



GROWING SMARTER

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News & Information To Help You Grow

Arizona Cotton Growers Face Many New Choices

Trust Fertizona for the latest advice about products and treatments

Anybody who's been involved with agribusiness for more than a few days knows that changes come quickly and often – and not just to prices and weather.

In recent years, technology has launched a steady stream of new genetics, chemistries, communications tools and much more, and sometimes it's hard to keep up with.

"Growers have a lot of different things coming at them at once, and it can get kind of overwhelming," said Dennis Osborn, Crop Protection Sales Manager, Fertizona. "Some of the plant genetics we're seeing are new frontiers. We don't know their full potential yet."

Part of the problem is that the changes and developments don't come at the same speed,

especially when government agencies get involved. For example, there are several new cotton seed varieties which have been approved for a while, but the industry is still waiting to know more about how those crops can be treated with over-the-top herbicides.

"We actually got good news about that recently," said Paul Sawyer, Arizona District Sales Manager for Monsanto. "The EPA (Environmental Protection Agency) announced approval of dicamba (broadleaf herbicide) to be used on our cotton seed, even though the seed itself was already approved."

The new registration allows for a less-volatile form of dicamba to be applied on dicamba-tolerant cotton – a combination designed to fight weed resistance while also reducing risks of herbicide drift.

"The future is bright for cotton growers."

– Junior Evans,
Sales Representative,
Dow AgroSciences

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PCA Chuck Boyd truly loves what he does

A New President, A New Environment For Agriculture?



Jim Compton
President, Fertizona &
Compton Ag Services

The biggest news story of 2016 was obviously the election of Donald Trump. A lot of people weren't expecting that, which leads to the question of what can we expect now? How will a Trump administration affect agricultural policy, especially for the Southwest?

At the recent annual meeting of the Agricultural Retailers Association (ARA), the Trump presidency was one of the main topics of conversation, with most people agreeing that it currently represents a lot of unknowns. In his run to the White House, Trump addressed a wide range of issues that involve us on a daily basis, such as regulatory relief, tax reform, immigration, healthcare, national infrastructure and trade.

Some very serious challenges to consider are the rising trend of anti-globalization and uncertainties about international economic and political conditions. Today American agriculture is more export-dependent than ever, as expanding markets in the Far East and Middle East look to the U.S. for reliable sources

of high-quality forage, fiber and other crops. Disruptions in those supply chains could have devastating results on local growers.

Other looming issues include what ARA President and CEO Daren Coppock called "regulatory underbrush" in the EPA and OSHA. In other words, we need to clear out unnecessary restrictions that get in the way of efficient progress. At the same time, we have to hope the government under Trump will continue to provide and support vital protections that agriculture needs, such as assuring proper maintenance of U.S. waterways and roadways so commodity shipments can keep flowing freely.

Even though the speakers and attendees at the ARA conference agreed we are entering a highly uncertain political cycle, they also felt that agriculture in 2017 is in good shape for smoothly making the transitions. Let's all do what we can to prove them right as the new administration gets underway.

Story continued from cover

"Everybody's worried about drift," said Osborn, "and there are bigger issues here than just stacked traits and new seed varieties. This season, growers really have to rely on the discretion of their field man to know how to comply."

"There are a lot of questions, but the future is bright for cotton growers," added Junior Evans, Arizona Sales Representative for Dow AgroSciences. "We're developing new technology to deal with resistant weeds and to fight other problems, so growers will soon have better tools."

Exciting new varieties available

As Osborn noted, growers should consult with their field reps and PCAs with specific questions about seeds and treatment options. Your Fertizona branch location is also an excellent source of advice and support. As you make your planting decisions, there are many promising cotton varieties to consider.

"My top recommendation is our new DP 1549 B2XF," said Sawyer. "It's outperforming the older varieties for both lint and fiber quality, and consistently winning yield trials in test plots."

For many years, Deltapine varieties such as DP 1044 B2RF have been the benchmarks for southwestern cotton growers, but Sawyer expects the new seeds to replace them as the popular choices.

"Our technology platforms are giving cotton growers more flexibility to deal with resistance issues," Sawyer said. "And when growers exploit the technology, it helps them to maximize their value per acre. That's the key."

