



GROWING SMARTER

News & Information To Help You Grow • **Celebrating 30 Years of Service**

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Proud owners of:



Make the Most of Crop Nutrition

Fertizona Caters to Growers with SmartBlends™

Selecting a fertilizer that keeps crops healthy is an important part of any crop nutrition program. With Fertizona's SmartBlends™, growers can take crop nutrition to the next level. SmartBlends

from Fertizona and Compton Ag Services allow growers to personalize their crop nutrition program with a custom fertilizer, designed for the specific needs of their crops.

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SmartBlend™





Keeping Costs Under Control

Fertizona and Compton Ag Services recently went through a strategic planning evaluation that involved the use of a consultant, as well as key employees within the companies. One key finding that gave us pause to think is just how significant fair-market pricing and adequate supply are tied to the word *trust*.

Fertizona continually strives to offer products and services at the best possible prices while maintaining adequate supplies at the right time for our customers. In this way, we hope to preserve your trust by *always* being there when you need us.

Recently, Fertizona started bringing railcars of bulk glyphosate into storage. Not only does this provide a continued supply of a critical chemical but it helps hold shipping costs down that we pass along to you in savings.

Cost-saving innovations, coupled with fair-market prices, bring success to your bottom line. Saving you money is the *trust* we promise to you at Fertizona and Compton Ag Services. We look forward to always providing for you.

– Jim Compton

President, Fertizona
and Compton Ag Services

cover story continued

Make the Most of Crop Nutrition

To create a SmartBlend, Fertizona analyzes soil and tissue data, climate and yield targets. By examining the sufficient and deficient ranges of soil nutrients in a particular field, Fertizona creates a SmartBlend that adjusts nutrient levels to maximize crop growth and health.

“Every crop has different nitrogen, phosphorus, potassium and micronutrient needs. At Fertizona, we use our experience and the data we collect to create a custom SmartBlend for each grower,” says Mike Espil, Manager, Fertizona-Yuma. “These blends are created specifically to deliver nutrients based on individual crop requirements.”

Rizen™ 7-28-3 Keeps Crops Healthy

An example of a successful SmartBlend from the Yuma area is Rizen, a 7-28-3 blend that works well with lettuce and melon crops. After thorough research and data collection, Fertizona created the SmartBlend Rizen 7-28-3. Rizen is a basic N-P-K starter fertilizer formulated with a pH slightly below five, which limits the possibility of free ammonia damage to seedlings.

“Rizen was developed specifically for the climate, soil conditions and crop requirements of lettuce and melon crops in Yuma,” adds Mike. “Rizen is injected two to three inches below the seed line at planting and gives young seedlings a quicker and more vigorous start. It has been a huge success.”

Talk to Fertizona or Compton Ag Services Today

All Fertizona and Compton Ag Services locations have the ability to create custom SmartBlends for customers.

“Fertizona has been developing SmartBlends for years and our growers have seen tremendous success using them,” says Mike. “The best part is that SmartBlends usually don’t increase the overall cost of a crop nutrition program.”

For more information about SmartBlends that can be specially created for your operation, please contact your local Fertizona or Compton Ag Services location.

SmartBlend™

Benefits of Rizen 7-28-3:

- Early plant vigor
- Supplies seedlings with essential nutrients
- Buffers soil for improved uptake of nutrients
- Available in bulk tanks or trailers



Achieve Successful Stand Establishment, Increased Yield

Coated Alfalfa Seeds Gaining Popularity

Every grower wants a successful stand establishment when it comes to alfalfa crops. Establishing a good stand is critical in the efficient and profitable production of alfalfa. However, many factors, including soil quality, seeding method and other agronomic issues, can affect stand establishment. Additionally, determining whether to plant coated or non-coated alfalfa seeds can have a significant effect on alfalfa performance, stand establishment and overall profit.

Typically, with coated alfalfa seeds, the raw seed is coated with a combination of a fungicide, rhizobium bacteria and a coating mixture to enhance the seed and its performance.

