



GROWING SMARTER

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March 2016 • Issue No. 44

News & Information To Help You Grow

Simplify Your Spring Turf Transition

Promote the health & appearance of your Bermudagrass

The annual transition of turf from ryegrass to Bermudagrass is a critical period for many Southwest golf courses and landscapes, but the process can be a lot smoother with products and solutions from Fertizona.

As Bermudagrass is coming out of dormancy, it naturally competes with the ryegrass for space, nutrients and water. The traditional approach for many superintendents was simply to starve the ryegrass to suppress its growth, and then let the Bermuda take over on its own.

"That's what we used to do, but now we've gone 180 degrees," said Kevin Walsh, Turf Management Specialist, Fertizona – Fennemore. "We were actually hurting the Bermudagrass that way and making things worse."

Instead of trying to stress the rye by cutting back on irrigation, Walsh says the opposite is true. He emphasizes putting down a proper amount of water for Bermudagrass during transition, which achieves two important goals.

"First, you want to force the ryegrass to grow faster, which exposes it to the sun and causes it to expend energy," Walsh explained. "Also, the Bermudagrass needs that sufficient amount of water as its weakened roots are recovering from dormancy."

"Then throughout the spring, you need to lower the mowing heights," added Nick Lubich, Turf Management Specialist, Fertizona – Fennemore. "That allows more sunlight to reach the Bermuda, which stimulates its root and shoot production."

Story continued on page 2

IN THIS
ISSUE:



3

Operations Overview

The Van Hofwegens grow as a family



5

Performance Profile

Teff grass offers high-yielding summer hay option



7

Meet Your Rep

A finance background helps PCA Jim Holland

Upgrading for More Reliable Service

Jim Compton
President, Fertizona and
Compton Ag Services



We have all been in construction zones with signs that say, "We're making improvements to serve you better." Well, that is what we are doing now at Fertizona.

In May we will be completing construction on a new 8,000 ton dry fertilizer storage facility in Casa Grande, and that will be very good for our customers. By increasing our inventory capacities, Fertizona can better provide you with uninterrupted fertilizer supplies. Our customers often remark that our service sets Fertizona apart. Important to our service to you is being able to provide products when they are needed.

Several factors motivated us to invest in this important upgrade. For one thing, we are constantly dealing with fluctuations in the nitrogen and phosphate markets. The new storage space will permit us to take advantage of off-season buying opportunities, allowing us to stock up on inventory.

Another issue is rail delivery of product. Bulk shipments by railcar are the most cost-effective



way to receive fertilizer. Spring months find us at the mercy of the railroad, as high Midwest demand creates railcar shortages. Shipments that usually take two to four weeks can take up to twice as long. Due to the distance from suppliers, trucking makes product too costly. With our increased storage capacity, we will be able to take off-season deliveries when railcar shortages are not as prevalent.

Fertizona is committed to working with you for the long run. We will continue to provide what you need, when you need it, in the most economical manner possible. We are making this improvement to better serve you.

Story continued from cover

It's also important to clean up all grass clippings. If they're left on the ground, they'll create a mat layer that will inhibit growth of the Bermudagrass.

In addition to the question of irrigating, Walsh admits there are many differing perceptions about how to handle transition grasses. Part of the problem is that some facilities try to extend the dormancy period of their Bermudagrass.

"Bermuda should really only be dormant for about three or four months," he said, "but now I see courses going six or seven months with it."

Any grass transition from March to May should be gradual to maximize turf appearance and conditions, but lengthening the ryegrass season can cause trouble. If the rye becomes more established year after year, it makes it tougher for the Bermuda to bounce back. In a worst-case scenario, the rye will outcompete the Bermudagrass during transition. Then when the rye dies off in hot weather, the turf won't look its best.

Other strategies

Walsh also emphasizes the need for fertilizing Bermudagrass that's coming out of dormancy.

"Keep it wet and keep it fed," he explained. "And use a balanced fertilizer with phosphorus and potassium, such as Furst®-Class 15-15-15, because the Bermuda really needs phosphorus to promote root development."

