



GROWING SMARTER

News & Information To Help You Grow

Fertizona Gives Golf And Landscape Managers Everything They Need To Grow

There are many local companies who offer fertilizer products to golf and landscape professionals. Typically, they provide a one-size-fits-all approach to fertility, which does not meet a customers individual needs.

Through years of experience with turf and landscape, Fertizona has found its strength to be creating customized fertilizer formulations specifically for a golf course or landscape operation.

“We formulate custom blends based on what a golf course superintendent or turf manager is looking for,” says Larry McGee, Fertizona’s Lawn and Garden Manager. “On golf courses in particular, pH and water issues constantly challenge superintendents, so we’re available to help them make adjustments and deal with their unique issues.”

Fertizona has a broad range of turf customers—golf courses, wholesale nurseries, municipal grounds, school districts and more. Formulating customized products has provided many benefits to customers.

“Our SmartBlends™ are specially formulated with nutrient packages that will help the plants survive the hot temperatures in this area,” McGee stresses.

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Fertizona has worked with Superintendent Gari Scherting of Palm Valley Golf Club in Goodyear, to help him create spectacular conditions.



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COMPTON'S CORNER

Combine Forces To Increase Nutrient Uptake

Many growers ask me how they can get the most bang for their buck when it comes to fertilizer. Generally, we recommend taking soil and tissue samples and adjusting fertilizer levels to make sure your crops are getting the exact nutrients they need. Sometimes, it can be as simple as combining a product with your existing fertility program.

Growers who use UAN-32 know that this liquid fertilizer has a very high nitrogen content. What they may not realize is that a lot of this nitrogen may not be utilized to its full potential.

University data has confirmed that blending Ammonium Thiosulfate (Thio-Sul®) with UAN-32 slows

nitrification and soil urease, which results in more nitrogen being available to your crops. This slowing of nitrification decreases nitrogen leaching so more of the nutrient is utilized. In addition, by inhibiting the urease, the urea portion of the UAN-32 is stabilized so less volatilization occurs. The bottom line is that this slows nitrogen losses in starters and improves overall nitrogen utilization.

Adding Thio-Sul also provides sulfur, which is a vital component to various amino acids and aids nitrogen in protein synthesis.

As I mentioned before, make sure to take tissue samples to determine your specific sulfur needs. Many

growers in Arizona have combined UAN-32 and Thio-Sul with great results, so talk to your Fertiliza rep about this new process and give it a try. We just want to make sure you're getting the most out of your fertilizer for strong and healthy crops.

Jim Compton
President, Fertiliza



Jim Compton
President, Fertiliza

Thio-Sul is a registered trademark of Tessenlerlo Kerley, Inc.

Everything You Need To Grow [Continued From Page 1]

Having an exclusive focus on Arizona has allowed Fertiliza to learn from many years of experience with local turfgrass managers—who are saying good things.

“Fertiliza has given me excellent service based on my particular

needs,” says Gari Scherting, Golf Course Superintendent of Palm Valley Golf Club in Goodyear, Arizona. “Larry Allison is my rep and he has really offered a lot of flexibility in terms of providing me custom fertilizer blends and new pest control technologies.”

to service and price. In addition to great service, their products are very good quality.”

“They (Fertiliza) offer products that provide a lot of value,” — Gari Scherting



Palm Valley comprises two challenging 18-hole courses, which Scherting has been able to manage effectively with a customized fertility program.

“They offer products that provide a lot of value,” Scherting says. “It comes down

“We’ve never had a problem with Fertiliza,” agrees Al Messer with the City of Phoenix Parks and Recreation, who has been working with Fertiliza for about 16 years. “They are good people, they’re always polite and happy to service whatever your needs are. If they say they’re going to be there on Monday, they will be there on Monday.” ▲

Fertiliza helps keep Palm Valley Golf Club aesthetically pleasing.

Heat Stress Syndrome Leaves Cotton Growers Stressed Out

As summer gets into full swing, cotton growers are confronted with a problem that's becoming more and more common, Heat Stress Syndrome. Heat Stress Syndrome can cause substantial damage in cotton crops, according to Lin Evans, an independent agriculture consultant.

"The insidious thing about it is the fruit falls off," Evans explains. "You could deal with this problem a little better if just the leaf got burned, but having all the fruit falling off can really hinder a growing operation."

Lin Evans has seen an increase in Heat Stress Syndrome in cotton recently. "We had the hottest July on record last year and that's when it showed up on some of my growers' crops, pretty much overnight," Evans recalls.

Symptoms of Heat Stress Syndrome include the mid- to top-part of the plant turning yellow and the fruit falling off. Leaf burn is also a telltale sign of this growing problem. Unfortunately it's hard to predict and by the time it's identified, Heat Stress Syndrome may play havoc with cotton crops. "It usually shows up in July and by the time you know you have it, it's already too late."

Hope is not lost, as Evans explains, because some research with this problem has found a solution that has proven useful.

"A USDA researcher found Heat Stress Syndrome incidences in Imperial Valley in the early 90s and noticed that plants treated with



These leaves show signs of Heat Stress Syndrome, which can be devastating to your cotton crops.

