



GROWING SMARTER

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News & Information To Help You Grow

## Make the Best Choices to Get the Best Alfalfa

### Fertizona products and programs can make all the difference

The Southwest is an ideal place for growing alfalfa because our climate and soils are so well-suited for producing eight to ten cuttings per year of high-quality forage. But alfalfa production in Arizona has been quite a roller coaster recently, with big fluctuations in hay prices, currency values, export issues and other factors. But in spite of the challenges, alfalfa can be a lucrative crop under the right circumstances.

"There's always going to be a need for good quality hay here, especially with our dairies and horses," said Tom Montoya, Pest Control Advisor, Fertizona - Casa Grande. "If growers are concerned about prices, they need to remember that certain steps can help them maximize their yields and profits."

First, Montoya emphasizes that growers get their soil tested to determine the levels of available nutrients. Desert soils typically provide enough potassium for a good crop, but alfalfa will consume large amounts of phosphorus. With that in mind, Montoya's top fertilizer recommendation is a preplant application of granular 11-52-0 MAP. He also frequently advises growers to add sulfur to their fertilizer, such as Fertizona's SmartBlend™ 9-41-0+18S.

"Successful alfalfa uses sulfur," he said, "but most fertilizers don't have it." Sulfur used to be more readily available from the environment, but now many soils are naturally deficient in S.

Other important decisions to make are which alfalfa seed varieties to plant – and when – and whether you want your seed to be coated or not. Coated seed can promote a strong start with good early nodules.

When selecting an alfalfa seed, it's important to look for a high-producing variety with good longevity and nutritional quality. It helps to have a variety with appropriate pest resistance characteristics as well. The variety you choose can also be a factor in your timing.

"Most growers wait until early- to mid-October for planting," said Tim Walsh, Branch Manager, Compton Ag Services and Fertizona – Buckeye,

**"Buyers are always looking for clean, weed-free hay."**

– Tom Montoya, Pest Control Advisor, Fertizona - Casa Grande

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# Looking Forward to Better Days



**Jim Compton**  
President, Fertizona & Compton Ag Services

Lately, some people have been saying that this is a bad time to be a farmer. But depending on how you look at things, it's also a good time, because the need for productive agriculture has never been so great, and the demands are only increasing.

It's been estimated that by the year 2050, the Earth's population could reach 9 billion. I recently saw a report from a leading ag-chem distributor predicting that the world's growers will need to produce as much food in the next 50 years as their predecessors did in the previous 10,000 years. That's a staggering thought. So on one hand, you should congratulate yourselves – growers are the heroes of human civilization!

But then the obvious questions remain about how to produce so much, and how to do it profitably and sustainably. That's where Fertizona wants to help, and fortunately, some

of the world's smartest people are working on answers to those questions. Innovators are busy finding new ways to help you grow more crops on the same amount of land, with the same amount of effort. Some of the many ideas being explored are more efficient irrigation systems, better fertilizers, improved seed genetics and more, including advanced data analytics which will give growers new "precision agriculture" techniques that increase yields while lowering input costs.

Like the old expression says, tough times don't last, but tough people do. Our current conditions are pretty scary, but most of us have been through severe ups-and-downs before. Together we'll weather this storm, too. In good years and bad, remember that Fertizona's got your back, and we're constantly looking for ways to make things better for you.

*Story continued from cover*

"but when determining the best time to plant, you have to take into account the harvest time for outgoing crops, your crop rotation plans, and the amount of ground preparation needed for alfalfa."

"That seedbed preparation is key," Montoya added. "You need good, flat ground with soil that's not too cloddy, or else you won't get consistent planting depth. The right depth is very important."

### Keep it clean

"There are a lot of variables with alfalfa, and everybody's different," said Dennis Osborn, Crop Protection Sales Manager, Fertizona, "but starting out with a clean, well-established stand is critical."

When you know the specific weed and grass problems you face, choosing the right treatment is easier and more effective. Osborn suggests starting with a good pre-emergent herbicide such as Prowl® H<sub>2</sub>O, or Satellite® HydroCap. "We've also had good results with Velpar® AlfaMax™ Gold," he added.

Pigweed (Palmer amaranth) and lambsquarters are becoming bigger problems in many alfalfa crops in Arizona, but Fertizona has effective programs for those new weed challenges. Treflan® TR-10® and Chateau® have worked

well on pigweed, but in many cases, two and sometimes even three pre-emergent applications are needed.

