



GROWING SMARTER

News & Information To Help You Grow

Maximizing Herbicide Efficacy Despite The Southwest's Hard Water Water Conditioning Tips

The West's notoriously hard water makes the face of a coffee connoisseur wince when imagining the consequences of pairing it with a fine roast. Naturally, only the purest, filtered water will do when brewing.

So, if you've just spent thousands of dollars on herbicides that didn't work effectively, then you might want to consider proper water conditioning to help you achieve greater return on your investment.

"I can't tell you how common it is for growers to buy extremely expensive herbicides and then use less-than-ideal water as a carrier, which is why water conditioning is

so important," says Dennis Osborn, Crop Protection Sales Manager at Fertizona-Casa Grande.

Battling Hard Water

In the Southwest, natural waters contain calcium and ferric ions. Water hardness is measured by the concentration of these ions. So, more ions mean a higher degree of hardness.

When used with herbicides, the hard water ions combine with the salt and with some of the herbicide to form an insoluble salt. When the insoluble salts fall out from the solution, they decrease the effectiveness of the herbicide.

Many herbicides, including Roundup®, Clarity®, Prowl®, Accent®, Credit®, Select®, Raptor®, Pursuit® and others, are adversely affected when hard water is used as a carrier.



Adding AMS MAXX and/or other water conditioning products to your mix can help increase the effectiveness of your herbicides.

Water Conditioning Is Key

Proper water conditioning helps eliminate this problem. It is the process of adjusting hard water to reduce its negative effects on the efficiency of herbicides.

"Because water in the Southwest is not the best for applying herbicides, proper water conditioning practices are a must," Osborn says. "I advise our customers to use ammonium

(Continued on page 2)

We offer Ammonium Sulfate in these formulations:

- AMS MAXX, 2.5 gals.
- AMS Premium Liquid, 2.5 gals., 1 pint
- AMS Premium Blend, 51# bag
- Spray Grade AMS, 51# bag

IN THIS ISSUE

Performance Profile
Higher Yields With Roundup Ready Alfalfa

3

Tech Support
Is Fertizona "Turf" Enough?

4

Meet Your Rep
Behind The Scenes, Diane Lazenby-Gray Works To Keep Farmers Happy

7

Making Our Own Makes It Better For You.

One way we ensure that we deliver high-quality products to our customers at low prices is by doing our own manufacturing and reacting. A great example of this is 10-34-0, which we manufacture ourselves.

Most suppliers buy their 10-34-0 and resell it to growers, but Fertizona has a portable reactor with a self-contained power source that can manufacture this fundamental fertilizer product on-site—saving the grower on shipping costs.

10-34-0 is manufactured via a reaction between 70 percent super phosphoric acid and 82 percent

anhydrous ammonia. This reaction heats the solution to 650 degrees F. When transferred to the tank, the machine then cools it to 82 degrees. This process makes storage easier and results in a cleaner, better quality product. Being able to oversee our 10-34-0 manufacturing is very important in bringing you the best quality product possible.

Please keep an eye out for the next issue of Growing Smarter. We'll have a more detailed article about our 10-34-0 reaction process and how it benefits Arizona growers.

Jim Compton



Fertizona owners Jim Compton Jr. and Jim Compton Sr. with the mobile reactor.

Maximizing Herbicide Efficacy

(Continued from page 1)

sulfate to reduce the effect of hard water on herbicides.”

“Adding ammonium sulfate will bind with the calcium, allowing the glyphosate molecule to go into the plant or the weed to kill it,” says Ken Narramore, an independent pest control advisor in the Buckeye area. “If we don’t add ammonium sulfate to hard water, then it’s going to tie up the herbicide, which will decrease its effectiveness.”

AMS: An Effective Solution

Both Compton Ag Services and Fertizona offers several ammonium sulfate products that can successfully increase herbicide efficacy.

“While there are other water conditioning agents available, ammonium sulfate is the best product available for conditioning water,” says Narramore. “You will see improved results with AMS.”

These products work in two ways:

- The ammonium enhances herbicide uptake on certain weeds and reduces the pH of the water.
- The sulfate ties up salts such as calcium and magnesium to keep it from binding with the herbicide. The result is better herbicide performance.

“When you’re mixing, you want to add all of your water to your tank and then add the ammonium sulfate,” says Narramore. “Allow the ammonium sulfate or the AMS premium liquid to completely dissolve so that the reaction can take place and the calcium is kept from tying up the herbicide.”

