



GROWING SMARTER

News & Information To Help You Grow

Look For Bonus Materials Inside!

A Delicate Balancing Act Buffering Can Help Your Pesticides Work Harder

Arizona water is notorious for being high in alkalinity, presenting many challenges for growers. Since most pesticide formulations are mixed with water prior to application, high pH water can cripple their effectiveness.

“In Arizona, the pH varies depending on where you’re at, but I would say on average it runs about 8-plus,” says Jim Osborn, Field Rep from Fertizona—Fennemore. “Most of the time you want the pH between six and seven, seven being neutral.”

Broken Bonds

The reason some pesticides don’t work as well in high-alkaline water is a process called alkaline hydrolysis, where hydroxyl ions outnumber hydrogen ions in the water. This high-alkalinity in the water actually



Reed Farms, Tonopah, AZ



Odom Farms, Harquahala, AZ

Buffering water before mixing pesticides can maximize the efficiency of your crop protection program.

causes the pesticide chemistry to break down and decreases its effectiveness. Some pesticides, particularly insecticides, are more susceptible to alkaline hydrolysis than others.

“A lot of the organophosphates and carbamates were pretty sensitive to the pH, so you always want to buffer the water,” explains Osborn. “The best thing to have is a true buffer for your water. You have to be careful though, because products like Success® insecticide can be affected by a pH that’s too low.”

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A Mission and a Promise

Most companies out there have a mission statement. Usually, this is just a group of flowery words that convey a company's purpose in business, but ours is something we live by. We take great pride in adhering to the following mission statement:

Our goal at Fertiliza is to sell liquid and dry crop nutrients, crop protection chemicals, seed, as well as other agricultural and industrial products and services. Through the manufacture and sale of these products, we will facilitate the growth and betterment of the communities that we serve, helping our customers to achieve the maximum potential from their agricultural, turf, and landscape operations.

You might ask what this really means to you. For one, it means that Fertiliza isn't going to be the flashiest company out there. Instead of promoting ourselves with trips, dinners, gifts, and other nonfunctional items, we at Fertiliza spend a great amount of time and money reinvesting back into our people, operations and products. We think bringing you quality products at competitive prices, excellent service and unparalleled technical know-how is much more important than simply entertaining you.

In addition, we feel we are very good at anticipating market needs and purchasing our products prior to shortages. This assures you of a steady product supply line that won't be broken during the season. What you also get from Fertiliza



*Jim Compton,
President, Fertiliza*

is direct access to our leadership. When you want to talk to me, just call 520.836.7477.

For the best in quality, supply and reliability, call Fertiliza.

Jim Compton
President, Fertiliza

Buffering Can Help Your Pesticides Work Harder

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Step-By-Step

The first step in determining whether you have a pH problem is testing the water. High-quality pH meters or litmus paper can provide accurate analysis of the water and help growers choose the proper course of action.

Once a grower determines that pH levels are sufficiently high to justify introducing a buffering solution, it is quite simple to lower the pH. Buffers actually "acidify" the water, lowering the pH to the proper level specified by the manufacturer.

"Growers should definitely read the label to help make buffering decisions," Osborn recommends. "For

Arizona waters, you should try to put in a buffer every time unless the label specifically says not to."

Ferti-Buff Is A Good Choice

To get the most out of your pesticide applications, Osborn recommends adding buffering solutions, or spreader/buffers to the water before mixing the pesticide product.

"Ferti-Buff, which is our product, is a good choice for local growers looking to neutralize their pH," Osborn says. "That has worked real well for many of my growers."

Osborn recognizes that growers have long relied on buffers like Ferti-Buff to maximize the effec-

tiveness of their crop protection programs. He urges growers to keep using buffers to deal with the challenging water in the Arizona environment.

"With the price of chemicals these days, growers should always use a buffer in the water," Osborn explains. "They have seen the results of using it versus not using it, so growers are pretty savvy about buffering."