"Then once the plants are up, you need to go in with a strong post-emergent herbicide program to minimize weed competition," Montoya continued. "Buyers are always looking for clean, weed-free hay. For post-emergent control, I've had good results with Pursuit® and Raptor®."

Growers also need insect-control strategies, addressing both preventive and curative scenarios. Be sure to scout your fields for early signs for pest infestations or damage, and if you spot any questionable conditions, talk to your Fertizona or Compton Ag PCA about effective products for your particular situation.

**For the high-yielding, high-quality alfalfa stands you want, contact your Fertizona rep or nearby location, or visit [www.fertizona.com](http://www.fertizona.com).**

## ALFALFA HERBICIDE OPTIONS FOR WEED CONTROL

It's always best to talk to your Fertizona or Compton Ag Services rep to build a customized herbicide program based on your specific needs, but here is a list of products that have demonstrated good results in the Southwest.

HERBICIDE NAME	TIMING	WEEDS CONTROLLED
Velpar® AlfaMax™ Gold	Pre-Emergence & early Post-Emergence	Winter grasses
Solicam® DF	Pre-Emergence	Winter grasses, malva & nutsedge
Pursuit®	Pre-Emergence & Post-Emergence	Broadleaves
Raptor®	Pre-Emergence	Broadleaves & some winter grasses
Butoxone® (2,4-DB)	Post-Emergence	Milky composites
Prowl® H <sub>2</sub> O/Satellite® HydroCap	Pre-Emergence	Winter grasses & some Broadleaves
Treflan® TR10®	Pre-Emergence	Grasses & some Broadleaves
Chateau®	Pre-Emergence	Broadleaves & partial control of certain grasses

# Post Farms & Marana Pumpkin Patch

Marana, AZ

## The Post family mixes business with pleasure for countless guests

Fertizona has built a reputation for serving growers with unique and different agricultural needs, but perhaps our most extraordinary customer is Post Farms in Marana, Arizona, northwest of Tucson. The farming operation covers about 5,000 acres of cotton, wheat, alfalfa and other crops, including one that you don't often see in Arizona: pumpkins.

A fifty-acre section of the Post Farms property is also home to the Marana Pumpkin Patch and Farm Festival, a seasonal family-entertainment venue that offers visitors an incredible array of activities, such as corn mazes, a zip line, pony rides, giant jumping pillows, a petting zoo, pig races, miniature trains, a restaurant and much more, including a huge pick-your-own pumpkin field.

"They've done a great job with that place," said independent Pest Control Advisor Ben Hoyler. "The kids love it there." Hoyler is affiliated with the Fertizona location in Casa Grande, and he has been a consultant to owner Jon Post for 25 years.

"Ben and Fertizona provide everything we need for the farm, and they've been especially helpful with growing the pumpkins," Post said.

"We started the pumpkin patch in 2011, and we've had to learn a lot about it along the way. It's hard to grow pumpkins here because they don't like our hot summers."

Adapting a pumpkin crop to the Arizona climate is a constant challenge, but Post said that installing a drip-irrigation system has made a difference. Pumpkins are also very susceptible to mold problems, so Post and Hoyler rely on Fertizona for effective fungicides.

### A lot of good help

Post also has about 25 full-time workers on his operation, along with help from his family, but the staff jumps to over 100 employees during the peak season in October. That's when the Pumpkin Patch hosts its annual Farm Festival, with thousands of customers coming to enjoy the site's many colorful attractions and experiences.

"We have a lot of school field trips that come out here by the busload," Post said. "We can get 7000 kids during a typical week of the festival." The Farm Festival at the Marana Pumpkin Patch

starts this year on October 3, and runs every day through Halloween. Post is also exploring ideas for other seasonal programs, such as a Christmas-themed event and a flower maze in the spring.

"Jon seems to add something new every year," added Hoyler. "I think he might outgrow the facility."

Post grew up on the land that he's now been farming for 27 years, and even though the Pumpkin Patch is a relatively new part of his business, he clearly takes pride in the success of what his family has built there. He's also quick to acknowledge the great support network he has.

"I've never had to go outside of Fertizona for what I need," he said. "One of the best things about Ben and Fertizona is that they treat my crops like they have an ownership stake in them."

