



GROWING SMARTER

News & Information To Help You Grow

Silage Corn Field Trial Results

With all the high profile trials that are going on these days, it's refreshing to find one that works out well for everyone involved. One such trial was recently completed in Laveen, but rather than a courtroom and a jury, this field trial

was conducted on a farm with new silage corn seed varieties.

Ken Rogers, a corn grower in the Laveen/Tolleson area, was born and raised on the farm. He has been managing farms in that area for

nearly 15 years and describes yield and quality as his most important factors in choosing seed varieties.

"We want high yields and good seed quality," Rogers explains "We want it to fill the ear good, and we want dairymen to be pleased when they see the stalk and the ear. It's important for the dairyman to get his money's worth."

Rogers frequently tests new varieties of corn to see how they perform. Recently, Rogers and his Fertizona rep completed some corn field trials that yielded some very impressive results.

"Two of the varieties we looked at were really good, and one was outstanding," Rogers states. "There was a good stand and I didn't have any trouble getting them out of the ground."

[Continued On Page 2]

Ken Rogers, a corn grower from Laveen, Arizona, conducted a field trial with new silage corn varieties and experienced excellent results.



IN THIS ISSUE

Performance Profile

Overseeding Time Is A Pleasure For Great Eagle Golf Club

3

Tech Help

Let Us Get You Ready For The Lettuce Season

4

Product Spotlight

Defoliation Tips Help Cotton Growers

5

COMPTON'S CORNER

Worldwide Concerns. Local Solutions.

Every day we realize that we are involved in a world market. As you have noticed over the past year, there has been a steady increase in pricing of nitrogen products. This is due partially to the shutdown of old and antiquated US manufacturing plants that cannot keep up with a growing worldwide demand for foodstuffs, particularly in China. Usually in the nitrogen business there is a lull in late summer buy-



Jim Compton President, Fertilzona

ing, but due to southern hemisphere countries such as Brazil and Argentina, the buying has continued at an unprecedented pace. This has caused the market to stay at higher levels through times that were normally lull periods.

If you are not a Fertilzona customer, this may have become a reality for you this past summer in terms of interrupted supplies and huge sways in fertilizer costs. However, if you are a Fertilzona customer, then you may not have noticed any shortages of

supply or extreme swings in pricing. That's because, although we can't do much about the cost of nitrogen or its availability, we can assure our customers that we are doing something about these issues.

Because we are attuned to these worldwide issues, we anticipated this and increased our liquid storage by 15,000 tons statewide, and we are looking to increase in other areas. We want to reassure you, our customers, that we are doing everything we can to alleviate any fertilizer supply problems and keep you competitive in this world market.

Jim Compton
President, Fertilzona

Silage Corn Field Trial Results (Continued From Page 1)

The silage corn varieties Rogers is referring to are Grand Valley Hybrid SX1550, SX1602 and SX1610. Working with Fertilzona field rep Manuel Pettigrew, planting took place March 29th at 33,000 plants per acre, and harvest was July 18th. During the trial, Rogers applied UAN-32 fertilizer at 20 gallons per acre three times and also applied a preventative application of Comite® miticide in May. The yields for these varieties were very favorable.

"The Grand Valley SX1550 yielded 33.9 tons, the SX1602

yielded 42 tons and the SX1610 yielded 38.3 tons," Pettigrew reports. "I would highly recommend the SX1602 next year."

Based on the trial results and Rogers' first-hand observations, he has decided to plant more Grand Valley SX1602 next season.

Fertilzona Silage Corn Field Trial Results

Timing:

Planted March 29th. Harvested July 18th.

Fertilizer:

3X application of UAN-32 at 20 gallons per acre.

Crop Protection:

Preventative application of Comite miticide.

Variety	Yield
Grand Valley Hybrids SX1550	33.9 tons
Grand Valley Hybrids SX1610	38.3 tons
Grand Valley Hybrids SX1602	42 tons
SeedTec 7568*	32 tons

"I will use the higher yielding variety again next year," Rogers says. "I won't use that on all my acres because I don't like putting all my eggs in one basket, but it will probably have about a third of my acreage."

Although it's very rare that a courtroom trial results in all parties being satisfied, this particular field trial's outcome was a welcome event. With Grand Valley SX1602 delivering both superior quality and high yields, everyone comes out a winner. ▲

Comite is a registered trademark of Uniroyal Chemical Company.

**Field average (balance of field)*

Overseeding Time Is A Pleasure For Great Eagle Golf Club

If you're a golf course superintendent in Arizona, chances are you overseed with ryegrass. But, what you may not know is that all ryegrass is not created equal.

