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# GROWING SMARTER

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News & Information To Help You Grow

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## Finding Certainty In An Uncertain Market

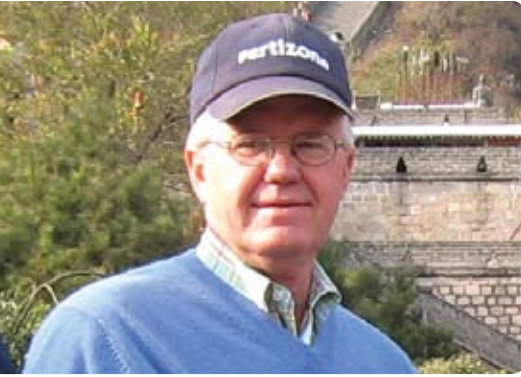
**Fertizona Helps Growers Through Down Market**

Markets constantly change; they go up and come down. Despite the fact that we're accustomed to market adjustments, nobody likes adverse changes. Today, we live in a period of deflation that causes many growers to be more concerned about the timing of their

product purchases and when they can get the best possible price.

"Last year, prices were rapidly increasing so if growers bought early they could save money. In many parts of the country, growers were buying more products

*continued on page 2*



### What A Difference A Year Makes

A new president. Lower fuel and commodity prices. The cost of fertilizer is coming down almost daily. And, prices of key crop chemicals are starting to decrease.

We live in a deflationary time. Local farm commodities, such as hay, have come down \$100 per ton from the historic highs of last year—driven by lower milk prices. This has caused much uncertainty in the commodity markets and the farming community, and indecision among branches of the agricultural community.

We can't lose sight of the fact that we must live within the boundaries given to us. We can't focus on the "what-if" possibilities or scenarios of last year's market. We must move forward with

what we have. Ultimately, growers need to continue farming, stay focused, adapt to the new, ever-changing economy and farm smart.

To quote former Secretary of Defense Donald Rumsfeld, "You go to war with the Army you have, not the Army you want."

We're in this situation together. At Fertizona and Compton Ag Services, our customers are our livelihood and our job is to help you make a profit.

**-Jim Compton**  
**President, Fertizona**  
**and Compton Ag Services**

*cover story continued*

than necessary and storing the extra for future use," says Dennis Osborn, Crop Protection Sales Manager, Fertizona. "With the market conditions we're experiencing this year, prices are gradually deflating. Growers should ask themselves if they are buying inputs out of need or because that's what they've always done."

#### Continue Growing In Down Economy

It's normal to feel uneasy about the current state of the market. However, regardless of market fluctuations, it's important that growers continue to invest in their operation.

"During tough economic times there's a tendency to cut back and not spend the necessary money for growing," explains Dennis. "It's important for growers to continue growing; they just need to go about it in a smart and deliberate way."

#### Fertizona Offers Smart Solutions

Fertizona and Compton Ag Services have numerous resources available to help growers through this down market.

Pest Control Advisors (PCAs) and Sales Staff can work with growers through every stage of growing, including planning. PCAs will work with growers to find the right amount and blend of fertilizer for optimum crop input. They can also assess fields based on crop history.

"Assessing fields based on what crops were grown there before allows us to help growers piggy back on available nutrients left behind in the soil," explains Dennis. "Fields rotated from alfalfa, for instance, are an excellent source of nitrogen."

Soil samples are another economical solution that can help growers save money. Soil sampling, for example, measures the nutrient status and is used to determine an appropriate fertilizer application plan.

"Soil samples are a great investment," Dennis says. "They can be simple or complex, depending on budget, and range in price from \$40-\$140. They measure all major nutrients. Complex samples can even measure other nutrients, minerals and carbonate levels."

### Use Fertizona As A Resource

Fertizona can partner with our customers to help them through depressed market periods. With branches across Arizona and California and even Mexico, Fertizona and Compton Ag Services offer growers the collective knowledge of experts in these areas.

