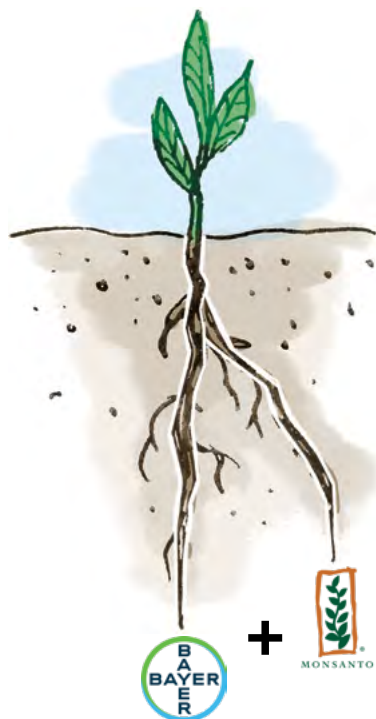




GROWING SMARTER

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NEWS & INFORMATION TO HELP YOU GROW



How Will Corporate Mergers Affect Seed Technology?

Required concessions help assure ongoing competition

A lot of Arizona cotton growers have been concerned about what's happening in the seed technology business, specifically with questions about how the recent changes among large suppliers could affect their operations. It may sound hard to believe, but this is one time when it looks like the government may actually be trying to help you.

In 2016, Bayer Company announced it wanted to buy Monsanto for approximately \$65 billion. Both companies produce genetically modified seed for cotton, corn and other crops, along with specialty chemicals used in those systems.

Combining the two organizations would result in Bayer becoming the world's largest supplier of crop-protection products and seed technology.

"Depending on the market, we're thinking that most things won't really change for us," said Dennis Osborn, Crop Protection Sales Manager, Fertizona. "For now, we'll probably just see a bunch of Monsanto and Bayer people jumping from one side of the fence to the other, so basically we'll be dealing with the same familiar faces – they'll just be wearing different hats."

Many growers and other industry observers have expressed fears that the merger would essentially give Bayer a monopoly over herbicide-tolerant cotton in the United States and a near

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Change Is Inevitable. How You React To It Makes The Difference.

Anybody who's involved in agriculture has to be able to adapt to change. It's a constant fact of life in our business. Many changes are beyond our control – like the weather, tariffs, insect pressure, and so on—but we also have some ability to manage change to our advantage, as with annual crop rotation. Your choices of what to plant every season, where and when and how much, can determine your productivity and profitability.

That very topic was the subject of a recent article in The Brock Report, a national commodity marketing service. Specifically, it talked about

big changes in U.S. crop acreage for the coming year, especially corn. Early estimates predict that corn in 2019 will have more than a three-million acre increase over 2018. However, the report also noted that year-over-year corn typically has a yield drag. In the Midwest, a lot of those decisions are based on the soybean market. Cotton acreage may be down slightly in 2019 as well. How are your rotation plans shaping up?

This issue of *Growing Smarter* focuses a lot on change: Consolidation among suppliers, introducing new products, adjusting fertilizer formulations, and more. But we're all used to dealing with change, aren't we?

One of the best things about how we operate at Fertizona is our ability to react to changes quickly. Our organization is just the right size to be nimble and flexible, without multiple layers of decision-makers or bureaucratic structure.

We can be responsive and adaptable when situations and priorities shift... which they always do.

Somebody once said, "The only person who looks forward to change is a baby with a wet diaper." That has some truth to it, but when you can make smart changes that improve your life, it's a great skill to master.



Jim Compton
President, Fertizona &
Compton Ag Services

Story continued from cover

monopoly in some other crops. The giant company could then decide to raise the price of their seeds and seed treatments, which would obviously impact costs for growers as well as consumers.

Antitrust officials in the U.S. Justice Department investigated the proposed deal and agreed that allowing the companies to merge could potentially hurt growers with price hikes and control of the supply chain. To prevent such possible detriments to the seed industry, government authorities approved the Bayer-Monsanto deal on the condition that the two companies would spin off certain parts of their businesses to help assure fair competition in the marketplace.

After reviewing the proposal for more than a year – both in the U.S. and overseas – antitrust regulators ordered Bayer to sell \$9 billion worth

of its seed and herbicide businesses (such as Liberty® products) to a third-party supplier, BASF. The required sell-off also included some intellectual property and research capabilities owned by Bayer and Monsanto. That demand was made with the goal of supporting more active and ongoing competition in the price, quality and selection of seed products and crop-protection technology.

"This is basically uncharted territory for BASF, because they're new to the seeds and traits business," Osborn noted, "but they're going to have a fast learning curve."

