



# GROWING SMARTER

News & Information To Help You Grow

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## Making A Better Stand

**The right seed and nutrients can mean higher alfalfa yields**

Now that fall planting season has arrived for alfalfa growers, important decisions need to be made about this year's crop...and Fertizona is ready to help.

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## Part of Your Team

It has been an exciting few months in these parts, and

the team at Fertizona has been busy.

September saw the launch of our brand-new, proprietary line of Furst®-Class Enhanced Efficiency Fertilizers. We've had a very successful Furst-Class launch into the turf market, and I'm pleased to announce that we will be launching the Furst-Class line-up to our growers early next year.

As the slogan says, "Don't your plants deserve the Furst-Class treatment"?

I'm also very happy to announce our new strategic partnership with CYC Seed Co. Any grower will tell you how important seed survival is, and CYC's coating holds moisture close to the seed, protecting it until germination. And now CYC can add nutrients, herbicides, pesticides and fungicides to the coating, protecting the seed even further, and ultimately, increasing your yield.

So what do these new technologies have in common for our customers? To me, they are both examples of how Fertizona is constantly trying to make our growers' lives easier. Whether it's the latest technology, or after-sales service, or friendly advice, everything we do is geared towards your success.

From the right product, to the right amount at the right time, you can turn to your local Fertizona or Compton Ag representative for the know-how and service – and technology – you need to have the best growing season possible.

And while we're very excited about Furst-Class and CYC, that's not all. In fact, we're still innovating, working on the next big thing to ensure our team remains a trusted part of your team.

– Jim Compton

President, Fertizona and Compton Ag Services



*Story continued from cover*

## Making A Better Stand

**The right seed and nutrients can mean higher alfalfa yields**

"By now, most growers know whether they're going to plant alfalfa or not, but a lot of them haven't chosen which variety to use yet," says Tyke Bennett, Seeds Product Manager, Fertizona. "They also have to decide if they're going to get coated or uncoated seed. But in any case, we expect a lot to be planted."

The alfalfa market is exceptionally strong and active right now, due to a number of factors. For one, there's been an unusually high demand for export crops – not just for overseas buyers, but even close to home in Mexico. To complicate the situation, bad weather in 2012 seriously affected the availability of alfalfa seed this year. That means some growers could have a harder time getting what they need.

### **No seed shortage at Fertizona**

Fortunately, Bennett and Fertizona anticipated the higher demand for seed stock this year and made special arrangements to satisfy customers' needs.

"When we saw what happened in the Imperial Valley last year (with weather problems), we purposely amped up our seed supplies during the off-season," Bennett explains. "We really stocked up, so now there's plenty of seed in our barn."

Bennett is particularly excited about Fertizona's Fertilac 11, a newer alfalfa variety. It's been bred specifically for use in traditional western and southwestern non-dormant zones. Fertilac 11 combines exceptional yield and good forage quality potential. Its impressive agronomic traits include outstanding seedling vigor and fast recovery after cutting.

"Fertilac 11 is the only 11 dormancy on the market around here," Bennett says, "and it's a great fit in this region. It's only been available for a few years, but Fertilac 11 is already proving to do really well."

Fertizona offers a wide range of other excellent alfalfa seed varieties to fit any grower's practices and conditions. One popular choice is Fertilac 10, a high-yielding variety bred for resistance to many common alfalfa pests.

Fertizona offers an industry-leading selection of alfalfa seeds to the Southwest, including our own award-winning Fertillac seed. Our products are also available with a wide variety of coating to increase disease resistance and yield potential, including those noted in the following chart:

