Fertizona

GROWING SMARTER

News & Information To Help You Grow

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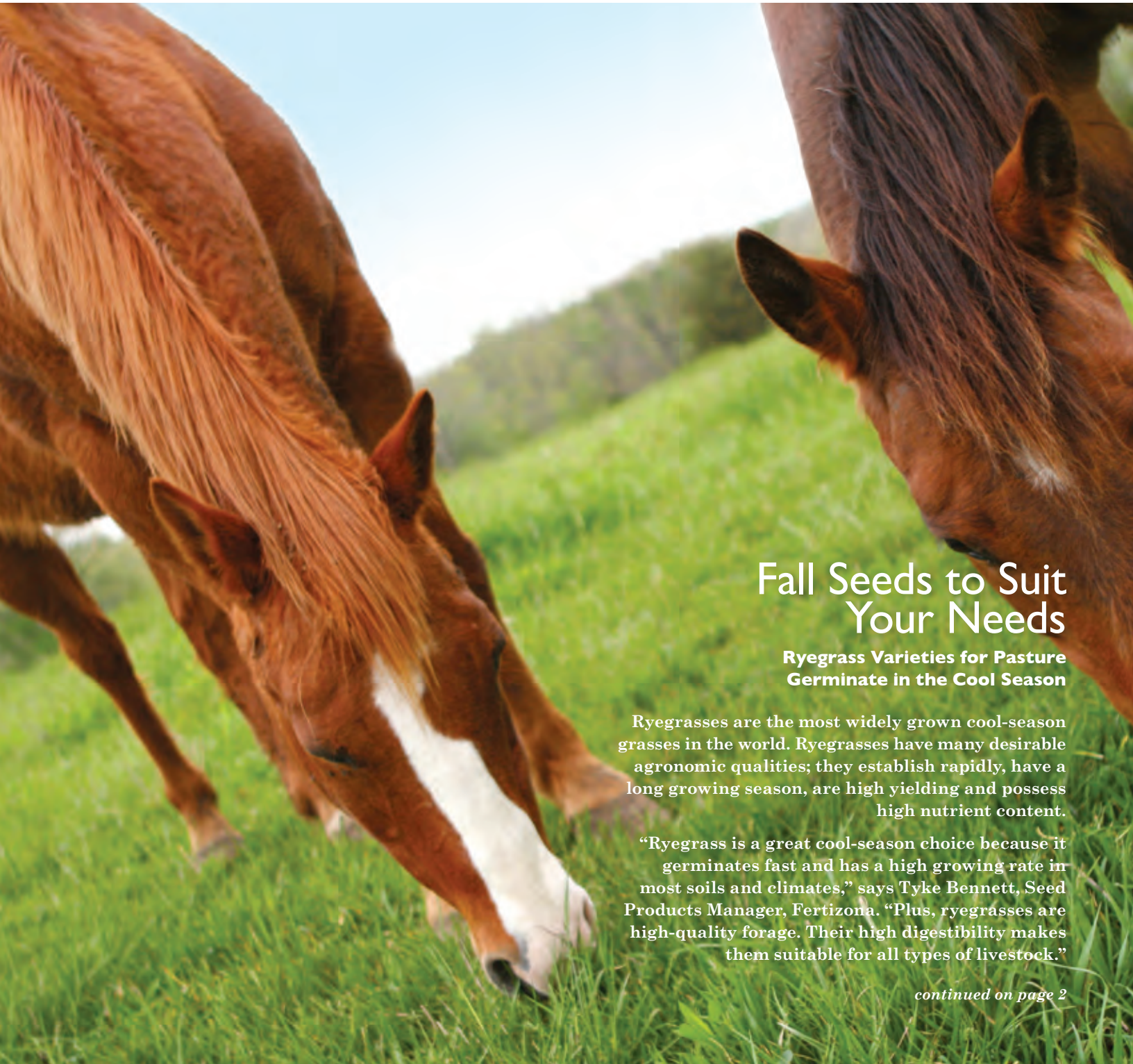

Fall Seeds to Suit Your Needs

Ryegrass Varieties for Pasture Germinate in the Cool Season

Ryegrasses are the most widely grown cool-season grasses in the world. Ryegrasses have many desirable agronomic qualities; they establish rapidly, have a long growing season, are high yielding and possess high nutrient content.

"Ryegrass is a great cool-season choice because it germinates fast and has a high growing rate in most soils and climates," says Tyke Bennett, Seed Products Manager, Fertizona. "Plus, ryegrasses are high-quality forage. Their high digestibility makes them suitable for all types of livestock."

