



# GROWING SMARTER

News & Information To Help You Grow

Proud members of:



## Moving Conventional Produce Closer To Organic Standard

### New Pesticides Are Safer, More Effective

New pesticide technologies, including Delegate™, Radiant™, Success™, Coragen® and Movento® have proven much safer and more effective than older pest-control chemistries. They are also moving conventional produce closer to the organic standard due to their improved safety.

#### Strong Yet Soft

These new pest-specific products are effective at controlling insects ranging from worms and thrips to whiteflies and aphids. Although they are good at getting rid of unwanted pests, they are soft on beneficial insects, allowing growers to maintain populations of most beneficials.

*(Continued on page 2)*

## IN THIS ISSUE

### Tech Help

Coated Alfalfa Seed Gaining Ground In The Southwest

4

### New Product Spotlight

Post-Patent Performance

5

### Meet Your Rep

Shayne Brady: Bulking Up

7

## Rising Fertilizer Costs Affect Everyone

### We're Here To Help

As fertilizer prices continue to increase, we're seeing a change in how soil fertility is managed. Increased demand, supply constraints and a falling US dollar are all contributing to the rise in prices. The challenge for companies like Fertizona and Compton Ag Services is keeping our customers profitable during these unpredictable times and there are strategies that can lessen the impact of high prices.

Nitrogen is a particular nutrient that requires special care. The

closer you apply nitrogen to match crop demand, the more money you save. Climate, soil type and tillage all play roles in nitrogen mineralization. Splitting nitrogen between preplant and sidedress applications increases efficiency and minimizes loss from leaching or denitrification.

By taking soil and tissue samples and applying SmartBlend™ custom blended fertilizers, growers can develop cost-effective fertility programs that give the crops exactly what they need when they need it.

To develop an economical SmartBlend fertilizer customized for your operation, talk to your local Fertizona or Compton Ag office or rep.

**Jim Compton**



### (cover story continued)

These chemistries also have short re-entry periods. For instance, re-entry on Radiant and Success is four hours.

“Short re-entry intervals allow growers to treat insect problems throughout the season without delaying other important tasks,” says Gordon Goodwin, Fertizona—Yuma PCA. “Older products have a re-entry of 12 to 24 hours; some even 48 to 72 hours.”

### Less Chemical Use

The low use rates of these new pesticides means there is less residual left on plants and less residual getting to purchasers of the produce.

“These new products have very low use-rates,” explains Ian John, PCA for Compton Ag Services. “Growers are only using a few ounces per acre versus older chemistries that require up to a quart. This means there is very little residual—which moves conventional produce closer to the organic standard.”

### Safer Products

Although these new chemicals are tough on pests, they have a very low toxicity to animals, birds and humans. In addition, application procedures are minimal, with most requiring only gloves, long sleeves and pants.

“These new chemicals are all-around excellent products,” John says. “I would recommend these to any grower with pest problems.”





*Treatment of an alfalfa crop.*

## About The Products

### Delegate™ Insecticide

- Outstanding broad-spectrum control of numerous destructive pests including codling moth, leafminers, thrips, fruit flies and leafrollers.
- For use in pome fruit, stone fruit, tree nuts, berries, citrus and grapes.
- Short, four-hour re-entry interval.

*Delegate is a trademark of Dow AgroSciences LLC*

### Radiant™ Insecticide

- Labeled for vegetables in several crop groupings; labeled on more than 295 crops.
- Unsurpassed control of beet armyworms, cabbage loopers, earworm, cutworm, diamondback moth and saltmarsh caterpillar.
- Short, four-hour re-entry.

*Radiant is a trademark of Dow AgroSciences LLC*

### Success™ Insecticide

- Labeled for citrus and produce.
- Curative pesticide that treats various worm pests.
- Long-lasting protection, 14-21 days.

*Success is a trademark of Dow AgroSciences LLC*

### Coragen® Insecticide

- Controls Colorado potato beetle (including imidacloprid-resistant biotypes), European corn borer, worm pests, leafminer and cabbage looper.
- Provides reliable and consistent control on potatoes, fruiting vegetables and leafy vegetables.
- Long-lasting protection, 14-21 days or longer.

*Coragen is a registered trademark of E.I. du Pont de Nemours and Company or its affiliates*

### Movento® Insecticide

- Unique two-way systemicity which distributes the active ingredient upwards and downwards in the plant to find and eliminate even hidden pests.
- Broad-spectrum control of many sucking pests including aphid, whitefly and mealybug.
- Labeled for use on grapes, citrus, vegetables, tree fruits, tree nuts and hops. ▲

*Movento is a registered trademark of Bayer CropScience*

## TECH HELP

### Coated Alfalfa Seed Gaining Ground In The Southwest Technology Improves Stands, Increases Yield



### Thinking Ahead

Alfalfa seeds aren't the only seed experiencing tight supply. As crop prices continue to increase, barley and oat supplies may be tight as well so it pays to plan ahead. Talk to your Fertizona field rep or local office about the right seed option for you.

establishment to take place more rapidly, which could give growers the opportunity to cut the alfalfa earlier and lead to a yield increase.

