



GROWING SMARTER

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Pop-up Fertilizers for Produce

A strong start is critical for a good lettuce harvest

With fall planting of many produce crops just around the corner, you need to be making decisions about your pre-plant nutrients. Your plans should also include an effective pop-up nutrient – like Fertizona’s liquid Rizen™ 7-28-3. A pop-up treatment gives seeds an initial source of nutrients for a quicker start at germination and emergence, which is especially important with time-sensitive lettuce crops.

“With a short-term crop like lettuce, you can’t afford to let it struggle early, because it won’t have time to catch up,” explains Mike Espil, Manager,

“Give that crop a strong, healthy start as early as you can.”

- Mike Espil, Manager, Fertizona – Yuma

Fertizona – Yuma. “A strong start is essential to get the lettuce to mature at the right time to meet your harvest dates.”

Implementing a pre-plant nutrition program is common practice in lettuce, typically 400-500 pounds of a granular 11-52-0, but a more directly placed pop-up nutrient like Rizen in-furrow can make a big difference. Rizen is injected 2-3 inches below the seed line at planting.

“That way, the stinger root has critical phosphate and other nutrients right there when it comes out,” Espil says. “That helps to support a strong start.”

Earlier nutrition when it’s needed

“As the roots expand later, they’ll reach out into the granular fertilizer, but it’s not the same as having the Rizen right there at the beginning,” adds Espil. “You want that seed to have something to eat immediately.”

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The face of Southwestern Agriculture is always changing, and at Fertizona we want to make sure we stay relevant to the needs of our customers.



Fertizona has had the privilege of serving in the Southwest for over 32 years. We've experienced low personnel turnover, allowing our customers to work with the same people for a long time and in some cases, through multiple generations.

Consistency and continuity comes to mind when thinking of our relationship with you, our customer. Recently, we started developing a relationship with the universities and local academia. This was to provide an idea what it would take to obtain young, qualified people willing to get into our business and offer them a pathway forward.

Fertizona, in conjunction with the University of Arizona, constructed an internship program by which a young person would be able to obtain not only

work experience but also earn credit towards their degree in Agriculture. Our first program happened this summer in 2012, and we're happy to say it went quite well. We look forward to offering other opportunities in the future in order to train and mentor new



Fertizona intern Evan Botkin

students who would desire to work in agriculture. We want to continue to provide our customers with the best possible staff and resources all the while being a desired employer for future graduates.

— Jim Compton

President, Fertizona and Compton Ag Services

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Pop-up Fertilizers for Produce

Rizen also promotes a vigorous start in produce such as broccoli, celery, cauliflower and many other crops. Its blend of high phosphorus with a 2:1 ratio of nitrogen to potassium is compatible with most minor elements and nutrient enhancers. It can also be mixed with imidacloprid and most other pesticides and fertilizers.

“You should do everything you can to give that crop a strong, healthy start as early as you can,” Espil says. “Rizen can really help.”



New blender at Yuma enhances customizing

Your Fertizona representative can help you determine exactly the right nutrients and rates for your crops and soils, and now it's even easier. A new dry blender is in operation at our Yuma location, which offers more flexibility and convenience when making Fertizona's custom SmartBlends.



“For example, we can add a zinc supplement to a grower's 11-52-0 pre-plant granular,” says Espil. “That promotes a more efficient uptake of the phosphate. We can do all kinds of special blending based on a customer's needs.”

For more information about custom blending or any fertilizer products, please contact your local Fertizona location or representative.

New name, same great alfalfa

Roundup Ready® alfalfa is finally coming to market

Same great product, brand new name, totally different bag. Say hello to NEXGROW™ alfalfa, a Fertizona exclusive product.

Forage Genetics International (FGI) has announced the launch of NEXGROW alfalfa, a new brand name that represents a line of varieties with the traits and performance growers want. Previously marketed as NK® brand alfalfa varieties, the NEXGROW product line includes proven, well-known alfalfa, all with the same top yield potential, high forage quality and outstanding persistence you expect from NK.

But perhaps more importantly for some growers, there are seven new varieties being introduced under the NEXGROW brand, including several long-awaited Roundup Ready® varieties.