The combined Bayer-Monsanto company will undoubtedly have tremendous influence over the future of seed genetics, but at least the industry can be encouraged that competitive alternative products are on the horizon.

"We're not really expecting to see any big changes in pricing for now," Osborn said in conclusion. "It might take a couple of years, but this will all settle down."

For more details, contact your Fertizona rep or nearby location, or visit www.fertizona.com.

"We're thinking that most things won't really change for us."

– Dennis Osborn, Crop Protection
Sales Manager, Fertizona

Effective New Insecticide Now Available

Inscalis shows impressive results in local trials

A promising new insecticide from BASF has just been registered by the EPA and is pending approval for use in Arizona. That's great news for growers of citrus, cotton and many specialty crops.

Based on a unique active ingredient known as Inscalis®, the insecticide will be available in two branded forms: Sefina™ Inscalis and Versys™ Inscalis. The products are formulated to deliver rapid control of many piercing-sucking insect pests, including aphids, whiteflies and certain psyllids – all of which can cause severe damage to a variety of crops.

Sefina Inscalis helps to control whiteflies and aphids in cotton, cucurbits and fruiting vegetables; in citrus, it helps to control the dangerous Asian citrus psyllid and suppresses scale insects. Versys Inscalis is labeled to help control aphids in brassica and leafy vegetables, as well as in pome and stone fruit.

Developed with the help of a Nobel Prize recipient, Inscalis features a unique translaminar mode of action. By moving through plant leaves, the insecticide controls pests that may be living on the underside of them. As a result of its fast onset of action, Inscalis causes insect feeding to quickly stop, limiting the spread of damage and the transmission of harmful bacteria.

Fertizona actually played an important role in the approval process for Inscalis by helping to coordinate a series of local field trials.

"A couple of years ago, BASF asked us about conducting some blind studies and peer reviews in Arizona crops," explained Dennis Osborn, Crop Protection Sales Manager, Fertizona. "They knew how the product worked in a greenhouse and small-scale trials, but they wanted to test what it could do in the real world."

One of the people involved with those trials was PCA Scott McKenna, Fertizona - Yuma. He and his team applied Inscalis for aphids on Romaine lettuce, and he was impressed with the product's performance.

"We had moderate aphid pressure there, and we were pleasantly surprised that the product worked so well," McKenna said. "We're always excited to find another good rotation option for aphid control."

In addition, Inscalis insecticide boasts a favorable environmental profile with low toxicity to beneficial insects, including pollinators.

The Inscalis products come along at the right time for concerned growers. It's been estimated that from 2006 – 2013, the Asian citrus psyllid cost the Florida citrus industry over 7 billion dollars, and effective control options have been hard to find. That devastation in Florida was an extreme case, but damage from sucking insects in Arizona is a huge threat to both crop quality and yields.

"As piercing-sucking pests become more diverse and adaptable, it's more important than ever to continue to develop new tools that will meet a farmer's ever-changing needs," said a BASF spokesperson.

"Our local trials verified BASF's data for performance in our environments," Osborn added. "We believe Inscalis offers a lot of benefits and real value for our growers."

To learn more, contact your local Fertizona or Compton Ag office or visit www.fertizona.com.

"Another good rotation option for aphid control."

– PCA Scott McKenna,
Fertizona, Yuma



Coming Full Circle

Brian Daley returns to his home town in Casa Grande

When you talk to Fertizona employees, you often hear stories about how their personal connections or interesting circumstances first brought them to the company. Our Wholesale and Marketing Manager Brian Daley has a similar background. In a way, you might say he was born to be part of the Fertizona organization.

His deep and historical connections to Arizona agriculture can be traced back to the late 1800s, when one of his great-grandfathers started farming in Mesa. Another great-grandfather later settled in the area around Casa Grande.

"I grew up in Casa Grande, and my parents and the Comptons were friends," he explained. "One day Jimmy offered to hire me, right out of the blue." At the time, Brian was completing his studies at Cal Poly Pomona (California State Polytechnic University) for a degree in Agronomy.

He was also an avid golfer – eventually achieving a handicap of 15 – and when Jimmy suggested a job, Brian hoped he'd be working with the golf course industry in central Arizona.

But Jimmy had different thoughts for him. Fertizona needed another salesman in the Yuma area, so 13 years ago, Brian moved there to work with growers of leafy greens, cole crops, melons, and other produce crops.



"That was the best thing for me," Brian added. "Yuma was a great place with great friends, and I met my wife (Mallory) there."

While in Yuma, Brian also earned his PCA license and developed a deep knowledge base about local crop production. He enjoyed his work there, but last year the company again had other needs for him. Brian agreed to accept a key position as Wholesale and Marketing Manager in Fertizona's headquarters back in Casa Grande.

