



# GROWING SMARTER

News & Information To Help You Grow

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## Prevent Nutrition Deficiency Before Symptoms Appear

**Fertizona's foliar applications help increase nutrient uptake, plant health**

Finding the right fertilizer and nutrient combination to ensure optimal plant health can often take a wealth of research and planning, not to mention time. In fact, research has shown that adding foliar nutritional applications to supplement soil-applied fertilizers can increase the yield and quality of crops such as corn, cotton and melons.

But where do you start?

To help you identify how best to meet your crops' nutritional needs ahead of the season, turn to the trained and knowledgeable staff of Fertizona and Compton Ag Services.

### Tailored to specific needs

"Foliar applications of nutrients on all crops allows you to rapidly address issues without having to wait and apply nutrients to the soil or with irrigation," says Doyle Stewart, PCA, Fertizona – Buckeye.

With foliar applications, the crops do not need to be watered in order for nutrients to be taken up.

"Foliar nutrient applications allow a great deal of flexibility," Stewart says. "Growers are able to address issues that can be identified once the crop is growing through the use of petiole and tissue analysis and address them before they develop."

Both macro- and micronutrients can be applied in ratios tailored to fit a specific crop's needs. Furst® Liquid, Fertizona's premium nutrient-uptake enhancer product, is an effective product often applied with a foliar supplement to existing nutrient programs at first bloom to establish strong root systems.

"Furst Liquid stimulates root growth, which increases overall nutrient uptake that ultimately bulks plants up and improves crop quality," says Ben Hoyler, Independent Ag Consultant for Fertizona.

Fertizona has taken the same unique technology that provides Furst Liquid with its powerful yield-enhancing capabilities and infused it into its newest foliar nutrient, Lucky Seven.

*Story continued on page 2*





Every year, it seems like I hear about a new crop threat popping up in the Southwest. Recently, we've seen pests like

the brown stink bug, *Bagrada* bug and the Asian citrus psyllid cause problems for Southwestern growers. In *Growing Smarter #34*, we wrote about pigweed (Palmer amaranth) and its growing resistance to glyphosate-based herbicides as a serious worry for Arizona cotton growers.

Then throw in concerns about tight water supplies, potential fertilizer regulations and rising production costs – all while trying to increase yields to provide for a growing population. Put it all together, and growers can face a difficult juggling act.

Managing these threats takes a mix of deep knowledge about crop protection and broad experience applying a variety of solutions that produce results. Fertizona and Compton Ag's PCA team brings those qualities to the table; in fact, their years – and in more than a few cases, decades – of knowledge and know-how in our region will help you choose the best resources to solve your crop-protection issues.

At Fertizona, we know that you have many options for where to spend your hard-earned dollars for crop protection, seed, fertilizer and other production needs. We will continue to use our team's experience and strong relationships with our suppliers to help you respond effectively to crop threats, old and new, while keeping an eye on your bottom line.

That's what makes me so proud about our outstanding, experienced PCA team.

– Jim Compton

President, Fertizona and Compton Ag Services

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## Prevent Nutrition Deficiency Before Symptoms Appear

### Attain phenomenal results in extreme conditions

During the past cotton season, Red Mule Farms near Texas Hill, Ariz., used Fertizona's Lucky Seven (7-0-7+7 Ca with Furst) as a foliar application at first bloom and mid-bloom.

"Even with the extreme heat conditions and heavy stink bug problems, Red Mule Farms experienced phenomenal results despite the circumstances and were still able to produce more than four and a half bales of cotton," says Scott McKenna, PCA, Fertizona – Yuma.

Added to an existing fertilizer program, Lucky Seven is formulated to prevent plant nutrient deficiency before the first symptoms appear. Lucky Seven is powered by Furst® Technology and contains 7 percent nitrogen, soluble potash and calcium, which are absorbed through the forage of plants and vegetables in foliar applications.

Each element is important for high-quality, extended shelf life in fruits and vegetables and to produce maximum yields and quality in virtually all crops.

The nitrogen component increases stress tolerance due to climate conditions, moisture problems and susceptibility to pests or disease.

"I have personally used this product in cotton during the peak growing season from mid-June through September,"

says Stewart. "This product yields great results when used at the height of fruit set, when our summer temperatures are at their highest and humidity is elevated, which puts the cotton plants under a lot of stress."

