

GROWING SMARTER

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News & Information To Help You Grow

Coated Seed Improves Planting, Growing and Profits

Fertizona advances exclusive coating technology

For several years, Fertizona has been pioneering and expanding the uses of coated seed, and now more growers are discovering the benefits of the products.

Fertizona and CYC Seed Company are the only distributors in Arizona offering a range of unique coated seeds. Our products include several coated seed varieties for alfalfa as well

as coated ryegrass and bermudagrass seed for landscapers and golf course superintendents.

The process is based on the simple concept of taking proven varieties of raw seed and treating them with a special high-tech polymer coating. The coated seed provides many important advantages.

One key reason coated alfalfa seed is a better choice for desert Southwest soils is that the coating itself retains moisture around the seedling after it's planted, so fewer seeds will dry out. That increased survivability quickly results in more successful germination and better stand establishment.

But better yet, it means fewer seeds are needed per acre, which can greatly lower your input costs.

"Coated seeds give growers more value," said Tyke Bennett, Seeds Product Manager, Fertizona. "With coated alfalfa seeds, a significantly greater percentage of seeds in a bag produce viable seedlings, and that leads to higher profits."

"You get just as good a population, or better, with less seed," said Craig Allen, Manager, Fertizona - Fennemore. "I've seen it work with my own eyes. Last January we planted a field of coated alfalfa seed and it came up in three or four days."

"The guys who use the coated seed really like it," said Casey Compton, President, CYC Seed Company. "They like the cost benefits and they like getting a more consistent stand."

"Get just as good a population, or better, with less seed."

– Craig Allen,
Manager,
Fertizona - Fennemore

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Manage Surprises to Maximize Opportunities



Jim Compton
President, Fertizona &
Compton Ag Services

In certain businesses there's a trend called "No Surprises Management." There have been books written about it, and the concept is even popular enough to be known by its initials: NSM. The main idea behind No Surprises is to make processes as predictable and uniform as possible, and to keep bad news away.

Obviously the people who coined this phrase aren't involved in agriculture. For us, surprises and unpredictable circumstances are part of our everyday life. From the weather to prices to insects to global markets or any other uncontrollable factors, successful growers and producers are the ones who know how to deal with the unexpected and roll with the punches... because there are always going to be surprises.

Sometimes a surprise is good, like the recent bump in cotton prices or a stretch of unusually good weather, but the standard practice of many surprises is to catch us off guard and

maybe cause trouble. That's when you need to be able to adapt.

At Fertizona, part of our service goal is to be ready with back-up plans and contingency strategies for our customers. That might mean expanding our inventory to include products you may need if certain conditions were to happen, or simply doing our homework about possible challenges you could end up having to face, such as new insect pressures or weed resistance.

None of us can tell what, when or where the next surprise will be – that's what makes them surprises – but at Fertizona, we'll keep doing whatever we can to help you overcome the unexpected, without ever missing a beat.

Story continued from cover

Easier planting for better turfgrass

Coated seed also makes a big difference for turfgrass professionals. Thanks to our exclusive process called Coat-Right®, CYC Seed Company and Fertizona can help you save valuable time and money when establishing new grass.

The coating on the seed is red, which improves your application efficiency. When you can immediately see where the seed has been thrown, it minimizes skips or overlaps. The red coating also helps with managing your irrigation patterns and distribution uniformity.

"The color on the seed washes off when it gets wet," Allen explained, "so if you still see red seed on the ground after you water, you can clearly see where the irrigation is missing and needs to be adjusted. Those are huge benefits."

The economic advantages of coated seed make it a very attractive alternative, especially with the product's demonstrated ability to promote strong, healthy turfgrass. For added savings, the coated ryegrass gives you a choice of a 34% or 50% blend.

"This is the future of rye seed," said Nick Lubich, Turf Management Specialist, Fertizona-Fennemore. "When we introduced our economical Desert Gold® variety we saw very good results, with accelerated germination and quick establishment of solid turf."

On alfalfa seed, the coating options include rhizobia inoculants to encourage the formation of nitrogen fixation. The micronutrient package is based on a proven blend of zinc, iron and manganese.

Only Fertizona and CYC Seed Company are making this kind of investment in unique seed coating technology. It's all part of our commitment to your success.

"It's easy to see the economic advantages," said Allen.

For more information about coated seed, please contact Casey Compton at 520.510.5054 or Craig Allen at 602.402.3371, or talk to your Fertizona representative.



Fertizona offers a selection of coated alfalfa seeds to support your particular growing conditions and yield goals.