"It's definitely a change with a lot of new challenges," he said, "but I still have the freedom to work with people in the field. I really like being a conduit of information for our PCAs."

"I really like being a conduit of information."

– **Brian Daley,**
Wholesale and
Marketing Manager

Outside of work, Brian's hobbies include golfing and barbecuing, and he's also kept busy with new fatherhood obligations: In 2018, Mallory gave birth to their first child, a daughter named Olivia.

If you've ever changed jobs and homes and had a new baby at the same time, you know that Brian deserves a lot of admiration... and probably some more sleep.



New Hires

MARC ANTHONY FELIX
Casa Grande

UTILIS PHOS Fertilizers Offer Benefits of P and K with Enhanced Efficiency



Macronutrient blends enhance uptake and reduce application costs

Fertizona has developed two very effective dry soluble fertilizers specially formulated to provide high levels of phosphorus and potassium. Known as Utilis Phos and Utilis Phos K, the fertilizers have produced impressive results in a number of crops, especially vegetables, cotton and alfalfa.

Utilis Phos is a high-phosphorus (12-58-0) blend that delivers optimal amounts of P along with nitrogen. Phosphorus is a vital

nutrient because it directly influences photosynthesis, root development, cell division and energy storage.

High-pH soils can negatively impact plants' ability to absorb phosphates, and inefficient phosphorus fertilizers have been a problem for many Arizona growers. However, Utilis Phos has proven its ability to effectively reach plants' roots and promote higher yields and crop quality.

Another formulation of Utilis Phos is available with a high level of potassium. Known as Utilis Phos K, it's a 0-48-31 blend made for crops with minimal nitrogen requirements but high phosphorus and potassium needs, such as alfalfa. A healthy

alfalfa crop consumes large amounts of potassium and can quickly deplete K in the soil. Alfalfa needs potassium to stimulate healthy growth, utilize water efficiently and convert nitrogen to protein.

"Another thing growers like about Utilis Phos is that it's enhanced-efficiency fertilizer, so it costs less per application than traditional products," said Pest Control Advisor Ken Narramore of Verde Agricultural Service, LLC. "That makes your fertilizer budget go farther."

Utilis Phos and Utilis Phos K can also provide many growth and health benefits for turfgrass, which needs proper levels of phosphorus and potassium to thrive.

To learn more, contact your local Fertizona or Compton Ag office or visit www.fertizona.com.

Improve the Health and Appearance of your Turfgrass this Winter

Nitrogen and iron promote growth and dark green color

Turfgrass managers in the Southwest are constantly challenged to maintain superior conditions all year 'round, which makes Fertilzona's Furst®-Class 21-3-3+10 Fe an ideal fertilizer choice. Granular Furst-Class 21-3-3+10 Fe is a custom winter mix containing 10 percent iron, and it's formulated to provide optimal nutrition for better turf results than ever before.

The iron in Furst-Class 21-3-3+10 Fe goes a long way in promoting turf color. Iron is an important component of plant enzymes and proteins involved in nitrogen metabolism and chlorophyll synthesis. A telltale sign of iron deficiency in turfgrass is random yellow mottling.

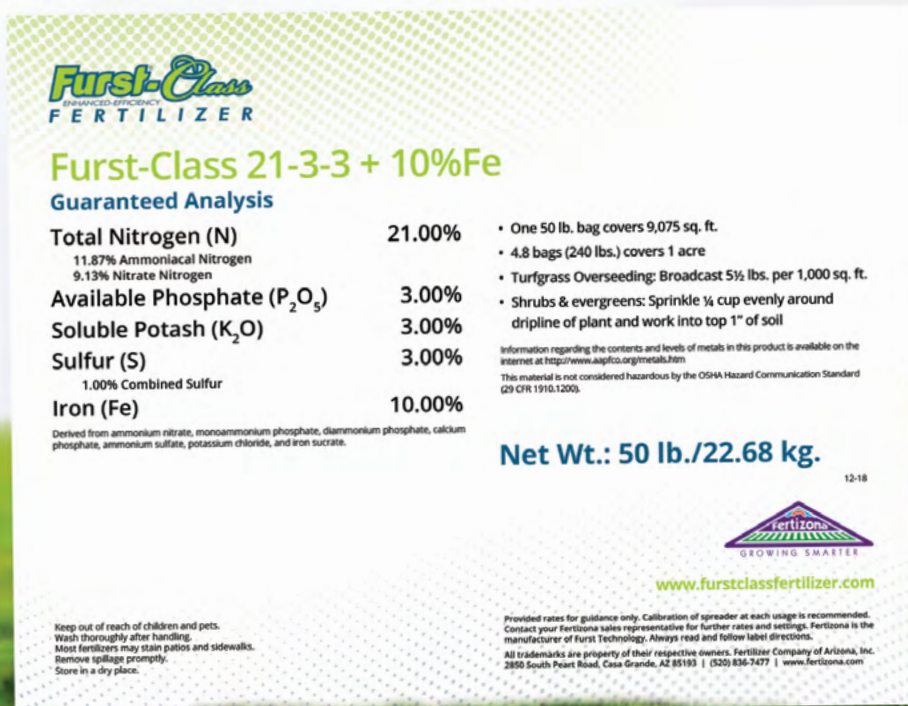
"The ten percent iron and the high nitrogen levels in this product are the real keys to making it more effective," said Craig Allen, Branch Manager, Fertilzona – Fennemore, "and the P and K in the blend help a lot as well."