"The price of alfalfa is at an all-time high so the seed supply is tight," explains Ken Narramore, an independent PCA in Buckeye. "We're seeing a push toward growers using coated seeds because of these supply issues and the potential yield and stand improvements."

#### Make Every Seed Count

There are several advantages and benefits of using coated alfalfa seeds. These include improved plant establishment, increased cuttings, better plant stands and more even distribution of the seeds. Coated seeds also give seedlings the best possible chance of survival, allowing for a strong establishment. Additionally, coated seeds provide better growth opportunities for alfalfa grown in less hospitable environments.

"In today's market, growers want to make every seed count," says Bill Romp, business unit manager, Becker Underwood Seed Enhancements. "Coated seeds provide added weight and density, which assures that seeds can be planted on target and allows growers to get value out of every seed." ▲

### Congratulations Eugene Kempton!

After more than 20 years Gene Kempton has retired from Fertizona. Thanks for all your years of service.



Please contact Tyke Bennett for all your seed product needs at 520-836-7477.

Alfalfa is the fourth most widely grown crop in the United States. It is very resilient, especially to drought, and has the ability to go dormant during extended dry periods and recover with adequate rain or irrigation. However, with the price of alfalfa seed rapidly increasing, growers are starting to switch from using raw alfalfa seed to coated seed.

#### Establishing Confidence

With coated seed, the raw seed is covered with a mixture of inoculants, nutrients and pesticides. In the case of alfalfa, the coating usually consists of a fungicide and a rhizobium bacteria in a coating mixture. Providing bacteria directly on the alfalfa seed allows the nitrogen fixation process to begin faster since the seed doesn't have to extract the necessary bacteria from the soil. Using coated seeds also allows stand

# Post-Patent Performance

## 'Generic' Products Gain Acceptance In Turf Market

For decades, post-patent chemistries have been used widely in the agriculture market. These 'generic' versions of branded chemistries from top manufacturers have been used by farmers for many years—and now they are beginning to gain wider acceptance in the turf markets.

### Luxurious Landscapes

Bryan Riddle is the owner of Bryan's Landscape Service, which has been in business since 1987. Bryan's Landscape Service is a residential landscape maintenance company that serves mostly luxury homes in the Scottsdale and Paradise Valley areas—so his customers have high expectations.

"They want their grass green all the time, and they don't care what pests are out there, so we use several pesticide products to keep everything looking good."

—Bryan Riddle

"They want their grass green all the time," says Riddle. "And they don't care what pests are out there, so we use several pesticide products to keep everything looking good."

Fertizona offers a variety of post-patent products under the PrimeraTurf brand, the most popular of which are Glyphosate, Prodiamine, Imidacloprid and Oryzalin. These products are generic equivalents of Roundup® herbicide, Surflan® herbicide, Merit® insecticide and Barricade® herbicide.

Riddle explains that he's been using post-patent products for years and has

### TURF TIPS

## Overseeding Planting Rates

- **Winter Lawns – Spread Perennial Ryegrass Seed at a rate of 10–15 pounds per 1,000 square feet.**
- **Reminder – Cover the turf with ¼ inch of mulch and keep it moist until the seed sprouts.**

found them to perform just as well as the original chemistries.

"I've been using them since they've been around, they're much cheaper," stresses Riddle.

"I haven't had any complaints from any of our guys so these products have always done really well for us."

### Proven In The Field

Riddle uses Glyphosate for weed control and Imidacloprid to control white grubs and pearl scale.

"I started using Imidacloprid about ten years ago based on a recommendation from Dave Langston, the state entomologist," says Riddle. "Now, all of my customers get it on their lawns."

Riddle has seen success using these generic products, and has found them to be more economical than the alternatives.

"Using these generic products provide our customers with a great opportunity to save money without sacrificing quality," adds Cory Scherting, sales representative with Fertizona—Fennemore. "The results out in the field speak for themselves. They're the exact same active ingredients in a different bag with a different name." ▲

*All trademarks are the property of their respective owners.*



Employees of Bryan's Landscape Service

## OPERATIONS OVERVIEW

### Green Is Always In Season At Desert Trees



Wally Romero (in red), John Bay (in white) and crew of Desert Trees Nursery.

Desert Trees Nursery, a wholesale nursery located in Tucson, Arizona, supplies trees and plants to more than 300 customers including landscape contractors and retail outlets—they also occasionally sell to other wholesale nurseries in the Phoenix area. The company occupies 50 acres of land in Marana, Arizona, which they use primarily for growing and eight acres in Tucson, which serves as the loading yard.

Mickey Fontes opened Desert Trees Nursery in 1976. His agricultural career however, is much more seasoned—having served as the director of agricultural research in the Environmental Research Lab at the University of Arizona for 13 years.

Desert Trees specializes in desert, Xeriscape and drought-tolerant plants. They grow more than 340 varieties of plants, trees and succulents ranging in sizes from one gallon to 36-inch boxes. The plants are typically shipped directly from the growing ground in Marana to the customers' job sites. Desert Trees also offers deliveries

across Arizona, in cities including Sierra Vista, Green Valley, Nogales, Willcox and Safford.