CHOICES INCLUDE:

- Fertilac 10
- Fertilac 11
- SuperSonic
- NC CUF 101
- All Roundup Ready® alfalfa seed



Ak-Chin Farms

Pinal County, AZ

Huge farm maximizes quantity and quality



With more than 15,000 cultivated acres, Ak-Chin Farms is one of the largest and most productive agricultural operations in Arizona. Located in the Santa Cruz Valley about 60 miles southeast of Phoenix, the massive farming enterprise is part of the Ak-Chin Indian Community, which was founded in 1912 and officially organized in 1961. The name “Ak-Chin” means “mouth of the wash” in the Native American O’odham language, referring to traditional farming based on water captured from rain in desert washes.

The community is governed by a five-member Tribal Council that is ultimately responsible for management decisions regarding Ak-Chin’s various departments and business interests. Those businesses include a modern industrial park, a 300-room hotel and casino, an airstrip, the world-class Southern Dunes Golf Club, and the Him-Dak Eco-Museum, the first of its kind in America. But the most impressive aspect of Ak-Chin is its farming.

“The place is huge, and they do a really good job with everything they grow there,” said Dennis Osborn, Crop Protection Sales Manager, Fertizona, who helps to service Ak-Chin from Fertizona’s Casa Grande office. “They’re especially known for cotton and high-quality potatoes that get processed for potato chips.”

“We also have alfalfa, corn, barley, sorghum silage, pecans and other crops,” said Steve Coester, Farm Manager at Ak-Chin. “It’s a very big operation.” Coester originally joined Ak-Chin in 1984 and was named Manager in 2004. He has a full-time staff of 80 - 90 employees, depending on the farm’s seasonal needs. The operation is also a model of efficiency, thanks to Coester’s ongoing ability to apply the latest farming technology whenever he can.

Support from Fertizona

Fertizona is honored to have a long-standing partnership with Ak-Chin Farms.

“I think we’ve been working with Fertizona forever,” said Coester. “We go back at least

“Fertizona does what it takes to help us in any way they can.”

– Steve Coester,
Farm Manager,
Ak-Chin Farms

twenty years. They provide chemicals for us – herbicides and other pesticides – and a lot of fertilizers. We use dry and liquid fertilizers plus specialized blends formulated by Fertizona. They’re always very competitive.”

Osborn admits that it can occasionally be quite a challenge to meet the many input needs of an operation the size of Ak-Chin, but Fertizona has been up to the task.

“Fertizona does what it takes to help us in any way they can,” Coester added. “They often get us the products we need within just a few hours of when we order them. Their service is excellent.”

To learn more about the Ak-Chin community and its operations, please visit ak-chin.nsn.us.

Peak[®] BlueDEF[®] Diesel Exhaust Fluid

**Fertizona is the
exclusive ag provider of the
high-quality additive**



Ever since the EPA mandated the reduction of nitrogen oxide (NOx) emissions from internal-combustion engines, owners and operators of diesel-powered equipment or trucks have had more productivity challenges to deal with.

Specifically, newer vehicles with Selective Catalytic Reduction (SCR) systems on their diesel engines have an additional risk of downtime. SCR technology relies on diesel exhaust fluid (DEF) injections to treat exhaust gas downstream of the engine, which helps to reduce potentially dangerous NOx emissions. When DEF is put into the exhaust system, NOx emissions are converted to harmless nitrogen and water vapor.

However, SCR systems are highly sensitive to chemical impurities in the DEF solutions. That makes it critical for equipment owners to insist

on diesel exhaust fluid with superior quality, purity and integrity.

It's vital to the efficient and long-term operation of any SCR-equipped vehicles and DEF-injecting systems to maintain high standards for additives. To help operators avoid engine problems and equipment downtime, ISO standard 22241 was created to ensure the quality of diesel exhaust fluid products.

One of the best choices available is BlueDEF[®], which conforms to the ISO standards and meets or exceeds OEM specifications. High-quality BlueDEF effectively reduces NOx emissions in diesel engines while minimizing any risk of downtime caused by impurities.

"We had some problems with another product we used before, but since we switched to

BlueDEF last February, there's been no trouble," said Glen Crane of Crane Harvesting & Trucking in Buckeye. Crane's large fleet of trucks and tractors can use 400 – 500 gallons of BlueDEF in a week. "Everything's been good with it," he added.

Fertizona is the exclusive distributor and authorized retailer of BlueDEF for agricultural equipment in Arizona. Fertizona also saves you money by offering BlueDEF in barrels or totes, giving you the convenience and economy of buying in bulk.

**To order BlueDEF for your equipment
or vehicles, contact your nearby Fertizona
or Compton Ag branch or visit
www.fertizona.com.**

Cotton Harvest Aids Enhance Yields & Quality

When it comes to defoliants and other cotton harvest aids, decisions about timing are as important as the products you choose. A crop that's defoliated too soon can reduce your yields, and waiting too long can risk crop quality.

"Every situation is different," said Dennis Osborn, Crop Protection Sales Manager, Fertizona. "If you ask five field reps about the best time to defoliate, you'd probably get five different answers."