*Junior Melecio, Yard
Manager for Fertiliza-
Casa Grande.*



NEW PRODUCT SPOTLIGHT

Pasteurized Poultry Manure (PPM) Offers Benefits of Organic Fertilizer, with Reduced Odor

Grayhawk Golf Club
Scottsdale, AZ



Fertizona's new Pasteurized Poultry Manure (PPM) is organically certified for use in agriculture and offers growers and turf managers low odor and environmental sensitivity.

It would be an exaggeration to call Fertizona's organic fertilizer "new." After all it's actually one of the oldest fertilizers known to man. What is truly unique about Fertizona's chicken manure product is that it is pasteurized and there is very little odor.

"That's a big deal," says Craig Allen, Manager of Fertizona—Fennemore. "We get it from Perdue in Maryland and they have a lot of manure to sell," he continues. "They've invested in a process that pasteurizes it, so it's not like other poultry manure. It's clean, disease-free, carbon rich and there is very little odor."

The analysis for the organic PPM (Pasteurized Poultry Manure) is 4-2-3 with a 9.5:1 carbon/nitrogen ratio. It has over two percent calcium and some silicate and silica, too. The product is O.M.R.I certified for use in agriculture.

"Golf course superintendents now use PPM for their fall and winter feeding," Allen says. "We can custom blend additional NPK and coat each prill with Iron and Manganese for rich color without excessive growth. Instead of just adding filler such as gypsum, we are adding the poultry manure. The blends do a lot better with it."

Allen notes that turf managers and golf course superintendents, want to use organics more because high quality carbon sources are the right thing to put back into the soil. "It seems to be a growing market. Last year, several golf courses used blends with the PPM, and this year there are six or seven that are putting on 400-500 pounds per acre," Allen reports. "We buy PPM by the railcar to keep the price where our customers can use it. Word is getting out and they are trying it," he adds.

While Fertizona's low-odor PPM may not exactly be "new," growers and turf managers will find a host of brand new benefits by incorporating it into their fertility program. ▲

When tank mixing water soluble packets, do so in this order:

- (1) Water soluble packets
- (2) Wettable powders
- (3) Water dispersible granules
- (4) Flowable liquids
- (5) Emulsifiable concentrates
- (6) Adjuvants and/or oils.

Allow products to fully dissolve, then add next product in sequence. Boron may interfere with solubility; add this after all products are dissolved.

—Jeff Pacheco, DuPont

Quick Tip

Talk to your Fertizona Field Rep about the new *Admire® Pro* formulation



Soil and petiole testing can help growers make smart management decisions such as whether or not to apply fertilizers or plant growth regulators.

Knowledge is Power

Testing Soil to Become a Better Grower

No matter what you grow or where you farm, some of your decisions always come down to guesswork. You can't ever know what will happen with prices, weather, insect pressure, etc., so you just have to use your best instincts.

But there are some decisions you don't have to leave to chance. With today's many convenient analytical tools and diagnostic services, it's easy for growers to learn more about their fields and crops... and that helps you make smarter decisions.

One good example is soil and petiole testing. Often for as little as thirty dollars, Fertizona can access labs

throughout the region to give you a scientific evaluation that will give you practical, beneficial information about your fertility program, irrigation issues and much more.

"It's just always good to know where you stand," says Pat Pacheco, a cotton grower in Marana, Arizona. "If you're unsure about what's going on out in a field, you can certainly justify the cost of testing it."

"A lot of growers do the tests because they want to find out what's in the soil," explains Ben Hoyler, a long-time Fertizona Field Rep. "There are basic soil tests for just about everything — NPK, salts, pH and all of that. A soil test isn't just for

nutrients, either," he adds. "There are tests for nematodes and pesticides and a lot of different things. If you tell them what you're looking for, there's usually a test for it."

Reduce Input Costs

The additional knowledge you gain from soil testing is very useful in helping you manage your operation. Test results can help you decide what to do in your fields, but sometimes they tell you what NOT to do — for example, don't fertilize too much.