Benefits of Coated Seeds

Coated alfalfa seeds give seedlings the best chance of survival and allow stand establishment to occur more rapidly. This gives growers the opportunity to cut the alfalfa crops earlier and it can lead to increased yields and profit.

“Growers want successful stand establishment and good yields from their alfalfa seeds—coated seeds help deliver that,” says Tyke Bennett, Seeds Product Manager, Fertizona. “With coated alfalfa seeds, a significantly greater percent of seeds in a bag produce an established seedling. This results in greater yields and higher profits for growers.”

Other benefits of planting coated alfalfa seeds include improved plant establishment, increased cuttings, better plant stands and more even distribution of the seeds. In addition, coated seeds weigh more than raw seeds, which helps to assure that seeds are planted on target.

Growers Making the Switch

It’s important, in today’s market, that growers make every seed count. Coated alfalfa seeds help growers do just that.

“We’re seeing more and more growers switch to coated seeds,” adds Tyke. “Coated seeds provide many benefits and help growers get the most value out of every seed.”

Contact your local Fertizona or Compton Ag Services representative to learn more.

Coated alfalfa seeds give seedlings the best chance of survival and allow stand establishment to occur more rapidly.



Keep Growing

Financing Programs Offered by Fertizona Help Growers in Times of Need

Fertizona is known for its competitive prices, adequate inventory, timely deliveries and trustworthy employees. But, growers might not know that Fertizona also offers a variety of financing programs for its customers. These programs are designed to help growers operate throughout their growing seasons.

“Fertizona’s financing programs are designed to help customers in times of need,” says Lamont Lacy, Credit Manager, Fertizona. “The application process for these programs is fast and convenient and the programs have repayment schedules that are tailored to fit the specific needs of each grower.”



Lamont Lacy, Credit Manager, Fertizona

Financing programs offered by Fertizona include:

▶ **FULL OPERATING LINES OF CREDIT**

Full operating lines of credit, or input loans, provide the necessary capital for a grower’s total input needs for an entire season. These loans have maturity dates that correspond to crop harvest dates.

▶ **PARTIAL OPERATING LINES OF CREDIT**

A partial operating loan is used when a grower needs Fertizona to carry an account balance while he waits for proceeds to come in so the grower can reduce his primary line of credit. The interest rate on this loan is much lower than if the account was carried past due.

▶ **INTERMEDIATE TERM LOANS**

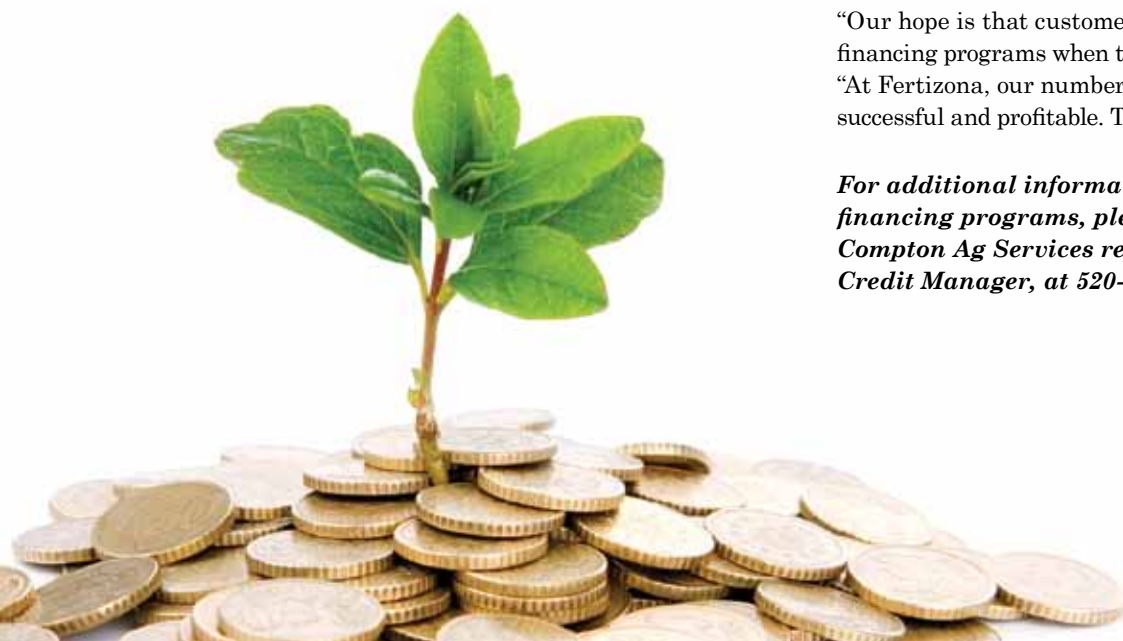
In some situations, growers may need to “term out” a portion of their debt in order to improve cash flow and working capital positions. Fertizona uses the term loan program to help. Term loans have maturities up to seven years.

