



GROWING SMARTER

News & Information To Help You Grow

Straight Ammonium Nitrate Fertilizer Replaced By Four New, Better SmartBlends™

Ammonium nitrate fertilizer may produce beautiful, green landscapes enjoyed by golfers and nature lovers alike—but it has a dark side, too. It is a hazardous material that can cause unfathomable devastation if it falls into the wrong hands. As such, ammonium nitrate is subject to intense government regulation, making it a logistical nightmare—and a huge liability—for Fertizona to transport across the country.

“We are liable for the product while it is being transported to us and also as it is stored in our warehouse,” says Larry McGee, manager of Fertizona’s blending and bagging operation. “We wanted to get that liability away from us, while continuing to serve our customers.”

Fertizona has addressed this by introducing 4 new SmartBlends™ containing non-hazardous amounts of



Golf courses will benefit from Fertizona’s new nitrate replacement SmartBlends.

ammonium nitrate. The blends have 21-25 percent of the compound compared to 34 percent in the original fertilizer product. “This way, turf

managers still get the ammonium nitrate they need to keep their landscapes healthy and vibrant,” Larry says. “At the same time, we at Fertizona are able to greatly reduce our liability as well as our customer’s liability in terms of transportation and storage.”

The new blends are designed to replace straight ammonium nitrate fertilizer without compromising performance. “In terms of access

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Strong Employees = Strong Business

A strong business must be founded on strong people. Here at Fertilzona, we are privileged to have so many well-qualified employees. Many of our employees have been around since the first day we opened our doors. Many others have worked with Fertilzona for 10-15 years.

We pride ourselves on the fact that our employees have chosen to stay with our company for decades and longer. This benefits our customers in that you won't have to be reintroduced to Fertilzona every time you do business with us. Our staff is our foundation; they're the cornerstone for giving you the very best in customer service.

Fertilzona has a well-deserved reputation in this industry. That's why we're able to attract—and retain—the most talented people to represent our company out in the field and at our retail locations throughout the state. Our goal is to have the most knowledgeable and personable employees working with our customers.

In fact, we invite you to help us grow our great staff. If you know somebody you think would be a great asset to our company, share this with us. We're always looking for the very best to join our team!



*Jim Compton,
President, Fertilzona.*

For the best in quality, supply and reliability, call Fertilzona.

Jim Compton
President, Fertilzona

Straight Ammonium Nitrate Fertilizer Replaced

(Continued From Page 1)

to nitrate, there is no difference in performance," Larry says. "But because the percentage of nitrate is slightly lower in the new fertilizers, users may simply have to use a bit more of the blend."

In fact, Larry insists the new fertilizers are actually better. "They work really well because each mix contains additional nutrients such as phosphorous, potash and iron—nutrients plants and landscapes need to prosper," Larry says. "These additional components are not going to hinder the performance of the ammonium nitrate at all."

overall nutrients for their dollars," Larry says. "What we're doing is giving our customers a better deal, because these products will provide greater benefits in the long run."

Fertilzona offers four new SmartBlends:

- Fertilzona 25-4-4 with WolfTrax
- Fertilzona 25-4-4 with PPM
- Fertilzona 24-0-0 with PPM
- Fertilzona 21-4-4 with Iron

The new SmartBlends should be applied the same way as a straight ammonium nitrate fertilizer. "Nitrate works best during cool months—between late October and early March," Larry says. "It helps revitalize the ground after being distressed all summer

from the heat. It will bring landscapes back. That cool-season turf will grab up that ammonium nitrate blend, and it will make it look really good throughout fall and winter."

For more information about these SmartBlends, call your Fertilzona field rep or Larry McGee at 800.782.3266. ▲



2 These SmartBlends cost slightly more than straight ammonium nitrate fertilizer—but it's well worth it. "Customers will spend a little bit more for the blends, but they're getting so much more in terms of

PRODUCT SPOTLIGHT

The Andersons' Weed And Feed Product Lets Turf Managers Work 'Smarter'

2-in-1 Combo Fertilizes, Controls Weeds



Palm Valley Golf Club, Goodyear Arizona.

