



GROWING SMARTER

News & Information To Help You Grow

**Look
For Bonus
Materials
Enclosed!**

Stretch Your Fertilizer Dollar

New SmartBlends™ Shield Growers From Rising Prices

Growers are no doubt feeling the effects of increased nitrogen pricing and decreased nitrogen supply. As natural gas prices rise and supplies tighten, growers may be asking themselves what they can do to keep a handle on their fertilizer budget. To help Arizona growers, Fertizona recommends stretching your fertilizer dollar by incorporating ammonium thiosulfate (ATS) into your standard UAN-32 liquid fertilizer practices.

Ammonium thiosulfate (12-0-0 26S) is a clear, liquid, nitrogen and sulfur solution that when blended with UAN-32 offers the following benefits:



Increased nitrogen pricing and the rising costs of natural gas are causing concern for Arizona growers.

- ▶ Ammonium thiosulfate (ATS) helps to solubilize nutrients and aids in the assimilation of plant nutrients at both the macro and micro levels.
- ▶ The sulfur in ATS contains two oxidative forms, sulfate and elemental sulfur (SO_4^{-2} and S^2), which provide the essential plant nutrient SO_4^{-2} and also the important soil amendment S^2 .
- ▶ University research has shown that ATS acts as a nitrification and soil urease inhibitor. Urease inhibitors decrease nitrogen losses from nitrate leaching and ammonia volatilization.

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Not Just Blends, SmartBlends™



Jim Compton, President, Fertilzona

There are a lot of companies out there that provide blended fertilizer for growers. But, at Fertilzona, we go a step further. Our SmartBlend™ fertilizers are not just custom-blended for specific grower needs, they're even custom-blended based on market conditions and pricing fluctuations.

For example, due to the natural gas shortage that we have discussed in previous issues of Growing Smarter, prices of nitrogen are on the rise. To deal with this unfortunate occurrence, we have created a variety of SmartBlends that provide vital nutrients to your crops without added expense.

You can read more about two of these SmartBlends in the cover

story of this issue. It is always preferable to contact your local Fertilzona field rep for a SmartBlend fertilizer customized for your particular conditions and budget.

Based on experience with growers over the years, we think our many SmartBlends will provide very valuable fertilizer products for growers.

This is another way we're looking out for you and your business, and providing not just blends, but SmartBlends. If you need more information about these cost-cutting fertilizers, simply contact your Fertilzona field rep.

Jim Compton
President, Fertilzona

New SmartBlends™ Shield Growers From Rising Prices (Continued From Page 1)

Based on Fertilzona's past experiences with local growers, we have created two SmartBlends™ with the analyses of 28-0-0 5S and 24-0-0 10S.

- ▶ 28-0-0 5S contains 20% ammonium thiosulfate and 80% UAN-32
- ▶ 24-0-0 10S contains 40% ammonium thiosulfate and 60% UAN-32

We believe that either of these two analyses offer you the best nitrogen value for your well-earned dollar. Fertilzona will also offer you any combination or a



Two new SmartBlends available from Fertilzona provide growers with the best Nitrogen value for the dollar.

specialized SmartBlend to suit the specific needs of your soil, water, crop and business.

In today's volatile commodity markets and times of rising input costs, using these ATS and UAN-32 SmartBlends will ensure your fertilizer dollar buys the most efficient nitrogen source available. For more information about these SmartBlends, talk to your local Fertilzona field rep. ▲

Disclaimer: Ammonium thiosulfate is suitable to mix with neutral NPK solutions, but can not be mixed with either acidic materials (pH < 6) or calcium containing solutions.

The Growing Question: Branded vs. Generic

By Dennis Osborn, Fertiliza

Baby boomers aren't the only ones growing old. Crop protection and specialty chemicals are too, since much of today's technology has been around since the 1950s and '60s.

However, the standard 20-year monopoly on proprietary chemistries is now being extended by most manufacturers through a process called "serial patenting." By repeatedly re-filing patents with minor changes in them, those manufacturers can squeeze more life out of their products. Yet even with these steps, an astounding 80% of current chemistry will be off-patent by 2006.

So the growing question for growers and turf professionals becomes: Are off-patent "generic" chemistries suitable replacements for the brand names?

First, it helps to understand the process for approving post-patented chemicals. All entities that file to register a product with the EPA must cite that their chemistry used is exactly or nearly the same as the product it plans to compete with, even down to the inert substances. All data cited in the registration — such as toxicology, efficacy and environmental trials — is usually



Growers considering off-patent chemistries should understand the process for approving these products.

taken from the original registrant's file. The generic must then compensate the original patent holder with payments in lieu of actually doing new trials. This is called Data Compensation or Data Comp, and it can cost millions of dollars. (Generic pharmaceuticals are not required to do this.)

If quality is a concern, remember that the technology being scrutinized by the EPA is probably done

with analytical tools that weren't available when the original applicant filed, so the product is probably as pure as the brand names. Also, formulation practices have improved significantly from twenty years ago.