Temik® didn't have this problem," Evans says. "It turns out that carbamates like Temik seemed to have a shielding effect against Heat Stress Syndrome."

Temik is a systemic insecticide in the carbamate class of compounds.

The product is typically used to treat thrips, spider mites, lygus bugs, and nematodes, but the additional

benefits of Heat Stress control make it a smart choice for cotton growers.

"Based on the USDA research, they're not sure why it works, but it does," Evans explains. "There may be some sort of growth regulator in the carbamates that makes the cotton more heat tolerant."

Several nutrient regimes have been tested to see if they have an effect on Heat Stress Syndrome, including a foliar nutrient program, but nothing seemed to make a difference, except for the carbamates.

Evans recommends growers who are concerned about Heat Stress Syndrome apply Temik at the standard rate around July.

"If you're having some kind of problem with lygus or something of that nature in June or July, I would definitely recommend Temik to prevent Heat Stress as well," Evans says. "I'm doing some trial work with the university to see if we can make this problem a little more predictable so we can help growers treat it better." ▲

Temik is a registered trademark of Bayer Crop Sciences.

"Temik® seemed to have a shielding effect against Heat Stress Syndrome."—Lin Evans

Plant Mapping Gets You Where You Want To Go

When making decisions that affect your crops, would you rather have strong evidence based on solid data, or simply guess? Many cotton growers are foregoing the guesswork and choosing to go with an evidence-based approach—with great results. Plant mapping is one way cotton growers are making better decisions.

Plant mapping is a two-pronged process that entails measuring a plant's height-to-node ratio and fruit retention to better determine which actions to take. This makes it easy for growers to plan their fertilizer or plant growth regulator applications, saving money by making more precise decisions.

“Plant mapping takes the subjective nature of scouting for plant growth out of the equation,” says Ken Narramore, an independent agricultural consultant. “This helps determine the amount and frequency of nitrogen and PIX® (Mepiquat Chloride) applications.”

The process of plant mapping entails taking a sample of five plants, measuring the total height and counting the number of nodes on each plant to find the height-to-node ratio. Combining that information with heat unit data gives the grower a number on which you can base some of your input decisions.

“If the height-to-node ratio is too short, you probably have to push



Plant mapping allows growers to apply fertilizer or plant growth regulators based on data gathered about plant characteristics.

the plant by putting more fertilizer and water on it to encourage plant growth,” Narramore suggests. “If the number is too high, you might consider a Mepiquat Chloride application.

“Using a plant growth regulator like PIX actually inhibits vegetative growth and shortens internodes, getting the plant in a more optimum fruiting mode,” he adds.

On the other side of the plant mapping equation is the fruit retention analysis,

where you count the number of aborted fruiting sites. This information can be helpful to growers when combined with the height-to-node ratio data.

“If you have high fruit retention and a short height-to-node ratio and the plant needs to be pushed or it's going to cut out, that type of information will help growers make more informed decisions about their management of the crop,” Narramore explains.

Narramore works closely with growers to map their crops weekly as they approach peak bloom so he can help growers plan their nitrogen applications. This precise approach has helped growers time their applications accurately, rather than guessing when a product should go down.

For more information about plant mapping, please contact your local Fertizona field rep. ▲

PIX is a registered Trademark of BASF Corporation.



Fertizona uses precise software tools to analyze data for plant mapping.

Supr-Spred Is The Best Choice For Your Spread

When you're using a high-quality product, you want to make sure everything you combine with that product is also superior quality. For example, you wouldn't put worn-out old tires on a classic Mustang. Likewise, you wouldn't want to put a shoddy television antenna on a wide-screen, high-definition TV.

The same is true with adjuvants. If you're paying \$500-700 per gallon for a crop protection product, you want to maximize its effectiveness by mixing it with a high-quality adjuvant like Supr-Spred.

Supr-Spred is a 90% non-ionic spreader, activator, soil penetrant and defoamer available from Fertizona. It makes crop protection products work better by helping them spread more consistently.

"The primary function of Supr-Spred is to prevent the liquid from beading by breaking the water surface tension," says Dennis Osborn, Fertizona's Crop Protection Sales Manager. "What you get is a sheeting action that allows the product you're mixing it with to spread evenly over the leaf."

This general purpose spreader-penetrant can be used with insecticides, fungicides, pre-emergence herbicides, miticides, defoliant and desiccants. By preventing beading, Supr-Spred ensures consistent application and absorption. Growers should make sure to use Supr-Spred where a non-ionic spreader (NIS) is specified.

"When you're applying expensive chemistry, you want to make sure it's being utilized to its maximum potential," Osborn emphasizes. "If

you don't put anything with it, you run the risk of nullifying all the benefits of the active ingredient."

As a soil penetrant, this product can also be used to wet golf course greens and other areas where deep soil penetration is needed. "It has several turf benefits as well, such as getting frost off the greens and deeply penetrating the soil," Osborn explains.

Supr-Spred can also be used to de-dust roads.

"It actually makes the water wetter," Osborn explains. Using Supr-Spred in conjunction with water aids in dust control, especially when used repeatedly.