In today's fast-paced world, everybody is looking for ways to accomplish more in less time—to get better results in fewer steps. Gardeners and landscapers are no different, as your success is achieved when weeds are kept in check and landscapes remain green, healthy and beautiful. It's not measured in how much time you spend or how many turf products you apply.

Smarter, Not Harder

This is the magic of The Andersons' 16-4-8 + Millennium Ultra™, a weed-and-feed product that allows turf managers to work 'smarter' rather than harder. Offering a 2-in-1 formula, 16-4-8 + Millennium Ultra controls annoying weeds while fertilizing turfgrass at the same time.

The product contains a nutrient-rich fertilizer and the broadleaf herbicide, Millennium. "The benefit of a combination product like this is that as the weeds are dying, the fertilizer component immediately feeds the surrounding desirable grasses and encourages them to fill in the spots left behind by the dying weeds," says Randy Hamilton, Territory Manager at The Andersons.

The weed-and-feed's powerful herbicide infiltrates an existing weed's leaves and crown, going directly into the plant. "The product won't hurt your grass," says Craig Allen, Manager of Fertilzona—Fennemore.



16-4-8 + Millennium Ultra is available from Fertilzona.

"It contains chemicals formulated to kill broadleaf weeds only."

Get Lucky With Clover Control

16-4-8 + Millennium Ultra is highly effective in controlling a number of broadleaf weeds, especially clover. "It is particularly good against clover," Hamilton says. "Treating clover does not require the product to be applied to moist turf, which is historically what you've had to do with similar products. Our prod-

uct still works well on clover when moist, but it is not critical."

To treat landscapes for most weeds, Allen recommends applying 16-4-8 + Millennium Ultra just as you would a regular fertilizer. "Just barely wet the grass after applying the product, and then let it sit for 3 days. After that, you can go ahead and mow and water it again."

Easily Applied

Like with most granular fertilizers, the product is typically applied using a walk-behind rotary spreader, giving you the ability to hit each desired location with little effort.

In addition to its weed-killing and fertilizing power, the product has another compelling benefit. "The greatest benefit is that you don't have to use a spray herbicide on each weed on the turf area," Allen says. "All you have to do is apply the dry fertilizer out there in order to kill weeds. It's really easy to use."

For more information about The Andersons' 16-4-8 + Millennium Ultra, please contact your local Fertilzona field rep. ▲

OPERATIONS OVERVIEW

Arizona Chili Farmer Sets Industry Standard

1,500-acre farm grows, breeds, cans, and sells peppers and chili seeds



If you've ever eaten at Macayo's or bought Mexican food ingredients at the grocery store, chances are you've tasted some of the world's best, most well-known green chilies.

"Our green chili varieties are considered the standard of the industry."

—Ed Curry, Curry Farms

It's more than likely those chilies sprouted from a seed engineered in a small town in southeastern Arizona—and not in New Mexico, generally considered the green chili capital of the world.

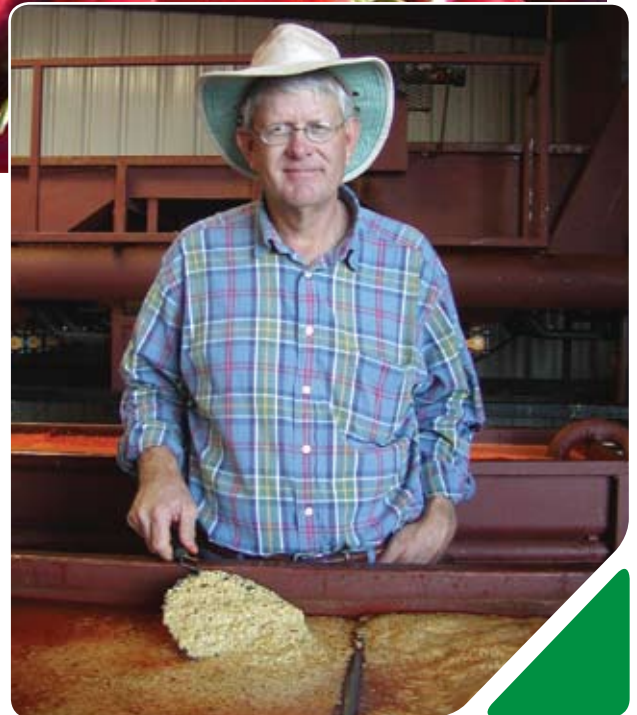
Founded 33 years ago by native Arizonan Ed Curry, Curry Farms is a 1,500-acre operation nestled among the fields of Sulphur Springs Valley in the town of Pearce.

