weeks

Minimal chance of turf burn

Uniform size for a more even spread

UMAXX and UFLEXX are registered trademarks of Agrotain.

Editor's Note: On page 2 of Growing Smarter #14, the photo caption incorrectly identified the golf course pictured as Silverleaf Golf Course. It should have read FireRock Country Club.

New Hires

We would like to welcome the newest additions to our team.

Elio Gonzalez	Blythe	Driver
Denise Gehrts	Buckeye	Customer Service
Jose Galvan	Buckeye	Driver
Angel Alvarez	Casa Grande	IT Manager
Tyke Bennett	Casa Grande	Seed Sales Manager
Carlos Alaniz	Casa Grande	Bagging Operator
Brandon Adams	Fennemore	T&O Salesperson
Cheryl Brown	Fennemore	Customer Service
David Kimbrell	Fennemore	Driver
Marty Lobato	Fennemore	Driver

Carlos Masini	Fennemore	Driver
Arcenio Lopez	Roll	Driver
Jorge Ochoa	Roll	Driver
Dalen Juan	San Tan	Yard Assistant
Randall Bell	San Tan	Driver
Ken Thompson	San Tan	Driver
Vern Johnson	Thatcher	Yard Manager
Travis Hines	Willcox	Plant Operator
Oscar Fimbres	Yuma	Driver

A Passion For Peppers

Sierra Farming Company Takes Good Care Of Peppers

Sierra Farming Company At-A-Glance

- Headquartered in Bowie, AZ
- Operating since 1998
- Owned and operated by Mark Cook
- 460 acres of red peppers; 180 acres of garlic; 30 acres of cherries



Owned by Mark Cook and his wife Jacque, Sierra Farming Company machine-harvests all of its red pepper and garlic crops.

After growing up on a farm, it's no surprise that Mark Cook, owner of Sierra Farming Company, now runs a successful farming business of his own.

"You have to be passionate about farming to be a farmer," says Cook, whose operation is headquartered in Bowie, Arizona. "And farming is in my blood. My dad farms pistachios, and now I'm growing crops of my own."

At Sierra Farming, Cook's main crop is red pepper, but he also grows garlic and cherries.

Taking Care Of Peppers

To keep his peppers healthy, Cook uses ADMIRE® Systemic Pesticide, which he gets from his local Fertizona field rep.

"Before we used ADMIRE, we had to keep a very careful watch for insects," says Cook. "With ADMIRE,

you put it out at planting and you don't have to worry about it."

In addition, Cook uses an extensive foliar program and administers a thorough soil test to make sure the peppers are getting what they need. He also is careful not to under- or over-water his crops.

"To be a good pepper farmer, you have to wake up with them every morning and put them to bed every

"In my experience, some farmers apply too many preventive products. I'd rather use products that will ensure the plant's health, such as foliar fertilizers, rather than simply throwing all sorts of chemicals at it. You get more bang for the buck if you focus more on keeping the plant healthy."

—Grower Mark Cook Shares A Strategy For Healthy Crops

night," Cook explains. "They are a very management-intensive crop. I check the peppers in the morning, mid-day and around 3 to 4 in the afternoon."

The Labor Issue

Like most farmers, Cook is also faced with challenges related to labor. In the last two years, Sierra Farming has phased out its jalapeños and green chili crops and cut back the operation's red pepper acreage by 25 percent.

"As a solution to the labor issue, we took up mechanical harvesting in 2001," Cook says. "We were one of the first operations to adopt this technology."

At Sierra Farming, Cook and his crew mechanically harvest 100 percent of the peppers and garlic. However, Cook says that in terms of thinning and weeding, labor short-

ages continue to be an issue. He says he looks forward to the day when advanced technology can provide solutions.

Dedicated Support From Fertizona

A close partnership with Fertizona helps this farming operation maintain quality crops. With the help of Fertizona—Willcox Field Rep Kent Cleckler, Cook feels like Sierra Farming Company is in good hands. Cleckler visits Sierra Farming Company once a week, making sure everything is on track and delivering tailored solutions for the farm's specific needs.