"The timing is critical," agreed Rudy Palma, Arizona PCA, Compton Ag Services. "It varies, but in general we start defoliating around October 1, or when bolls are 60 – 70% set.* But you always have to consider factors like the weather, the soil and when your water and N were cut off."

"There are basically three stages," Osborn said. "First you have your field prep, which includes things like dry down and making sure the crop is set up right with the fertilizer played out. Then the second stage is the actual defoliating spray, which can include a boll opener, either combined in one pass or added later after the leaves drop."

The third stage – which isn't always needed – is dealing with regrowth, like when a crop has late blooms or rain.

"The key with treating that regrowth is to avoid any trash in the lint," Osborn added.

"There's a wide window of timing and rates for all defoliants, and each cotton variety behaves differently," said Hank Mager, Technical Service Representative for Bayer CropScience, "so it's really important to work with your PCA about what fits your crop."

Fertizona offers many proven, effective chemical options to help you maximize cotton yield and quality. Our most popular choices include:

DEFOLIANTS/DESICCANTS

Ginstar® EC

ET®

Aim® EC/ Shark® EW

Redi-Pik® 1.5EC

Display®

Defol® 750

Gramoxone® SL 2.0

BOLL OPENERS

Finish® 6 Pro

Ethephon 6

Setup® 6SL

ADJUVANTS

WETCIT® Surfactant

SmartLine™ Rev-It™
Spreader/Penetrant

* PCA Palma also recommends using spray drift reducer 41-A®.

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

Fitting Right In



John Haggard's
background is a
great match for
Fertizona



If you do business with the Fertizona location in Buckeye, Arizona, or Compton Ag Services in Blythe, California, get to know John Haggard. He'll soon be the Branch Manager at both facilities when current Manager Tim Walsh retires this winter.

Haggard joined Fertizona in March, bringing a unique blend of skills to his position. He actually spent the last 21 years in the air-conditioning industry – where he managed 14 facilities around the state – but he's not new to agriculture.

"I grew up on our family dairy farm in Buckeye," Haggard explained, "and throughout my life, I've never been far from crops and animals. My kids are active in 4-H and FFA, and we still raise horses, cattle and pigs."

Haggard was enjoying his career in the cooling business when he was approached about making a switch to Fertizona. Through his involvement with local rodeo activities, he knew the Compton family and the company's reputation, so the offer was tempting. And it seemed like a perfect fit.

"I've lived in Buckeye for most of my life, and I already know a lot of the growers around here," he said. "We grew up together and our kids have many of the same activities."

Haggard is especially excited about the people he'll be working with at Fertizona.

"I really like being in the ag community full-time," he said. "The people I see every day have solid, family-oriented values. It's a nice change."


John is quite the family man himself. He and his wife Karen have been married for 20 years and have three children; Chase, Caylen and Cade.

Like the smart businessman he is, Haggard didn't make this career decision without first carefully doing his homework.

"I asked around and did a lot of research on the company, and everybody had good things to say about Fertizona," he added. "I'm very glad to be back in the ag industry and part of the Fertizona team."

"Everybody had good things to say about Fertizona."

– John Haggard,
Manager, Fertizona -
Buckeye/Compton Ag
Services



John with his wife Karen and children, Caylen, Chase and Cade

Testing Seed for GMOs

Fertizona and CYC help to protect hay exports

CYC Seed Company exclusively offers a valuable service for alfalfa growers who sell their crops to overseas markets. CYC provides economical coated alfalfa seed (see cover story), and part of the process is to assure the seed is completely free of genetically modified organisms (GMOs), which includes Roundup-Ready alfalfa.

Certain foreign countries, particularly in the Far East, have put restrictions on importing hay that contains traces of GMO technology, and CYC Seed Company helps growers meet those requirements.

"China is concerned about GMO hay," said Casey Compton, President – CYC Seed Company, "and the market for GMO-free exports is getting bigger."

"Some growers are afraid of losing business over the GMO export issue," added Tyke Bennett, Seeds Product Manager, Fertizona. "We give them an advantage by assuring that our seed is clean."

To achieve that level of GMO-free integrity, CYC screens all incoming alfalfa seed by having it thoroughly tested at an independent laboratory, twice.

"We test the seed before we coat it, and then test it again after the coating process is done," Compton said. "That way we can be confident the seeds have no GMOs when they leave here."

"Growers get upset if their hay tests positive for GMO genes when they thought it was GMO-free," said Mike Espil, Manager, Fertizona – Yuma.

"A hay shipment could have a trace of GMOs from a baler or another source, and then people want to blame somebody," said Bennett, "but with our testing procedures, we can be confident it didn't come from the seed."

For more information, contact Casey Compton, CYC Seed Company at 520.510.5054.

"Growers get upset if their hay tests positive for GMO genes..."

– Mike Espil,
Manager,
Fertizona - Yuma



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