



GROWING SMARTER

News & Information to Help you Grow



Custom-blended fertilizers like Fertizona's SmartBlends™ ensure your crops get the nutrients they need to thrive.

NEW SmartBlends™ FERTIZONA CATERS TO GROWERS

Now, growers can customize crop nutrition programs for their specific needs using Fertizona's new SmartBlends™.

By analyzing soil and tissue data, climate, yield targets and other information, your Fertizona field rep can create a SmartBlend to fit your needs. These individualized fertilizer blends are created specifically to deliver nutrients based on a crop's requirements.

"Certain crops have different N, P, K and micronutrient needs, so we use our experience and data collection resources to deliver a custom blend for each grower," says Craig Allen, Manager of Fertizona's Fennemore location.

"In the cooler times of the year, we have to make sure the blends don't salt-out or separate, but our expertise has helped us take all this into consideration to help give growers tried and true blends."

(Continued on Page 2)



Fertizona field reps customize SmartBlends™ for each individual grower's crop needs.

THIS IS THE FIRST ISSUE OF GROWING SMARTER, A QUARTERLY NEWSLETTER DESIGNED TO BRING YOU INFORMATION FROM FERTIZONA.

SmartBlend™

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COMPTON'S CORNER

Thanks For The Report Card!

For over 23 years, Fertizona has been doing what we do best—helping growers by providing top quality fertilizer, crop protection products, seed and service at the best prices possible. But to stay competitive in today's changing marketplace, we realize that we may need to do even more.

Recently, we initiated a study to find out from growers what Fertizona was doing right, and where we could use some improvement. A sampling of growers in each Fertizona area was asked to answer questions about our products and services and how we do business. You could say we wanted you to give us a report card.

I'm pleased to say that you thought Fertizona was doing a good job in many areas. You gave us mostly As and Bs and we appreciate that! There were also areas where you thought we could make improvements, and now we're buckling down and getting to work on those.

One weak point you noted was grower communication and information. You wanted to know more about Fertizona products and services—information that would help you save money and farm better and more profitably.

As a first step, we're introducing this newsletter called *Growing Smarter* that you'll be receiving on a regular basis.

We're also working on product literature that will give you information and comparisons to help you select the best products for your operation. And our field reps are brushing up on their consulting skills, so they'll be able to provide even better service. Fertizona is also looking at new products for you, and we'll keep you informed about any new developments in the company.

These are just a few improvements that are on the way. Thanks for your business and just remember, you can call me anytime—we always appreciate your suggestions.

Jim Compton
President, Fertizona



Jim Compton
President,
Fertizona

NEW SmartBlends (Continued From Page 1)

Fertizona also uses historical performance to develop SmartBlends. This ensures that you get a nutrient blend that has proven results.

"There are certain fertilizers that mix well with others," Allen adds. "We have been developing blends for years and we will not recommend anything to our growers that hasn't demonstrated success."

Soil samples are powerful tools Fertizona uses to create SmartBlends. By examining the sufficient and deficient ranges of a particular field's soil, Fertizona can create a SmartBlend that adjusts nutrient levels to maximize crop growth.

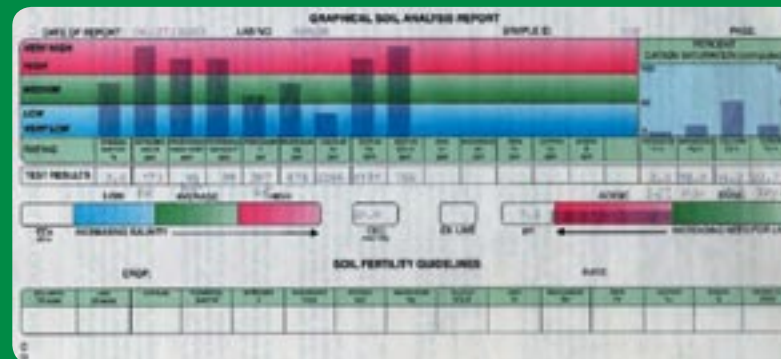
"It is important to look at the entire nutrient chain because if there is a deficiency in even one nutrient, uptake of other nutrients like nitrogen and phosphate can be negatively affected," Allen explains.

Fertizona has liquid and dry blending equipment and has recently installed new blending equipment at several locations to facilitate creating the many SmartBlend products. Surprisingly, Fertizona's SmartBlend products do not typically add cost to a grower's crop nutrition program.

"Almost every time, our SmartBlends don't cost any more money and give the grower more bang for his buck," Allen says. "One of my carrot growers has been able to add some extra potassium and slow release nitrogen by using one of our SmartBlends and it didn't cost that much more than he was paying before."

Ask your Fertizona rep about SmartBlends specially customized for your crops. ▲

Fertizona uses soil testing data (above) and state-of-the-art blending equipment to provide customized SmartBlends™ to growers.