Based on Fertilzona's own patented nutritional technology, Furst-Class 21-3-3+10 Fe uses a proprietary blend of amino acids and proteins to activate key biological responses in plants. On turfgrass, that means it will support stronger root systems, easier fill-in and increased overall plant health.

Furst-Class 21-3-3+10 Fe also has an improved product form with a smaller and more consistent prill size to enhance its spreadability and general effectiveness.

"Superintendents are always looking for ways to keep that rich green in their turf throughout the winter," said Allen, "and this product will provide plenty of what they need."

To learn more about Furst-Class 21-3-3+10 Fe, contact your local Fertilzona or Compton Ag office or visit www.fertilzona.com today.



Furst-Class
FERTILIZER

Furst-Class 21-3-3 + 10%Fe

Guaranteed Analysis

Total Nitrogen (N)	21.00%
11.87% Ammoniacal Nitrogen	
9.13% Nitrate Nitrogen	
Available Phosphate (P₂O₅)	3.00%
Soluble Potash (K₂O)	3.00%
Sulfur (S)	3.00%
1.00% Combined Sulfur	
Iron (Fe)	10.00%

Derived from ammonium nitrate, monoammonium phosphate, diammonium phosphate, calcium phosphate, ammonium sulfate, potassium chloride, and iron sucrose.

- One 50 lb. bag covers 9,075 sq. ft.
- 4.8 bags (240 lbs.) covers 1 acre
- Turfgrass Overseeding: Broadcast 5½ lbs. per 1,000 sq. ft.
- Shrubs & evergreens: Sprinkle ¼ cup evenly around dripline of plant and work into top 1" of soil

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.aapfco.org/metals.htm>
This material is not considered hazardous by the OSHA Hazard Communication Standard (29 CFR 1910.1206).

Net Wt.: 50 lb./22.68 kg.

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www.furstclassfertilizer.com

Keep out of reach of children and pets.
Wash thoroughly after handling.
Most fertilizers may stain patios and sidewalks.
Remove spillage promptly.
Store in a dry place.

Provided rates for guidance only. Calibration of spreader at each usage is recommended.
Contact your Fertilzona sales representative for further rates and settings. Fertilzona is the manufacturer of Furst Technology. Always read and follow label directions.
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The Importance of Having an Estate Plan

Prepare for your property's succession to avoid legal battles

You've probably heard the expression, "You can't take it with you," meaning deceased people's possessions need to find new owners. We all have to go sometime, but the majority of adult Americans have no up-to-date estate plan, or even a basic will. That's especially risky if you're a farmer or rancher.

"A lot of guys know they need something, but because they don't know how to do it, they simply don't," said Wayne Smith, an attorney specializing in agricultural issues with the Jennings Strouss Law Firm in Phoenix. "And believe me – without a plan, you'll have a battle."

When someone dies with no will, he is deemed "intestate" by law. State probate courts then have to get involved to settle that person's business affairs. The probate process can take many months or even years if the estate has multiple

heirs making claims on it. When the rock star Prince died in 2016 without a will, 700 people filed documents stating they were his descendants. Besides being very costly, probate procedures add to the anxiety of grieving loved ones waiting for the estate to be settled.

"You need to establish continuity on taking care of things, because there are so many different issues to consider," Smith noted. "It's almost impossible to share assets equally. Each family situation dictates what you need."

A well-prepared succession plan lets you designate which family members or other recipients will inherit your property. Planning is also important for

events such as an accident or illness that leaves you incapacitated. In any case, you need to make your wishes known in advance, and legally documented.

"Other advantages of a comprehensive estate plan include possible income and estate tax savings," Smith added, "and the ability to protect the farm or ranch from creditors or disgruntled spouses."

Some people assume estate planning is expensive and time-consuming, but it doesn't have to be. It's definitely preferable to the cost and pain of a drawn-out probate fight.

To learn more, speak to your attorney or a qualified legal referral source.



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