"When you're pushing the Bermuda with your fertilizer, it helps to use products with amino acids and biostimulants," said Lubich.

Fertizona offers several such products. Our Furst®-Class fertilizers feature a proprietary blend of amino acids and proteins, designed to activate key biological responses in plants. Furst-Class fertilizers promote stronger root systems, faster green-up and increased turf health.

To expedite spring transition turf, many superintendents also use a selective herbicide to control ryegrass. One product with excellent results is Sapphire® (active ingredient penoxsulam), a specialty post-emergence herbicide that controls the rye without hindering Bermudagrass.

"It's an awesome product," said Walsh. "Sapphire doesn't affect Bermuda, and the rye responds to it slowly so you get a seamless transition."

Another helpful product in many transition situations is turf paint, such as Endurant®, offered exclusively by Fertizona. Endurant is an organic pigment that provides a rich, natural green color. Painting can be a convenient, cost-effective option depending on a course's needs, and it doesn't affect the turf's playability.

"The short answer is that nobody wants to see brown grass," Walsh concluded. "We can help keep your course green and your golfers happy."

For the turf products and expertise you need, call Nick Lubich at 602.402.1098 or Kevin Walsh at 480.747.7131, or visit us online at www.fertizona.com.



Helpful Tip

To apply 1 lb of nitrogen per 1,000 square feet, divide the first number on the fertilizer bag into 100. For example, SmartBlend™ 16-8-4 Premium fertilizer should be applied at a rate of 6.25 lbs per 1,000 square feet ($100/16 = 6.25$ lbs). Or, divide 1 lb of nitrogen per 1,000 square feet by the nitrogen percentage ($1/0.16 = 6.25$ lbs).

Sunset Farms/ Paloma Dairy

Gila Bend, AZ

The Van Hofwegens grow as a family



History has many examples of successful businesses being run by brothers, and there's a very impressive one in Maricopa County. Robert Van Hofwegen, Jr. (pictured above), and his three brothers, Alan, Arie and Kyle, operate Sunset Farms and Paloma Dairy near Gila Bend, and it's an exceptional model of efficiency.

The operation began in 1979 when the men's father, Robert Van Hofwegen, Sr., established a dairy in Tolleson. In 2002, the family bought land to create Sunset Farms in its current location, and in 2006 the dairy facilities moved there as well. Today Paloma Dairy is milking about 6,500 Holstein cows and the Van Hofwegens' farm approximately 6,000 acres of alfalfa, corn, barley, sorghum, millet, cotton and other crops, most of which is used for their dairy feed.

Sharing responsibilities

Robert Van Hofwegen, Jr. – the oldest son – manages the day-to-day farming operations with the help of his brother Kyle and 22 full-time employees. Alan and Arie are in charge of the dairy business.

"I've always enjoyed farming and machinery, so I fought for the opportunity to have this job," said Robert, Jr. "We (brothers) all work well together, but sometimes Dad has to get involved and help us make decisions."

"I really like Fertizona's way of doing business."

– Robert Van Hofwegen, Jr.,
Sunset Farms,
Gila Bend, AZ

With such a large and complex farming operation, Van Hofwegen has to rely heavily on his staff and group of managers to keep things running smoothly.

"Part of my job is to help my managers learn and grow with the business," he said. "That allows them to take on bigger responsibilities."

Another benefit of having a skilled farm management team is that it frees up Robert and his brothers to expand their business interests into other areas. For example, the Van Hofwegens also operate a fleet of about a dozen trucks and provide some custom hauling work.

Help from Fertizona

Robert, Jr. said he's been working with Fertizona for 14 years, and that's a very accurate statement because he remembers the actual day it all began.

"It was our first year in business here, 2002," he recalled. "I was out working on my tractor one day, and (Fertizona – Buckeye Manager) Tim Walsh drove up and introduced himself."