PERFORMANCE PROFILE

Fertilac 10 Produces High Yields for Growers

Fertilac 10, Fertizona's new proprietary alfalfa seed, has become the talk of the town, and many growers may be wondering what makes this seed so special. For Jon Post of Marana, AZ, it's the yields.

"On the second cutting, we got about 1.6 tons per acre on the spring planting, which is phenomenal," Post reports. "Normally the first year is not bad, but it's not great. The big yields usually come in the second year of newly-planted alfalfa."

Post is involved in a 6,000-acre farming operation of cotton, wheat, milo, sorghum and alfalfa. He says he did not conduct a trial before planting the new seed, simply because of his trust in Fertizona.

"They said Fertilac 10 was good and it looked better than the variety next to it in the pictures that I saw," Post says. "So I planted it."

Jon Post, Marana, AZ, planted Fertilac 10 this spring and had excellent results.



Along with producing higher yields, another advantage of Fertilac 10 lies in the value it creates. "I retail all of my hay to the horse market and I am getting a high return from it. Fertilac 10 produces a very nice fine-stemmed alfalfa that's leafy and my customers really like it," Post notes.

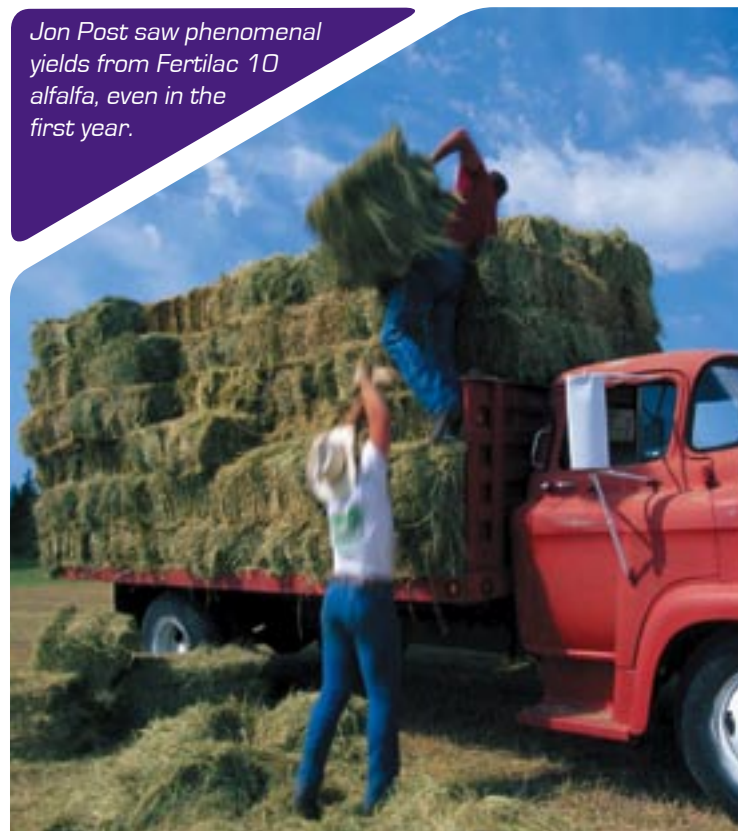
Post has seen a dramatic difference with Fertilac 10 compared to the alfalfa he previously planted. "I'm familiar with two other types of alfalfa, one being Mecca. It was quite a bit more expensive and it died out somewhat in the summer. CUF, the public variety, is very cheap to buy initially, but the yields aren't there," Post says.

"The great thing about Fertilac 10 is that it's got really high yields. I'm hoping as I go into fall and winter that I can get additional cuttings out of it that I couldn't get from other varieties."

Overall, Post has been very satisfied. "It's better than anything else I've ever planted. In fact, I wouldn't grow any other variety."

Ask your Fertizona field rep for new Fertilac 10 alfalfa seed. ▲

Jon Post saw phenomenal yields from Fertilac 10 alfalfa, even in the first year.



Proper Durum Wheat Fertilization Increases Protein and Profits

Durum wheat is sold based on protein content. Basically, the more protein available, the higher the purchase price. This means a structured fertilization program is absolutely vital to produce wheat for the Durum market.

Most nitrogen recommendations for Durum wheat are misleading because they are very generalized. To create a structured fertilizer schedule, you must take into consideration each variety's potential for yield and end-use quality.

It is imperative to fertilize based on a variety's potential. For example, some varieties have a high yield potential of 6,000 to 8,000 lbs per acre. To maintain a minimum of 13 percent protein your fertilizer program should be based on a yield potential of 8,000 lbs rather than a variety with a potential of 5,000-6,000 lbs per acre.