Variety	Fall Dormancy	Phytophthora Root Rot	Anthraco-nose	Verticillium Wilt	Bacterial Wilt	Fusarium Wilt	Pea Aphid	Spotted Alfalfa Aphid	Blue Alfalfa Aphid	Stem Nematode	Southern Root Knot Nematode	Northern Root Knot Nematode
Fertillac 11	11	MR	MR		LR	HR	HR	HR		HR		
Fertillac 10	10	HR	LR		R	HR	HR	HR	HR	MR		
A-1086	10	HR	R	HR	MR	HR	HR	HR	R	HR	HR	HR
Nexgrow 6015R	10	R	LR	MR	MR	R	HR	HR		R		
PGI 1007 BA	10	HR				HR	HR	HR	HR	R	HR	HR
Grassroots 999	9	HR		LR	MR	HR	HR	HR	HR	HR	HR	HR
Hi-Ton Elite	9		R	LR	MR	HR	HR	HR	R	HR		
Mycogen 4N900	9	HR	R	LR	MR	HR	HR	HR	R	HR		
UC Cibola	9	HR				HR	R	HR	LR		R	

LR= Low Resistance

MR= Moderate Resistance

R= Resistance

HR= High Resistance

For more information about these or any other Fertizona products, contact your local representative, or visit us online at [www.fertizona.com](http://www.fertizona.com).

### Coated seed promotes stronger stands

As with any crop, good fertility management plays a big role in the success of an alfalfa stand. In recent years, new seed coating technology has made it easier for alfalfa growers to provide adequate nutrition at planting. For example, Wolf Trax® offers alfalfa seed coating that includes a special balanced nutrient package.

Wolf Trax treated seeds have proven to emerge 2 – 3 days sooner than uncoated seed, and to produce vigorous young plants that are 10 – 20 percent larger than similar untreated varieties. Wolf Trax coated seeds also promote longer, more developed root systems.

For Fertizona customers, Wolf Trax seed coatings are provided through CYC Seed Company. (See related story on p. 6.) Fertillac 11 alfalfa seed comes with the coating already applied.

Getting a fast, strong stand establishment is obviously critical for a healthy, productive alfalfa crop, and coated seed can help.

“The Fertillac 11 seed is coated with a fungicide, and that helps to protect the seedlings when they germinate,” says Doug Canan, Manager, Fertizona – Roll. “When growers see the quality of the stand they get, they stay with the coated seed.”

“A lot of growers want the raw alfalfa seed,” notes Bennett, “and we’re here to serve them as well. Fertizona also offers the crop protection products and fertilizers they need, so whether somebody wants coated seed or not, we can help them make the most of their alfalfa crop.”

***Don’t wait to get the alfalfa seed you need this season – contact your local Fertizona or Compton Ag representative today.***

## Building the Best Team Who’s New At Fertizona & Ag Express

Fertizona and Ag Express would like to welcome the following new team members:

**Erik Borbon**  
Yuma – Assistant Yard Manager

**Lino Tafolla**  
Yuma – Head Mechanic

**Robert Garcia**  
Ag Express – Delivery Driver

**Dusty Williams**  
Willcox – Shop Foreman/  
Delivery Driver

**Drew Landers**  
Buckeye – Delivery Driver

**Maria Scriven**  
Willcox – Office Clerk

**Tyler Pearce**  
Thatcher – Office Manager

**Sarah Eischeid**  
Willcox – Customer Service

**Robyn Ollerton**  
Casa Grande – Marketing  
Coordinator

**Jose Bazua, Jr.**  
Willcox – Plant Operator

**Randall Rutherford**  
Willcox – Delivery Driver

**Roberto Martinez-Dominguez**  
Santan – Delivery Driver

**Dwight Palmer**  
Yuma – PCA/Sales

**Mauricio Rios-Nunez**  
Ag Express – Delivery Driver





## Reducing dangers of aflatoxin

Key steps to help avoid contamination of silage crops

One of the most common and destructive disease threats for corn and cotton growers is aflatoxin, a highly toxic carcinogenic compound produced by certain *Aspergillus* mold. If dairy cows have unacceptable levels of aflatoxin in their rations, the entire herd's milk production can be contaminated by carcinogens and must be destroyed.

"The risk of aflatoxin is always there," says Craig Allen, Branch Manager, Fertizona – Fennemore. "We've seen dairy producers wipe out a year's work because of aflatoxin."