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Markets Need Balance

Recently, nationwide high feed costs and low commodity prices have driven many pork, dairy and beef operations out of business.

While many blame rising feed costs on increased competition for corn and soybeans for ethanol production, it's that and a combination of factors that put these operations in a position where they couldn't cover costs. The recession caused consumers to cut back on food purchases, so demand dropped. The resulting oversupply kept prices for beef, pork and dairy low.

Subsequently, more operations closed. This loss of production capacity further knocked off-balance the demand base for the corn and soybean markets.

If prices don't get back into better balance soon, we'll see more radical changes. For all segments of the agricultural production chain to be profitable and remain in business, there needs to be some balance.

As we weather these market conditions, Fertizona and Compton Ag Services remain your committed partners. We're here to help you.

– Jim Compton
President, Fertizona
and Compton Ag Services

cover story continued

Fall Seeds to Suit Your Needs

Types of Ryegrasses for Agriculture

There are two basic types of ryegrasses: annual and perennial. Annual ryegrass is generally used as a temporary planting—it is seeded yearly and lives for one season. Perennial ryegrass is one of the most diversified grasses used in forage for permanent and semi-permanent pastures.

Annual Ryegrass

A staple in farming and ranching, annual ryegrass benefits pastures or farm lands by providing quick, short-season forage, hay, green chop (silage), green manures, erosion control and weed control. Annual ryegrass is inexpensive and easily seeded, established and harvested. It can be used on many types of fields and row crops to keep down weeds and provide early coverage/shade.

Perennial Ryegrass

Perennial ryegrass can be grazed heavily. These ryegrasses are well-known for being companion grasses in mixes of fescue, clovers, timothy, orchard grass and other pasture crops. Ryegrass is typically the first to germinate and grow in while others are developing.

Perennial ryegrass is often used to overseed warmer-season pastures that go dormant or grow slower due to cooler temperatures. There are many varieties of perennial ryegrass developed as mixes or standalone crops.

"For pastures, it's really important to only plant varieties that have a known history of safe use for forages," adds Tyke. "This is because some ryegrass varieties used for lawns contain endophytes, which are bacterium or fungus that can produce toxins, and should not be used for pasture."

In the desert Southwest, perennial ryegrass needs to be replanted every year. The extreme heat causes the ryegrass to die out each summer, so although perennial in variety it is not a permanent planting.

Fertizona and Compton Ag Services offer these fall ryegrass forage seed varieties:

Winter Forage Mix is more heat tolerant, which extends productiveness of the pasture into early summer. Mix is 30% Beardless Barley, 30% Cayuse Oats, 30% Beardless Wheat, 10% Tetraploid Annual Ryegrass.

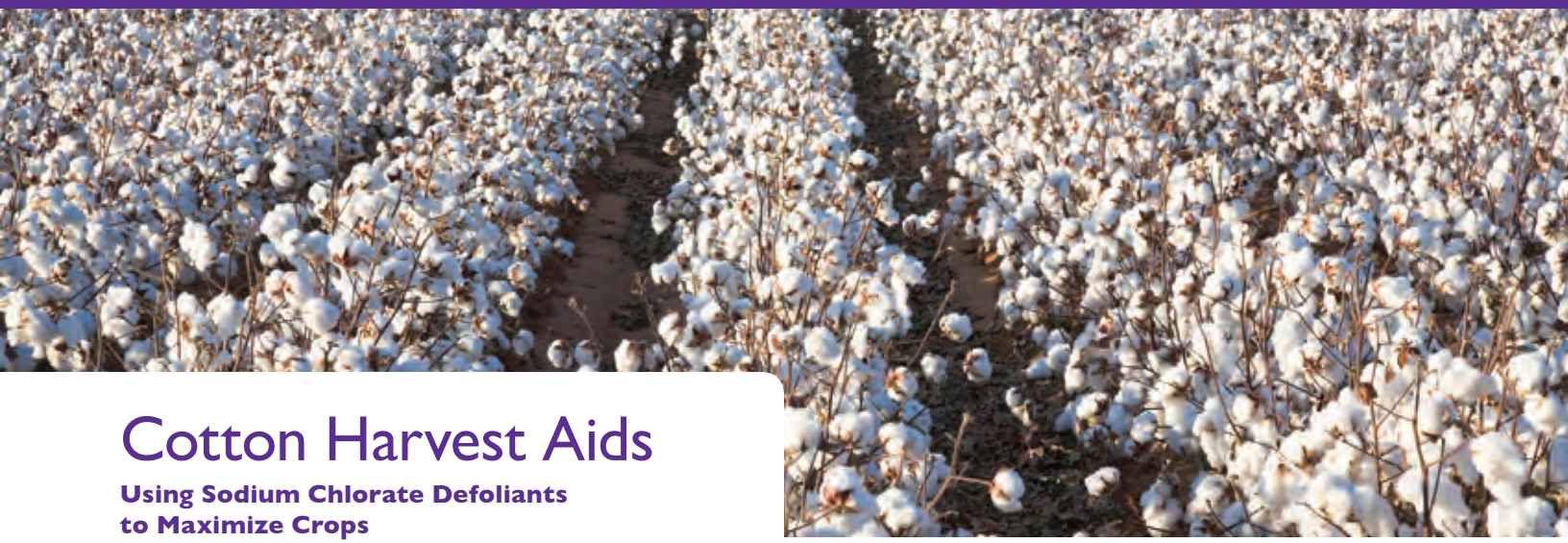
Pasture Perfect is well-suited for higher elevations. Mix is 30% PefectFit™ Tall Fescue, 20% Grazing Orchardgrass, 20% Tonga Tetraploid Perennial Ryegrass, 10% Tetraploid Annual Ryegrass, 10% Tuukka Timothy, 5% White Clover, 5% Birdsfoot Trefoil.