There are numerous resources available, most free of charge, so if you have concerns just ask!

**Contact your local Fertizona or Compton Ag Services location for more details.**

## No Nutrient Left Behind

### Utilizing The Nitrogen That Remains After An Alfalfa Harvest

Alfalfa is a crop that produces its own nitrogen, which is manufactured in the root profile during the growing season. When growers remove or rotate alfalfa crops, the nitrogen it produced remains in the soil and is available for use on crops planted the next growing season.

“Nitrogen carryover from an alfalfa rotation remains in the soil until it goes through denitrification or until it is used by another source,” explains Tom Montoya, Manager, Fertizona-San Tan. “Typically, anywhere from 50-80 pounds of nitrogen per acre remain in the soil after a good stand of alfalfa is removed.”

#### What This Means To Growers

Growers are able to reuse the carryover nitrogen when planning for the following growing season. Alfalfa is harvested into the fall and rotated to wheat or barley in the winter or cotton in the spring. Growers are able to use the remaining nitrogen for the next crop.

“When planning a fertilizer program for our growers, the nitrogen remaining in the soil after the alfalfa is rotated is factored into the program,” Tom says. “If a grower is rotating to wheat, 225-300 pounds of nitrogen per acre is required to make good yield with high protein levels. If they have 50 pounds per acre remaining from a previous alfalfa harvest, they can use that on the crop and they won’t have to apply as much fertilizer.”

#### Getting Maximum Benefits

Soil samples are a great way to measure exactly how much nitrogen is remaining in the soil. The results of a soil sample give growers and Pest Control Advisors a good idea of what they have available in their soil and it helps them determine how much fertilizer they need to apply for the next crop.



Growers can reuse carryover nitrogen from alfalfa when planting the next season.

“Being aware of their situation is the best thing a grower can do,” says Tom. “Knowing what’s in the soil before the season starts will give growers an idea of additional inputs needed. This will allow them to accurately budget for those additional expenses.”

**Contact your local Fertizona or Compton Ag Services office for more information.**

## DID YOU KNOW?

**You can mix Furst Liquid with insecticides and herbicides as well as mepiquat chloride.**

## **Furst Liquid**

**Furst Liquid contains nitrogen from protein hydrolysates that facilitates the utilization of nutrients. Adding up to one pint of Furst Liquid per acre per application in compatible tank mix combinations will give your plants an extra boost and help keep them healthy.**

**Since you’ll already be going into the field to apply herbicide, adding Furst Liquid doesn’t require additional labor to apply. The cost of the product is the only added expense.**

# PrimeraOne's OB-2G Available At Fertizona

## Herbicide Controls Grasses And Broadleaf Weeds

As a member of PrimeraTurf® Inc., a purchasing co-op for independent distributors in the turf and ornamental business, Fertizona offers the full line of PrimeraOne products, including its newest product OB-2G.

PrimeraOne's OB-2G, a granular form of oryzalin and benefin, is a selective pre-emergence herbicide used to control certain annual grasses and broadleaf weeds. Perfect for commercial and residential use, OB-2G is applied on golf courses, landscape ornamentals and established tall fescue and warm-season turfgrass.

"OB-2G is used for pre-emergent weed control and gives excellent control of annual grasses and broadleaf weeds," says Craig Allen, Manager, Fertizona-Fennemore. "Users apply it like a fertilizer and then water it into the landscape or turf or wait for rain to water it in. OB-2G won't damage plants or landscapes already in place and it won't lose its efficiency while waiting to be watered."

Fertizona has been carrying PrimeraOne's OB-2G since March 2009. Currently, the product is available in 50-pound bags. Each 50-pound bag will cover approximately 13,000 square feet of landscape (or 1/3 of an acre). It can be used every six months to control weeds.