The defoaming properties of Supr-Spred provide another advantage for growers. The small amount of silicone present in Supr-Spred lessens mixing problems presented by foam. "As a rule of thumb, growers should put their surfactant in the mix first to prevent foaming. If they don't, it's like pouring your beer straight into the glass. No one likes all that foam," Osborn jokes.

Please follow label directions to ensure proper rates and usage. Contact your Fertizona field rep for more information about Supr-Spred.



Supr-Spred prevents the liquid from beading by breaking the water surface tension



Mixing Supr-Spred with crop protection products increases absorption.

Q & A

TURF

Q. I have done several pH tests on my golf course and it keeps coming up acidic. What effect does this have on the fertilizer I put down and what can I do to decrease the acidity?

A. There can be several problems if you have acidic soils. Potash and phosphorus are particularly susceptible. Basically, these nutrients are chemically tied up and unavailable to the turf, so there is no root uptake. Acidic soils are also a problem for nitrogen because it is more prone to loss by leaching, denitrification or volatilization in acidic soils. When the soil pH is ideal, phosphorus, potash and nitrogen are more available to the turf and are more likely to be absorbed. If you have acidic pH, I



Turf managers can improve their fertility program with a customized SmartBlend from Fertizona.

would suggest you call your Fertizona field rep to help diagnose and treat the problem.

Larry McGee, Fertizona—Casa Grande

Q. The weather is heating up earlier than usual this year. With the major heat coming soon, what can I do to make sure my turf is healthy and vigorous this summer?

A. An early application of a complete fertilizer formulation before hot weather will allow the plant time to use the nutrients in order to build resistance to heat stress, disease and wear. Call Fertizona for a customized SmartBlend™ that will provide these vital nutrients just for your landscape or golf operation.

Larry McGee, Fertizona—Casa Grande

Q. I want my Bermuda to really perk up this summer. Do you have any fertilizer recommen-

Fertizona recommends an early fertilizer application to get a jump on the summer heat.

dations that can help me achieve this?

A. Turfgrasses will benefit from an early application of a well-rounded turf blend that is high in nitrogen and has a complete nutrient package. Early applications will give the turfgrass time to use the formula before the summer heat arrives, thereby decreasing stress to the plant. Fertizona can help with one of

our SmartBlend formulas that will fit your needs. Give your rep a call for more information.

Larry McGee, Fertizona—Casa Grande



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

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Casa Grande, AZ 85222
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.



Tom Montoya Connects With Growers

As manager of Fertizona—San Tan, Tom Montoya has a lot of ground to cover in Chandler, Gilbert, Casa Grande and Stanfield. Within that area, Montoya services many growers who have very different needs.

“Our customers grow mainly cotton, alfalfa, field corn, small grains and some melons,” Montoya says. “We also do some sweet corn in the spring and fall.”

Growing up in Casa Grande gives Montoya a good feel for the specific needs of Arizona agriculture. An ASU graduate, Montoya has been with Fertizona since 1986 helping local growers get the most out of their crops.

“We consult on a lot of cotton on upland acreage, we even grow some Pima” Montoya says. “It’s mostly furrow and flood irrigated.”

In Montoya’s areas, growers plant mid-to full-season cotton. With the cotton season usually running from April to September, Montoya has to work with his growers very closely to make sure potential problems are taken care of in a timely fashion.

“Producing a quality crop within a given budget is a big concern to growers, so we try to stay in close contact,” Montoya explains. “We communicate with growers often and provide recommendations based on our experience and the data we collect.”

Montoya says that maintaining a good relationship with growers is



Tom Montoya says communication is key when it comes to helping his cotton growers.

based on meeting their specific needs.

“Everyone is such an individual out there and that’s the key,” Montoya says. “There is no right or wrong way to do things so you have to be aware of the demands of your grower, and meet those demands.”

Montoya and his team do a lot of hands-on scouting and soil testing for their growers. He says that solving pest problems involves maintaining an open dialog with growers...and PCAs.

“I stay in touch with a few PCAs in the area and find out what’s working and what’s not working, and what experience people have with these newer products,” Montoya reports.

Lygus and whiteflies are pervasive problems for cotton growers in

Arizona. Montoya says keeping in touch with your rep will help you stay on top of everything.

“We try to have a good rapport with growers,” Montoya says. “There are no shortcuts to what we do. It’s time consuming, but if we can help a grower have a good season we’re doing our jobs.” ▲



Tom Montoya manages Fertizona—San Tan and keeps in close contact with his growers.

NEW EMPLOYEES

Fertizona would like to welcome the following people to the Fertizona team.

Felipe Ruiz — Fennemore, Driver

John Long — Buckeye, Driver

Anthony Chihanik — Fennemore, Driver

Michael Hart — Buckeye, Driver

Rod Gomez — Casa Grande, Driver

Bobby Hall — Casa Grande, Driver

**Ann Young — Fennemore
Turf & Ornamental Salesperson**

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FERTIZONA LOCATIONS

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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

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Tim Walsh—Manager

Fertizona—Fennemore

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Craig Allen—Manager

Fertizona—Roll

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Doug Canan—Manager

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Fertizona—Willcox

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Mike Espil—Manager

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