Osborn also recommends not using water sources such as irrigation canals or ponds, which generally have high levels of dissolved solids and dirt.

“I suggest using a water source that’s free of dirt, grit or other organic matter,” Osborn says. “Water sources with a significant amount of soil particles reduce herbicide efficiency and can’t be fixed with ammonium sulfate.”

AMS Mixing/Application Tips

- Apply 2% AMS by weight or 17 lbs. of dry AMS per 100 gallons of water as a standard application rate.
- Mix AMS into the spray carrier before the herbicide. Consult the label for mixing instructions.
- To enhance herbicide performance, use AMS with nonionic surfactants. Consult the label for mixing instr.
- When spraying pesticides, the pH of the water used should be slightly acidic (pH 4-6).

Higher Yields With Roundup Ready Alfalfa

Anything that can maximize a grower's crop is sure to be a hit—which is why we are proud to offer the Roundup Ready® alfalfa varieties.

“This alfalfa seed contains Roundup Ready technology, which can withstand applications of Roundup WeatherMax,” explains Gene Kempton, Fertilzona's Seed Products Manager. “It thereby gives you a better chance of high yields of quality, weed-free alfalfa.”

Switching To Roundup Ready Alfalfa

Michael Mullion is a grower at Red River Farm, a 4,000-acre farm in Blythe, California. Before using Roundup Ready alfalfa, Mullion says he had problems with injuring his alfalfa whenever he sprayed herbicide over his field.

“In the past, after planting the conventional alfalfa variety and spraying it with a traditional herbicide, we experienced a stunting effect in our alfalfa,” says Mullion. “That was why we decided to look at the Roundup Ready alfalfa—so we can apply herbicide over the alfalfa without getting any stunting effects.”

Features

- Fewer weeds
- High-quality alfalfa
- Greater alfalfa yield potential
- Crop safety

Clyde Sharp, owner of Lyreedale Farms in Roll, Arizona, agrees, saying, “It's really difficult to control a field of alfalfa once weeds start



Michael and Bob Mullion of Red River Farms experimented with Roundup Ready alfalfa to avoid stunting effects after over-the-top applications of other various herbicides.

popping up because there's just nothing you can spray without injuring your alfalfa crop. That's one of the reasons we've started using Roundup Ready alfalfa.”

Roundup Ready Results

With proper application, Roundup Ready alfalfa allows growers to clear their fields of weeds with reduced risk of harming the alfalfa. When Mullion applied his first herbicide on Roundup Ready alfalfa, he says he did not get a yield reduction, which he usually gets with conventional alfalfa varieties.

“Since we started using Roundup Ready alfalfa, our alfalfa has been virtually 90 to 95 percent weed-free,” says Mullion. “In the past, we've lost yields because we used a stringent weed-control program to control the nutsedge and sprangletop. With the Roundup Ready alfalfa, we're gaining yields because we can apply Roundup herbicide and not injure the crop.”

With about 90 percent control of his weeds, Mullion says Roundup Ready alfalfa's biggest benefit is greater weed control. He says that with fewer weeds in the forage, he can now provide higher-quality alfalfa to his customers, especially during the summer months when weeds and grasses run rampant in alfalfa fields.

So Far, So Good

While Sharp is still experimenting with Roundup Ready alfalfa and has not seen concrete results yet, he is optimistic about what it can do for his operation in the long run.

“Right now, as far as quality and yield, we like what we see,” says Sharp. “I anticipate that Roundup Ready alfalfa will save us some labor down the road—that's why we planted it in the first place. I anticipate not having to do a lot of re-seeding like we did on the other varieties.” ▲

PRODUCT SPOTLIGHT

Is Fertizona “Turf” Enough? Getting Ready For Overseeding



Firerock Country Club, Fountain Hills, AZ

Pasteurized Poultry Manure (PPM), UMAXX, N-Control and pHairway can help turf managers prepare for overseeding this summer.

Summer is coming to a close, and once again turf managers everywhere are getting their Bermudagrass prepped for overseeding.

“August and September are really the focal point for preparing the soil for overseeding,” explains Fertizona-Fennemore’s Tim Lowry. “Those are the last two months turf managers have to get their Bermudagrass to grow vigorously and healthy before they tear it up and scalp it.”

