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Proud owners of:



Optimize Cotton Growth

Fertizona Offers Growers Many Cotton Seed Options for the Upcoming Season

Across the Southwest, growers are looking forward to increasing their cotton acres in 2011. It has been a long time since this area has seen this much enthusiasm for cotton. Cotton was nearly reduced to a minor crop over the past few years and many things have changed in regards to cotton seed traits, giving growers a variety of cotton seed options.

Technologies Changing the Cotton Seed Market

Over the years, Monsanto (Deltapine®), Bayer CropScience (Stoneville® and Fibermax®) and Dow AgroSciences (PhytoGen®) have emerged as dominant players in the cotton seed market. Technologies have changed dramatically over the past 15 years and these companies have each introduced their own germplasm and developed and enhanced their herbicides and insecticides to best meet cotton growers' needs.

"The vast elevation changes across the Southwest mean that cotton seed varieties and performance vary greatly within the region," says Tyke Bennett, Seed Products Manager, Fertizona. "There are many cotton seed options available and growers must consider planting date and the length of the growing season to determine if they should plant a short-, mid- or full-season cotton seed variety."

On page two you will find Fertizona's recommendations for this year's short-, mid- and full-season Upland cotton seed varieties. Each variety is suited specifically to the Southwest and is ideal for maximizing yield potential and optimizing fiber characteristics.

continued on page 2



"A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."

Mr. Shri Mohandas Karamchand Gandhi, a manufacturer of crop protection chemicals in India, is attributed to this declaration of customer commitment.

At Fertilzona, this statement rings true today because our customers are our most valuable assets. We realize that Fertilzona is successful today because of our customers. We appreciate each and every one of you and we feel honored to partner with you.

Your success is important to us and we will continue to provide you with the exceptional service and quality products that you've come to expect from Fertilzona.

— Jim Compton

President, Fertilzona
and Compton Ag Services



cover story continued

"Our goal is to provide growers with high-quality cotton seed options for different locations across the Southwest."

Colorado River Area (Yuma, Blythe and Parker)

Mid- to full-season varieties

- DP 164 B2RF
- DP 0949 B2RF
- PHY 565 WRF
- ST 5458 B2F

Early- to mid-season varieties

- ST 4498 B2RF
- PHY 367 WRF*
- PHY 375 WRF*
- DP 0912 B2RF*
- FM 9170 B2F

Central Arizona

Mid- to full-season varieties

- ST 5458 B2RF
- DP 164 B2RF
- DP 1044 B2RF*
- DP 0935 B2RF*

Early- to mid-season varieties

- ST 4498 B2RF
- DP 0912 B2RF*
- PHY 375 WRF*
- FM 9103 GT
- FM 9170 B2F
- FM 1740 B2RF

Eastern Arizona (Safford, Willcox and other high-elevation areas)

Mid- to full-season varieties

- PHY 565 WRF
- DP 164 B2RF
- DP 0935 B2RF
- DP 1044 B2RF
- FM 9170 B2F

Early- to mid-season varieties

- DP 0912 B2RF
- PHY 367 WRF*
- DP 1028 B2RF
- FM 9063 B2F
- FM 9180 B2F

"Our intent with these recommendations is not to lead growers to any one particular variety," says Tyke. "Our goal is to provide growers with high-quality cotton seed options for different locations across the Southwest."

To learn more about these and other cotton seed varieties, please contact Tyke or your local Fertilzona or Compton Ag Services representative.

****Recommended
behind fall grains***

Back to the Basics

Careful Calibration Results in More Effective Applications

At the beginning of each growing season, growers find themselves out in the fields spraying crops with herbicides in an effort to prevent pest damage. However, before rushing out to start a pest control or weed management program, it is important that growers calibrate spraying equipment to ensure that the sprayer is ready for operation. This will give growers optimum sprayer performance and help them get an effective application.

“Performing yearly calibration increases the lifespan of spray equipment and helps growers prevent costly breakdowns and improper applications.”