▶ **SEASONAL, PRODUCT-SPECIFIC INCENTIVE FINANCING**

Manufacturers sometimes offer special financing deals on certain products. These special deals can be administered through Fertizona, i.e., financing our customers’ purchases of cotton seeds at an attractive interest rate with an extended maturity date.

“Our hope is that customers take advantage of these financing programs when they need a little help,” adds Lamont. “At Fertizona, our number one goal is for our customers to be successful and profitable. These programs help to ensure that.”

For additional information about Fertizona’s financing programs, please contact your Fertizona or Compton Ag Services representative or Lamont Lacy, Credit Manager, at 520-836-7477.



J-V Farms Means Business

Family-owned Farm Focuses on Business in the Farming Industry



J-V Farms, Inc., a farming operation in Yuma, Ariz., grows and processes vegetables for major companies including Dole®, Fresh Express®, Ready Pac®, Tanimura & Antle® and Taylor Farms™. This 8,000-acre farm has more than 200 employees and grows a variety of vegetables as well as wheat in the off season. In addition to its Yuma operation, J-V Farms has fields in Tacna, Ariz. and locations in California including Bard and Winterhaven.

A Unique Trait

In 1990, Vic Smith opened J-V Farms with his father, John Smith. Vic takes care to run his operations as a business, to fill the needs of his clients.

“Vic is an entrepreneurial person,” says Matt McGuire, General Manager, J-V Farms, Inc. “At J-V Farms, Vic concentrates on the financial side of the operation and I focus on the farming side. This allows us to oversee every aspect of the farm and it helps ensure profitability.”

Rain, Rain, Go Away

One of the biggest challenges for J-V Farms is the weather, particularly rain. When it rains, J-V Farms weighs its options carefully and selectively in an

“Fertizona is always there when I need them. Their service is good, they are honest and I trust them. We have a great relationship with Fertizona.”

– Matt McGuire,
General Manager of J-V Farms

“The key to running a successful operation is to produce crops with high yields,” says Matt. “You also have to make sure to produce them at the right cost.”

A Good Relationship with Fertizona

Since its opening, J-V Farms has been working with Fertizona. Fertizona supplies the farm with fertilizers, pesticides and insecticides. In addition, Fertizona helps J-V Farms be more efficient by screening and recommending new products that will benefit the operation.

“Fertizona always goes above and beyond, especially when it comes to recommending new products that will help the farm,” says Matt. “Fertizona is always there when I need them. Their service is good, they are honest and I trust them. We have a great relationship with Fertizona.”

effort to make the best choices, given the circumstances, and grow the best crops it can.

“The weather throws us the biggest curve balls. We work hard to prep the fields and make sure they are in optimal growing condition,” adds Matt. “The rain can mess that up no matter how much we plan. When it rains, we take everything one day at a time and try to make the best choices.”

Aside from the weather, J-V Farms has to make sure it produces quality crops with good yields and that it keeps control of its costs.