Turf Challenges

Between August and September, Lowry says water and soil treatment is extremely important to help re-establish the Bermudagrass in preparation for overseeding. For turf managers, the biggest challenge is the lack of Bermudagrass on the fairways or roughs. In some cases, Lowry says

these areas get so bad that turf managers are forced to re-sod them.

So to help keep your turf as healthy and green as possible this time of year, Lowry recommends a number of products.

August and September are the last two months turf managers have to get their Bermudagrass to grow vigorously and healthy before they tear it up and scalp it.

Add PPM To Your Program

Lowry suggests using Pasteurized Poultry Manure or PPM—a very popular product often used between

July and September, which helps combat poor-quality turf areas.

“It’s an organic chicken fertilizer that helps amend the soil in preparation for going into dormant season,” says Lowry. “It builds up the organic compounds in the soil before the Bermudagrass goes dormant.”

Controlled-Release UMAXX

Another product that might also be helpful during this time of year is UMAXX®—a controlled-release stabilized nitrogen. The nitrogen works its way into the soil with watering and grabs on as a positively charged product. It bonds to the soil, which is negatively charged, and sits there until the plant needs nitrogen.

“For 12 weeks, it slowly releases nitrogen into the soil,” Lowry says. “It feeds the Bermudagrass and preps it for overseeding.”

N-Control & pHairway Take Control

N-Control and pHairway® are other highly recommended products between July and September. Similar to UMAXX, N-Control is stabilized nitrogen that gives a controlled release of nitrogen and contains N-pHuric acid that treats the soil and water. Another added benefit is that it eliminates problems with volatilization and leaf burn.

N-Control and pHairway help treat the water and push the salt down deeper into the soil.

pHairway is an N-pHuric acid that helps treat the water. Its rainwater qualities knock salt particles off the soil and take it down with water that is below the root level, which is good for Bermudagrass.

“Both products help treat the water and push the salt down deeper into the soil,” Lowry says. “It helps with the flocculation of the soil and makes the Bermudagrass become healthy and established, which in turn is going to help them with overseeding and the transition to dormant season.”

Customized Turf Care Solutions

Of course, it’s important to keep in mind that every golf course will have its own unique set of issues to deal with during these months—and Lowry is making sure he’s providing the service turf managers need.

“Every course varies and every superintendent has different issues from time to time,” Lowry says. “We customize our recommendations to suit the needs of every turf manager.” ▲

Application Rates *

Rates may vary based on soil texture and plant populations. Consult your label or contact your sales rep.

Pasteurized Poultry Manure

Rate: 400-500 lbs./acre

UMAXX

Rate: 1-1½ lbs./acre

N-Control

Rate: Approx. 6 gal. per acre per month

pHairway

Rate: Approx. 6 gal. per acre per month

**Rates may vary.*



Tournament Players Club of Scottsdale, AZ

CUSTOMER SPOTLIGHT

Bryan's Landscape Service Dedicated To Fertilzona

With loyalty comes longevity. That's the mark of one landscaping service in Phoenix, Arizona. For more than 10 years, Bryan's Landscape Service has been a loyal and satisfied customer of Fertilzona.

"My experience with Fertilzona has definitely been a positive one," says Bryan Riddle, owner of Bryan's Landscape Service.

Maintaining Landscapes

Located on 38th St. and Shea in north Phoenix, Bryan's Landscape Service has been in business since 1987. Riddle has about 15 employees working on nearly 180 residential clients in the Scottsdale/Paradise Valley area.



Bryan Riddle is the owner of Bryan's Landscape Service.

These include ammonium sulfate fertilizers, Poast® herbicide, MSMA herbicides, SedgeHammer® herbicide and Merit® insecticide. He adds that Merit is the best pesticide he's come across.

effective, they also don't create a mess when applied. "Ever since I switched to the homogenous blend of fertilizer, we have not had any problems with staining walkways and pools."

"All of the products I get from Fertilzona have worked very well for me," Riddle says. "I've had no problems so far and I've gotten very good results with all of them."

Quality Service

Riddle says that Fertilzona-Fennemore's field rep Larry Allison delivers superb service to his company.

Riddle strongly recommends Fertilzona's fertilizers, especially agricultural acid. He says that not only are Fertilzona fertilizers

"I'm not easy to deliver to—you need a key, an alarm code and you have to go through several steps just to deliver my products," says Riddle. "But with Fertilzona, I've never had any problems with getting the products I asked for. They always deliver them when they say they will."