-Doyle Stewart, PCA, Fertilzona

“Calibration is essential to proper sprayer operation, but before starting the calibrating process growers need to perform proper equipment maintenance,” says Doyle Stewart, PCA, Fertilzona. “Important maintenance steps include checking the sprayer’s hoses, flow meter, electronic solenoid and tips. If anything needs maintenance or repair, it should be done before calibration. This will help growers get the best results from their calibration efforts.”

After equipment maintenance is complete, growers can begin the calibration process by following the steps below.

Step One: Check Tractor and Sprayer Speed

Growers must first determine the real sprayer speed, which can be found by calculating the time it takes to move over a 200-foot strip on the field and converting that into miles per hour (MPH). The most accurate measurement is obtained with the spray tank half full. The following formula can be used to determine MPH:

$$\text{Speed (MPH)} = \frac{\text{Distance (feet)} \times 60}{\text{Time (seconds)} \times 88}$$

Step Two: Know the Inputs

Growers must record the following:

- Sprayer’s nozzle type
- Recommended application volume (GPA)
- Measured speed (MPH)
- Nozzle spacing in inches or centimeters (W)

Step Three: Calculate the Required Nozzle Output

Determine the gallons per minute (GPM) nozzle output by using the following formula:

$$\text{GPM} = \frac{\text{GPA} \times \text{MPH} \times \text{W}}{5,940 \text{ (constant)}}$$

Step Four: Set the Correct Pressure

Growers must turn on their sprayer and check for and fix any leaks or blockages. Next, they need to replace one tip and strainer with an identical new tip and strainer on the sprayer boom. Once the new tip and strainer is installed, growers should determine the pressure required to deliver the ideal GPM nozzle output that was calculated in step three. Finally, growers must turn on their sprayer and adjust it to the correct pressure.

“It’s important to collect and measure the volume of spray from the new tip for one minute in a collection jar,” says Doyle. “Growers need to fine tune and adjust this new tip until the pressure reaches the desired GPM and remains consistent at that GPM.”

Step Five: Check Your System

The last step is to check the flow rate of the tips on each boom section. If the flow rate of any tip varies by more than 10 percent of the newly installed tip, recheck the tip that varies. If one tip is bad, simply replace that tip with a new tip and strainer. However, if a second tip is also bad, growers must replace every tip on the boom.

“Spray equipment must be kept in good condition to ensure proper spray quality,” says Doyle.

For more information, please contact Fertilzona or Compton Ag Services.

Acquire Strong, Healthy Plants

Ferti-Gro 4-16-4 + Furst™ Boosts Plant Growth

The bottom line is that growers want strong and healthy plants so they produce abundant crops. Ferti-Gro 4-16-4 + Furst™, Fertizona and Compton Ag Services' newest foliar nutrient product, is manufactured to help growers get fast results from fertilizer applications and to keep plants in good condition throughout the season.

Formulated with Furst Liquid's nutrient-uptake technology, which consists of a patented amino acid combination, this new product is a blend of primary plant nutrients and chelated micronutrients that provides rapid assimilation into plants.

Improving Health

Ferti-Gro 4-16-4 + Furst is formulated to boost plant health during critical or high-growth periods, prevent damage due to weather and correct nutrient deficiencies. Plus, with Ferti-Gro 4-16-4 + Furst, growers are able to eliminate multiple product applications.

"We're always looking for ways to help our customers improve their bottom lines," says Tyrell Currie, Marketing Director, Fertizona. "We created Ferti-Gro 4-16-4 + Furst so growers can give crops the nutrients they need to stay healthy throughout the year while conserving resources."

Great Compatibility

Ferti-Gro 4-16-4 + Furst is a versatile product recommended for use on a variety of crops, including potatoes, sugar beets, citrus, tree nuts, grapes, melons and most vegetable and row crops. It can also be used on turf and ornamentals, grains, pasture, range and annual grasses. Ferti-Gro 4-16-4 + Furst can be applied on its own or in conjunction with other liquid fertilizers and pesticides, including mepiquat chloride, which has provided consistent quality-enhancing results on cotton.