"Testing helps to save money, because you don't want to over-fertilize," says Dan Pacheco, Pat's

son. “With the cost of fertilizer and growth regulators, it helps to find out if we can get by without making another application. Plus, you take a chance of the field not reaching its full potential if you are over-fertile.”

“It’s not very smart to put more fertilizer in if you’re already over what you need,” agrees Hoyler. “You may as well save the money.”

“You don’t want to under-fertilize, either, because you want to make a good yield,” adds Dan Pacheco, “so if we didn’t have these lab tests, we may have gone ahead and fertilized everything anyway. Testing is just part of managing costs.”

“It’s simple to do,” says Hoyler about the tests. “You just take some soil samples at different places in the field and send them to the lab.”

“If we have particular fields with fertility problems, or other fields that may have high fertility, I go out and take three or four samples from different areas in those fields,” explains Dan. “It’s not even a cup of soil. I send that off and then the lab gives me a report on how much nitrogen is in the ground, in parts per million.”

Petiole Testing Does More

As useful and informative as soil tests are, they’re limited in their time frame for testing. Soil tests have to be done before a crop

goes into the ground, but growers frequently need to check a field’s fertility later in the season.

In those cases, a plant petiole will provide an accurate base for testing. Tissue analysis of the petiole indicates the levels of available nutrients in the field, and how well the plants are utilizing them.

“That preplant soil test is your starting point,” says Hoyler. “Then throughout the season, the petioles help you see what you’re doing with nutrients. Are the plants using up the nitrogen? Do you need more?”

Sometimes a grower will conduct petiole testing in response to a



Dan Pacheco uses extensive soil and petiole testing to manage costs at his cotton and wheat growing operation in Marana, Arizona.

visual concern, such as yellowing leaves or slow plant growth.

“If you see something like that, just do a petiole test and check to see what you’re depleted in,” says Hoyler. “At that time of the season,

a soil test wouldn’t tell you nearly so much as a petiole would.”

Another reason to do petiole testing is that a crop’s nutrient needs change at different points in the growing cycle. It’s important to know that your fertility levels stay sufficient as the plants develop.

“We do a lot of petiole testing throughout the season, especially with cotton,” says Fertizona’s Hoyler. “It’s just a basic way to see if you need to add more nitrogen or not.”

Quick Tip

For mosquito control, Fertizona recommends Aquabac, Cyper and Clean Air Purge. These products are available at all Fertizona locations.

Whether you choose to do soil testing or petiole testing or both, it will help you get a better understanding of how your fields and crops are doing. And by eliminating some guesswork and cutting costs, you improve your potential for success. To get more information on testing your fields, talk to your

Fertizona representative.

“The price of cotton isn’t going up,” concludes grower Dan Pacheco, “so we just have to farm better whenever we can. Testing helps.”

OPERATIONS OVERVIEW

Reidhead Custom Farming Puts Recycled Water To Good Use



Dry Lake Farms uses wastewater from the Abitibi Consolidated 100% recycled paper mill to grow a variety of crops.

Water conservation is a major concern across the United States, and even more so in the Southwest. With more water regulations in effect, one farm in northern Arizona is making use of every drop.

Dry Lake Farms, located 25 minutes west of Snowflake, Arizona, is adjacent to the Abitibi Consolidated 100% recycled paper mill. Dry Lake Farms uses the paper mill's wastewater to irrigate more than 3,000 acres of farmland.

"We started this deal with the paper mill in the early nineties," says Mike Reidhead of Reidhead Custom Farming, who manages the farm under contract from the paper mill. "At first, we had some problems with water quality and that sort of thing, but they've cleaned all that up now."

The farm, which started as a way to deal with the paper mill's recycled wastewater, has been harvesting alfalfa, wheat and sordan a sudan-sorghum mix for the past 13 years. Fertilzona has worked with Reidhead since the beginning and has played an integral role in the success of the operation.