A Fertizona exclusive

“We’re definitely real excited about the new Roundup Ready alfalfa products,” says Tyke Bennett, Seed Products Sales Manager, Fertizona. “They’re the first ones on the market and they’re due out in October.”



Fertizona is the exclusive distributor in Arizona for the new NEXGROW varieties, and the company is expecting big demand.

“We’re especially interested in the Roundup Ready Pinal 9 variety, and the 6015R with a 10 dormancy,” Bennett adds. “Based on the field trials, these varieties should do very well for the growers around here.”

In addition to the glyphosate tolerant options, other new NEXGROW varieties include specific pest resistance traits. Seed treatments with fungicides are also available.

“The new NEXGROW varieties should do very well around here.”

- Tyke Bennett,

Seed Products Sales Manager, Fertizona

“Growers have been looking forward to Roundup Ready alfalfa for a long time,” Bennett says. “We’ve got a lot of reasons to be excited about it.”

For more information about NEXGROW or any alfalfa seed products, please contact Tyke Bennett at 520.518.0196 or your nearby Fertizona location.

Get ready for cotton defoliating

Correctly timing defoliation can dramatically improve the success of your cotton crop. That timing depends on when to stop feeding and watering the crop. Nitrogen levels should be down, and many experts recommend going 14 days without watering. However, if the plant is too dry, the leaves won’t accept the defoliant.

Fertizona offers popular defoliant products such as sodium chlorate, especially for higher elevations and later-season applications, and Ginstar® (thidiazuron plus diuron). It’s also very important to clean out your spray tank thoroughly after defoliating.

For more information about your specific crop, contact a Fertizona location or your representative.





“For efficient nutrient absorption and results, Metalosate is first-class.”

-Dennis Osborn, Crop Protection Sales Manager, Fertizona



Metalosate® Liquid Foliars

Improve micronutrient uptake to increase yields

Every grower knows the importance of micronutrients to help plants prevent or correct deficiencies and promote higher yields, but how do you get the nutrients into the fruit efficiently?

Metalosate® Liquid Foliars from Albion use a patented formulation to make each application more effective. Metalosate is unique because its minerals are chelated with amino acids, and that can make all the difference.

“Metalosate is a high-quality enhancer that transports nutrients through the plant system in pure form,” explains Dennis Osborn, Crop Protection Sales Manager, Fertizona. “Many companies offer micronutrients, but the lesser products have a lot of waste. For efficient nutrient absorption and results, Metalosate is first-class.”

“I tell my customers Metalosate is a kinder, gentler way to deliver micronutrients,” agrees Sales Representative Vern Johnson, Fertizona – Willcox. “Some products can be harsh, but Metalosate Zinc Plus™ is easy on the plant, so we can use it more often. It’s real compatible in a tank-mix and shows quick response.”

One of Johnson’s specialties is grapes, and he encourages his growers to add Metalosate Zinc Plus when they apply fungicide. “As long as you’re already out there spraying, you might as well include more nutrients,” he says. “It’s a no-brainer.”

Wide variety of choices

Zinc Plus is just one of the Metalosate foliars in a product line that features over a dozen micronutrient options, including valuable supplements such as boron, manganese and iron. Each is designed to address a specific nutrient deficiency to promote crop yield and quality. There are Metalosate foliars for tree crops, vine crops, leafy vegetables, cole crops, tropical fruits and many other uses.

“For example, we’ve seen very good results with Metalosate calcium on cantaloupes,” adds Osborn. “The extra calcium really helps with the firmness of the fruit.”

All Metalosate foliars are water soluble and non-toxic to plants when applied as directed. Rates will depend on the crop, stage of growth and severity of deficiency. For best results, it helps to get a plant tissue analysis to identify which micronutrients are needed.

“You always want to push nutrients through the plant into the fruit,” Osborn says, “and Metalosate is a great way to do it.”

Please contact your Fertizona or Compton Ag representative for more information about Metalosate foliars or any fertilizer products.

Robinson Farms

Three generations of excellence, and counting



Brad Robinson and his wife, Cintia, pose with their fourth-generation family members, Sophia and Michael

Some success stories are more impressive than others, and Robinson Farms in Blythe, Calif., is definitely a great one.