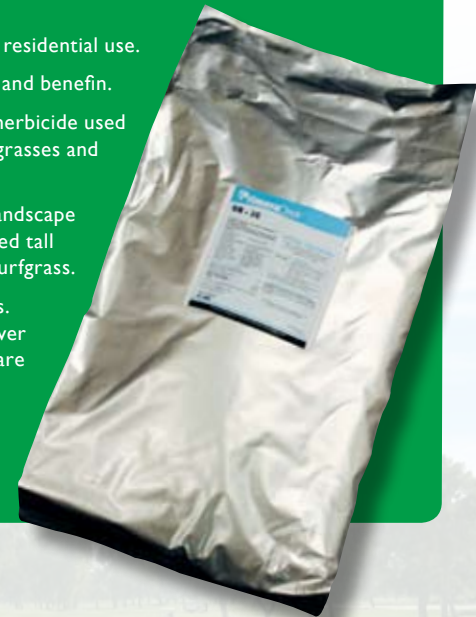
"Fertizona's membership in PrimeraTurf allows us to offer top-quality products, like OB-2G, to our customers," says Craig. "The PrimeraOne brand gives our customers access to premier supply sources."

Backed by the distributors who belong to PrimeraTurf, PrimeraOne products originate with some of the most reputable manufacturers in the business.



### PrimeraOne's OB-2G At A Glance

- Great for commercial and residential use.
- Granular form of oryzalin and benefin.
- Selective pre-emergence herbicide used to control certain annual grasses and broadleaf weeds.
- Applied on golf courses, landscape ornamentals and established tall fescue and warm-season turfgrass.
- Available in 50-pound bags. One 50-pound bag will cover approximately 13,000 square feet of landscape.
- Can be used every six months to control weeds.



Currently, the PrimeraOne label is applied to off-patent plant protection and calcined clay products. However, PrimeraTurf is exploring expansion of the PrimeraOne brand to other products, including liquid and dry fertilizers.

**Contact Craig Allen at 623-935-4252 for more information.**

## What's New

Fertizona expanded its selection of turfgrass. In addition to Blackjack Bermudagrass, Fertizona is selling the following Pennington Seed® turfgrass varieties:

### ■ Sultan

- > Increased density.
- > Fine leaf for ball support.
- > Moderate cold tolerance.
- > Quick recovery rate from damage.
- > Dark green in color.

### ■ Sovereign

- > Tolerates low cutting heights and cold weather.
- > Displays a fine green color.

### ■ Bermuda Triangle

- > Three-way blend.

### ■ Sahara

- > Finer than common Bermudagrass.
- > Drought tolerant.
- > Great warm-season choice.

## Sundance Farms Seizes Opportunities To Improve Efficiency

### Family-Owned Farm Overcomes Challenges, Increases Productivity

Running a family farm provides numerous benefits. It's full of traditions, innovations and opportunities. Sundance Farms is one family-owned farm that has capitalized on opportunities to improve its operation and increase its productivity.

David Wuertz is General Manager of Sundance Farms, a second-generation farm in Coolidge, Ariz. This 3,000-acre farm has 15 full-time employees and grows wheat, cotton, alfalfa and seedless watermelons.

David's father, Howard purchased Sundance Farms in the 1950s and David grew up helping his father on the farm. After graduating from the University of Arizona with a degree in plant science, David began farming full time with his father.

"I've been in the agriculture industry my entire life," David says. "I grew up on the farm and I always knew I wanted to farm after college."

### Increasing Efficiency

Sundance Farms utilizes a permanent sub-surface drip irrigation system. Sub-surface drip systems allow growers to apply the correct amount of water at the right time, resulting in minimal waste and increased yields.