"More and more growers are looking for basic, adaptable ways to give plants the necessary nutrition they need to stay healthy and green," says Tyrell. "Ferti-Gro 4-16-4 + Furst makes this easier for growers because it provides the nutrients plants need and it has the added benefits of Furst Liquid."

Ferti-Gro 4-16-4 + Furst is available at all Fertizona and Compton Ag Services locations. For specific crop recommendations, please consult your local Fertizona or Compton Ag Services representative.



Benefits of Ferti-Gro 4-16-4 + Furst Liquid

- Boosts plant growth
- Prevents damage due to weather
- Corrects nutrient deficiencies
- Reduces multiple product applications, saving growers time and money

Young Guns

O&E Farms Responds Quickly to Industry Trends

In the spring of 2006, J.L. Echeverria and Chad Odom established a partnership and started O&E Farms. This 8,000-acre farm has 40 employees at multiple locations across Arizona, including Harquahala Valley, Laveen and Tonopah, and it grows cotton, alfalfa, corn, barley, oats and forage crops.

Young Agriculturists

One unique trait about O&E Farms is that J.L. and Chad are both relatively young—in their mid 30's—which is particularly rare in the agriculture industry. However, they each bring years of experience to their farm. Chad has farmed for approximately 15 years and J.L. for eight years.

“Chad and I are both quite young to own a farm, especially a farm that has as many acres as we do,” says J.L. “But, we both come from families in the agriculture business. We’ve had a lot of training and we know how to run a successful operation and ensure profitability.”

Overcoming Challenges

The biggest challenge for O&E Farms is the volatility of the agriculture market. This makes it difficult to plan too far in advance. But, J.L. and Chad pay close attention to industry trends and rotate crops based on profitability. They also have hedges in place to protect themselves if interest rates increase too much.

“We’re always reading and analyzing trends in this industry. In fact, when the hay market started declining we did some research and started shipping

our hay to a company in California,” says J.L. “This company ships hay all over the world, including the Middle East and Asia. Doing this has allowed us to get a better price for hay.”

“Fertizona constantly goes above and beyond for our operation.”

—J.L. Echeverria, O&E Farms

Grateful for Fertizona

Since its inception, O&E Farms has been working with Fertizona. They purchase a variety of products from Fertizona including seed, liquid and dry fertilizers, herbicides and insecticides.

“Fertizona constantly goes above and beyond for our operation,” says J.L. “We do a lot of business with

them and they are always there for us with exceptional products and a high level of service. Fertizona even offers various financing programs for customers if needed. I can’t

say enough about Fertizona and how much we appreciate them.”

To learn more about O&E Farms, please contact J.L. Echeverria or Chad Odom at 623-386-5001.

O&E Farms at a Glance:

Owners: J.L. Echeverria and Chad Odom

Acres farmed: 8,000

Crops farmed: Cotton, alfalfa, corn, barley, oats and forage crops

Working with Fertizona since: 2006

Get Top Dollar for Hay

Herbicides Work to Control Weeds in Alfalfa Crops

Weeds cause immediate and ongoing problems in alfalfa so it's important that growers have a weed management program that includes the use of herbicides. This helps ensure maximum yield potential, high nutritional value, advanced harvesting and high market price. Over time, a proactive weed management program also helps decrease weed populations.

“These products can also be used in combination for more effective weed control. They work to keep alfalfa weed-free during establishment and help growers get high market price for hay.”

Ken Narramore-
Independent PCA

Herbicides for Alfalfa Seedlings

There are a number of herbicides available that can be used to prevent weed growth in seedling alfalfa. Fertizona suggests the following herbicides:

- **Pursuit®:** Post-emergence herbicide that controls a broad spectrum of broadleaf weeds and grasses. With good soil contact and adequate moisture, Pursuit also provides residual control of germinating weeds.
- **Raptor®:** Post-emergence herbicide that provides control of a wider spectrum of broadleaf weeds and better control of grass weeds than Pursuit. Like Pursuit, when adequate soil contact and moisture are present, Raptor will also provide residual control of germinating weeds.