For this season, Evans is recommending a number of excellent, high-yielding PhytoGen® varieties, such as PHY 444 WRF. It has an exceptional fiber quality package, including very long staple length and low micronaire.

"The 444 does really well, and it's paying premiums for its staple length," he said. "Another great variety is PHY 333 WRF. It's my best choice for an early-season cotton crop."

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**"RF" stands for
Roundup Ready® Flex**

Evans also noted three promising new Pima cotton varieties available from Dow AgroSciences, including PHY 841 RF and PHY 881 RF. ("RF" stands for Roundup Ready® Flex.)

"The 841 and 881 varieties were new last year," he said, "and for 2017 we're introducing our next new Pima variety, PHY 888 RF."

"As all these new things come out, Fertizona is learning along with everybody else," said Osborn. "It's our job to stay a step ahead, because we want to be the growers' best-informed source for cotton inputs and solutions."

For more information about products for cotton, contact your local Fertizona or Compton Ag office or visit www.fertizona.com.

Santa Rosa Produce

Maricopa, AZ

Growing melons with the sweet taste of success

“This business is hard work, but it’s been a great ride.”

– Cindi Pearson, Santa Rosa Produce

Family-owned Santa Rosa Produce in Maricopa, Arizona, is one of America’s leading growers and distributors of melons. For years, several huge food retailing chains have counted on them for great-tasting, high-quality produce.

Santa Rosa is owned and operated by the husband-and-wife team of Cindi and Larry Pearson, who oversee every aspect of growing, harvesting and shipping. They’re assisted by a full-time staff of about 40 employees, but that number swells to almost 1000 part-time workers during the summer and fall harvesting seasons. Cindi and Larry also represent the third generation of Pearson family ownership. Santa Rosa was originally established by Larry’s grandfather when he moved to Yuma, Arizona

from California in the 1950s. He later relocated to Maricopa when he got a great deal on the land at an auction. The fourth generation of the family is the Pearsons’ daughter Lisa, who has a Ph.D. in Psychology but still enjoys walking the fields and working with the crops. Lisa has two children, so the family’s fifth generation is already being groomed.

Today Santa Rosa cultivates over 4500 total acres, with about 3500 of them in melons, mostly cantaloupes and honeydew. The operation also has approximately 550 acres planted in cotton, which not only provides a valuable crop of its own, but supports the melons as well.

“Rotating out of cotton helps to clean things up in a field,” explained Cindi, “especially cantaloupe, which does really well when it’s planted after cotton.”

That effective rotational strategy says a lot about the Pearsons, who are known for developing advanced techniques to improve their operational efficiency along with the quality and taste of their produce. Santa Rosa even has its own state-of-the-art cooling facility to further assure top melon quality.

Another impressive example of the Pearsons’ successful innovative thinking is Santa Rosa’s

unique use of drip irrigation throughout the growing operations.

“In 1995, we started experimenting with the drip systems on certain acres,” Cindi said, “but after we saw how well it worked, we eventually went to 100% drip irrigation. It makes a big difference for us.”

“Santa Rosa is a great operation with a lot of interesting history,” said Tom Montoya, PCA, Fertilzona - Casa Grande. “And they’re really good people. I’ve known them for 25 years, and I’ve been working with them on their cotton crops for at least the last ten.”

Fertilzona is honored that Santa Rosa counts on us to provide a wide variety of products for their cotton, mostly fungicides, insecticides, herbicides and defoliants.

“Tom gives us excellent service,” Cindi added. “We’re always dealing with factors we can’t control, and we trust him to help us identify problems. This business is hard work, but it’s been a great ride.”

To learn more about the Pearsons and Santa Rosa (including cantaloupe recipes), please visit www.santarosaproduce.com.



Make Your Chemicals Work Harder with

SMARTLINE™ **Rev-It™**

SmartLine™ Rev-It™ is Fertizona's exclusive spray adjuvant that can significantly increase the coverage, penetration, absorption and activation of chemical sprays. Rev-It improves the passage of pesticides through plant cuticles, instantly making your sprays more effective and economical.

"Rev-It spreads well on leaves and then enhances the uptake and performance of post-emergent herbicides," said Dennis Osborn, Crop Protection Sales Manager, Fertizona. "Rev-It basically heats up the herbicides so they can control weeds faster and more thoroughly."