Ever since then, Sunset Farms and Fertizona have maintained a solid and mutually beneficial relationship. Van Hofwegen said he was very grateful that Fertizona helped him establish a line of credit when he needed it, and now he buys "almost everything" from the company, including liquid and dry fertilizer, chemicals and seed treatments. His main contact for Fertizona products is Doyle Stewart, Independent PCA, Gen5 Consulting.

"I really like Fertizona's way of doing business," Van Hofwegen said. "They're honest and straight in their dealings with us, especially about trying new things. Some other companies will come in and try to sell you a magic potion or a silver bullet, but there aren't any. Fertizona has always been very supportive."

To learn more about Sunset Farms and Paloma Dairy, visit www.palomadairy.com.

Treat Now for Cleaner Hay

You have many options for weed control in alfalfa

SEEDLING ALFALFA

FOR PREVENTIVE WEED CONTROL:

Satellite® HydroCap

Pre-emergence control of annual grasses and small-seeded broadleaf weeds

Raptor®

Post-emergence control of broadleaf weeds and certain grasses

FOR A MAINTENANCE PROGRAM:

Select Max®/Clethodim

Post-emergence control of grasses

Treflan® TR-10® (or generic trifluralin)

For pre-emergent grass control

FOR CURATIVE WEED TREATMENT:

Pursuit® + Raptor

Butoxone® (2,4-DB)

For more powerful control on larger, established weeds

ESTABLISHED ALFALFA

FOR PREVENTIVE WEED CONTROL:

Prowl® H₂O

For pre-emergence and early post-emergence control of annual weeds and grasses

Eptam®

Pre-emergence control applied via irrigation

FOR A MAINTENANCE PROGRAM:

Chateau®

Broad spectrum pre-emergence plus residual control

Velpar® AlfaMax™ Gold

Developed specifically for both pre- and post-emergence control in alfalfa

FOR CURATIVE WEED TREATMENT:

Pursuit® + Raptor

Butoxone® (2,4-DB)

Add to the Pursuit+Raptor mix for control of milky composite weeds

One of the best things about working with Fertizona is that you have access to many years of our accumulated expertise. Fertizona sales professionals and Pest Control Advisors have dealt with just about every situation an Arizona grower can face, so we know how to provide effective solutions. A great example is weed control in alfalfa.

"There are a lot of variables with weeds, timing, established alfalfa vs. seedlings, and more," said Dennis Osborn, Crop Protection Sales Manager, Fertizona. "Everybody's different, but starting out with a clean, well-established stand is critical."

When you know the specific weed and grass problems you have, choosing the right treatment is easier and more effective. Osborn suggests starting with a good pre-emergent herbicide such as Prowl® H₂O, Satellite® HydroCap or Treflan® TR-10®.

"We've also had good results with Velpar® AlfaMax™ Gold," he added. "Then you need to follow with a good post product, like Raptor®."

"I recommend Prowl or Treflan through the summer months, after using Butyrac® (2,4-DB) in February and March," said Pest Control Advisor Don Platt, Fertizona – Casa Grande. "If there are some weed escapes, then a contact herbicide like Raptor is a good fit."

"I like Pursuit® and Volunteer® for contact control," said Mike Buben, Independent Pest Control Advisor, Mike Buben Enterprises, LLC. "In fall-planted alfalfa, those have worked real well for us."

In Southwestern alfalfa, pigweed (Palmer amaranth) is becoming a bigger problem in many stands, but Fertizona has answers for that as well.

"You usually need two and sometimes even three applications of your pre-emergents," said Platt, "but we're getting good results on the pigweed with the Treflan TR-10 or Chateau®."

To be sure you have clean hay, find the herbicide products and programs you need by calling Dennis Osborn, Crop Protection Sales Manager, Fertizona, at 520.560.5479 or visit www.fertizona.com.

Teff Grass Offers High-Yielding Summer Hay Option

Benefits include nutrition and economy

Arizona forage growers have discovered a great source of high-yielding, high-quality hay in a versatile crop known as teff grass. Teff is a fine-stemmed, warm-season annual grass that grows well in Southwestern soils, and it produces excellent forage quickly. Cuttings average 1.5 – 2.5 tons/acre.