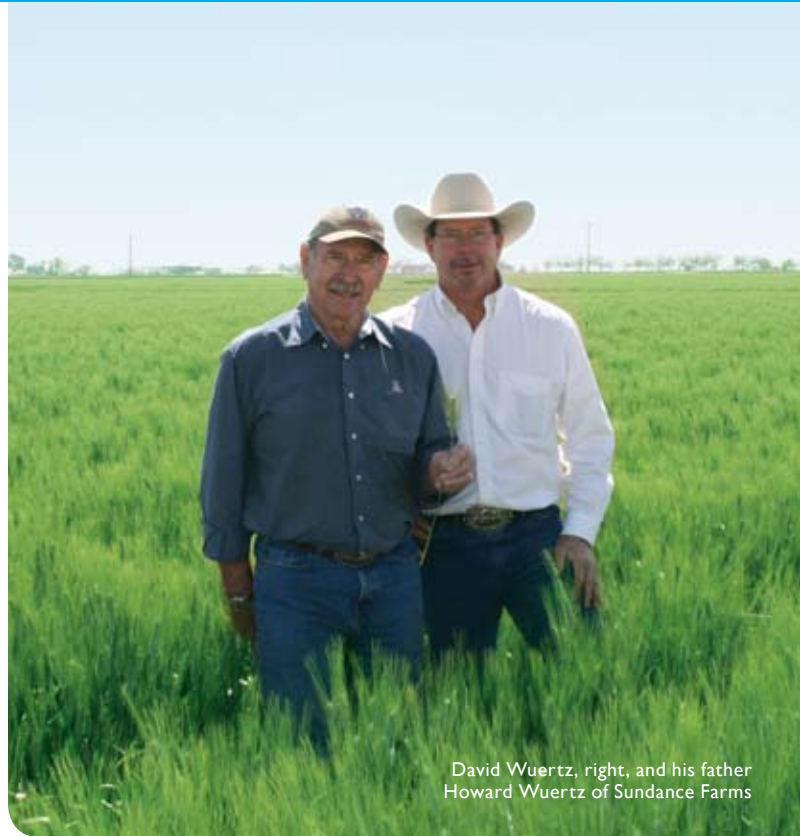
"There are very few farms in the country that operate 100 percent on sub-surface drip," explains David. "Sundance Farms grows a variety of crops, all on a permanent sub-surface drip system."

The farm began experimenting with sub-surface drip in 1976 and started using it permanently in 1980. Traditionally, drip systems had to be pulled out and replaced with conventional flood irrigation systems when growers rotated fields from cotton to wheat.

"We found a way to place the drip tape eight inches below the finished bed height," says David. "By doing that, we are able to rotate crops on that system, we don't have to pull it out and replace it with a traditional irrigation system."

After Sundance Farms discovered how to permanently use sub-surface drip, they needed tillage tools that could farm over the system. Howard invented the tools they needed.

"My father created and patented six tools," says David. "These tools allowed us to farm over the sub-surface drip system. Once we implemented them at Sundance Farms, we were able to sell them to other growers."



David Wuertz, right, and his father Howard Wuertz of Sundance Farms

### Overcoming Challenges

Controlling costs is a major challenge in farming. However, it's a challenge that Sundance Farms has met head on. Many of the tillage tools Howard created use less horsepower than traditional tillage tools and can accomplish many operations in one pass. They also allow growers to be more productive in the field.

"Managing costs is a huge challenge for us," says David. "It's important to keep costs down as much as possible while still keeping yields up; growers can't lower costs to the point where they start to sacrifice yield."

Sundance Farms established a relationship with Fertizona in 1985. Today, Fertizona supplies them with all of their fertilizers, pesticides and non-specialty seed.

"Fertizona is a one-stop shop, they take the worry out of insect, weed and disease control," David says. "Getting all my fertilizers and pesticides from Fertizona helps me manage costs and allows me to be as efficient as possible."

**"It's important to keep costs down as much as possible while still keeping yields up; growers can't lower costs to the point where they start to sacrifice yield."**

- David Wuertz

# Adding Foliar Fertilizers To A Traditional Fertilizer Program

## Give Plants A Boost With Ferti-Gro Micronutrient Supplements



In today's economy, everybody is looking to cut back on unnecessary expenses and learn how to do more with less. Growers are no exception.

There are numerous techniques growers can use to manage input costs and several easy ways to achieve additional benefits from products growers already use. Fertilizers, for example, are used to enhance nutrient uptake and improve crop quality and don't require additional labor to apply.