Tetraploid Annual Ryegrass

Annual Ryegrass

Diploids vs. Tetraploids

Within both the annual and perennial ryegrasses there are two groups: diploids and tetraploids. The number of chromosomes within each plant cell distinguishes the two groups (each chromosome in tetraploids is doubled). Tetraploids have larger tillers and seed heads and wider leaves; they are taller and leafier than diploids. With a higher percentage of sugars, tetraploids are more digestible so animals will graze them in preference over diploids.



Cotton Harvest Aids

Using Sodium Chlorate Defoliants to Maximize Crops

Wherever it is grown in the U. S., cotton is defoliated prior to harvest. Defoliation removes the leaves that can clog the spindles of the picking machine and stain the fiber. This keeps fiber quality high and improves return on cotton crops.

Harvest-aid products, like sodium chlorate, chemically induce defoliation to help cotton plants shed their leaves and stimulate boll opening.

"Sodium chlorate is a very economical choice, especially for a second defoliation," says Tom Montoya, Manager, Fertizona-Santan. "For the cooler months at the tail end of harvest season, it's the best product out there and it's great for use with other products."

Harvest-aid products, like sodium chlorate, chemically induce defoliation to help cotton plants shed their leaves and stimulate boll opening.

Timing is Everything

For a successful harvest, defoliation must be carefully timed. Sodium chlorate defoliants should be applied when 70-80 percent of the bolls are open. Generally, it is recommended two to three weeks prior to the anticipated picking date.

"If the crop is defoliated too soon, yields and quality will suffer," adds Tom. "If you apply a defoliant too early and the leaves drop before the bolls are mature, you'll retard development of the bolls."

Cotton that is ready to be defoliated has a good boll load and has ceased vegetative growth. The plant's leaves should be green and swollen, not wilted, in order to minimize dry leaf trash that can contaminate the fibers.

"The plant will tell you when it's ready for defoliation," says Tom. "When the large majority of the bolls are open and the rest are firm to the squeeze they're ready. That's when you want to defoliate."

Two-lb. Sodium Chlorate Defoliant Tank Mix Rates

Airplane Application:
2 to 2.5 gallons per acre in sufficient water to make 5 gallons total volume per acre

Ground Rig Application:
2 to 2.5 gallons per acre in sufficient water to make 20 gallons total volume per acre

Combinations and Application

Sodium chlorate defoliants are applied to cotton as water-based sprays, either by aircraft or tractor. Thorough coverage of the plant is essential and some conditions may require a second application.

"I often recommend Ginstar® or Dropp® for a first defoliation and followed about two weeks later with sodium chlorate combined with paraquat," adds Tom. "This even dries up the morningglory weeds, so the crop is much more picker-friendly."