Generic chemicals, as a rule of thumb, are less expensive than brand name products, which is not necessarily a sign of "cheapness." Generic makers have less overhead than a research-driven company because they're concentrating on manufacturing techniques rather than product development. Therefore, generics tend to cost less.

Fertiliza can help you better understand what generics are all about. Pricing and formulation advice is as close as the telephone, so contact your Fertiliza field rep for more information. ▲



PERFORMANCE PROFILE

New Turfgrass is Tried and True Fertizona Field Day Impresses Superintendents

It's always interesting but sometimes difficult to try something new. Whether it be playing a new sport, trying a new type of food, or even operating a new piece of equipment. Golf course superintendents are especially wary about trying new things at their course, particularly ryegrass seed, according to Fertizona field rep Larry Allison.

"Golf course superintendents are hesitant to try new things just because their job depends on it," explains Allison. "It is a really tough battle to get seed on courses, because if they have been happy with the way things have been going, they aren't going to change just for the sake of change."

So how do you convince golf course superintendents, who are hesitant to begin with, to try new ryegrass seed varieties that may be better

than what they're using right now? Fertizona thought a good way would be to invite them to a field day at a superintendents' course so they could see how it works first-hand.

Singing The Praises

To explain the benefits of Pleasure+® ryegrass, reps of Fertizona and AMPAC Seed Company invited 15 superintendents to FireRock Country Club in Fountain Hills this past January to evaluate the ryegrass variety. FireRock is a high-end, 18-hole golf course with an exclusive membership. There, attendees inspected the course, had lunch at the clubhouse and learned first-hand what a pleasure it is to use this turfgrass variety.

"We had superintendents Kenny Watkins from FireRock and Ron Troyer from Great Eagle Golf Club there, and they sang the praises of our seed," adds Allison. "They



More than 15 golf course superintendents attended the Fertizona field day at FireRock.

went on and on about how good Pleasure+ was and it was apparent that it was good seed because FireRock golf course was just gorgeous."

Stands Up To Salts

"When we all got there, Kenny told us that his biggest problem is his water quality," says Ron Troyer, golf course superintendent at Great Eagle Golf Club in Surprise, Arizona. "I think he said it's 100% effluent, so his biggest concern was



will this rye stand up to that and will it take it? This is the first year he's used Pleasure+ and the color was great—I mean it was excellent. Everybody that was there was very impressed with the color, thickness, density and the growth pattern. It really looked good.”

Troyer knows a lot about Pleasure+, as he has been overseeding with the turfgrass variety for about seven years. Troyer was asked to attend the field day and relate his successes with the ryegrass variety to the attending superintendents.

In the case of FireRock Country Club, where the meeting took place, Watkins applied the seed at 700 pounds per acre to ensure a good stand of turfgrass. To say the least, he was impressed.

“All the superintendents came out and looked at the Pleasure+ and we talked about how quick it germinated and how we had a great stand,” says Kenny Watkins, superintendent at FireRock. “We close on the first Monday in October and threw the seed down by the end of the week. The temperature actually reached ninety degrees the week before Thanksgiving. We had such a good stand of ryegrass, we went ahead and let the members drive on the grass one week before Thanksgiving, which usually doesn't happen until December or so.”

Watkins also told the superintendents in attendance that although he was hesitant at first, he is glad he decided to try Pleasure+.

“Everybody was actually shocked



Golf course superintendents who attended the field day at FireRock Country Club heard first-hand how Pleasure+ ryegrass performed.

when I told them this was the first time I ever used it without any trials,” explains Watkins with a grin. “With our salt and water quality here, we were really pleased with the seed.”

Rave Reviews

According to Watkins and Troyer, the rest of the superintendents who attended the field day appreciated seeing the results up close and personal.

“It seemed like they were really interested in it,” says Watkins. “Knowing what tough water conditions we have here, they all said that the golf course looked great and the color and density of grass looked awesome. They couldn't believe how thick it was.”

“The best way to evaluate a new product is to get a group of guys together and let them look at it and talk about it,” agrees Great Eagle's Troyer. “When you're there first hand and you see that the superin-

tendent is pleased with it, that's the best advertising you can get.”

Watkins further describes why superintendents in Arizona need to try Pleasure+. “It was a real clean seed, it germinated real quick, it had good color and it didn't have a whole lot of growth, so we weren't constantly having to mow,” Watkins describes. “We didn't have to spray a lot of iron to keep the color. It was holding its color pretty good.”

Due to the exciting response of the superintendents in attendance, Fertizona plans to hold more of these hands-on events. If you are interested in attending a future Fertizona field day, contact your Fertizona rep for upcoming dates and locations.

Although trying something new is always a little daunting, especially for golf course superintendents, the FireRock Country Club field day proves that Pleasure+ is worth a try.

Turf Farms Grow With Fertizona



Turf growers and sod producers in Arizona have counted on Fertizona for years to provide great products and excellent advice.

Fertizona has a long history of supporting Arizona growers with all types of crops—alfalfa, lettuce, cotton, corn, chili peppers and more. One crop in particular that takes a lot of special care is turf. And no one knows that better than turf growers or operators of turf farms.