Teff originated in Africa and gained popularity in the U.S. among horse owners for its exceptional palatability and superior nutritional value (see chart). The hay was soon in high demand with beef and dairy producers. In fact, teff became so popular that seeds were in limited supply and hard to get.

"We have plenty of teff seed now, though," said Tyke Bennett, Seed Products Manager, Fertilzona. "It was scarce for a while."

"For summer grass, teff is really nice stuff," said Dan McDougal, CCA, Fertilzona – Willcox. "It's a great alternative to Sudan grass because it has higher quality."


Although best suited for hay-baling operations, teff can also be grazed by cattle, horses and

sheep. To maximize its productivity, wait until the teff's root system has developed before you start pasturing. It's also important to avoid excess stocking rates and over-grazing.

Teff is an excellent interim crop for alfalfa rotations, but it's strictly a warm-weather grass and won't tolerate any frost. Soil temperatures should be above 65° F at planting. McDougal said his growers generally plant teff in May and most get three cuttings before September. As with other hay harvesting, a 4-inch stubble is a must for quick regrowth.

Teff germinates fast (3-5 days) and should produce its first cutting within 45-55 days after planting, with subsequent harvests at about 30-day intervals. It's considered a low-input crop because teff has natural resistance to many weeds and diseases, and can often be grown with minimal pesticides.

It's important to plant teff in a firm seed bed at less than 1/4" depth. The firm bed helps to provide good seed-to-soil contact and better moisture movement. It also reduces the chance of planting the seed too deeply with loose



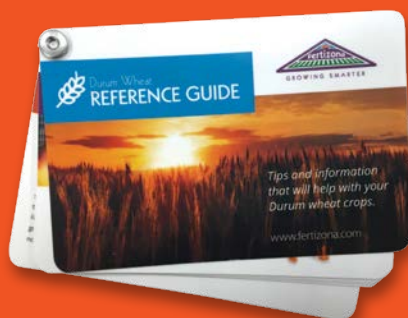
Average Nutritional Values of Teff Hay

- **% Crude Protein**
9 to 14
- **Acid Detergent Fiber (ADF)**
32 to 38
- **Neutral Detergent Fiber (NDF)**
53 to 65
- **Relative Feed Value (RFV)**
88 to 120
- **Total Digestible Nutrients (TDN)**
55 to 64

soil. An application of 50 to 60 pounds of N at planting is recommended, with small follow-up applications after each cutting. Avoid excessive fertilization to prevent lodging.

"Teff seed is also very economical," Bennett added. "You only need 8 – 10 pounds per acre, so a little goes a long way."

For more information about teff grass, call Tyke Bennett, Seed Products Manager, Fertilzona, at 520.836.7477 or contact your local Fertilzona or Compton Ag office.



Free Durum Wheat Guide Now Available

Fertilzona has prepared a handy, pocket-sized guide to provide useful advice for growers of Durum wheat. The highly informative booklet is packed with great tips and recommendations about seed, fertilizer, planting, crop protection and more.

Available only through Fertilzona, get your free copy by simply emailing:
[durumwheatguide@fertilzona.com](mailto: durumwheatguide@fertilzona.com)

Promote Wheat With Late-season Fertilizing

Protein levels depend on sufficient nitrogen

Proper fertilization is essential for every crop, but maybe even more critical in Durum wheat. If you fertilize too soon, you increase the risk of lodging, and if you don't have adequate nitrogen late in the season, you might not achieve the high protein levels your grain contract demands.

"There are a lot of variables, but timing can make all the difference," said Gordon Goodwin, PCA, Fertilzona – Yuma. "Your fertilizer schedule can depend on your soil, your irrigation and even what crop you rotated out of, because you might have residual nitrogen before you plant."