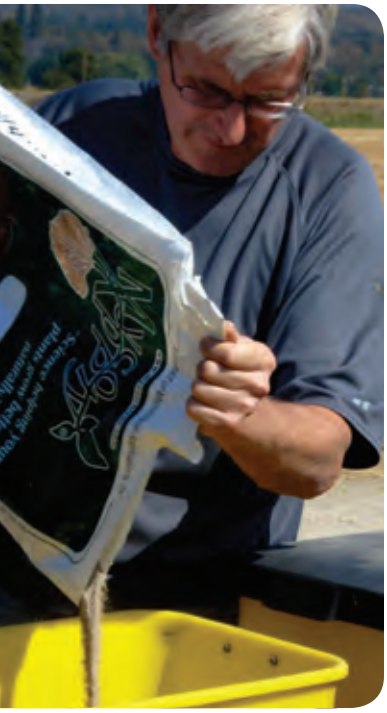
For more information, talk to your Fertizona or Compton Ag Services representative.

Do you want your lettuce to look like this?

Ask your local Fertizona or Compton Ag Services representative how you can get results like this on your crops.

The Fungus Below Us

MycoApply® Helps Growers Achieve Optimum Plant Health



The relationship between a plant's roots and mycorrhizae, fungi that work with plants to dissolve mineral nutrients and absorb water, is critical for overall plant health. Today, most urban, suburban and agricultural soils have been depleted of naturally occurring mycorrhizae due to soil compaction, top-soil loss, cultivation and other environmental conditions.

MycoApply®, a product manufactured by Mycorrhizal Applications, Inc., contains the mycorrhizal fungi that plants need to achieve optimal health. Once applied, MycoApply settles into a plant's roots and forms a link between the plant and its soil resources.

"Fertizona started carrying MycoApply in July 2009. We're excited about the product and what it has to offer," says Dennis Osborn, Crop Protection Sales Manager, Fertizona. "MycoApply is a proven technology that utilizes the important mycorrhizal fungus to achieve total plant health."

Available in a Variety of Forms

Fertizona carries MycoApply in powder, granular and liquid forms to accommodate any equipment or labor situation. It can be dusted onto seed or dry fertilizers, watered into the soil, coated on seed applications or furrowed into the soil near plants.

"As long as it's placed near a plant's root zone, it will colonize the immediate area and go to work," explains Dennis.

MycoApply provides many benefits to plants including:

- Improved nutrient and water uptake
- Improved root growth
- Reduced transplant shock
- Improved plant growth and yield
- Reduced drought stress

Benefits

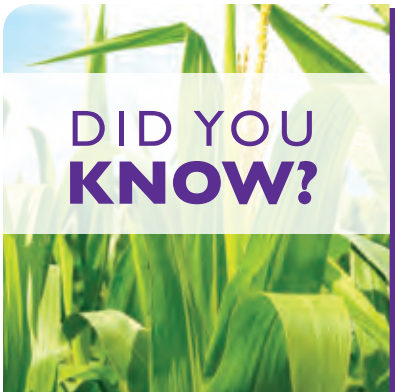
MycoApply penetrates the plant's roots, and then creates small sacs composed of a reserve of nutrients and water. In times of drought or lack of nutrients, plants will utilize this reserve to nourish the plants for an extended period of time.

MycoApply is approved for use on all crops that require mycorrhizae for plant health.

"MycoApply is a proven technology that utilizes the important mycorrhizal fungus to achieve total plant health."

– Dennis Osborn

Talk to your Fertizona or Compton Ag Services representative or visit www.mycoapply.com for more specific information.



You can view crop sheets and past issues of Growing Smarter online.

Just log on to www.fertizona.com and select 'Downloads' from the navigation box on the left side. Then, you'll see links on the right side of the screen to all of Fertizona and Compton Ag Services' printed material.

www.fertizona.com

Rancho Rossa Vineyards Overcomes Challenges of Running a State Winery

Arizona Winery Grows Fruit and Bottles Wine on Site

Nothing compares to running a family-owned vineyard and wine tasting room. Learning how to plant and grow crops, remain flexible and produce a variety of wines that appeal to the public are all part of the adventure.

Chris Hamilton is the owner of Rancho Rossa Vineyards, one of the largest family-owned wineries in Sonoita, Arizona. The 22-acre vineyard has two full-time employees, Chris and his wife, Sarah, and produces 15,000 bottles of wine each year. Although, Chris and Sarah are the only full-time employees, they hire additional staff each year to help them pick and prune the vines.

Chris opened Rancho Rossa Vineyards in 1999 and he planted his first vines in 2002. Those vines were harvested in 2004 and Rancho Rossa opened a wine tasting room two years later.