Riddle adds that he has nothing but great things to say about Fertilzona field reps.

"Fertilzona has the best field reps that I've ever dealt with at any company," stresses Riddle.

Turf Tip

Ask your Fertilzona field rep for cool weather SmartBlends™ for turf.

"Most of my work consists of your regular landscape maintenance—planting, gravel work, lawn care, tree trimming, sprinkler repair and maintenance," says Riddle. "Basically, we handle anything and everything that has to do with residential landscaping. We take care of all of it."

Quality Products

Riddle uses several of Fertilzona's products—and he has great confidence in them.

Bryan's Landscape Service At-A-Glance

Founded: 1987

Location: 38th St. & Shea Rd

Employees: 15

Products: Ammonium sulfate fertilizers, Poast herbicide, MSMA herbicides, SedgeHammer and Merit insecticide.

Behind The Scenes, Diane Lazenby-Gray Works To Keep Growers Happy

Sometimes it's the people behind the curtain who make everything work out. At Compton Ag Services, the reps you see out in the field aren't the only ones making sure you get the products you need. So while you may not see much of Diane Lazenby-Gray in the field, she's always working behind the scenes to make sure growers are successful.

Emphasis On Customer Satisfaction

"The number one thing about my job is making sure farmers get what they need to grow a successful crop," Diane says.

Born and raised in Blythe, California, Diane worked for the Dune Company before it was purchased by Compton Ag Services. Diane says, she enjoys the atmosphere at Compton Ag Services.

"It's important that growers get utmost satisfaction from our services—from the moment they place an order all the way to invoice."

"You're not just a number in a corporation here," Diane says. "I like the fact that Compton Ag is still a family-owned and family-run business."

Making Sure Growers Get What They Need

As operations manager, Diane takes orders from growers and dispatches delivery personnel

to the appropriate locations. Essentially, she makes sure growers receive the correct products on time. Diane is also responsible for purchasing orders of crop protection products, so she keeps a close eye on the supply and demand, which also means working closely with the company's in-house PCA's.

"I go out to the yard to do the inventory for bulk fertilizers," Diane says. "For pesticides, I go to the warehouse and keep track of how much we have. It's important we don't run out of anything."

The Compton Ag Services location in Blythe is fully equipped with scales and certified weigh masters, which Diane works closely on with Wilma Fulmer, customer service assistant. They weigh trucks coming in and out, and after the fertilizers, pesticides and other products have been loaded, They check them again to ensure the correct goods are ready to go.

Providing Solutions

But when there's a minor glitch in the system, Diane says finding a solution becomes her top priority.

"I make sure our growers are getting the right amount of products, at the right location, at the right time," she says. "It's important that they get utmost satisfaction from our services—from the moment they place an order all the way to invoice."

When something goes wrong, Diane says that honesty and a cool head



Wilma Fulmer (L) and Diane Lazenby-Gray work together at Compton Ag Services, in Blythe, California.

are key. She says it's really just a matter of getting to the root of the problem.

"Whenever there's a problem, our staff gets to the bottom of it so we can fix it as soon as possible," she explains. "I ask them what we can do to make our services better."

In her spare time, Diane enjoys raising cattle, hunting, fishing and spending time by the river. Her son is 26 and her daughter is 24. She also has a grandson.

"I think one of the reasons I love my job as much as I do is because everyday I get to talk to the farmers that I grew up with," Diane says. "I know a lot of the farmers and enjoy talking to them very much." ▲

LOCATIONS

Fertizona—Casa Grande Main Office

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

Dennis Osborn—Crop Protection
Gene Kempton—Seed Products
Jimmy Compton—Crop Nutrition
Lamont Lacy—Credit Manager
Larry McGee—Lawn & Garden
Jeffrey Benge—Fertizona Controller
Barb West—Compton Ag Services
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—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
Lee Walker—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 Muñoz in Mexico at
011-52 (662) 280-0121

Compton Ag Services— Blythe*

19751 South Defrain Boulevard
Blythe, CA 92225
(760) 922-3117
Tim Walsh—Manager



Fertizona accepts Visa
and MasterCard.

*Unavailable at these locations.

Fertizona now offers competitive
financing programs with crop terms

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

www.fertizona.com

www.comptonag.com



2850 S. PEART RD.
CASA GRANDE, AZ 85222



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

Return Service Requested