J-V Farms at a glance:

Acres Farmed:	8,000
Crops Grown:	Various produce and wheat
Owners:	Vic and John Smith
Farm Manager:	Matt McGuire



PrimeraTurf® Helps Fertizona Provide Cost-saving Options to Turf Managers

Organization Gives Customers Access to Premier Products



Frans Jager, CEO of PrimeraTurf

Controlling costs is extremely important to turf managers who are always looking for quality, cost-effective products. Fertizona's membership in PrimeraTurf® Inc. is just one way it helps turf managers find these products.

PrimeraTurf, which was formed in 2000, is a purchasing co-op of 49 independently owned distributors in the professional turf, horticulture, landscape and ornamental industries across the United States. Led by CEO Frans Jager, PrimeraTurf gives its members private label opportunities, direct access to products, networking and educational sessions, and opportunities to discuss best practices with other member companies.

"It's important that independent companies, like Fertizona, have access to high-quality, reasonably priced products," says Frans Jager.

"PrimeraTurf gives them that. Plus, the cooperative nature of PrimeraTurf enhances the strength of its members by allowing them to focus directly on customer needs."

Fertizona's Involvement

Fertizona has been a member of PrimeraTurf since 2004. This membership allows Fertizona to purchase products at costs that can save its customers money and directly impact their bottom lines.

"It's important that independent companies, like Fertizona, have access to high-quality, reasonably priced products."

— Frans Jager,
CEO of PrimeraTurf

"Fertizona's membership in PrimeraTurf allows us to offer top-quality turf products to our customers," says Craig Allen, Manager, Fertizona-Fennemore. "And, we're able to offer these products at competitive prices. That's one of the most important things we can do for our customers."

PrimeraOne Brand

In an effort to maximize the benefits of PrimeraTurf for the end user, the co-op developed PrimeraOne®, its private-label brand. The PrimeraOne brand is owned by the member companies of PrimeraTurf and it originates with some of the most reputable manufacturers.

As one of PrimeraTurf's member companies, Fertizona is a co-owner of the PrimeraOne brand and carries the full PrimeraOne product line. Currently, the PrimeraOne label is applied to post-patent plant protection and calcined clay products. However, PrimeraTurf is exploring expansion of the PrimeraOne brand to liquid and dry fertilizers.

"Many of our customers have seen success with PrimeraOne products," adds Craig. "They compete very well with the brand-name products on the market."

For more information about PrimeraTurf or PrimeraOne products, please visit www.primeraturf.coop or contact Craig Allen at 623-935-4252.

Keeping Customers Happy

Junior Melecio Ensures Accurate, On-time Order Delivery

As the yard manager at Fertizona—Casa Grande, Junior Melecio has a wide range of daily responsibilities. Everything including unloading railcars and trucks, monitoring chemical and fertilizer inventory, repackaging bulk herbicides, scheduling and dispatching delivery of chemicals, seed and fertilizer, coordinating inventory transfers and overseeing the maintenance of Fertizona's equipment and vehicles falls under Junior's list of tasks. He also supervises a team of seven employees. For Junior, no two days are ever the same.

Long History at Fertizona

Born and raised in Stanfield, Ariz., Junior attended Casa Grande Union High School. In 1988, shortly after graduation, Junior was offered a job at Fertizona in its bagging department. For the next 22 years, Junior worked his way up from the bagging department to a forklift driver, then to a position in the seed and chemical inventory department and, eventually, to his current position as the yard manager.

"Fertizona gave me a great opportunity when they hired me to work in the bagging department 22 years ago," says Junior. "I'm fortunate that I've been able to work with great people at Fertizona and that I've been able to work my way up to yard manager."