"The majority of our wines are sold out of our tasting room," says Chris. "However, we also sell wine in some Sonoita, Tucson and Phoenix-area restaurants and stores."

> "Operating a vineyard is much more than planting vines and making wine. We are consistently in the field tending to the grapes."
>
> – Chris Hamilton, Owner

Keeping it Local

Rancho Rossa Vineyards is the only winery in Southern Arizona that doesn't purchase its grapes. All the grapes used in its wine are grown in its own vineyard.

"Using our own fruit is our biggest selling point," explains Chris. "Many wineries purchase wine from California and then bottle it themselves or, they buy grapes from California or Willcox and make the wine on their property. Making wine is the easy part; the tough part is growing the fruit."

Challenges of Running a Vineyard

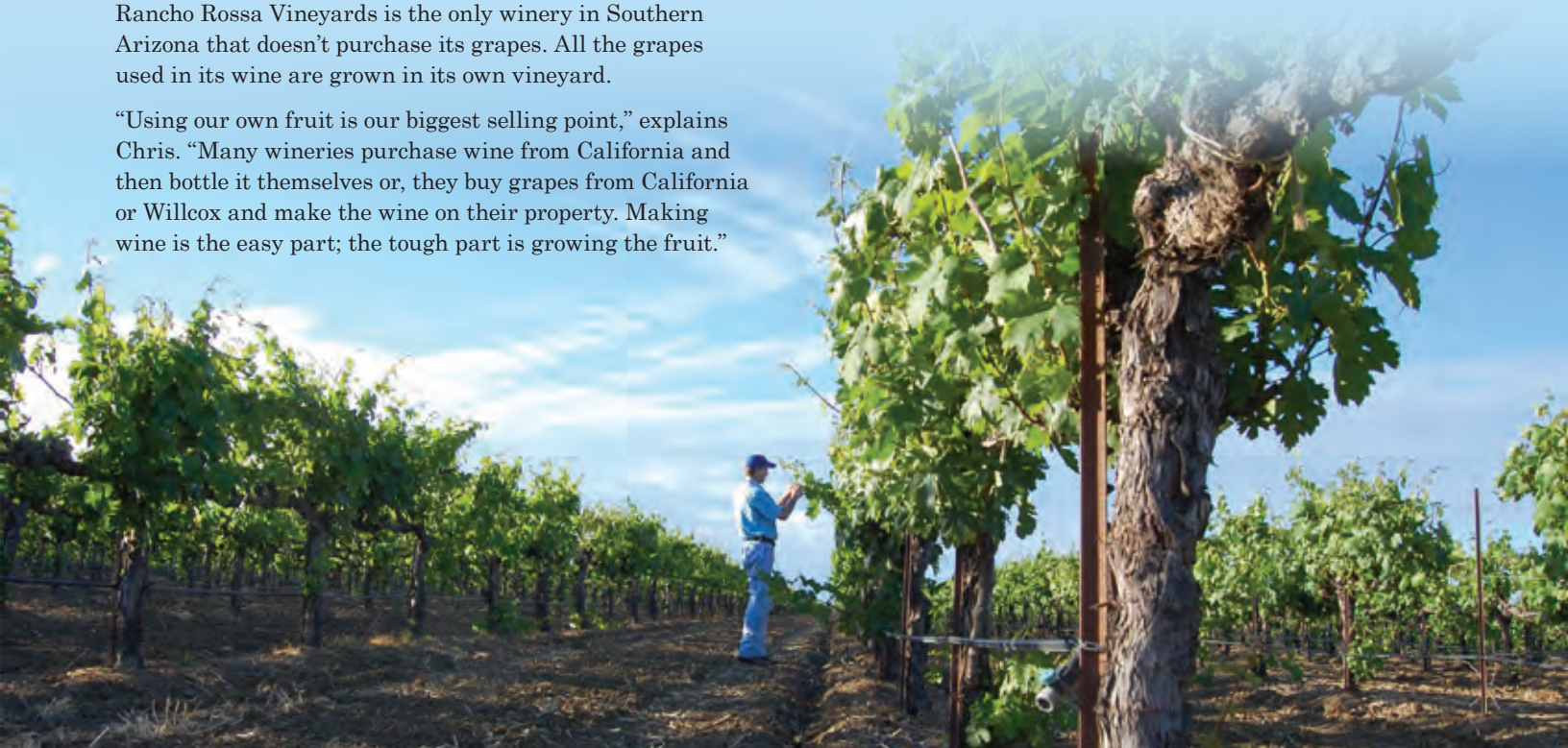
Some major challenges for Rancho Rossa Vineyards include overcoming frost in spring, when the vines have just started growing, and dealing with monsoons in summer, which can cause the vines to rot and grow mildew.