"Kent Cleckler has been a huge help for this farm," Cook says. "Whatever it takes, he always goes the extra mile for us."

ADMIRE is a registered trademark of Bayer Corporation.

Sierra Farming Company's Vineyard

In addition to his pepper business, Cook owns Coronado Vineyards with his wife Jacque. Mike takes care of the grapes, while Jacque runs the winery. Located in Willcox at exit 344, Cook's vineyard is a perfectly situated spot for tourists looking to purchase a good bottle of wine.

"I wanted to try something different rather than traditional farming, and I was looking for something that wasn't so dependent on Mother Nature as well," says Cook.

With its high-desert climate, excellent sunlight intensity and

soil compositions similar to France's best wine-growing regions, the Southeastern part of Arizona is slowly becoming a popular area to start a wine business. To ensure healthy grapes, Cook recommends a good foliar program and boron to control the growth of the fruit.

Cook adds, "This is our third year growing wine grapes, but it has been a fairly seamless transition. I come from a background of growing permanent crops such as apples and pistachios, so running this vineyard has been intuitive for me so far."

Farewell To Larry Allison And John Simms

Fertizona would like to announce the retirement of Larry Allison and John Simms. We'd like to thank Larry and John for all their years of outstanding service and dedication to Fertizona. Both Larry and John have been valuable team players, and we wish them the best of luck for the future.



Larry Allison



John Simms' Retirement Party (L to R) John Hume, Gordon Goodwin, John Simms, Brian Daley and Mike Espil

Fertizona Offers Injection Pumps

Injection Pump Installation And Service Available At Fertizona & Compton Ag Services



Fertigation injection pumps are quickly becoming a popular choice among golf courses. To meet this growing demand, we sell, install and service a wide variety of Neptune injection pumps.

“By applying fertilizers through the irrigation system, injection pumps can cut a golf course’s labor costs substantially,” says Fertizona—Fennemore Sales Rep Brandon Adams. “Injection pumps enable you to use many liquid soil amendments and fertigate with all liquid fertilizers, including acid-based nitrogen and phosphate blends.”

Automatic Adjustment For Added Accuracy


The injection pumps are dual head and have a rating of 30 gallons per hour. Each also comes with a control panel that can automatically adjust the speed of the pump based on how much water is being dispersed.

“If there’s a fluctuation in water volume, the control panel reads it and sends a signal to the pump to correct it,” says Fertizona—Fennemore Sales Rep Tim Lowry.

The pump allows superintendents to decide how much fertilizer they want to apply over a watering cycle. For example, you can apply half a pound of nitrogen irrigated over a 30-day cycle or one pound of nitrogen over a 15-day period.

Servicing All Your Injection Pump Needs

“Our customer service sets us apart from the rest,” Lowry says. “We provide our customers with exceptional service. In addition to selling these systems, we also can install and service them—making sure you get the performance needed for your particular course.”

In addition to injection pumps for fertigation, we also offer chemigation and acid/chlorine pumps. For all your injection pump needs, check with your local field rep. 

Injection Pump Calibration Tips

- When switching between products, make sure all lines are flushed out before starting the new product. Fertizona provides flush hoses for this purpose.
- Before starting a new product, flush out tanks and clean out the injection quills to avoid contamination.
- Use the calibration tube to find out exactly how many ounces per gallon of liquid fertilizer you’re putting out on the golf course.
- When changing from one product to the next, always check the calibration for products with varying volume and weight. If you’re off by 3-4% in volume based on weight, you might be over- or under-applying the fertilizer.

Satisfied Customers

Roger Brashear – Blackstone Country Club, Peoria, AZ
 Ron Cunningham – Saddlebrook Golf Course, Tucson, AZ
 Mark Gorga – Briarwood Country Club, Sun City West, AZ
 Jimmy Hulett – 500 Club Golf Course, Phoenix, AZ
 Bill Kostas – Country Club at DC Ranch, Scottsdale, AZ
 Ryan McFarlin – The Estancia Club, Scottsdale, AZ
 Joe Miller – The Golf Club at Eagle Mountain, Scottsdale, AZ
 Karl Olson – Desert Forest Golf Club, Scottsdale, AZ
 Jeff Plotts – TPC of Scottsdale, Scottsdale, AZ
 Kenny Watkins – FireRock Country Club, Fountain Hills, AZ

Helping Growers And The Community

Karl Montoya: Mobile Reactor Expert And Community Activist

Fertizona is well known for having a dedicated team of talented field representatives who do whatever it takes to help make growers' lives easier. Fertizona's Karl Montoya is no exception. In fact, he has gone above and beyond the call of duty to provide his service and leadership to the entire community of Casa Grande.