Keeping Orders Fulfilled

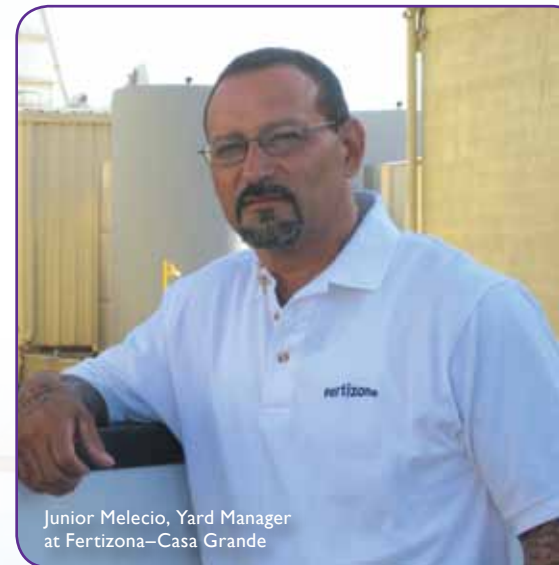
As the yard manager, Junior ensures that every order that comes through Fertizona is fulfilled and shipped to its destination on time.

"When a customer places an order with Fertizona, it's my job to make sure that it's filled properly and that it is sent where it needs to be," adds Junior. "As the yard manager, my goal is to keep things moving and to make sure everything gets where it needs to be on time. I want to ensure that all of Fertizona's customers get their orders on time, every time."

Junior resides in Casa Grande. When he is not busy keeping orders moving at Fertizona, he enjoys spending time with his daughter and son, working on cars and four wheeling.

"I'm fortunate that I've been able to work with great people at Fertizona and that I've been able to work my way up to yard manager."

— Junior Melecio,
Yard Manager at
Fertizona—Casa Grande



Junior Melecio, Yard Manager
at Fertizona—Casa Grande

FertizOna

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Fertizona—Casa Grande's experienced delivery staff



2850 S. PEART RD.
CASA GRANDE, AZ 85193

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

Return Service Requested

LOCATIONS

Contact Your Local Office For All Your Needs.

CASA GRANDE

Main Office

2850 South Peart Road
Casa Grande, AZ 85193
(520) 836-7477

Dennis Osborn, *Crop Protection*
Tyke Bennett, *Seed Products*
Jimmy Compton, *Crop Nutrition*
Lamont Lacy, *Credit Manager*
Larry McGee, *Lawn & Garden*
Jeffrey Bengé, *Controller*

BUCKEYE

26705 West Baseline Road
Buckeye, AZ 85326
(623) 386-4491
Tim Walsh, *Manager*

FENNEMORE

17102 West Olive Avenue
Waddell, AZ 85355
(623) 935-4252
Craig Allen, *Manager*

ROLL

4212 South Avenue 39E
Roll, AZ 85347
(928) 785-9016
Doug Canan, *Manager*

SANTAN

Santan Industrial Park
Sacaton, AZ 85147
(520) 836-0103
Tom Montoya, *Manager*

THATCHER

4257 US Highway 70
Thatcher, AZ 85552
(928) 428-3161
Shawn Wright, *Manager*

WILLCOX

512 East Maley Street
Willcox, AZ 85643
(520) 384-2264
Tim Hudson, *Manager*

YUMA

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

FERTIZONA DE MEXICO

Km. 271.6 La Victoria
Hermosillo, Sonora, Mexico 83304
Bill Jarman (U.S.)
(520) 281-7388

Gilberto Peralta (Mexico)
011-52 (662) 280-0121

COMPTON AG SERVICES, BLYTHE

19751 South Defrain Boulevard
Blythe, CA 92225
(760) 922-3117

Tim Walsh, *Manager*

AG EXPRESS

15472 West Jimmie Kerr Boulevard
Casa Grande, AZ 85122
(520) 876-9982

Dave Barrett, *Manager*

Send address changes to:

Ty Currie, 2850 South Peart Road
Casa Grande, AZ 85193-9024
tcurrie@fertizona.com



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accept Visa and MasterCard.



www.fertizona.com www.comptonag.com

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