Rev-It is based on a proprietary, multi-component formulation of methylated seed oils. It was developed as an alternative for non-ionic surfactants and crop oil concentrates

or petroleum oils, with the goal of maximizing the value of crop protection chemicals. And it works. University research has proven that methylated seed oils increase the consistency and performance of post-emergent herbicides.

"By improving your weed control, Rev-It not only promotes yield potential, but it can also save you money by allowing you to avoid re-treatments," added Osborn.

SmartLine Rev-It may be applied by air or ground and can be used with herbicides, defoliants, desiccants, fungicides, insecticides and miticides.

Typical application rates vary from 1.5 to 2 pints per acre, depending on water hardness, spray droplet size, weed populations and other

factors. Be sure to follow label directions for Rev-It and the pesticide being sprayed. If applying to a sensitive crop, treat a small area first and check for adverse effects on the crop. Also use extra caution with selective herbicides.

Rev-It is the latest addition to our SmartLine group of products -- Fertizona's complete line of adjuvants, surfactants and water conditioners. Fertizona is continuing to develop as many products as possible which are available for use in New Mexico and California as well as Arizona.

For more details, talk to your local Fertizona or Compton Ag representative or visit www.fertizona.com/products.

Mixing Business With Pleasure

PCA Chuck Boyd truly loves what he does

A recent news report claimed the vast majority of Americans don't like the work they do, but Independent Pest Control Advisor Chuck Boyd, Fertilzona - Casa Grande, fortunately isn't one of them.

"I love my job," he said enthusiastically. "I've always preferred being outdoors, and I like checking crops and working with growers."

Growing up in Coolidge, Arizona, Boyd discovered at an early age that he enjoyed agricultural work. After graduating from the University of Arizona with a degree in Agronomy, he began his career with the Pure Gro fertilizer company, but it went out of business in 1992. Luckily for Boyd—and for us—a friend then introduced him to Fertilzona.

"I've never stopped trying to improve how I can help my growers."

– Chuck Boyd,
PCA, Fertilzona - Casa Grande

Today Boyd provides consulting services for a group of successful central Arizona growers who represent about 8,000 acres of crops, most of which is planted in cotton or alfalfa, along with corn, wheat, barley and other crops. Throughout his long career, Boyd has earned a reputation for his skills and knowledge about Arizona crop production, and he always wants to enhance his abilities.

"I've never stopped trying to improve how I can help my growers," he said. "I am always looking for new and better ways to farm."

Boyd is married, and his wife's name is Shari. His first wife died in 2002, and Shari's first husband passed away in 2004. The couple met through eHarmony in 2009 and quickly found that they had a lot in common: Each had lost a spouse after 23 years of marriage, and each had a grown son and daughter. They are big sports fans and enjoy many outdoor activities. They immediately clicked, and then got married in 2011. "We both feel like we've been given a second chance, and it's been great," said Boyd.



"Fertilzona is a great company to work for, and they provide exceptional customer service. Fertilzona is continually adding new and innovative products and services. It is a comfort to me knowing that we always have everything our customers need."

New Hires

WELCOME

Roberto Curiel
Roll - Delivery Driver

Alvaro Diaz
Casa Grande - Bagging Assistant

Jess Gillum
Buckeye - Yard Manager/Inside Sales

Shane Kline
Fennemore - Yard Assistant

Jared Osborn
Yuma - PCA/Sales

Tyler Smith
Willcox - Field Assistant/Sales

Ramon Saldana
Yuma - Delivery Driver

Kevin Zazueta
Casa Grande - Bagging Assistant

Trials on Furst®-Class Concentrate Show Lettuce Yield Increase

One of Fertizona's most effective nutritional products is Furst®-Class Concentrate, a patented combination of amino acids and proteins developed with proprietary nutritional technology. When it's formulated into foliar, liquid, and granular fertilizers, Furst-Class Concentrate helps to increase yield, fertilizer efficiency, crop health and quality by activating several beneficial biological and environmental responses in plants.

In the spring of 2016, the University of Arizona conducted a series of field trials on Romaine lettuce (Show Stopper variety) comparing the performance of Furst-Class to a standard fertilizer program. The test involved two plots in Yuma, one on clay loam and the other on a sandy-textured soil. Both sites were planted in mid-February following pre-plant applications of granular fertilizer and herbicide.