Nitrogen fertilizer rates must be adequate for both yield and protein. Research has shown that 40 lbs of **available** nitrogen per 1,000 lbs of expected yield is necessary to consistently maintain grain protein above 13 percent. The available nitrogen can come from soil, water and fertilizer. One third to one half of the nitrogen should be applied at planting with the balance being applied on a predetermined schedule at each subsequent irrigation between planting and flowering.

Nitrogen applications from pre-plant through the boot stage affect the **yield and protein**, while applications between the boot and flowering stages affect **protein**.

Recommended Nitrogen Application Schedule for Durum Wheat.

Date	Days After Planting	Growth Stage	Total Available
Dec 1	0	Planted	80 lbs
Jan 20	51	5th leaf	60 lbs
Feb 11	73	2nd Node	60 lbs
Mar 4	94	Boot	60 lbs
Mar 25	115	Flowering	60 lbs
Total Nitrogen			320 lbs

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.

It should be noted that all applications of nitrogen are important but the most important application is after the early flowering stage. Research has shown that a 40 lb application of nitrogen per acre at flowering can increase protein up to 1 percent. This could mean the difference between meeting your grain contract or not; or at the very least, help minimize deductions on your settlement. **In some cases, the grain could be rejected because the protein level is too low.**

Work with Fertizona to use soil and plant tissue tests to guide your nutrient applications. ▲

Durum wheat prices are based on protein levels so a structured fertilization program is essential to increased profits at harvest time.



New Fertilac 10 Alfalfa Seed Proves Timing is Everything

It's a grower's dream—getting increased production just when the market prices are at their highest. Does it get any better than that?

Gene Kempton who has managed Fertizona's seed department for the past 16 years, invites growers to do the math. "Fertilac 10 Alfalfa is yielding 5-10 percent more than common varieties in our area," he begins. "Since we can grow it in the winter, the February and March cuttings are generally heavier. So, if it yields a half a ton to the acre more in the February cutting when you can get \$150 per ton for hay, you've already got \$50 more in your pocket!"

That alone is an outstanding bonus for growers who plant Fertilac 10, but there's more to this Fall-dormant variety according to Kempton. "Fertilac 10 is resistant to bacterial and fusarium wilts, anthracnose and root rot. It also has high resistance to pea aphid, spotted aphid, blue aphid and stem nematode," he points out. "So there's a good package of disease and insect resistance."



Kempton says that only Fertizona has Fertilac 10 alfalfa seed. "It is adapted to climates in the Imperial Valley, Central Arizona and Northern Mexico," he notes. "But, that doesn't mean it can't be planted at higher elevations, such as Tucson."

Several growers tried the new seed early this year and have been impressed by its outstanding performance. "One grower who planted it in January or February, got an early cutting in the spring and called in to say that he noticed the increased yield," Kempton reports. "So you can see Fertilac 10 has the ability to produce more forage in those cooler months."

Fertilac 10 Alfalfa Seed

- ✓ INCREASED YIELDS
- ✓ DISEASE RESISTANCE
- ✓ PEST RESISTANCE

Talk to your Fertizona field rep about Fertilac 10 results in your area, and then try it. "You can't find a better alfalfa seed that will give you bigger yields when the market is high," Kempton concludes. ▲

Fertilac 10 PEST RESISTANCE

Variety	Fall Dormancy	Phytophthora Root Rot	Anthracnose	Bacterial Wilt	Fusarium Wilt	Pea Aphid	Spotted Aphid	Blue Aphid	Stem Nematode
Fertilac 10	10	HR	LR	R	HR	HR	HR	HR	MR
Sedona	10	R			HR	HR	HR	HR	MR
Condor	8	HR			HR	HR	HR	HR	LR
CUF 101	9	MR			HR	HR	HR	HR	
Coronado	9	R	R		HR	HR	HR	HR	R
Sequoia	8	R	MR	MR	HR	R	HR	HR	HR

LR = Low Resistance 6-14% MR = Moderate Resistance 15-30% R = Resistance 31-50% HR = High Resistance >30%

Q. “I usually use brand name crop protection products but I’m constantly trying to control input costs so I have been exploring generic products. Is it safe to use generics on my high-value crops or should I stick with a brand name?”

A. Selecting post-patent products is a complicated issue, so it really depends on your individual situation and goals. There are a lot of misconceptions with post-patent formulations, one of which is that the quality of the post-patent formulation will not be as good. This is not necessarily the case and in some instances, the post-patent product is actually produced by the original manufacturer or a quality third party.

Fertizona’s 23 years of experience can help you make decisions about post-patent products. We only market post-patent crop protection products when we see an opportunity to save our growers a significant amount of money, are confident in the formulation and the product has demonstrated successful local field performance.