"Sonoita is a relatively new area for growing grapes; we have to constantly watch the vines in spring and summer," says Chris. "Operating a vineyard is much more than planting vines and making wine. We are consistently in the field tending to the grapes."

All the grapes used in Rancho Rossa's wine are grown in its own vineyard.

Fertizona has been working with Rancho Rossa Vineyards since 2000 and supplies it with 90 percent of its fertilizer needs.

"The staff at Fertizona is friendly and knowledgeable. They are always willing to answer my questions regarding nutrient requirements for the vines," concludes Chris. "I've never had a bad experience with Fertizona."



Doing More With Less

16-8-4 Blend + Furst™ Liquid Keeps Plants Green and Healthy

Every grower and turf manager wants strong plants and crops. Achieving this requires using fertilizers that provide plants with the necessary nutrition to keep them healthy. 16-8-4 blend + Furst Liquid, a product offered exclusively by Fertizona and Compton Ag Services, is manufactured to help growers and turf managers get maximum results from fertilizer applications.

> "We experienced great results with 16-8-4 blend + Furst Liquid."
>
> – Gene Trog, Co-Owner

Easy Application

16-8-4 blend + Furst Liquid is made by coating a 16-8-4 SmartBlend™ with Furst Liquid, a nutritional technology formulated to increase fertilizer efficiency, yield potential and plant health. Furst Liquid is easy to apply and is typically sprayed onto or fertigated into crops, trees and turf.

"Growers and turf managers can conserve resources by using 16-8-4 blend + Furst Liquid and putting everything down at the same time," explains Craig Allen, Manager of Fertizona-Fennemore. "They are already going into the field to apply a traditional fertilizer. This just adds Furst Liquid to the mix."

Seeing Results

Four Peaks Landscape Management, Inc., a full-service landscape company in Tempe, Arizona, conducted a fertilizer application trial on Bermudagrass using Fertizona's 16-8-4 blend + Furst Liquid.

Four Peaks fertilized two Bermuda turf areas at transition: one with 16-8-4 and the other with 16-8-4 blend + Furst Liquid. The turf that was fertilized with 16-8-4 blend + Furst Liquid experienced a quick green up and significant lateral and vertical growth over the turf that was fertilized with the standard 16-8-4.

"We experienced great results with 16-8-4 blend + Furst Liquid," says Gene Trog, Co-Owner, Four Peaks Landscape Management, Inc. "We will continue to use the product and we're excited to see its results on newly germinated rye seed in the fall."

16-8-4 blend + Furst Liquid is a versatile product recommended for use on most crops, trees, turfgrasses and more.

Please contact Fertizona or Compton Ag Services for more information.

Furst Liquid

What's Happening to Growers in California?