“Pursuit and Raptor provide many benefits to growers,” says independent PCA, Ken Narramore. “These products can also be used in combination for more effective weed control. They work to keep alfalfa weed-free during establishment and help growers get high market price for hay.”

Herbicides for Established Alfalfa

Once alfalfa crops are established, it's important to continue herbicide applications to prevent additional weed growth. Fertizona recommends the following herbicides:

- **Prowl® H₂O:** Selective, pre-emergence liquid herbicide that effectively controls annual grasses and broadleaf weeds.
- **Treflan® TR-10®:** Commonly used, granular, selective pre-emergence herbicide that is applied to the soil to control weeds before they germinate. It provides excellent control of broadleaf weeds and summer annual grasses.

“When using herbicides in alfalfa, growers need to be aware of each product's plant-back restrictions because some can be as lengthy as one year,” says Ken. “Typically, this doesn't present a problem in alfalfa because most alfalfa stands last up to three years. But, we always recommend that growers check labels so they are aware of any restrictions before applying herbicides.”

Talk to Fertizona Today

For more information about creating an effective weed management program for your alfalfa crops, please contact Fertizona today.



Ensuring Customer Satisfaction

Fonz Felix Gets the Job Done

As the yard manager and dispatcher at Fertizona-Santan, Fonz Felix undertakes a wide range of responsibilities. A regular day at the office for Fonz includes monitoring and coordinating inventory transfers, scheduling and dispatching deliveries, overseeing the maintenance of Fertizona's equipment and supervising six employees. He also oversees the operation of blending molasses for dairies and feed yards, which is only handled at Fertizona's Santan location. Each and every day, Fonz wears many hats.

Apt for the Ag Industry

Born in Casa Grande, Ariz., Fonz is one of 15 children. He was raised on a farm in Coolidge and attended Coolidge High School. In 1976, after graduation, he worked for two different chemical companies. Nine

“When a customer places an order with Fertizona, I want to make sure that the order is correct and that it is delivered to the right place, at the right time.”

years later, in 1985, Fonz was offered and accepted a job at Fertizona. In fact, he was the first employee at the Santan location.

“Growing up on a farm, I knew I wanted to work in the agriculture business,” says Fonz. “I made the switch to Fertizona because it is a nice, stable company and every day I get to do what I love most. The people that I work with are the best part of my job; many of them have been at Fertizona as long as I have.”



Fonz Felix takes pride in his team.

Keeping Customers Happy

As the yard manager and dispatcher, Fonz takes pride to ensure the accuracy of all orders. He is also responsible for making sure that orders are shipped on time.

“When a customer places an order with Fertizona, I want to make sure that the order is correct and that it is delivered to the right place, at the right time,” says Fonz. “As the yard manager and dispatcher, my goal is to make sure everything runs smoothly at Fertizona's Santan location so that customers are happy and satisfied with their orders and with Fertizona.”

Fonz resides in Coolidge with his wife Nellie. When he is not busy keeping orders moving at Fertizona, he enjoys spending time with his three children and five grandchildren, working in his shop and doing community service.



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LOCATIONS

Contact Your Local Office For All Your Needs.

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 Bengé, *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

Km. 271.6 La Victoria
Hermosillo, Sonora, Mexico 83304
Casey Compton (U.S.)
(805) 310-2941
Gilberto Gil (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 West Jimmie Kerr Boulevard
Casa Grande, AZ 85122
(520) 876-9982
Dave Barrett, *Manager*

Send address changes to:

Ty Currie, 2850 South Peart Road
Casa Grande, AZ 85193-9024
tcurrie@fertizona.com



Fertizona and Compton Ag Services
accept Visa and MasterCard.



www.fertizona.com www.comptonag.com

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