Fertizona has been working with Desert Trees for five years and supplies them with pesticides and nutrients for all their trees and plants.

“We have a great relationship with Fertizona,” Mickey

Fontes, owner, Desert Trees says. “A few years ago we had a sharpshooter problem in the nursery. Craig Allen immediately jumped in to help; he got us pesticides and fertilizers and got us through the issue in no time. I would tell any grower to call Fertizona.”

“Desert Trees is wonderful to work with and they have an excellent reputation with landscape contractors in the Tucson community,” explains Marty Latta, Fennemore–Fertizona field rep.

In addition to supplying Desert Trees with pesticides and nutrients, Fertizona has helped the nursery be more efficient and profitable by recommending superior SmartBlends™ that cost less than fertilizer blends they were previously using.

“Fertizona has helped our business be more profitable,” John Bay, grower, Desert Trees explains. “I enjoy doing business with them—they have great customer service, their prices are good and they

have no problem locating products for me. I would recommend Fertizona to any grower.” ▲

#### TURF TIPS

### Cool Weather Fertilizer Tips for Overseeding

Each fall, warm-season grass should be overseeded with cool-season grass to ensure the grass stays healthy and green. Below are tips for overseeding established lawns.

- With cooler months approaching, overseeding with an application of 6-20-20 (starter) at a rate of five to six pounds per 1,000 square feet will help establish the turf.
- Once the grass is established and has been mowed a few times, applying fertilizers such as 15-15-15, 19-6-13 + Iron or 11-3-10 + Iron and Micronutrients at a rate of five to six pounds per 1,000 square feet are good for plant health.
- In December and January, Calcium Nitrate + Iron gives the best results for growth.

## MEET YOUR REP

### Bulking Up

## Shayne Brady Delivers Products By The Truckload

Shayne Brady is somewhat of a “lone wolf.” He works on his own in Brawley, California to deliver Compton Ag Services’ fertilizer products to several local growers. Shayne has more than 20 years experience in the agriculture industry. He was born and raised in nearby Holtville, so he has established many relationships with growers in the Brawley area.

#### A Friend Of The Industry

“I have great relationships with the farmers in my territory,” says Shayne. “I’ve known them a long time and worked with most of them for years—many of them are family friends.”

A graduate of Cal Poly Pomona, Shayne earned a Bachelor of Science in Agriculture Business and then went on to run his family’s Ag applicator company in Brawley. After running the company for 15 years, his family sold the business and Shayne stayed on to manage that retail fertilizer outlet in Imperial County for three years before making the switch to Compton Ag Services in 2006.

#### Delivering Success

At Compton Ag Services, Shayne does nothing but truckload deliveries. He doesn’t bring products directly to fields or check crops and he doesn’t have a warehouse. He sells straight commodities by the truckload to growers in the Brawley territory.

“I don’t bring individual products to the field in small tanks. I do trucking out of Blythe or Yuma and take the products to the farm or ranch in bulk storage,” explains Shayne. “Growers and farmers can save some money with truckload deliveries but they

*Shayne Brady, Compton Ag Services.*



have to be willing to put in a little extra work for it.”

When Shayne isn’t busy delivering truckloads of Compton Ag Services fertilizer to his growers, he enjoys

spending time with his wife, Lisa, and their four children, Taylor, Hannah, Paige and Austin. He also enjoys hunting and watching his children’s softball, volleyball or baseball games.

#### UPCOMING EVENT

### Pinal County Air Quality Summit To Focus on Impacts of PM<sub>10</sub>

On November 7, 2008, the Pinal County Board of Supervisors will host a Pinal County Air Quality Summit at the Ak Chin Conference Center in the City of Maricopa. The Summit will bring together elected leaders and stakeholders from the entire spectrum of interests across the County. The Summit will focus on PM<sub>10</sub>, or dust, as an air pollutant, and the potential health and regulatory impacts on businesses and citizens throughout the County.

All are invited to attend. For more information contact David Snider, Supervisor Pinal County District 3 at 520-836-0003.

# GROWING SMARTER

## LOCATIONS

### Fertizona—Casa Grande Main Office

2850 South Peart Road  
Casa Grande, AZ 85293  
(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  
Keith Hall—Director of Operations

### 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  
Shawn Wright—Manager

### Fertizona—Willcox

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

### Ag Express

15472 W. Jimmy Kerr Blvd.  
Casa Grande, AZ 85293  
(520) 876-9982  
Dave Barrett—Manager



Fertizona and Compton Ag Services  
accept Visa and MasterCard.

Contact your local office for all your  
Fall seed needs.

Send address changes to:  
Ty Currie, 2850 S. Peart Rd.,  
Casa Grande, AZ 85293  
tcurrie@fertizona.com

[www.fertizona.com](http://www.fertizona.com)  
[www.comptonag.com](http://www.comptonag.com)



2850 S. PEART RD.  
CASA GRANDE, AZ 85293



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

Return Service Requested