State's Water Shortage Creates Challenges for Growing Crops

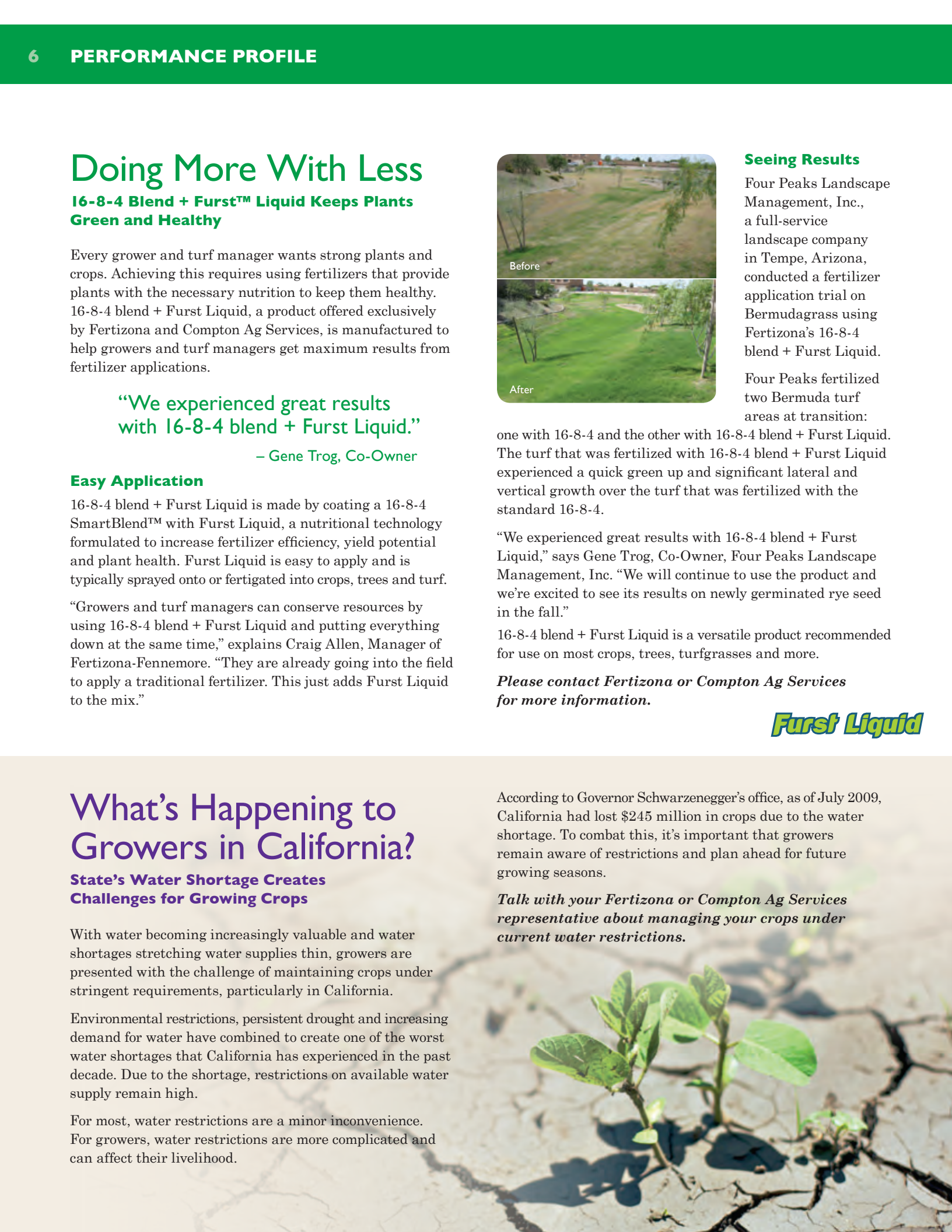
With water becoming increasingly valuable and water shortages stretching water supplies thin, growers are presented with the challenge of maintaining crops under stringent requirements, particularly in California.