"Ferti-Gro 20-20-20 and 10-45-10 are excellent multi-nutrient supplements that can be used to complement a traditional fertilizer program," says Tom Montoya, Manager, Fertilizer Sales, Fertizona-San Tan.

### Simple Application

Ferti-Gro products supplement growers' regular fertilization schedule and are either foliar-applied or applied through a drip irrigation system.

Added to an existing fertilizer program, Ferti-Gro foliar fertilizers are used to make plants healthier. These products give plants an extra boost of nutrients and they don't require extra labor to apply. This makes them an economical way to give crops nutrients they can use to stay healthy and green.

"Growers are already going into the field and running their tractors to apply herbicides," explains Tom. "Adding a foliar micronutrient fertilizer to their herbicide doesn't require a second application. The only cost to growers is the low cost of the product."

### Micros Provide Maximum Benefits

Foliar fertilizer applications are used as a supplemental method of feeding to help correct marginal nutrient deficiencies and enhance crop quality. They are important for healthy plants and provide a quick green up.

**"Ferti-Gro 20-20-20 and 10-45-10 are excellent multi-nutrient supplements that can be used to complement a traditional fertilizer program."**

"Foliar-applied Ferti-Gro 20-20-20 and 10-45-10 contain a little bit of everything," explains Dennis Osborn, Crop Protection Sales Manager, Fertizona. "They have trace amounts of zinc, iron, manganese, boron, molybdenum and copper—just enough to spoon feed the plants and keep them healthy."

Fertilizer's line of micronutrients has been evolving over the years in response to the changing needs of growers and plants. The micronutrients developed at Fertizona are tailored to the specific nutritional needs of plants and are designed to create the best possible atmosphere for growing crops.

These products are recommended for use on field, vegetable, fruit, nut, vine and berry crops as well as on turf, golf courses and ornamentals.

***For more information, contact your local Fertizona or Compton Ag location.***

## Lignosulfonates Treat Specific Plant Deficiencies

When it comes to plant health, minor nutrients are just as important as major nutrients. Fertizona offers a line of lignosulfonates designed for balanced plant nutrition. Available as a liquid, 'lignos' are foliar-applied micronutrients used to treat specific deficiencies in plants.

"We use various lignos when we're writing a prescription for a plant deficiency," explains Dennis. "Plants are typically deficient in high production areas because nutrients have been depleted from the soil. Based on results from petiole and soil samples, we recommend the best micronutrient to correct the deficiency and keep plants strong and healthy."

***These minor nutrients are compatible with many fertilizers. For more information, talk to your Fertizona or Compton Ag representative.***

## Working With Growers

### Shawn Wright Keeps Things Up And Running

As the manager of Fertilzona-Thatcher, Shawn Wright not only runs the branch and oversees its team of employees, he also serves as a salesman and crop consultant for growers in the area.

Fertilzona's Thatcher location covers the entire Gila Valley and spans west to the San Carlos Apache Indian Reservation and east into New Mexico. Shawn is no stranger to this area—he was born in Safford, Ariz., raised in Pima and he attended Eastern Arizona College.

"I'm the fifth generation in the Gila Valley," Shawn says. "I always knew I wanted to stay in this area and work in agriculture."

### Looking Out For Growers

Shawn has been the manager in Thatcher for one year and has been working at Fertilzona four years. He enjoys working one-on-one with growers and helping them run effective operations. Shawn's team recently helped a grower overcome an infestation of alfalfa weevils. When the weevils were discovered, Shawn immediately recommended an effective pesticide plan and set up an airplane to spray the crops and eliminate the pests.

"We were able to catch the weevils before too much damage was done," Shawn explains. "If left untreated, weevils can destroy an entire cutting of alfalfa."

### Overcoming Challenges

Growing in Thatcher presents many challenges. One challenge is the strict water restrictions. Growers are limited on the amount of water they can use each year, making effective watering crucial.