"Some of the perennial ryegrass will have a lot of annual rye in it. You may also find a lot of weed seed in there," says Larry Allison, field rep for Fertilzona-Fennemore. "Our Pleasure +[®] variety is a three-way blend, so it's three newer varieties of perennial rye. We've found that there is a lot less annual rye and weed seed in this seed." Allison covers the West Valley and he primarily deals with landscapers and golf courses.

Great Results At Great Eagle

One golf course that has benefited tremendously from using Pleasure + is Great Eagle Golf Club, which has overseeded with the variety for five years.

"We were using another variety before that was dirty and it looked like there was a lot of weed seed and contamination in it," says Ron Troyer, Golf Course Superintendent

of Great Eagle Golf Club. "The year before I used Pleasure + at the golf course, I bought a bag from Larry and tried it on my lawn at home. It was a beautiful green all winter long and I figured if it looks this good on a yard, it's going to hold up on a golf course."

Great Eagle Golf Club is an 18-hole, daily-fee golf course that is located in Surprise, Arizona at 172nd Avenue and Bell Road. Great Eagle is nestled into the desert environment and looks spectacular year-round—especially in the winter when the lush green contrasts with the surrounding landscape.

A Pleasure To Grow

"I've never had any problem with Pleasure +," Troyer adds. "Our cart paths don't run from tee to green, so the middle of the fairway is the golfers' freeway. It takes a lot of abuse, but it's always survived the heavy traffic."

Pleasure + is a dark-green ryegrass variety which is drought tolerant and resistant to brown patch. Troyer explains that Pleasure + offers many benefits that have helped him through the overseeding process.

"When we put it down it's not dusty and dirty," Troyer explains. "It germinates quick, then I can start mowing it so it thickens up faster."

"Ron has had good germination and quick establishment," Allison confirms. "Many superintendents want it to grow fast so the golfers can get back out on the course, and that's exactly what Pleasure + does."



The fairways at Great Eagle Golf Club have never looked better, thanks to Pleasure + ryegrass.

Troyer counts on Fertilzona to help him do more with less. "I don't have a big budget like a lot of courses, so I have to make my chemical, fertilizer and seed dollars go as far as I can," Troyer explains. "I've been in the Valley for 19 years and I've known Larry for about that long. So, because of my friendship with him, Fertilzona's location and great service, it was a no-brainer to start working with them."

For more information about overseeding with Pleasure + perennial ryegrass, call your Fertilzona field rep or Craig Allen at 623.935.4252.

Pleasure + is a registered trademark of Ampac Seed Company.

TESTING TIP

Turf and landscape operations will benefit from soil testing every 2-3 years, even if the plants seem to be doing well. Testing will give a good indication of overall soil condition and alert you to any developing problems. Your Fertilzona field rep can assist with soil testing and recommend crop nutrition programs to correct deficiencies.

Let Us Get You Ready For The Season

Lettuce season is right around the corner, so Yuma growers are laying the groundwork for their lettuce crops. When getting ready for the lettuce season, growers are reminded to put down a pre-plant application of fertilizer to make sure nutrient levels are sufficient for this high-value crop.

“Lettuce crops generally follow wheat or corn,” says Mike Espil, Manager of Fertizona-Yuma. “So, once they get the wheat or corn off, they have to decompose the straw.”

Growers in Yuma disc and plow their field and laser it to get the ground level. Once that’s completed, they either use an application of anhydrous ammonia at 100-300 lbs. per acre or 20-25 gallons per acre of ammonium polysulfate (NitroSul) to decompose the straw.

“That application breaks down that straw and leaches the salt,” adds Espil. “It really stimulates the bacteria to break down the straw and it puts some moisture in the ground for the growers to work up their beds.”

Once the decomposition is complete, growers are urged to use a pre-plant application of fertilizer. “Every



Lettuce growers will benefit from a pre-plant application of phosphate and zinc.

grower will have different pre-plant fertility requirements, but we’ve developed some ranges that growers can refer to when making these decisions,” Espil says. The chart below outlines these ranges.

The reason zinc is added at pre-plant is to make it more available to the crop. “When you have a lot of

phosphate in the ground, the zinc is naturally tied up,” Espil notes. “The molecules just hook together so the zinc became unavailable. That’s why growers add more zinc.”

Espil emphasizes that lettuce is such a short crop that it’s vital to make sure the plant has plenty of nutrients.

Planting for lettuce begins in early September and lasts all the way into November and December. Yuma Lettuce crops will be harvested continuously until March to supply most of the nation’s winter lettuce needs.