An application of Lucky Seven is proven to supplement crops' nutritional needs for nitrogen, calcium and potassium. It's commonly applied on small grains, a variety of row crops and forages throughout the growing season, and it's increasingly being used on citrus and melons.

"We are always finding new ways to help our growers become more efficient and help them save on costs," Hoyler says. "Micronutrients are just as important as macronutrients when it comes to plant health. Before mixing products you should consult with your Fertizona representative."

***For more information about the right foliar supplement for your crops, contact your local Fertizona or Compton Ag Services location today.***

## Numerous Benefits with Lucky Seven

### 7-0-7+7 Ca Foliar Nutrient with Furst

- Enhances nutrient efficiency
- Aids pest and disease resistance
- Promotes well-balanced fruit and plant growth and development
- Helps plants recover from temporary stress
- Prevents blossom-end rot in tomatoes and fruits
- Prevents tipburn in lettuce and cabbage

# New Digs Rise in Willcox

Fertizona facility expands customer choices



With the rich and growing variety of agriculture in southeastern Arizona, producers have wide-ranging fertilizer needs to provide the best nutrients for their crops.

Fertizona – Willcox is keeping up with customer demand and boosting convenience with a new, greatly expanded fertilizer storage facility that opened earlier this year. The facility has enabled Fertizona to double the number of fertilizer ingredients available on-site and increase capacity, making it easier for Branch Manager Tim Hudson and his team to deliver conventional fertilizers and also create Fertizona's custom SmartBlends™ for area customers.

“Customers are really pleased to have more choices, and we can save them money,” Hudson says. “Before we built this new storage facility, we had to order certain blends from Casa Grande, which added freight charges and increased delivery time.”

Previously, Fertizona – Willcox maintained stock supplies of the following granular products: MAP 11-52-0, urea

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**“We needed to grow our capacity, and now we're able to handle more products and give growers more options.”**

- Tim Hudson, Branch Manager, Fertizona – Willcox

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46-0-0 and ammonium sulfate 21-0-0. The expanded lineup now includes bulk sulphur, muriate of potash 0-0-60 and ammonium phosphate 16-20-0, giving customers plenty of choices to match their crop nutrient requirements.

## Major improvements

The new concrete-block facility is a major upgrade over the wooden structure that sat on the same site. It features seven storage bays, each with a capacity of 175 tons, more than doubling the space of the former facility.

Other improvements include a new elevator, a new unloading facility for the adjoining rail spur and – new to the Willcox location – a large-capacity fertilizer blender for improved material blending and handling.

The end result: Southeastern Arizona growers have a convenient, one-stop source for their conventional and custom fertilizers, backed by the knowledgeable Fertizona – Willcox team.

“We needed to grow our capacity, and now we're able to handle more products and give growers more options,” Hudson says. “It's really working well for everyone.”

***For more information about custom blending or any fertilizer products, please contact the team at the Fertizona – Willcox location, or call 520.384.2264.***



# Take Control of Your Feed

Hydroponic Solar barley provides year-round supply

Solar barley is typically viewed as beneficial winter rotation crop, but the new practice of growing Solar sprouts hydroponically year-round is gaining momentum in a niche market. Horse owners and dairies are looking for ways to regulate availability and growth of feed to produce all-natural, grass-fed livestock.

Solar barley seed is an untreated and certified variety designed to germinate within 24 hours of seeding and grow deeper roots. This variety is ready for harvest and feeding in six days with a foot-high grass mat.

## Star grower

Starbar Farm and Ranch was the first in Arizona to grow Solar barley using the Fodder Solutions hydroponic system.

“When I grow Solar barley in hydroponic boxes, the root growth is tremendous and the leaf is at least an inch higher,” says Starlene Moore, Starbar Farm and Ranch owner. “I produce about 3,000 pounds of Solar barley a day for 180 feeding cattle. The animals eat the entire mat, roots and green growth, so there is no waste.”

Solar barley doesn't need media to grow in, just the seed and water. Seed is spread onto the Fodder Solutions system's specialized growing trays and watered at pre-determined intervals with overhead sprays. A set temperature is maintained inside the growing chamber to ensure the best growth.