"Growers are limited to six acre-feet of water per year on their crops," explains Shawn. "We're working with growers to help them manage their operations on these stringent restrictions. Some growers are switching to drip irrigation and we're working with them to find the best fertilization and pest control programs for these systems."

### Riding Out The Storm

Shawn says it's important for growers to be directly involved in their fertilizer and pest control programs. He advises them to ask their Fertilzona representative if they have any questions.



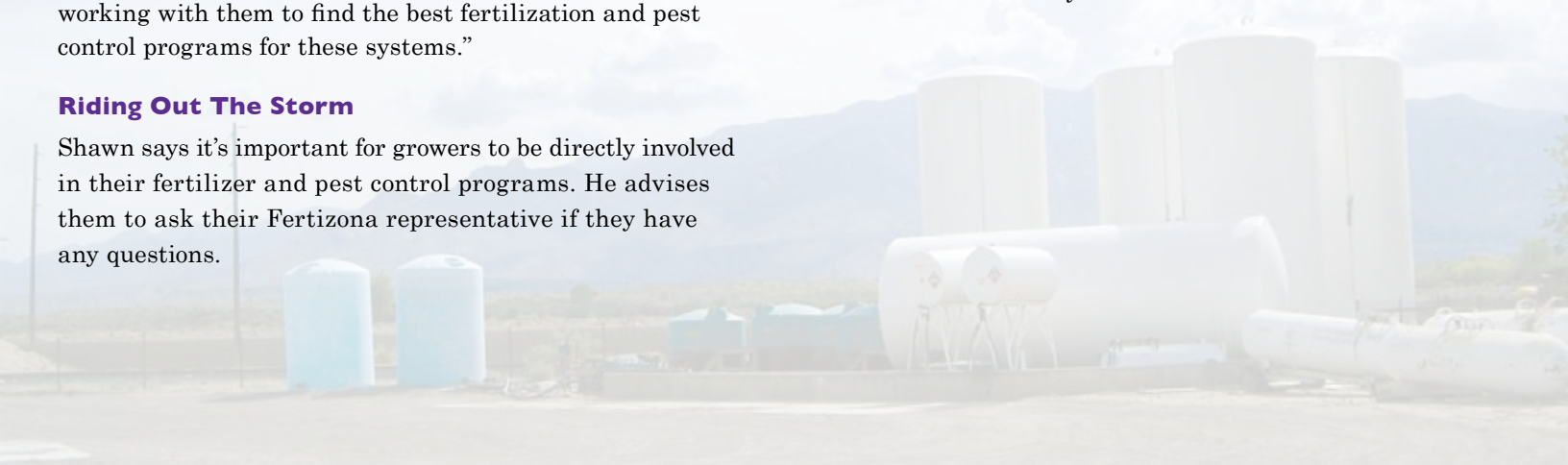
Shawn Wright, Manager  
of Fertilzona-Thatcher

"I encourage all growers to work closely with their Fertilzona representative to find economical solutions and products that will help them through this rough time."

-Shawn Wright

"Times are tough, especially for growers," explains Shawn. "I encourage all growers to work closely with their Fertilzona representative to find economical solutions and products that will help them through this rough time."

When Shawn isn't working hard at Fertilzona, he enjoys roping and spending time with his wife and their five children at their home in Eden. He also manages a 6,000-acre cattle ranch in the Gila Valley.





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## FERTIZONA LOCATIONS

Contact Your Local Office For All Your Needs.

### 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 Benge, *Controller*  
Keith Hall, *Director of Operations*

### 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*

### SAN TAN

San Tan Industrial Park  
Sacaton, AZ 85247  
(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-FN La Victoria  
Hermosillo, Sonora, Mexico

Bill Jarman (U.S.)  
(520) 281-7388

Jose Muñoz (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 W. Jimmy Kerr Boulevard  
Casa Grande, AZ 85293  
(520) 876-9982

Dave Barrett, *Manager*

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



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