It began in 1949 when Clarence and Marie Robinson moved to Blythe to work as produce haulers, but soon partnered with local melon grower Tom Vosses. When Tom passed away in 1960, the Robinsons started their own farm.

Today that venture has grown to encompass 3,800 acres of melons, cotton, alfalfa, wheat, specialty forages and more, with 30 full-time employees. The Robinsons have also earned a reputation for producing superior crop yield and quality.

“Robinson Farms always stay on the forefront of the best ways to grow,” says Ian John, PCA at Compton Ag Services in Blythe. “They know how to find ways to increase yield.”

As an example, last year the Robinsons yielded an average of 2,350 lbs. of cotton per acre, almost three times the national average, and they typically

produce eight cuttings of alfalfa. Their other unique achievements include growing sudangrass for shipment to Asian forage markets. They help supply an organization which annually exports about 150,000 tons of grasses and alfalfa.

All in the family

The farm is now operated by the second and third generations of the family. Co-owners Danny Robinson and Betty Blackwood – the founders’ son and daughter – both joined the operation in the 1970s.

Brad Robinson, Danny’s son, has the position of Ranch Manager. Brad actually started working on the farm when he was just 11, and then came to work full-time after graduating from Cal Poly Pomona in 2000. With so many different crops and fields, his job obviously presents many challenges.

“There’s always something going on around here,” he says. “Even during what should be a slow time, there’s a lot to do.”

In addition to the constant demands of the farm, the Robinson family has always been very active in community involvement. Among many other contributions, Brad serves as the emcee of the annual 4-H auction.

Depending on Compton Ag

Robinson Farms relies heavily on Compton Ag Services for support and products, including a variety of fertilizers and crop protection chemicals.

“At Compton Ag, they’re very knowledgeable,” says Blackwood. “We’ve been working with them for a long time, and they do a great job.”

“I’d say that any positive adjective you can think of could apply to them,” adds Robinson.

The fourth generation of Robinsons is still several years away from farm work, but when they’re ready, they’ll have plenty of good role models to follow.

“At Robinson Farms, they know how to find ways to increase yield.”

- Ian John, PCA, Compton Ag Services

Making nitrogen go farther

Furst® Liquid helps award-winning golf course save on fertilizer

The Terravita Golf & Country Club in North Scottsdale has earned six #1 rankings in Arizona Business Magazine's annual listing of the top private golf courses. In addition to its beautiful natural surroundings in the Black Mountain foothills – with many holes highlighted by dramatic boulders and rock formations – the course is known for its exceptional playing conditions.

One distinctive feature of the Terravita course is its bentgrass greens. As a putting surface, bentgrass is preferred by many golfers around the world, but it's difficult to grow in the desert. Maintaining superior bentgrass in Arizona's harsh conditions takes a good deal of extra work.

"Part of the problem is our reclaimed water, which is high in saline and metals," explains Dave Dube, Golf Course Superintendent at Terravita since 2003. "We have to do a lot of flushing of our greens to open them up, and that's where Fertizona's Furst® Liquid really helps."

Furst Liquid fertilizer is patented nutritional technology that combines amino acids and proteins to activate beneficial biological and environmental responses in plants. Furst Liquid is the nutrient-uptake enhancer of choice at more than 20 golf courses across the Southwest.

More results for less money

"By adding Furst Liquid to our fertigation system, it increases the uptake and availability of the nitrogen we apply, so I don't need to buy a lot of expensive fertilizer," Dube says. "We get the color and consistent growth we want. I know courses that are spending a lot more money than we are to get results like that."

Dube has been working with Fertizona for several years. He says he appreciates the way that Fertizona comes through with products and services that help him save money while growing first-class turfgrass.

"Fertizona gives a superintendent the ability to get more for your dollar," he says. "As long as they keep performing, they've got my business."

For more information about Furst Liquid or any fertilizer products, please visit www.furstliquid.com.



New Fertizona – Fennemore Location Now Open

After a year and a half of planning and construction, the new Fertizona – Fennemore location in Waddell, Ariz., is open for business. The full-service, 3,000 square-foot facility is designed to make every transaction more efficient and convenient.

"Our motto is to take care of whatever a customer needs," says Craig Allen, Branch Manager, "and that's sure a lot easier in this great building."

Stop by at 17102 West Olive Avenue in Waddell and check it out.