## Low-cost, everyday staple for livestock

- Higher quality feed than dry matter forage products
- Significant price advantage
- Highly nutritious and cost-effective livestock feed
- All-natural, highly palatable feed for large stock

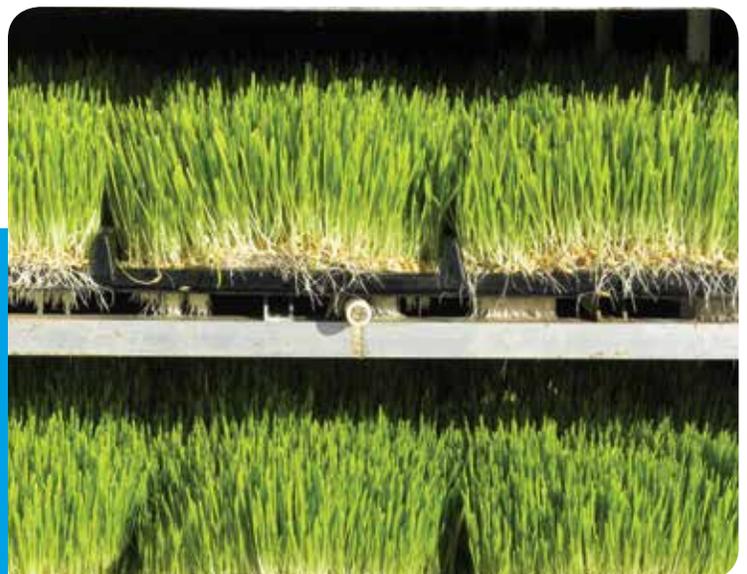
## Bare seed and water

“We have completed side-by-side comparisons of Solar barley with triticale, a variety of oats and rye grass,” says Vern Johnson, Sales Representative, Fertizona – Willcox. “Each time, Solar barley has yielded the best results by far using the Fodder Solutions system.”

The Fodder Solutions hydroponic growing system has been specifically developed to organically sprout grain seeds, including Solar barley, as a highly nutritious natural feed for pigs, sheep and cattle.

“Growers now have access to a low-cost, highly nutritious feed on the farm with Solar barley, and they have total control to produce organic feed at any time of the year with Fodder Solutions system,” says Johnson.

**To learn more about Solar barley, call Vern Johnson at 520.507.2493 or Tyke Bennett, Fertizona Seed Manager, at 520.518.0196.**



## Sprouting Awareness

**Matt Moore combines art, family farming to educate consumers**

When the Moore family started Sycamore Farms in the 1930s, the urban edge of Phoenix was still some 30 miles away from the West Valley farming community of Waddell.

Some 80 years later, the Moores and their neighbors are facing the inevitable march of suburban sprawl. Now subdivisions dot the area, and the eight-lane Loop 303 freeway will bring an estimated 93,000 vehicles a day through the farm when it's completed in fall 2014.



Time-lapse videos show grocery shoppers how produce grows.

Fourth-generation farmer Matt Moore is now blending the family business with his other vocation to keep the art of farming alive. Moore is an established artist who has exhibited across the United States and been featured in international publications, including *Architecture Magazine*.

### Documenting growth

Moore created a nonprofit organization, Digital Farm Collective, to document the growing cycle of plants and trees using time-lapse photography. The



Matt Moore uses time-lapse photography to capture the plant lifecycle, from seed to harvest.

goal is to educate consumers about the time, resources and labor it takes to grow produce from a seed to the food ready for their dinner tables.

“If people know that it takes 160 days to grow a carrot, they might not take it for granted so much the next time they’re in the grocery store,” Moore says.

Digital Farm Collective is extending its work into the classroom with a pilot program called Seedlings. It’s established in partnership with FoodCorps, a subsidiary of AmeriCorps that places food educators in limited-resource communities. The program will enable students to create time-lapse videos of food they are growing in their school gardens.

“What makes this different is we’re trying to develop this digital- and arts-based relationship to farming,” he says. “You have this crossover where kids are learning about farming and gardening, and they’re so interested in technology today. We’re trying to bridge the gap between this organic process and technology.”

### Trusted partner

Sycamore Farms today specializes in produce, including carrots, radishes and parsnips. One constant benefiting the Moores over the years is the help and expertise provided by the team at Fertilzona – Fennemore, led by Branch Manager Craig Allen and PCA Jim Osborn.

“We’ve been with Fertilzona for I don’t know how long,” Moore says. “I grew up with them, and they’ve seen us through both good times and some hard times too.”

His father, Mike, continues to be heavily involved in the farm’s business operations, and grandfather Bob, who expanded Sycamore Farms in the 1940s and recently turned 90, also lends a hand when he can.