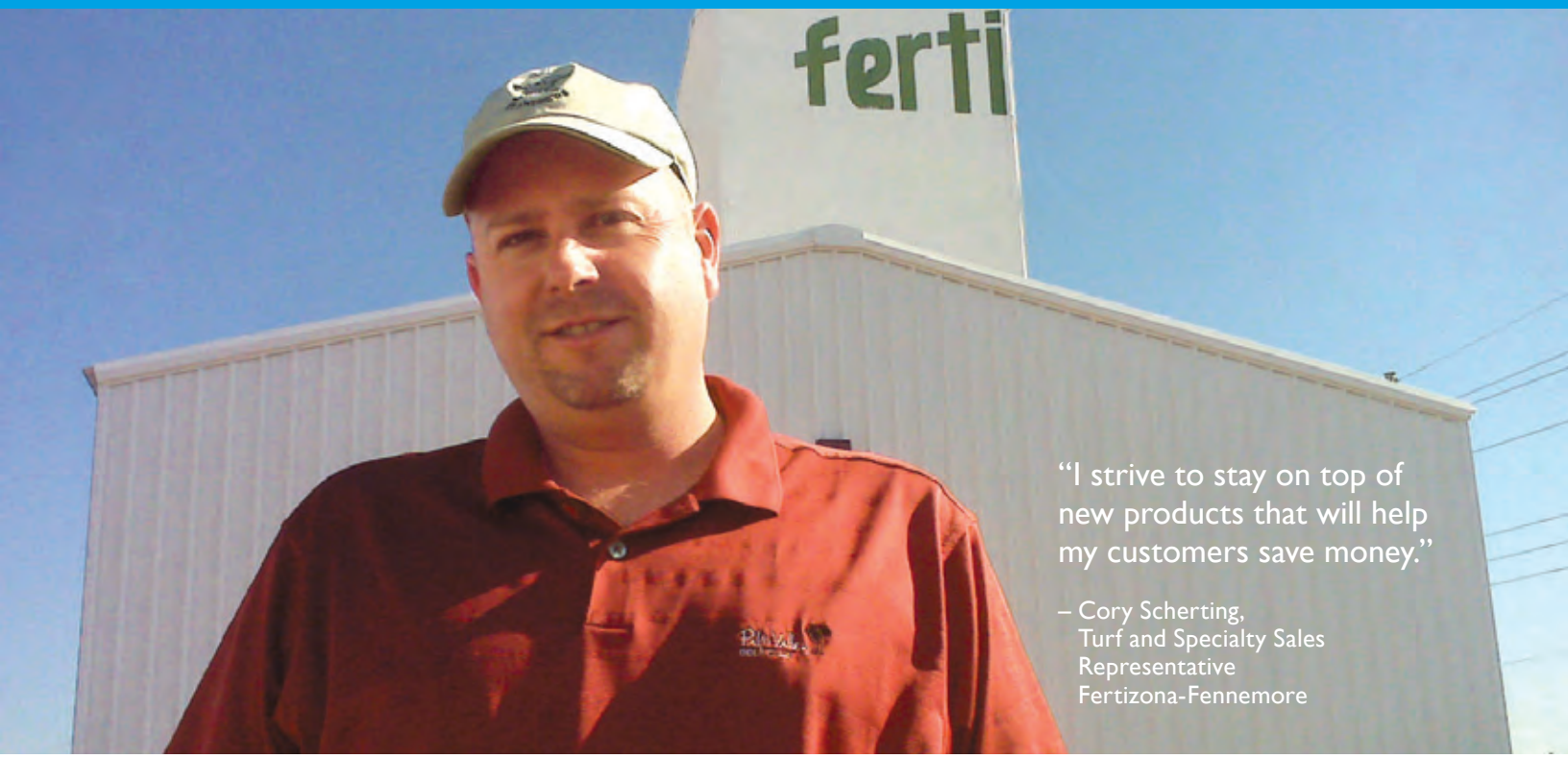
Environmental restrictions, persistent drought and increasing demand for water have combined to create one of the worst water shortages that California has experienced in the past decade. Due to the shortage, restrictions on available water supply remain high.

For most, water restrictions are a minor inconvenience. For growers, water restrictions are more complicated and can affect their livelihood.

According to Governor Schwarzenegger's office, as of July 2009, California had lost $245 million in crops due to the water shortage. To combat this, it's important that growers remain aware of restrictions and plan ahead for future growing seasons.

Talk with your Fertizona or Compton Ag Services representative about managing your crops under current water restrictions.





Helping Customers Control Costs

Cory Scherting Stays Ahead of Trends in the Turf Industry

As a turf and specialty sales representative at Fertizona-Fennemore, Cory Scherting's territory spans most of central Arizona. He works with a variety of customers in the turf market—ranging from golf courses to landscape companies and nurseries.

"The most unique thing about my position is the broad spectrum of customers I get to work with," says Cory. "I'm asked new, interesting questions everyday. It keeps me on my toes."

A Long History in the Golf Industry

Born and raised in Glendive, Montana, Cory attended Montana State University where he earned a degree in psychology. He went on to San Diego Golf Academy and received a Bachelor of Arts in Golf Complex Management.

After that, Cory held various positions within the golf industry ranging from head golf professional at Indian Wells Country Club in Palm Springs, California, where he oversaw the entire golf operation, to spray technician, where he was responsible for pest control at a local golf club.

In 2004, after 12 years in the golf business, Cory made the switch to Fertizona.

Managing Overhead

In this economy, Cory is always looking to help customers maximize their budgets and do more with less.

"Right now it's so important for our customers to be wise in how they spend their money," explains Cory. "I strive to stay on top of new products that will help my customers save money."

Purchasing generic products is one easy way to control costs.

"Not everybody is open to using generics, and that's alright," says Cory. "However, generics contain the same active ingredients as their name-brand counterparts. If my customers are looking to try a generic, I recommend starting with a glyphosate herbicide. Many growers have seen great results using generic herbicides."

When Cory isn't busy keeping his customers up to date on new products or trends in the turf market, he enjoys spending time with his family and jet skiing at one of Arizona's many lakes.

Payment and Financing Options Available

Fertizona and Compton Ag Services have payment plans and financing options available to suit your needs. Ask your local Fertizona or Compton Ag Services representative for more details.

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