The quality of post-patent products has improved dramatically in recent years and Fertizona is striving to demonstrate safety and efficacy through methodical testing. For more information about post-patent crop protection products available from Fertizona, contact your local field rep.

**Dennis Osborn, Sales Manager
Fertizona—Casa Grande**

Q. “Does Fertizona offer custom blends for my crops? I would like to use soil and petiole tests to build my fertilizer program.”

A. Yes, Fertizona offers superior blending capabilities and recently unveiled SmartBlends™ which are customized fertilizer blends based on soil, tissue and historical data. Your local field rep can work with you to gather and use analytical data to formulate an individualized SmartBlend just for you. See the SmartBlends article on page one of this issue of *Growing Smarter* and call your local Fertizona field rep to create a SmartBlend especially for your crops.

**Mike Espil, Manager
Fertizona—Yuma**

Q. “Does Fertizona sell seed?”

A. Yes, Fertizona sells seed. We offer a wide range of proprietary and standard seeds for row crops, forage, small grains, specialty seeds and even turf seed. Ask your Fertizona field rep about our seed offerings and start Growing Smarter.

**Gene Kempton, Seed Manager
Fertizona—Casa Grande**



If you have a question or comment for Fertizona to answer, jot it down and mail it to:

Growing Smarter, C/O Fertizona, 2850 S. Peart Rd., Casa Grande, AZ 85222 or fax: 520.836.3447, or e-mail tcurrie@fertizona.com

All questions will be answered promptly and if your question appears in a future issue of *Growing Smarter* we’ll send you a Fertizona baseball cap.

Your Fertizona Yuma Field Reps



Fertizona has knowledgeable and experienced fieldmen dedicated to help you Grow Smarter. The Yuma fieldmen are (L to R) Angus Brown, Gordon Goodwin, John Simms, Doug Canan and John Hume.

Gordon Goodwin Serves Yuma Growers

Gordon Goodwin has a lot on his mind with his upcoming marriage, but that hasn’t kept him from providing top customer service to his growers. As Fertizona’s pest control advisor, Goodwin’s responsibilities include inspecting citrus, produce, cotton and wheat crops. He is also involved with selling fertilizer and agricultural insecticides, fungicides and herbicides.

Born in Yuma, Goodwin was raised in Casa Grande, where he graduated from high school. He then attended the University of Arizona, where he received a Bachelor of Science degree in Agricultural Economics. He went to work for Fertizona, Yuma, in the fall of 1997 and has been there ever since. When it comes to his business philosophy, Goodwin says his priority is providing top-notch service to his growers.

“My main focus is to help my growers stay in business by looking out for their best interests. I enjoy going the extra distance for my customers, but more importantly, I strive to make sure they produce a high yielding, lucrative crop.”

When it comes to knowledge of his crops, Goodwin’s expertise is in cotton, vegetables and citrus, particularly lemon production. He helps his growers increase crop yields and manage their operations better, and more importantly, constantly maintains personal relationships with co-workers and the farmers themselves to ensure those yields.

“My experience in the industry, along with the advice and guidance from other employees at Fertizona, independent pest control advisors and the farmers I work with, have

all helped me reach my goals in assisting growers to increase their crop yields, and at the same time helping them with their operations.”

In his spare time, when he’s not busy preparing for his November wedding, Goodwin enjoys golfing, hiking and sport shooting. ▲

*Gordon Goodwin,
Fertizona
Field Rep,
Yuma.*



“My main focus is to help my growers stay in business by looking out for their best interests.”

TURFGRASS TECHNOLOGY

Prolong™ Fertilizer Greens Up Quick and Lasts

Golf course superintendents, landscape professionals and other turfgrass managers will be pleased to hear that Fertizona now has a slow-release nitrogen fertilizer that can be coated with micronutrients to deliver exactly what your turf needs.

“Prolong™ is our new greens-grade fertilizer with 25% organic material, which provides slow-release nitrogen benefits,” says Tim Lowry of Fertizona Turf Sales. “Furthermore, we coat each prill with iron, zinc, manganese,

boron and can add other micronutrients that may be needed based on a customer’s soil analysis.”

Local field trials have shown Prolong to be preferable to competing products. “A local golf course compared four fertilizers and our Prolong brand greened up quicker than anyone else’s right out of the chute, and it stayed green,” Lowry reports. “Prolong is a 17-0.5-0-19S product that contains a Class 1 Biosolid, which aids in nutrient uptake.”

Contact your local field rep or 623.935.4252 for more information about Prolong or Fertizona’s many other turf products. ▲

Call your Fertizona rep today for FertiTurf single-blend ryegrass and Pleasure-Plus three-blend ryegrass for winter overseeding!

FERTIZONA LOCATIONS

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or jb@canyoncomm.com

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

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*Fertizona has several locations
around Arizona to serve you.*



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