Many factors can contribute to aflatoxin contamination, such as drought, extreme temperatures and other stresses. Aflatoxin may occur in damp silage and stored grains, but the problem usually starts in the field. However, the actual cause of *Aspergillus* growth has not been conclusively identified.

Aflatoxin in preharvest corn can be a result of high insect activity. When a corn crop suffers damage from insect feeding, the injured ears create a

vulnerable environment that's more susceptible to *Aspergillus* molds.

"When you limit worm damage in corn, there's less chance of aflatoxin," Allen says. "That's why we recommend genetically stacked corn hybrids. Now growers can get three different levels of built-in protection from pests."

### Cottonseed at risk

Aflatoxin can also contaminate cottonseed used for dairy feed. An effective remedy is to ammoniate affected cottonseed to detoxify it. Since ammonia is so volatile, the detoxification has to be done carefully in large, airtight plastic bags or sealed bins. And once complete, ammoniated forage can't be sold across state lines.

"Aflatoxin management can be challenging," says Mike Billotte of the United Dairymen of Arizona. "In dairy operations, we recommend

ammoniation of all cottonseed. Other feeds with histories of aflatoxin contamination should be rigorously monitored with accurate testing."

In some cases where aflatoxin appears in a

dairy ration, it helps to add activated charcoal to the feed. The charcoal absorbs and filters the aflatoxin, passing it through fecal matter instead of getting digested and entering the milk system. Contact a nutritionist for specific advice.

"Most of our dairy customers test their silage right away," says Allen. "They know what aflatoxin does to milk."

***Don't let alfatoxin impact your crop this season – visit your local Fertizona location, or call your Compton Ag representative for more information.***

"The risk of aflatoxin is always there."

- Craig Allen, Branch Manager,  
Fertizona - Fennemore



# Joe Van Dyke Farms

## Taking crop variety to a higher level

Most growers agree it's smart to diversify, but few do it to the extent of Joe Van Dyke Farms in Blythe, California. The 900-acre operation has dozens of different crops, including broccoli, melons, citrus, peppers, lettuce and many other specialty items, along with cotton, alfalfa and bermudagrass.

"We do have quite a variety," says Farm Manager Joe Van Dyke, Jr. in a bit of an understatement. "We've learned that consumers like the seldom-found things, and we're constantly experimenting with what we grow here. Some of our new products are watermelon radishes and heirloom tomatoes."

The approach has worked extremely well. Their wide range of unique and colorful products has made the Van Dykes very popular among farmers markets and several large commercial customers, including restaurants and casinos in Las Vegas.

"My father loved to garden, so I grew up on things like turnips and kohlrabi," explains Priscilla Van Dyke, Joe's mother and co-founder of the farm with her husband, Joe, Sr. "We started out growing melons here in the 1980s, and just kept expanding."

Part of the Van Dyke's expansion over the years is their on-site retail business. What began as a small roadside stand in 2001 has grown to be an impressive store offering a huge selection of fresh fruits, vegetables, salsas, jellies and much more, including many unusual choices.

"One of our new items is flower sprouts, which are a cross between Brussels sprouts and kale," says Mrs. Van Dyke. "We also have new colored carrots and Chioggia beets."

### Support from Compton Ag

The Van Dykes have been good customers of Compton Ag Services in Blythe for as long as anyone can remember.

"Because of all the unique stuff we grow here, I often have to call, ask for special fertilizers or chemicals," says Joe Van Dyke, "and Compton Ag has always come through for me. I also really appreciate their involvement in our community," he adds. "Compton Ag provides a lot of local support, especially for kids."

"We're sustainable growers," says Mrs. Van Dyke, "And we have wonderful people working with us to help us be good stewards of the land."

*To learn more about the Van Dykes' unique products, go to [joevandykefarms.com](http://joevandykefarms.com), follow them on Facebook or visit their store at 9510 18th Avenue in Blythe, CA.*



"Compton Ag has always come through for me."