Ag Express' Mobile Reactor Guy

Montoya, who has worked as a consultant/agriculture salesman for Fertizona for 14 years, is the guy you call for all your mobile reactor needs. Ag Express' mobile reactor combines super phosphoric acid, anhydrous ammonia and water to create a liquid 10-34-0 fertilizer—a staple product for many growers.

"Our customers give us a call, and we react the products on site," explains Montoya. "The entire process takes about 5 hours per railcar and we can perform about 200 each year."

Montoya and his 2-man crew are on the road three to four weeks at a time traveling to different plants in Phoenix, Willcox and Yuma to perform this process.

"When I'm not handling the mobile reactor I'm an agricultural field representative," Montoya says. "I work closely with farmers, helping them grow a successful crop."

Giving Back To Casa Grande

Not only has Montoya taken charge of Ag Express' reactor, he's also taking the same leadership skills

to office. Montoya has recently been elected to city councilman of Casa Grande.

"I've lived in Casa Grande all my life, so it's exciting to see such tremendous growth and development taking place in my hometown," Montoya says. "Being so deeply involved in my community has pulled me into the political arena."

Montoya has done extensive volunteer work for Casa Grande's local police department, including serving as a leader of Citizens On Patrol. He is also president of the local chapter of Silent Witness and previously served as chairman of the Police Advisory Board.

"It's always been a passion of mine to give back to my community as much as I can," Montoya says. "I'm always looking for bigger challenges to tackle. It keeps me active."

Montoya continues, "One issue that is especially near and dear to my heart is public safety. My plan is to ensure that Casa Grande is equipped with the right



Karl Montoya looks out for his growers and his community.

resources to keep up with growth. One thing I'd also like to see is for the city to establish a better road infrastructure to make it easier for people to come in and out of Casa Grande. It's one way to keep Casa Grande growing and moving forward."

Free Time With Montoya

Running the mobile reactor, helping growers, volunteering for the police department and now serving as city councilman certainly keeps Montoya's plate full; however, he still manages to spend quality time with his two kids, Jake, 10, and Kara, 6. When time permits, Montoya enjoys fishing and hunting with his family. He is also actively involved with the Casa Grande Little League.



LOCATIONS

Fertizona—Casa Grande Main Office

2850 South Peart Road
Casa Grande, AZ 85222
(520) 836-7477

Dennis Osborn—Crop Protection
Gene Kempton—Seed Products
Jimmy Compton—Crop Nutrition
Lamont Lacy—Credit Manager
Larry McGee—Lawn & Garden
Jeffrey Bengé—Controller
Keith Hall—Director of Operations

Fertizona—Buckeye

26705 West Baseline Road
Buckeye, AZ 85326
(623) 386-4491
Tim Walsh—Manager

Fertizona—Fennemore

17102 West Olive Avenue
Waddell, AZ 85355
(623) 935-4252
Craig Allen—Manager

Fertizona—Roll

4212 South Avenue 39E
Roll, AZ 85347
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Doug Canan—Manager

Fertizona—San Tan

San Tan Industrial Park
Sacaton, AZ 85247
(520) 836-0103
Tom Montoya—Manager

Fertizona—Thatcher

4257 US Highway 70
Thatcher, AZ 85552
(928) 428-3161
Steve Marshall—Manager

Fertizona—Willcox

512 East Maley Street
Willcox, AZ 85643
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Lee Walker—Manager

Fertizona—Yuma

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(928) 344-9806
Mike Espil—Manager

Fertizona De Mexico

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Tim Walsh—Manager

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Dave Barrett—Manager



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