Form 1080

PSP # _____		Date _____	
PGP # _____		County _____	
		PMA Area <input type="checkbox"/> Yes <input type="checkbox"/> No	
Reentry Interval	Label Days to Harvest	Pesticide Application Date	
Range	Acres	Crop	Section Township Range Acres

Submit Form 1080s electronically

Agrian, Inc. offers Web-based Agridata tracking systems that allow you to file regulatory reports digitally from your iPhone or iPad. The automated programs are fast, easy, convenient and free of charge. The Agrian options now include Arizona Form 1080, which will save time and paperwork for growers and applicators. You can also use the system to access label data of Fertizona products.

For more information, visit www.agrian.com or contact your Fertizona representative.





Married to his career

PCA Scott McKenna knows the value of great relationships

Arizona agriculture is often a family business, and that's especially true in the case of Scott McKenna, a Pest Control Advisor (PCA) at Fertizona – Yuma. He began his career in 1984 by going to work with his future father-in-law.

“Charlie Scarborough was a renowned PCA around here for thirty years,” McKenna explains, “and I was dating his daughter. That led to my first job in his crop consulting business.”

Born in Glendale, Ariz., McKenna grew up around horses and was active in the FFA. He planned to study animal nutrition at Arizona State University, but switched his focus to entomology and earned a degree in Agribusiness. Then his relationship with Lori Scarborough and her dad launched his career.

“A lot of guys out there today were trained by Charlie,” McKenna adds. “Another great influence on me was

Mike Espil (Manager, Fertizona – Yuma). I'd say joining Fertizona was the best move I've ever made.”

“Scott's one of our best PCAs,” replies Espil. “He's really trusted and respected, and we're very happy to have him on our team.”

Treating customers like family

After many years as an independent PCA, McKenna joined Fertizona in 2010. He currently serves a number of large growers in a 60-mile radius around his home base in Yuma, providing hands-on support for a variety of essential consulting needs including field checking. McKenna estimates that his business is about 80 percent lettuce, but he also specializes in melons and alfalfa. He's proud of the fact that some of his customers have worked with him for the past 15 years.

“I really believe in keeping close relationships,” McKenna says, which is supported by the fact he often calls on growers two or three times a week with valuable inputs and advice. “My goal is to help my customers both save money and make money,” he says proudly.

When not working, McKenna enjoys hunting and off-roading with his Jeeps in the desert. He also tries to take an annual snow-skiing trip to Colorado. Scott and Lori have three daughters, ages 21, 19 and 17, and the oldest is following in her father's footsteps at ASU's Morrison School of Agribusiness.

“We'll have to wait and see where that leads,” adds McKenna with a chuckle.

Who knows? After all, it's a family business.



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LOCATIONS

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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*

BUCKEYE

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

FENNEMORE

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

ROLL

4212 South Avenue 39E
Roll, AZ 85347
(928) 785-9016
Doug Canan, *Manager*

SANTAN

Santan Industrial Park
Sacaton, AZ 85147
(520) 836-0103
Tom Montoya, *Manager*

THATCHER

4257 US Highway 70
Thatcher, AZ 85552
(928) 428-3161
Shawn Wright, *Manager*

WILLCOX

512 East Maley Street
Willcox, AZ 85643
(520) 384-2264
Tim Hudson, *Manager*

YUMA

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

FERTIZONA DE MEXICO

Km. 271.6 La Victoria
Hermosillo, Sonora, Mexico 83304
Casey Compton (U.S.)
(805) 310-2941
Gilberto Gil (Mexico)
011-52 (662) 280-0121

COMPTON AG SERVICES, BLYTHE

19751 South Defrain Boulevard
Blythe, CA 92225
(760) 922-3117
Tim Walsh, *Manager*

AG EXPRESS

15472 West Jimmie Kerr Boulevard
Casa Grande, AZ 85122
(520) 876-9982
Dave Barrett, *Manager*

Send address changes to:

Ty Currie, 2850 South Peart Road
Casa Grande, AZ 85193-9024
tcurrie@fertizona.com



Fertizona and Compton Ag Services
accept MasterCard, Visa and Discover.



AG EXPRESS

www.fertizona.com www.comptonag.com

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