Research shows that a good Durum crop should have about 40 lbs of available nitrogen per 1,000 lbs of expected yield to consistently keep grain protein above 13%. That means an 8,000 lb/acre Durum yield needs 300 - 350 lbs of N in multiple, well-timed applications (see chart). For example, it's been proven that applying 40 - 45 lbs of N per acre at flowering can increase protein by 1%, when used in an ongoing fertility program.

"At this time of year, you should be adding nitrogen with every irrigation," added Goodwin. "And don't irrigate without fertilizer, because it can leach out N that was applied earlier."

DATE	DAYS AFTER PLANTING	GROWTH STAGE	POUNDS OF AVAILABLE N
Dec. 1	0	Preplant or at Planting	100 (soil test first)
Jan. 20	51	5th Leaf	50
Feb. 11	73	2nd Node	50
Mar. 4	94	Boot	60
Mar. 25	115	Flowering	45
Apr. 15	136	Milk	30
May 5	156	Soft Dough	15

The above table outlines the recommended application of readily available nitrogen needed to meet a minimum 13 percent protein at an 8,000 lb. potential. The available nitrogen recommendations assume that other nutrients, such as phosphorus and sulfur, are sufficiently available.

Total: 350

For the best results, Fertilzona suggests including 8 - 16 fl oz per acre of Furst®-Class Concentrate to late-season nitrogen applications. Furst®-Class Concentrate is patented technology that combines amino acids and proteins to activate several beneficial biological responses in wheat. As a result, it increases nutrient utilization, yield potential, plant health and crop quality.

Fertilzona offers excellent fertilizers, adjuvants and other products to help grow the highest-quality wheat. For more information, please contact your local Fertilzona or Compton Ag Services location or visit www.fertilzona.com.

"At this time of year, you should be adding nitrogen with every irrigation."

– Gordon Goodwin,
PCA,
Fertilzona – Yuma



A Finance Background Helps PCA Jim Holland

Many people in our business grew up around crops or animals, but not Pest Control Advisor Jim Holland. However, he did have relevant early experience as an independent businessman – he started his own lawn-care service when he was just 13 years old.

“That taught me a lot about caring for plants, and how they respond to water and sunlight,” he said. “I also learned about customer service real fast, because each homeowner wanted things done a little different – similar to many growers.”

After graduating from Arizona State University with a degree in Finance, Holland worked in real estate. But 26 years ago he came to Fertizona, thanks to an introduction from his brother Doug, another independent PCA (Ag Crop Consultants) who's affiliated with Fertizona.

Today Jim operates his own business as JMH Farm Consulting, frequently working with the Fertizona location in Casa Grande. He provides full-service crop-production guidance and consulting for growers with alfalfa, wheat, barley, corn, cotton, sorghum, Bermudagrass and more. His skills also include irrigation management.

Generating profits

“I give as little or as much advice as the grower may want,” Holland said, “but we look at every situation from a financial standpoint. It's not just about yield, it's about profit. My job is to help my customers make more money than they spend.”