**To learn more about Post Farms and the Marana Pumpkin Patch and Farm Festival, visit [maranapumpkinpatch.com](http://maranapumpkinpatch.com).**

**"I've never had to go outside of Fertizona for what I need."**

– Jon Post,  
Post Farms and Marana Pumpkin Patch,  
Marana, AZ

# Fertilac 11 Promises Forage Yield and Quality

## Satisfied growers report many good results

Many alfalfa growers in Arizona are discovering the benefits of Fertizona's exclusive Fertilac 11 variety. Developed specifically for traditional western and southwestern environments, non-dormant Fertilac 11 is an excellent choice for forage production. It combines very good yield potential and high nutritional value, plus it allows growers to continue harvesting all year long.

"Because the Fertilac 11 alfalfa grows in the winter, the February and March cuttings are typically heavier," says Tyke Bennett, Seed Products Manager, Fertizona.

Fertilac 11 also provides superior resistance to many important alfalfa insects and diseases. "Selecting an alfalfa seed with higher resistance helps growers launch a pre-emptive strike against pests that can reduce yield and cause quality to suffer," Bennett added.

"The guys who buy the Fertilac 11 really like it, and they keep coming back for more the following year," said Doug Canan, Branch Manager, Fertizona - Roll. "It has good yield, a nice stem pattern and a lot of leaves. It's really great seed for the money."

One grower who's had success with Fertilac 11 is David Householder, owner of Catalina Farms in Eloy, Arizona. He's now in the second year of a 370-acre stand planted with Fertilac 11.

"The Fertilac 11 has good yield and it holds up for us," he said. "Last year we got 9.1 tons an acre, with no green chop. It also has good nutrition levels. I'm happy with it."

*To learn more about Fertilac 11 and other products to help you grow better hay crops, contact your Fertizona rep or nearby location, or visit [www.fertizona.com](http://www.fertizona.com).*

### Agronomic Traits

- Fall Dormancy  
**11.0**
- Early Seedling Vigor  
**Excellent**
- Growth Habit  
**Upright from Crown**
- Recovery After Cutting  
**Fast**
- Fineness of Stem  
**Spring: Moderately Fine  
Late Summer: Fine**
- Leaf Retention  
**Excellent**
- Plant Color  
**Dark Green**



# Innovations & Traditions

## PCA Ken Narramore balances old and new ideas

**“Fertizona knows exactly what my growers need.”**

– Ken Narramore,  
Independent Pest Control Advisor



Successful professionals always look for ways to improve their customers’ businesses, and for independent Pest Control Advisor Ken Narramore, that includes being on the leading edge of drip-irrigation technology for his grower clients.

“There are a lot of great opportunities with drip irrigation, and we like working with the early adopters,” Narramore said. “We get to deal with a wide range of new and different situations, especially in melons, but also in cotton, alfalfa and other crops.”

Narramore and his business partner Mike Arbogast operate Verde Agricultural Consulting in Buckeye, and they advise growers on a wide range of production issues besides irrigation. Narramore’s customers collectively represent about 15,000 acres in western Maricopa

County – right in the same area where his relatives first settled in the 1890s.

In fact, Narramore still operates his family farm near Buckeye.

“It’s important to me to maintain our family’s agricultural roots,” Narramore said. “It’s a great

experience to work there on our farm with my son (Tyler, age 12) and have him learn how things work in the real world.”

In addition to Tyler, Narramore’s family includes his wife, Michelle. They’ve been married since 1997.

After graduating from Arizona State University in 1990 with a degree in Agricultural Business, Narramore went to work for a large chemical company, but a few years later he joined Fertizona as a sales rep.

“I knew the Compton family and their good reputation. I also liked the fact that the company was so Arizona-focused,” he said. “Going to Fertizona was a good fit for me.” That strong working relationship continued after he became an independent PCA.

“My customers trust me when I recommend something, and with Fertizona’s inventory I never have to worry about getting the right products on a timely basis,” Narramore added. “They’re always very responsive, and Fertizona knows exactly what my growers need.”