“The Moores have been very true and loyal customers,” Osborn says. “When you work with a family like that, your prime goal is to do what you can to help them succeed.”

### A new generation

Matt and his wife, Carrie Marill, have two sons, 2-year-old Vance and newborn Townes. The boys likely won’t work the family’s current ground, but Moore said a new piece of land and Digital Farm Collective’s mission can help keep the family business going.

“Digital Farm Collective is an opportunity for me to go out into the greater world and talk about farming and what’s going on with it,” Moore says. “I can get my kids involved, and we can go learn more about farming in other places. There’s also definitely some selfish reasons behind it, figuring out what my day job is going to be when the farm finally folds up.”

*To learn more about Digital Farm Collective and its programs, visit [digitalfarmcollective.org](http://digitalfarmcollective.org).*

# Adjuvants Spread the Wealth

Fertizona features a complete line to enhance crop protection

Water brings your crops to life, but it can also undercut your crop protection efforts.

Water throughout the Southwest contains levels of calcium, magnesium, iron, zinc and other compounds that increase alkalinity and can reduce the effectiveness of herbicides, pesticides and fungicides. Using adjuvants to condition the water mixed with crop protection products and enhance their effectiveness can maximize growers' investment in the long run.

“With some products like herbicides for alfalfa costing over 500 dollars a gallon, you really can't afford to waste anything that you put in your spray tank,” says Dennis Osborn, Crop Protection Sales Manager, Fertizona. “You want to make sure that you get total effectiveness from that product. Adjuvants simply make those products work better.”

## Match game

Fertizona carries a full range of adjuvant products manufactured specifically to match particular crop-protection needs. Adjuvants can serve as acidifiers, wetting agents, penetrants, spreaders and stickers, depending on their formulation.

The most popular Fertizona adjuvant is Supr-Spřed, a 90-percent non-ionic spreader, activator, soil penetrant and defoamer. It works primarily to break water surface tension, preventing beading and allowing consistent application and absorption of crop protection products on plants.

## Burning for you

Burn-It is another top-selling adjuvant for both agriculture and turf & ornamental markets. Its methylated seed oil-based formula enhances the effectiveness of Roundup®, Pursuit® and other post-emergent herbicides. Burn-It heats up the herbicide to improve penetration of the leaf cuticle, resulting in faster, more effective weed control.

“Manufacturers recommend certain types of adjuvants for their products,” Osborn says. “We can help you select the proper one that works best with the product you're spraying.”

**Contact your Fertizona or Compton Ag Services field rep or nearest location to learn more about Fertizona's complete line of adjuvants. Visit [fertizona.com/products](http://fertizona.com/products) for more information and product labels.**

	Supr-Spřed	Burn-It	Spreader-Buffer	Sil-Spřed	AMS Premium Liquid	AMS MAXX	AMS Premium Blend
Active Ingredient	Nonylphenoxyhydroxypoly	MSD	Alkylarylpolyoxyethylene glycol	Silicone	Ammonium sulfate	Ammonium sulfate	Ammonium sulfate
Description	90% non-ionic spreader, activator, soil penetrant and defoamer	Methylated seed oil-based spreader, activator, adjuvant and penetrator	Spreader, activator and buffer	Non-ionic organosilicone surfactant, wetting agent and penetrator	Liquid AMS water conditioner, activator and defoamer	Liquid AMS water conditioner designed to increase spray deposition and manage off-target drift.	Sprayable dry AMS/polymer/antifoam combination
Usage	Use for general spreading of crop protection products. For use on all crops, turf and ornamentals. Use also to improve wetting of soil for increased water penetration and dust control.	Use to improve penetration of leaf cuticle and absorption of herbicides. Replaces crop oil concentrates. Use with sulfonyl ureas, glyphosate, clethodim, etc.	Use to increase wetting and give a more uniform coverage of agricultural chemical sprays.	Enhance the spreading and penetration of pesticide sprays when properly applied, especially on leafy vegetables and other crops with heavy foliage.	Enhances performance of select herbicides, defoliant and desiccants. Use with 2,4-D, glyphosate, Raptor®, clethodim, etc.	Use with glyphosates, including potassium salt formulations.	Use with herbicides as water conditioner and to improve uptake by targeted weed species.
Rates per 100 Gallons <sup>1</sup>							
Acaracides Fungicides	2-8 fl. oz.   2-8 fl. oz. <sup>2</sup>		½-2 qts.				
Insecticides	2-8 fl. oz.   2-8 fl. oz. <sup>2</sup>		½-2 qts.	2-12 fl. oz. <sup>2</sup>			
Herbicides	½-8 pints	16-32 fl. oz.   1½-2 pints <sup>2</sup>	½-2 qts.		Optimum rate 2.5 gals.	2-6 qts.	17 lbs.
Defoliant Desiccants	½-8 pints		½-2 qts.		Optimum rate 2.5 gals.		
Benefits	Better coverage and penetration of plant surfaces. Greater effectiveness of foliar and soil-applied products.	Heats up herbicides, resulting in faster, more effective control. Better crop safety than C.O.C.'s.	Useful when both a spreader and a buffer are needed.	Enhances spreading and penetration of pesticide sprays.	Improves effectiveness of herbicides sensitive to hard water.	Manages spray drift and contains emollients that may improve absorption of herbicides into plant tissue.	Disperses rapidly in solution and has been specifically designed to mix well in cold water.
Package Sizes	1 gal., 1 pint	2.5 gals., 1 pint	1 gal.	1 qt.	2.5 gals., 1 pint	2.5 gals.	51 lb. bag