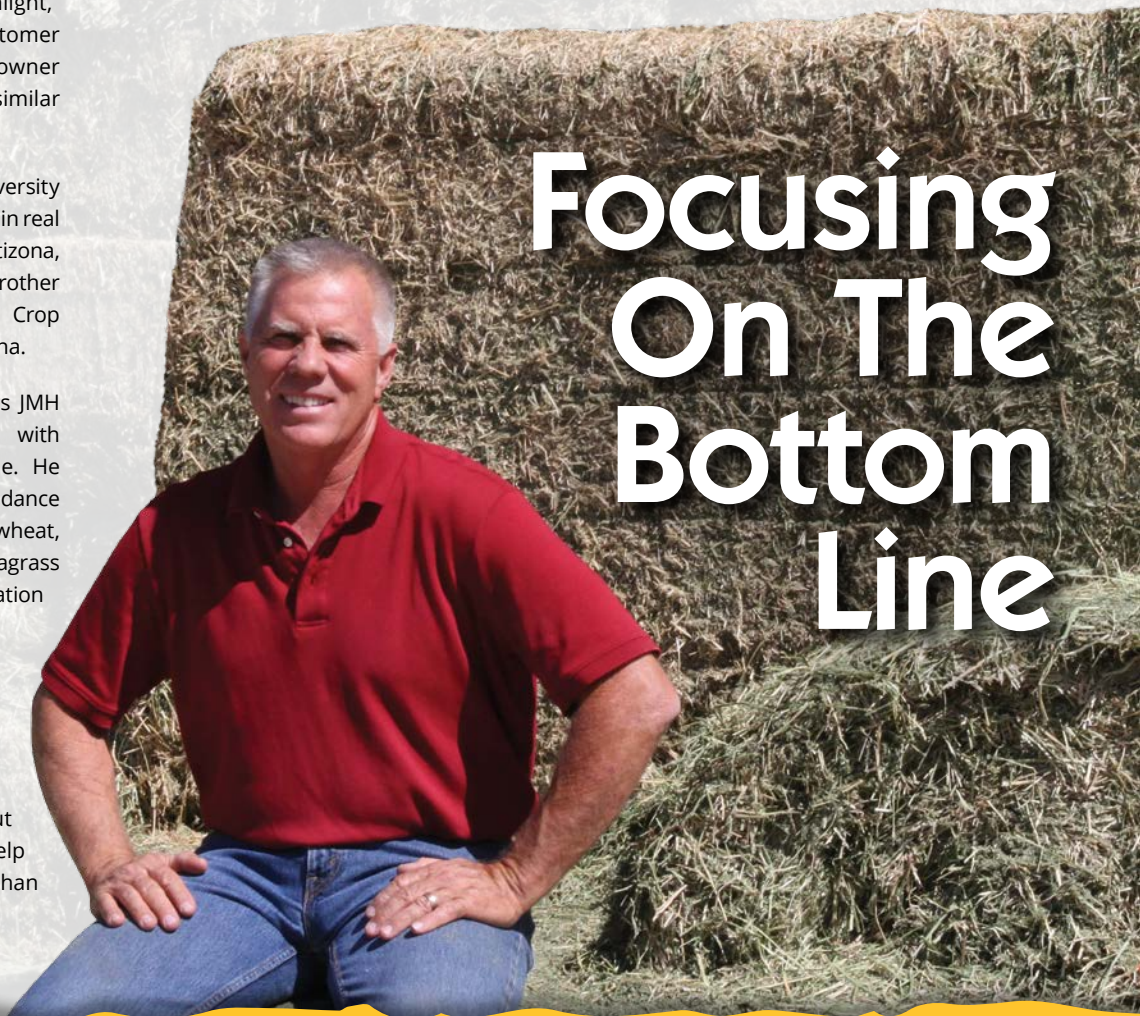
Holland is proud of the many long-term relationships he maintains with his growers, and how they know he'll always be there if they need help. “Service is the key,” he said emphatically. “My phone is on 24/7.”

Holland does have a life away from his work, though. He and his wife Christina have been

married for 28 years and have two college-aged sons. He also loves golf.

Summing up his philosophy about hands-on personal service, Holland added, “Ed Pratt, a grower in Maricopa, says that the best thing you can put on your farm is your shadow. I really believe that.”

Focusing On The Bottom Line



VINTRE®

Surfactant
Improves
Spray
Performance

VINTRE®, from Oro Agri, is a penetrant/surfactant formulated to enhance the distribution and coverage of translaminar and systemic pesticides, fungicides, nutrients and plant growth regulators. Available exclusively through Fertizona, VINTRE is labeled for use on vines and trees – as its name suggests.

“I believe that VINTRE boosts the efficacy of whatever we're putting on our orchards, be it expensive insecticides or vital micronutrients,” said Don Platt, Pest Control Advisor, Fertizona – Casa Grande.

For more details or specific usage instructions, contact your Fertizona rep or stop by your local Fertizona branch office.



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Tyke Bennett
Seed Products & Fertilizer Bagging

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