For more information about pre-plant fertilizer applications for lettuce, specifically for your soil type and planting dates, talk to your local Fertizona field rep. ▲

Fertilizer	Application Rate	Nutrient Provided
Dry Program		
11-52-0	400-600 lbs. per acre	Phosphate
Ruff and Tuff (10% dry zinc)	10-15 lbs. per acre	Zinc
or WolfTrax	0.5 lbs. per acre	Zinc
Tiger 90	50-200 lbs. per acre	Sulfur
Liquid Program		
0-52-0	30 gallons per acre	Phosphate
10% liquid zinc	1 gallons per acre	Zinc

Defoliation Tips Help Cotton Growers

When cotton growers begin to approach the end of the season, they start to plan for defoliation and harvest. Defoliation, which entails applying a defoliant or desiccant to the crop in order to open up the bolls and cause the leaves to drop off, makes the cotton easier to harvest.

“There are a few standard products out there, but what works one week may not work the next week.”
— Jim Osborn

Jim Osborn is a Fertilzona-Fennemore field rep who helps his growers with cotton defoliation each season. Osborn recommends that growers be flexible with their defoliation methods to compensate for a variety of factors.

“There are a few standard products out there, but what works one week may not work the next week,” Osborn advises. “There can be a weather change or the cotton can be a little dryer or nitrogen levels can be a little different, so growers have to keep up with that and see what’s working.”

Osborn explains that growers use either defoliants or desiccants to prepare for cotton harvest.

FERTILIZER TIP

It is imperative to manage your fertilizer investment based on soil and crop needs. Growers who cut back on essential nutrients upfront may save some money, but will result in yield losses at harvest time.



Ginstar is a good choice for cotton defoliation because it causes the leaves and petiole to drop simultaneously, making harvest easier.

“Defoliants actually drop the leaves and petiole off,” Osborn says. “Desiccants burn it and dry the plant up.”

The better the defoliation process goes, the easier the harvest, according to Osborn.

“Ideally, you don’t want any green on the plant and you want to get the leaves totally off,” Osborn recommends. “If you just dry the leaves up, you get what they call pin trash and it’s hard to gin out. The more leaves you get off and the more bolls you get open, the cleaner the cotton. And that means better yields, better grades and more money at harvest time.”

A defoliant cotton growers find effective is Ginstar®.

“Ginstar is a combination of Dropp® and a small amount of diuron that causes the leaves and petiole to drop at the same time,” explains Osborn. This popular harvest aid provides clean foliage drop with no leaf-stick, meaning cleaner cotton and more profit for growers.

“If used at the correct rate, this product assures the bolls open up nice and wide and the leaves fall right off,” Osborn says. “It’s been a really good product for my growers.”

For more information about Ginstar or cotton defoliation methods, contact your local Fertilzona field rep. ▲

Ginstar and Dropp are registered trademarks of Bayer CropScience.

Cherry Landscape On Top Of Everything In Tucson

Running a landscaping operation requires a wide variety of skills. From marketing your business, managing your employees, keeping track of jobs and providing customers with the best landscapes possible, you have to juggle several different tasks at once. Fortunately, Cherry Landscape Inc. in Tucson, Arizona has managed to excel at all of these.

Not Your Typical Operation

Serving customers in Tucson, Nogales, Sierra Vista, Green Valley, Oro Valley and Marana, Cherry Landscape handles installation and maintenance of both residential and commercial landscapes. With 24 years of operation, 50 employees and more than 180 maintenance accounts, they aren't your typical "mow and blow" operation. Cherry Landscape Inc. is owned by George E. Rodieck Jr. and located at 1875 W. Prince Road in Tucson. They are the preferred landscape partner for all of Long Realty Co. and also work with companies such as Richmond American Homes and Monterey Homes. The company was selected

by the Better Business Bureau as a semi-finalist for the 2002 Business Ethics Awards.

Despite Cherry Landscape's size and success, finding ways to run their business as efficiently and cost-effectively as possible is a pressing concern.

"A couple of years ago, Cherry Landscape began looking for a new fertilizer supplier," Controller, Stephanie Ballesteros explains.

Higher Quality. Better Prices.

Fertizona field rep Marty Latta was able to step in and deliver higher quality products and better prices than Cherry Landscape was getting before. The high level of service was also a plus, according to Ballesteros.

"The product quality is substantially better than our previous supplier," Ballesteros explains. "It's also been good having a sales person who calls you back right away if you have a question or request. It's been a very positive relationship."

Cherry Landscape uses Fertizona's plant and flower fertilizers, which helps keep their customers' landscapes thriving throughout the year. Ballesteros has seen many improvements in her operation since teaming up with Fertizona.

"I get deliveries on a more timely basis with Fertizona—that's very important to our operation," Ballesteros stresses. "We always get our products within the agreed time period. And when we're on a deadline, we need to have product here in the yard to send out with our crews, it just has to be here. Fertizona has been very competent in that area." ▲



Cherry Landscape Inc.

- 24 years in business
- 50 employees
- 180 active maintenance accounts
- One great fertilizer company partner

"One of my fortes within the company is finding various money-saving techniques and I was looking for a company to supply us with fertilizers at a more competitive rate," recalls Ballesteros. "We were also looking for higher quality products and better customer service. That's when Fertizona's name came up."