<sup>1</sup>Pesticide labels have precedence over any other labels. <sup>2</sup>Rates per acre.

# Going the Distance

**Agriculture is in Casey Compton's blood**



Casey and Laurie Compton stay busy with their son, Jack, and twin daughters, Kate and Claire.

As the manager of Fertilzona de Mexico in Hermosillo, Casey Compton is responsible for purchasing, inventory and managing a team of 11 professionals providing northern Mexico growers with the resources they need for a successful growing season. The job comes naturally to Casey, and it should – he's spent most of his life working as member of the Fertilzona team.

## In his blood

Casey started at Fertilzona when he was 12 in the bagging operations, sweeping warehouses and marking and stacking bags.

From here he moved to delivery and also assisted salesmen in sweeping and counting bugs in fields as a guide for pesticide use.

Compton received his undergraduate degree in agribusiness from Cal Poly San Luis Obispo and went to work for Nufarm as a regional sales rep in California. He eventually returned to Arizona and earned an MBA in finance from Thunderbird School of Global Management.

"I always knew I wanted to stay in Ag after school," Compton says. "I didn't

want to get bored in my career. And at Fertilzona, I run into something different everyday."

Shortly after receiving his MBA, Compton rejoined Fertilzona to manage the Willcox location for six months. From there he made his move to Fertilzona de Mexico, initially to install a seed-coating plant to coat alfalfa and grass seeds, which he has now managed for two years.

"The seed is where technology is going," Compton explains. "We are investing money there to develop ways to cultivate better seed for our growers to be more efficient."

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**"The seed is where technology is going."**

- Casey Compton, Manager – Fertilzona de Mexico

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## Different from the rest

Fertilzona de Mexico primarily serves the states of Sonora and Baja California. Not only does the location operate as a separate company entirely, it also does not sell any pesticides. Fertilzona de Mexico's services include production of various soluble and foliar nutrients and packaged fertilizers.

"Since the rules and regulations in Mexico are completely different from the United States, we have separate accounting department and back office management to run the company efficiently," says Compton. "Our products need to be shipped in, so it's crucial we plan ahead of time."

## A family man

Casey resides in Casa Grande with his wife Laurie and their three children, each under the age of 3. When Casey isn't working hard at Fertilzona, he enjoys spending time with his family, team roping and trout fishing.

Casey makes the trip to Hermosillo once a week on average to see customers and to touch base with his employees. He is pursuing a pilot's license to operate a Cessna 206 and will soon be able to fly himself from Casa Grande to Hermosillo.

"Communication is extremely important between our Hermosillo location and U.S. locations," Compton says. "Our team in Mexico has kept Fertilzona de Mexico going strong, providing solutions to growers in Northern Mexico for over twenty years."



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## LOCATIONS

Contact Your Local Office For All Your Needs.

### CASA GRANDE

#### Main Office

2850 South Peart Road  
Casa Grande, AZ 85193  
(520) 836-7477

Dennis Osborn, *Crop Protection*  
Tyke Bennett, *Seed Products*  
Jimmy Compton, *Crop Nutrition*  
Lamont Lacy, *Credit Manager*  
Larry McGee, *Lawn & Garden*  
Jeffrey Benge, *Controller*

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Craig Allen, *Manager*

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