



GROWING SMARTER

TURF EDITION

News & Information To Help You Grow



Proud members of:
PrimeraTurf
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The Terravita Golf & Country Club

Fertizona helps Scottsdale course earn top rankings

The Terravita Golf & Country Club in North Scottsdale constantly wins awards for its immaculate condition, including six #1 rankings in Arizona Business Magazine's annual listing of the top private golf courses.

Nestled in the Black Mountain foothills, Terravita blends into its beautiful natural surroundings, with many of the holes featuring dramatic boulders and rock formations. In fact, the club's name comes from Latin words meant to signify a harmony of land and life.

Another distinctive feature at Terravita is its bentgrass greens, which aren't usually found in the desert. Golfers appreciate the putting performance of bentgrass, but growing it in harsh conditions takes extra work.



The beautiful Terravita Golf and Country Club in Scottsdale proudly uses Furst™ Liquid fertilizer.

Furst™ Liquid Makes the Difference

"Part of the problem is our reclaimed water, which is high in saline and metals," explains Dave Dube, Golf Course Superintendent at Terravita. "We have to do a lot of flushing of our greens to open them up, and that's where Fertizona's Furst Liquid really helps."

Furst Liquid fertilizer is patented nutritional technology that combines amino acids and proteins to activate beneficial biological and environmental responses in plants.

"We use Furst as an additive in our fertigation system," Dube says. "It increases the uptake and availability of the nitrogen we apply, so I don't need to buy a lot of expensive fertilizer."

Dube's methods obviously work. Terravita's greens are healthy and look great, and the course is saving money. "We get the color and consistent growth we want," he says, "and I know courses that are spending a lot more money than we are to do that."

For more information about Furst Liquid or any fertilizer products, please contact your local Fertizona location or representative.

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GROWING SMARTER

Controlling Summer Insect Problems

Fertizona Has Cost-effective Products for Turfgrass and Other Uses

One of the worst insect pests on Arizona golf courses is the white grub, and right now is “prime time” for its emergence. Heat affects the life cycle of the grubs, so when temperatures go up in June and July, so do the risks of grub damage.

Grubs like to feed on turfgrass roots, which naturally affects the health and appearance of a golf course or landscape. Severe infestations can do extensive damage and turn large patches of your grass brown in very little time.

Fertizona offers several excellent products for control of grubs and other insects. Among the most popular and versatile options are Aloft® (a combination of clothianidin and bifenthrin) granular and liquid, Cyonara™ 9.7 (lambda-cyhalothrin) and Imidacloprid 75WSB or 0.5G, a granular form.

Commercial and residential treatments

Many Fertizona insecticides labeled for grubs can also be used to control common household and landscape pests such as scorpions, termites, spiders, ants and roaches. Your Fertizona location can recommend the best products for your particular challenge.

Rate Use:

Imidacloprid 0.5G	60-80 lbs/acre
Imidacloprid 75WSB	6.34-8.45 oz./acre
Cyonara 9.7	0.2-0.8 floz./1000 ft ²
Aloft GC SC	11.65-19 floz./acre
Aloft GC G	80-160 lbs/acre

For more information, please contact your local Fertizona location or representative.

New Fertizona-Fennemore Location is Open!

Larger Building Offers Full Service, More Products

After a year and a half of planning and construction, the new Fertizona-Fennemore location in Waddell, Arizona, is now open for business. The full-service, 3,000 square-foot facility is set up to make every customer transaction more efficient and convenient.

“It’s just a great building,” says Craig Allen, Branch Manager. “Everything is completely new, even the parking lot. Customers love it.”

Situated on the western edge of greater Phoenix, the Fennemore location serves a mix of rural and suburban customers, including more than 100 golf courses.

“Our motto is to take care of whatever a customer needs, and that’s sure a lot easier in this building.”

- Craig Allen, Branch Manager, Fertizona-Fennemore

“We get a lot of walk-in retail business, usually from word-of-mouth recommendations,” says Allen. “New customers are getting a much better first impression now.”

Stop by the new Fertizona location at 17102 West Olive Ave. in Waddell and check it out. If you remember the temporary office that was there before, you’re in for quite a surprise.

“People tell me this is like the Taj Mahal compared to what we had,” Allen says. “Our motto is to take care of whatever a customer needs, and that’s sure a lot easier in this building.”

For more information about the new facility, please drop in for a visit. Go to www.fertizona.com/fennemore for a map and photos.