The Furst-Class Concentrate (16 oz. per acre) was side-dressed with UN-32 (30 gals./A) in late March. Then selected rows of the lettuce plots were treated two weeks later with a foliar application of Furst-Class (16 oz./A) with 3 qts./A of Ferti-pHite and WETCIT surfactant.

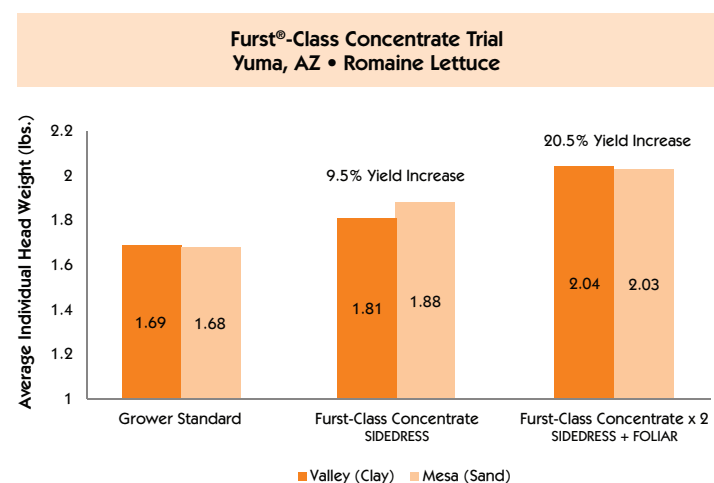
The results were impressive. The addition of foliar-applied Furst-Class appeared to significantly enhance Romaine head sizes when compared to control lettuce. Based on average individual head weights, the test plots treated with two applications of Furst-Class outyielded the grower standard lettuce by 20.5%.

"The use of Furst-Class as a growth stimulator and nutrient-uptake promoter in the production of leafy greens seems to be validated by the

work conducted in this study," said Dr. Kurt Nolte, University of Arizona Regional Vegetable Production Specialist, who led the project. "Furst-Class could potentially increase total bulk lettuce yields by as much as 3,000 pounds per acre," he added.

At that rate, a grower could potentially produce an extra 60 tons of lettuce from a 40-acre field. That kind of an advantage is hard to ignore.

To put Furst-Class Concentrate to work for you, contact your Fertizona or Compton Ag representative or www.fertizona.com/furst-crop-trials.html



Free Durum Wheat Guide Now Available

Fertizona has prepared a handy, pocket-sized guide to provide useful advice for growers of Durum wheat. The highly informative booklet is packed with great tips and recommendations about seed, fertilizer, planting, crop protection and more.

Available only through Fertizona, get your free copy by simply emailing: durumwheatguide@fertizona.com



Accurately Calculating Run Times Improves Fertigation

Maximizing the efficiency of the liquid fertilizer in your irrigation depends on many variables, and one of the key components is your water run time when fertilizing.

"It's a simple process," said independent Pest Control Advisor Ken Narramore of Verde Agricultural Service in Buckeye. "Just take an eight-ounce container, and adjust the clamp on the hose coming off the fertilizer tank. Then time the flow to see how long it takes to fill eight ounces. However long it takes will tell you the fertilizer rate in gallons per hour."

This chart (right) shows the corresponding times. To determine gallons per hour to be used, divide total hours of irrigation into total gallons of fertilizer to apply.

For example, suppose you want to apply 20 gallons of UAN-32 per acre, the size of your irrigation set is two acres, and that set will take four hours to finish. Adjust the tank hose to where it takes 23 seconds to fill the eight-ounce test jar (23 sec = 10 GPH, multiply by four hours) to achieve that correct ratio of run times.

Also remember that as tank levels get lower the output pressure will drop, so check and recalibrate the flow during the irrigation.

For more information, contact your Fertizona or Compton Ag representative or stop by your local branch.

GPH	SEC. TO FILL
2	112
3	76
4	56
5	45
6	38
7	32
8	28
9	25
10	23
11	21
12	19
13	16
15	15
17	13
19	12
20	11
22	10
25	9½
30	7½
35	6½
40	5½
45	5
50	4½
55	4
65	3½
75	3
85	2½
100	2¼



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