Ed's farm furnishes the majority of the seeds for the green chili industry. "If you eat a can of green chilies, there's an 80-90 percent chance the seed that produced those chilies came from us," Ed says. "Our green chili varieties are considered the standard of the industry."

The company's client roster is a veritable Who's Who in the pepper-growing business. Ortega, El Paso and Hatch brands all rely on Ed's seeds to produce their crops. Bueno Foods and Fiesta Canning also buy seeds spawned from Ed's farm.

Seeding And Breeding

A third-generation farmer, Ed became interested in plant genetics at



Ed Curry founded Curry Farms 33 years ago, which provides the industry with the world's best green chilies.

the age of 8 when his father, also a chili farmer, took him to visit different pepper farms in New Mexico to look for good seed.

For 25 years, Ed has been pursuing his passion for breeding and design-

ing different pepper seeds with his partner, geneticist Phil Villa. “I love genetics,” Ed says.

Using genetics, Ed and Phil regularly work with companies to design and breed peppers with different thicknesses and flavor characteristics. They also revolutionized the pepper industry by stabilizing heat in peppers. “We made it so that when you ate a pepper that was marked ‘mild’, it turned out to be mild and when you ate one that was supposed to be ‘hot’, it was hot,” Ed explains.

Farming And Canning

In 1996, Ed joined forces with Santa Cruz Chili & Spice Co., a 53-year old company founded by Gene England and managed by Gene’s daughter Jeanni Neubauer. Using peppers from his fields, Ed manufactures Santa Cruz brand chili products, including chili pastes, chili powders, salsas and a variety of spices.

Made from anchos, paprikas, cayennes, jalapeños, green chilies and other pepper varieties, Ed and Jeanni’s Santa Cruz brand is sold in Safeway, Bashas’ and Food City. Many local Mexican food restaurants also use the Santa Cruz label in their kitchens. “Most of the well-established Arizona-based Mexican restaurants use our Santa Cruz products and have for many years,” Ed says.

A Passion For Chili

Ed’s lifelong passion is growing and designing peppers. “I love what I do,” Ed says. “I’m very fortunate. These chili fields are my life. I feel



blessed to do what I do and live where I live.”

Like most farmers, Ed keeps busy. His days are spent bustling around his various operations—checking the fields, helping with processing,

evening, I roast chilies, taste them, check thicknesses—stuff like that. I’m never bored.”

Ed is also passionate about Fertizona, which supplies him with fertilizers and crop protection products that keep his farm running smoothly throughout the year. “I’m pretty loyal to Fertizona,” Ed says. “We’ve been doing business with them for years. The Comptons are good people. And Tom Hunt, Kent Cleckler and Steve Fenn go the extra mile for us.” ▲

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—Ed Curry, Curry Farms

working on new pepper genetics and selecting seeds.

Ed also spends a lot of time in his lab—testing and tasting his crops for quality control. “We do a lot of flavor testing and a lot of oven work in the kitchen,” Ed says. “Most every

MEET YOUR REP

Steve Fenn Helps Customers Through Proper Problem-Solving, Crop Management



Steve shows his son Connor, 3, how to check for bugs.

Pests and diseases can devastate a grower’s crops. If left unchecked, they can infect an entire farm, resulting in damaged produce and lean yields. It is Steve Fenn’s job to help his growers make sure this doesn’t happen—and he’s been doing it successfully for several decades.

A pest control advisor for Fertizona, Fenn works with growers to choose the right pest control products, monitors their crops regularly, and

of crops, including greenhouse tomatoes and pecan and pistachio orchards.

Despite his pest-control expertise, Steve’s most powerful recommendation doesn’t involve applying pesticides at all. “The best strategy is to avoid problems in the first place through proper crop management,” Steve says.



Steve checks his pecan trees at home.

Crop rotation is an effective way to combat soil pathogens in particular. “Crop rotation has a lot to do with disease control,” he says. “During a first crop, pathogens build at lower levels. But when you put that second crop in there, those inoculums have reached a certain density and they have a quicker opportunity to overwhelm the crop.”