- Joe Van Dyke, Jr., Manager, Joe Van Dyke Farms





## Coating Your Way to Higher Yields

**CYC Seed Co.™ offers Southwest Growers industry-leading seed coating technology**

It's official - Fertizona has announced its partnership with CYC Seed Company, located in Casa Grande, Ariz. CYC produces Coat-Right™, a seed coating technology that holds moisture closer and longer to the seed, allowing for better and quicker germination with fewer seeds lost to desiccation.

"Coat-Right is a calcium and polymer binding," said Casey Compton, President of CYC Seed Co. "This binding not only keeps seedlings moist and protected during planting, it

can also serve as a delivery package that we can customize to contain just about anything, including nutrients, pesticides and fungicides."

According to Compton, 50 percent of the US alfalfa crop and 90 percent of Mexico's alfalfa crop is grown using coated seed technology. "The reason it [coated seed technology] is so popular in the alfalfa market is because it greatly increases seed survival, which leads to improved stand establishment for our customers," said Compton.

The idea of helping seeds survive and thrive with special coatings has been around for years and Coat-Right, is based on time-proven seed coating technology. Yet in spite of its success in the alfalfa market, Compton still finds himself dispelling misconceptions about coated seed.

"Some growers think they're getting less seed per bag than what they're paying for," said Compton. "While coating does increase overall weight per bag, more of the coated seeds survive when planted, yielding higher germination rates that result in a more uniform stand.

"Plus, costs for spray pesticides may be reduced because the binding may already incorporate these in the package," said Compton. "And growers save time and labor because that can reduce their number of trips out to the field."

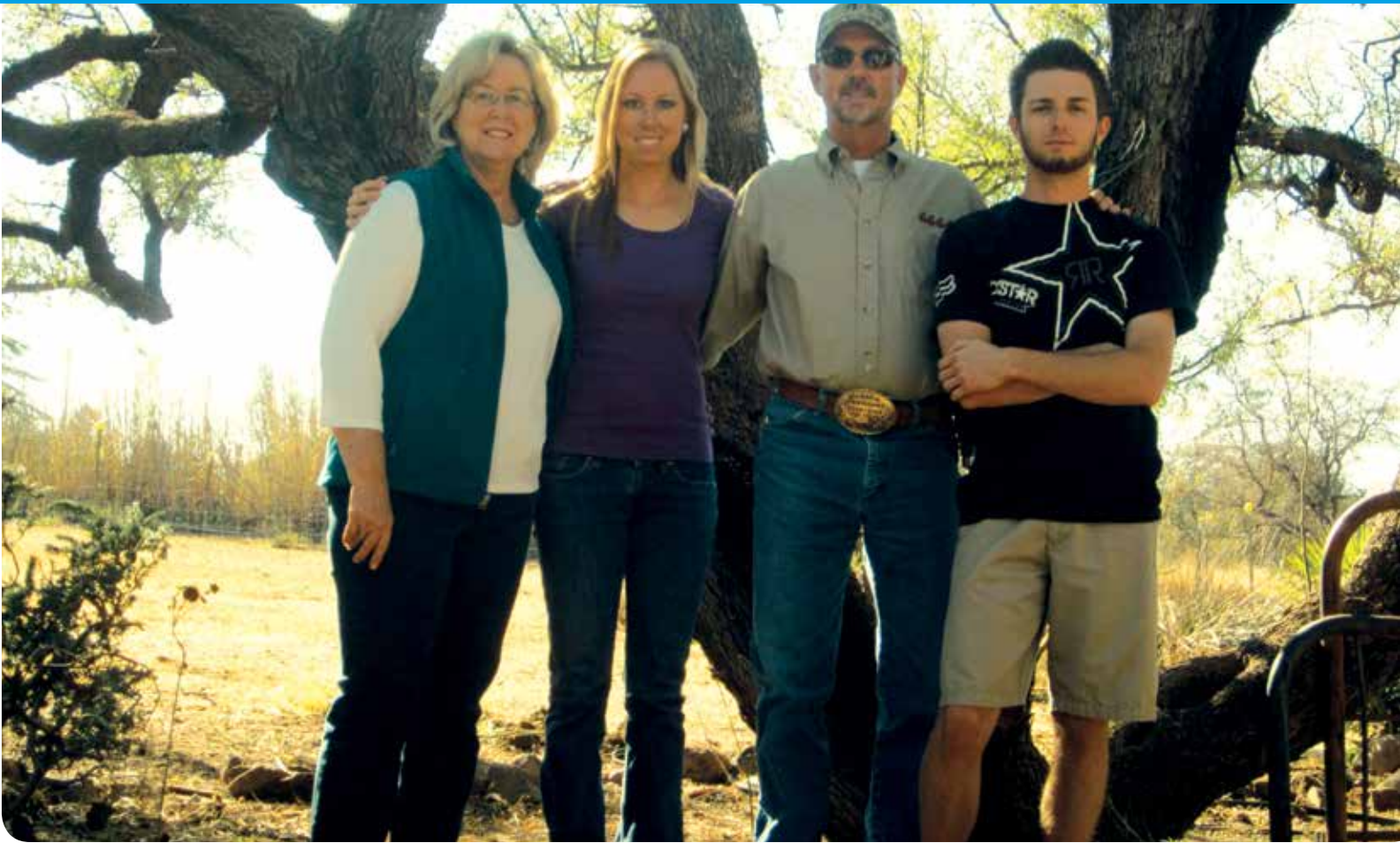
Compton sees the future of seed technology pointing to biostimulus products. Some of the more promising biostimulant substances are seaweed extracts, humic acids, amino acids, salicylic acid and silicates. All of these products exert beneficial influences either through hormonal effects or by raising antioxidant levels.