Fertizona has been servicing turf farms for decades. Due to the delicate nature of this demanding crop, turf farms have to employ stringent management and fertility practices. Fertizona is always there to help turf growers through these challenging issues, and the turf farm operators appreciate that.

Service Is Key

“Fertizona has been extremely helpful,” says Margaret Dyer, General Manager of Bar T Bar Sod Farm in Cordes Junction, Arizona. “Larry McGee has helped guide us when we needed some specific blends made up and has even helped us interpret some of our soil sample results.”

Bar T Bar has been operating since 1984 and has two turf farm locations, one north of Cordes Junction and another north of the Concho area in the northeast part of Arizona. The turf farms grow all cool-season grasses: blue rye fescue, bluegrass and tall fescue. Dyer views Fertizona as a trusted partner who has helped her over the years with several different aspects of her business.

“They’ve been a great partner for us, that’s why we use them exclusively for fertilizer products,” adds Dyer. “We’ve just had a real positive experience with them and trust their knowledge and expertise. We can’t say enough about them.”

A Long History Of Support

Brooks Turf in Queen Creek is another turf growing operation that relies on Fertizona. Dwight Haggarton has been with Brooks Turf for 18 years, and credits Fertizona with providing exceptional service.

“They have been good on the service side so we are pretty satisfied,” says Hatgarton. “I know Fertizona has recommended some fertilizer and we have tried it and it seems to work real well. So we are happy with them.”

Kim Echeverria agrees. “I can call them up, tell them what I need and when I need it, and I never have to worry about it,” says Echeverria, an Estimator for Western Sere in Tempe, Arizona. “Larry brings it right to me.”

Western Sere has been working with Fertizona for several years and Echeverria counts on Fertizona to help her with their hydroseeding operation. “They make my job real easy,” Echeverria emphasizes. “I don’t have to worry about that part. They get me my material on time and that is what I need.” ▲

MEET YOUR REP



Larry Allison. Fertizona's Turf & Ornamentals Pioneer.

Fertizona is best known as a provider of seed, fertilizers and crop protection products to agricultural producers, but we also do a significant amount of business with nurseries, landscapers and golf courses. It hasn't always been that way, though.

Sales rep Larry Allison was the first Fertizona employee solely dedicated to calling on those customers when he joined the company back in 1991.

"With Fertizona being an Ag company, I didn't know at that point if there was much turf and ornamental business out there," he recalls. "In that first year, we brought in maybe one truck of ryegrass. Now we're up to 1,700,000 pounds. It has really grown."

Growing In Different Directions

In addition to volume, the sales team has grown as well. Today Larry is one of a group of Fertizona reps who work in T&O. His territory covers an area around

Sun City and Peoria — where many new developments and rapidly expanding communities keep him very busy. Besides grass seed, most of Larry's business comes from sales of fertilizer to landscapers, along with some herbicide.

Born and raised on a dairy farm in Illinois, Larry has spent his life helping to grow things. He earned a degree in Agronomy from Iowa State University, and then pursued his career in the Midwest before moving to Arizona in 1980.

Going The Extra Mile

During 14 years with Fertizona, Larry has earned a reputation for knowledge, trust and service. His customers know they can count on him for honest, objective advice.

"They'll call me and ask, 'What's the best fertilizer you've got right now?' and things like that," he says. "We have new products coming out all the time, so I look for the ones that will fit into their program, where

the economics will work for them. I just try to help them get the best results and the most bang for the buck."

Putting his special emphasis on customer service, Larry has impressed people with his willingness to make personal deliveries, especially with smaller accounts.

"A lot of them don't have storage facilities," he explains, "so if they say they need something Tuesday at 10 o'clock, that's when I'll be there."

When he's not working, Larry likes to spend time traveling with his wife, Patricia, and attending Phoenix Suns or Arizona Diamondbacks games.

"I'm a sports nut," he admits. "My wife thinks I am addicted to them, but I really enjoy it." ▲

FERTIZONA LOCATIONS

Fertizona—Casa Grande Main Office

2850 South Peart Road
Casa Grande, AZ 85222
(520) 836-7477

Dennis Osborn—Crop Protection
Gene Kempton—Seed Products
Jimmy Compton—Crop Nutrition
Lamont Lacy—Credit Manager
Larry McGee—Lawn & Garden
Barbara West—Controller

Fertizona—Buckeye

26705 West Baseline Road
Buckeye, AZ 85326
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Tim Walsh—Manager

Fertizona—Fennemore

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



Fertizona now accepts Visa
and MasterCard.

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CASA GRANDE, AZ 85222

Fertizona—Roll*

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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
Steve Marshall—Manager

Fertizona—Willcox

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(520) 384-2264
Tom Hunt—Manager

Fertizona—Yuma

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Mike Espil—Manager

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The team at Fertizona-Buckeye is always available to help growers and turf managers. From left to right, Tim Walsh, Dan Nelson, Janna Eastman and Lenny Moreno.

Visit Us On The Web At
www.fertizona.com

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