Tucson's Cherry Landscape Inc. has grown along with Arizona's second-largest city.

Doyle Stewart Goes The Extra Mile To Help Growers

Some people drive 10 miles to work every day. Some even drive 20. But, Fertizona field rep Doyle Stewart racks up hundreds of miles to take care of his customers.

“I probably go farther than most guys, just because these farms are so spread out now,” Stewart says. “Most of my business is west of Phoenix, but I have a few customers in Coolidge and elsewhere.”

Everything Under The Sun

Stewart consults with growers on a variety of crops, “I deal with all types of commodity, forage and specialty crops, such as cotton, melons, cantaloupe, honeydew, lettuce, broccoli, spinach—basically anything under the sun.”

In addition to crops, Doyle also has several turf customers. “The majority are golf courses, but I have a few sports turf guys as well,” Stewart adds.

Stewart explains that golf course superintendents in particular have to be vigilant when it comes to managing their course.

“There’s just so much public scrutiny,” Stewart says. “Their job is on the line every day that someone steps on their course, so they have to be thorough.”

QUICK TIP

For turf operations, best results have been achieved by incorporating the fertilizer into the soil. Plants tend to use this nutrient more effectively when it’s drawn through their root system.

Arizona Roots

Doyle Stewart is a fourth generation Arizonan. Born in the Mesa area, he lived in Idaho and New Mexico briefly, before moving back to Arizona. Stewart’s roots run deep in this state. “My mom’s side of the family are all farmers and my dad’s side are all cowboys,” Stewart explains.

In 1997, after graduating from the University of Arizona with a BS in Agriculture, Doyle joined Fertizona as a field rep. Since then, he has strengthened his knowledge in both crops and turf.

“I feel one of the most important contributions I make to a grower is ensuring the proper timing of chemical and fertilizer applications to their crops,” Stewart explains. “Many growers are so tied up with managing their personnel, equipment and everything else that they don’t have a lot of time to spend in the field,” Stewart emphasizes. “That’s where I try to step in and help them out by letting them know specifically what’s going on.”

Keeping ahead of soil-borne diseases is a challenge, but Stewart consults with his growers constantly to deal with any problems that may arise.

“In melons, cannonballus is a big issue, and we even had *rhizoctonia* spring up here, which nobody has really seen,” Stewart says. “The problems we face now are developing control measures and



Fertizona field rep Doyle Stewart enjoys spending time with his sons Brian and Clay.

also keeping those control measures viable through proper chemical rotation. Sometimes, efficacy of chemicals can change even within a growing season.”

New Ideas

Helping growers keep up with the latest technology is another way Stewart goes the extra mile for his customers.

“Just bringing new ideas and new technologies into their current practices is a way I try to make sure they keep an economical and viable operation,” Stewart comments. “I feel I have good a relationship with my growers because I’m always bringing them something new.”

Stewart is an avid hunter. He also likes riding quads and spends as much time as possible with his two boys, 9-year-old Brian and 6-year-old Clay. ▲

GROWING SMARTER

FERTIZONA LOCATIONS

Fertizona—Casa Grande Main Office

2850 South Peart Road
Casa Grande, AZ 85222
(520) 836-7477
(520) 215-9521

Dennis Osborn—Crop Protection
Gene Kempton—Seed Products
Jimmy Compton—Crop Nutrition
Lamont Lacy—Credit Manager
Larry McGee—Lawn & Garden
Barbara West—Controller

Fertizona—Buckeye

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

Fertizona—Fennemore

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



*Fertizona now accepts Visa
and Mastercard.*

**Unavailable at these locations.*



2850 S. PEART RD.
CASA GRANDE, AZ 85222

Fertizona—Roll*

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

Fertizona—San Tan

San Tan Industrial Park
Sacaton, AZ 85247
(520) 836-0103
Tom Montoya—Manager

Fertizona—Thatcher

4257 US Highway 70
Thatcher, AZ 85552
(928) 428-3161
Steve Marshall—Manager

Fertizona—Willcox

512 East Maley Street
Willcox, AZ 85643
(520) 384-2264
Tom Hunt—Manager

Fertizona—Yuma

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

Fertizona De Mexico*

KM. 271.6-FN La Victoria
Hermosillo, Sonora, Mexico
Call Bill Jarman in the US at
(520) 281-7388
Call Jose Munoz in Mexico at
011-52 (662) 280-0121



Visit Our Newly
Revamped Website At
www.fertizona.com

*Send address changes to: Ty Currie, Fertizona,
2850 S. Peart Rd., Casa Grande, AZ 85222
or tcurrie@fertizona.com*

Presorted
First Class Mail
U.S. Postage Paid
Phoenix, AZ
Permit No. 5300

Return Service Requested