"Fertilzona is real good to work with, that's one of the reasons we went with them," Reidhead says. "They have been a good partner over the years."

The Abitibi Consolidated paper mill was built in 1961 and began as a craft mill. Over time it evolved into a pulp mill and eventually transitioned into a recycled paper mill. Originally, wastewater was discharged into an evaporation pond. Because of water quality

regulations, the mill decided to use it for irrigation instead. Now the water and sludge goes through a tertiary treatment plant where most of the solids are separated out and then the water is used to irrigate.

Wastewater isn't the only thing that makes the farm successful. Fertilzona has provided solutions to the farm's herbicide and pesticide problems, supplying Reidhead Custom Farming with the best method for controlling their foxtail weed problems.

"Fertilzona sends Don Platt out to check for bugs and let us know if we need to spray," Reidhead says. "We kind of know, but they also tell us what we need to put down. They do a good job and that's one of the reasons we're with them." ▲

Quick Tip

Stop by your local Fertilzona location for all your household pest control needs.

MEET YOUR REP

Steve Marshall, Manager of Fertilzona—Thatcher in Graham County

A few years ago, Fertilzona's Thatcher location needed some new blood in its sales and management team, and Steve Marshall was a perfect candidate. He was familiar with the region and its crops, he understood growers' concerns, and he had a great positive attitude.

Steve came out of retirement to return to agriculture in Thatcher, near where he was born and raised.

"When I first came on board, it was supposed to be something to do part-time," Steve recalls, "and it ended up being full-time. Now to keep things running the way we want, I don't have much spare time."

A former cotton ginner himself, Steve often serves as an advisor and consultant to the growers in his region — mostly cotton, but also some alfalfa, wheat and barley. His valuable years of experience come in very handy.

"I don't go out and try to change their practices, because they know more about what they're doing than I do," he explains. "But I want people to know we are here as a resource to help them improve their farming operations in any way we can."

The main product at the Thatcher facility today is custom fertilizer blends, especially as more growers discover the benefits of a fertility program designed for their soils.



Fertilzona—Thatcher staff (L to R) Trish Dominguez, Loren Goodman, Shawn Wright, Joe Bryce and Steve Marshall.

In addition to fertilizers, the Thatcher location offers a full range of seed, herbicides and insecticides, all supported by the latest product knowledge.

"Customers sometimes ask for help with calibrating their equipment or putting out a herbicide, or for a recommendation on what to use for certain pests," Steve says. "I

want them to know we're here to supply whatever they need, and to be honest and fair with everybody."

Outside of work, Steve and his wife Linda have six grown children and 19 grand children living around the country, and he says his only other real passion is horses. ▲

NEW EMPLOYEES

Fertilzona would like to welcome the following people to the Fertilzona team.

Buckeye	Harvey Baker	Driver
Casa Grande	Anthony Garcia	Equipment Operator
Casa Grande	Jesse Rodriguez	Driver
Casa Grande	Mark Luna	Warehouse Supervisor
Casa Grande	Jeffrey Benge	Controller
Fennemore	Bradley Boden	Turf Sales Person
Roll	Ricardo Fierro	Driver
Thatcher	Shawn Wright	Yard Supervisor
Yuma	Hector Manuel Felix	Driver

FERTIZONA 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

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 accepts Visa
and MasterCard.

**Unavailable at these locations.*



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CASA GRANDE, AZ 85222

Fertizona—Roll*

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Roll, AZ 85347
(928) 785-9016
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
(520) 384-2264
Tom Hunt—Manager

Fertizona—Yuma

4290 East County 10½ Street
Yuma, AZ 85365
(928) 344-9806
Mike Espil—Manager

Fertizona De Mexico*

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Hermosillo, Sonora, Mexico
Call Bill Jarman in the US at
(520) 281-7388
Call Jose Munoz in Mexico at
011-52 (662) 280-0121

Sliverleaf Country Club, Scottsdale AZ



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