Dealing with airborne pathogens, such as bean rust, requires a different approach. “It’s a good idea to try to talk your neighbors into planting late beans as opposed to early beans; otherwise, the first crop out there gets bean rust and it infects all of them.” If that doesn’t work, Steve says the next best

weapon is awareness followed by applying a preventative fungicide.

Above and beyond pest control problems, Fenn says farmers will face increasing challenges during the next growing season due to rising energy costs, which will affect the price of nitrogen and other farming goods. “To growers, I strongly recommend closer crop monitoring, seeking guidance on growing new crops and finding the best production systems to suit your needs,” Steve advises.

Raised in Benson, Arizona, Steve earned bachelor’s degrees in soil science and agronomy from the University of Arizona. Recently, Steve was asked to join Governor Napolitano’s Invasive Species Advisory Council.



Steve and his family enjoy camping and fishing at Riggs Lake.

When he’s not battling insects and pathogens, Steve spends time with his wife, Veronica, and his two sons, Connor, 3, and Logan, 6. They enjoy fishing, hiking, camping and exploring. ▲

develops programs for treating infected areas. He serves clients in Pima, Cochise and the Southern part of Graham county.

“I like my job because it gives me the opportunity to solve problems and create the best solution for each situation growers confront,” Steve says. He specializes in a variety

Products Lettuce Growers Need This Season

Keys to a mildew-free season



Fertizona recommends two key fertilizer products to keep lettuce plants strong.



JV Farms, Yuma, Arizona.

Lettuce is a demanding crop. It tends to be vulnerable to various mildew infections—a reality that can adversely affect your crops' marketability and, by extension, your profits. That's why it's important for you to be proactive in keeping your lettuce crops healthy, says Gordon Goodwin, a pest control advisor at Fertizona—Yuma.

Goodwin recommends two nutrient products designed to bolster your lettuce plants' health—to help your crops fend off opportunistic diseases this season and next.

Ferti-pHite And Liquid Sulfur

Gordon uses two foliar products on lettuce. "I've used other products in the past and they work well but require lengthy days to harvest," Gordon says. "But Fertizona's Ferti-pHite and liquid flowable sulfur are effective products and can be applied 0 days to harvest. These are the foliars I recommend for lettuce."

Ferti-pHite contains a potent combination of phosphorous acid and potassium hydroxide. This formulation makes the plant stronger to

help prevent downy mildew, which causes lesions and spores to form on lettuce leaves. Gordon says Ferti-pHite's only restriction is that it should not be paired with products containing copper.

In addition to Ferti-pHite, Gordon says lettuce growers can also rely on liquid flowable sulfur to stave off powdery mildew infections. The product contains 52 percent sulfur—a macronutrient lettuce plants need.

Application

Ferti-pHite and liquid flowable sulfur can be mixed together, and as such, are applied in the same way. They should be sprayed on lettuce plants using a tractor or airplane. "Mix each product with 10 gallons of water per acre if applying with an airplane," Gordon says. "But if you're using a tractor, mix them with 20 to 30 gallons of water per acre to get better coverage."

The amount of Ferti-pHite or liquid flowable sulfur you mix in with the water will vary depending on your

crop needs. Gordon suggests adding 1 to 3 quarts of Ferti-pHite and 1 to 3 pints of liquid flowable sulfur to the water based on climatic conditions.

Compatible with insecticides, both Ferti-pHite and liquid flowable sulfur are absorbed into the plant's

Ferti-pHite contains a potent combination of phosphorous acid and potassium hydroxide. This formulation makes the plants stronger to help prevent downy mildew.

tissue, taken up through the leaves. "Both products should be applied before diseases develop and are effective in helping lettuce plants become stronger so they can resist mildew problems," Gordon says. "Plus, they are very economical."

For more information about keeping your lettuce plants healthy this season, contact your local Fertizona field rep. ▲

FERTIZONA 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 Bengé—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



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and MasterCard.

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Fertizona—Roll*

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Roll, AZ 85347
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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
Tom Hunt—Manager

Fertizona—Yuma

4290 East County 10½ Street
Yuma, AZ 85365
(928) 344-9806
Mike Espil—Manager

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