## New Hires



**Pedro Favela**  
Casa Grande – Yard Assistant

**Samuel Felix**  
Ag Express – Delivery Driver

**Leonel Garcia**  
CYC Seed Co.® – Plant Operator


**John Haggard**  
Buckeye/Compton Ag Services – Plant Manager

**Denise Reed**  
Fennemore – Accounts Receivable

**Edy Rodriguez**  
Roll – Delivery Driver

# Pistachio Growers Find New Homes in Arizona

Fertizona provides deep support for nut crops



People in agriculture are very familiar with having Mother Nature change their plans, and sometimes that represents years of planning. One example is the business of pistachio orchards in Arizona. Several years of drought in California have led a number of nut growers to shift or expand their operations to our part of the Southwest.

“Right now we’re looking at about 7,000 new acres of pistachios over the next two or three years,” said Vern Johnson, PCA/CCA, Fertizona – Willcox. “These growers are breaking new ground here, and they’re very calculated in how they farm.”

A pistachio orchard is unquestionably a long-term investment. In most cases, peak nut harvests don’t come until the trees are about seven years old. But a lot of inputs are required during those early years of growth, including insecticides, herbicides, fungicides and a variety of crop nutrients and adjuvants. Fertizona is well-equipped to provide whatever is needed.

“Our goal is to help these operations achieve the highest degree of production as soon as possible,” said Johnson. “We’re positioned as the industry leader here, and growers count on us for support.”

Pistachios are known for many health and nutritional benefits, and demand for the nuts is increasing, especially in the Far East. The U.S. led the world in pistachio production until the poor California harvest in 2015 pushed us back to second place, behind Iran.

Now Fertizona is ready to help American pistachios reclaim the top position.



**For more information about products for nuts, contact Fertizona - Willcox or visit [www.fertizona.com/willcox](http://www.fertizona.com/willcox).**

# VINTRE® Improves and Extends Spray Performance

Promote yields with exclusive Fertizona surfactant



When a new innovative product comes along that can save you time and money – and help increase your yields and profits – Fertizona wants to spread the good word. And in the case of VINTRE®, that includes spreading good spray products.

VINTRE is a penetrant/surfactant uniquely formulated to enhance the distribution and coverage of translaminar and systemic pesticides, fungicides, nutrients and plant growth regulators. Thanks to its exclusive technology, VINTRE goes into the surface of the plant faster, which means it increases the efficacy of the active ingredient in the spray and helps utilize more of the product you paid for.

“It’s the only adjuvant I recommend now,” said Vern Johnson, PCA/CCA, Fertizona – Willcox. “VINTRE works fast and assimilates better on the plant, so you don’t have to worry about it washing off. I really prefer it to traditional ‘sticker’ surfactants.”

Developed specifically for vine and tree crops, VINTRE has proven to be especially helpful in citrus and nut orchards.

“It’s the only adjuvant I recommend for citrus or pecans,” agreed Don Platt, PCA, Fertizona – Casa Grande. “VINTRE is actually cheap insurance for the cost of everything else you apply, because it gives you more mileage out of anything you’re putting on.”

In addition to seeing great results from VINTRE, Johnson noted that his growers who use it also get another bonus: less work.

“With VINTRE’s ability to improve coverage and make products perform better, it means you need less spray volume per acre,” he explained. “When you’re treating a field and you can get by with reloading the tank less often, that’s a benefit.”

***VINTRE is available only through Fertizona. For more details or specific recommendations, contact your Fertizona rep or stop by your Fertizona branch office.***



## In Memoriam: Dan Nelson

This past spring, Fertizona lost a popular, long-time family member with the sudden passing of Dan Nelson at the age of 62. Dan joined Fertizona in 1993 and became the Yard Manager of Fertizona – Buckeye, a position he held until his retirement last year. In addition to being a dedicated and hard-working employee, Dan was the kind of person who genuinely cared about his customers. He will be greatly missed by his wife Theresa, two children, Gayle and Jacob, four grandchildren, and many other loving relatives, in-laws and friends.



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# LOCATIONS

Contact Your Local Office For All Your Growing Needs

## CASA GRANDE

### Main Office

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

Dennis Osborn  
*Crop Protection*

Tyke Bennett  
*Seed Products & Fertilizer Bagging*

Jimmy Compton  
*Crop Nutrition*

Lamont Lacy  
*Credit Manager*

Jeffrey Bengé  
*Financial 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*

## 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*

## COMPTON AG SERVICES

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*

## CYC SEED COMPANY

3085 North Cessna Way  
Casa Grande, AZ 85122  
(520) 316-3738

Casey Compton, *Manager*

## FERTIZONA DE MEXICO

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