CYC Seed Co. was officially incorporated in January 2013.

***Looking to get more out of your seed? Call Casey Compton at 520.510.5054, or talk to your local Fertizona or Compton Ag representative for more information about Coat-Right and the CYC Seed Co.***







## Staying A Step Ahead

**Doug Canan succeeds by anticipating what's important**

As Manager of the Fertizona location in Roll, Ariz., Doug Canan knows a lot about what regional growers need every season. His staff serves dozens of large cotton, alfalfa and produce operations around Yuma County, and their priorities often change quickly.

“We have growers annually rotating acres, and guys get in and out of cotton as the market goes up or down,” Canan says. “We have to be ready for them. If you wait, you get behind the curve, and that’s trouble.”

Canan also knows that effective planning requires more than just educated guesswork and relying on experience.

“Great service is the key, and that means staying in contact with your customers,” he says. “That allows us

to do better scheduling so we can stay ahead. Then we have to make sure we’ve got all the products on hand.”

### Rolling with the changes

Although he prefers to know what’s coming, Canan’s career has experienced some big turns.

“Great service is the key.”

- Doug Canan, Manager, Fertizona - Roll

Born in Ohio, he moved to Arizona in 1963. After high school, Canan started working in construction, but taking a position at an agricultural company changed everything. Over

the next few years he worked in seed and ag-chem, earning his PCA license in 1983. Then in 1991, his company was bought by Fertizona, so Canan has been part of our organization for 22 years.

With his managerial responsibilities, Canan says he’s accustomed to doing whatever it takes to get a job done, “right down to mopping the floors,” he adds with a grin.

Canan and his wife of 33 years, Paula, have a son, Henry, and a daughter, Mieke. Although he admits he doesn’t have much spare time, Canan’s hobbies include hiking and camping in the desert, and he used to fly Ultralight aircraft.

That’s not surprising for a guy who likes to move faster than others around him.



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## LOCATIONS

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### 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 Benge, *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

#### NEW ADDRESS

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Hermosillo, Sonora, Mexico 83304

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Gilberto Gil (Mexico)  
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**AG EXPRESS**

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