



GROWING SMARTER

News & Information To Help You Grow

Growing Better Cotton With Wheat Rotation

It's exciting when a product comes along that so clearly fills a particular need. A good example is Orita, the unique new variety of durum wheat developed by Western Plant Breeders. Orita is a high-quality, high-yielding wheat that gives growers in Arizona's Safford Valley a better opportunity for rotating their crops. Although effective crop rotation is extremely important for the soil, Safford growers were often limited in their rotation choices.

"Most of the guys there were just going from cotton to cotton to cotton, so those fields needed rotating desperately," explains Gene Kempton, Seed Manager for Fertizona. "With crop rotation, you're not only utilizing different nutrients, you also help to reduce the prevalence of diseases that affect crops like alfalfa and cotton and so on, that don't affect cereal grains."

Many growers in the Safford area weren't planting wheat because of the expense in shipping their harvested crops, which had to be trucked long distances to be sold. But then Fertizona updated storage facilities nearby at Thatcher,

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UPCOMING EVENTS

NK® Brand Corn Seed Meetings will be held the second week of December:

Tues., December 7th in Buckeye, AZ

Wed., December 8th in Casa Grande, AZ

Contact Fertizona for more information.



By rotating durum wheat with cotton crops, growers can reduce disease problems.

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COMPTON'S CORNER

Ag Express: Because Time Is Money



Jim Compton, President, Fertilzona

At Fertilzona, we know that when you need something for your growing operation, you need it fast. That's why we own a trucking company called Ag Express, which caters exclusively to our customers. By owning our own trucking company, we can make sure deliveries occur

on time, every time. And you can be assured that Ag Express and Fertilzona are constantly trying to keep delivery costs down.

Ag Express' sole business is trucking. That's all they do. With a diverse fleet of 7 trucks and 20 trailers, Ag Express handles delivery of bulk liquid and dry

fertilizer as well as packaged products like crop protection chemicals, seed and bagged fertilizer. Because we understand the ever-changing market, we are able to keep our trucking fleet up-to-date with the latest equipment so your needs are always met.

An example of this modern equipment is the portable 10-34-0 reactor, which is the only portable reactor in Arizona. We react 10-34-0 in Yuma, Willcox and Fennemore (west Phoenix) so we can provide a less expensive product that saves you a lot in delivery costs.

Another substantial benefit of having Ag Express under the Fertilzona umbrella is communication. The cooperation of Fertilzona's facilities, sales staff and Ag Express allows us to be able to provide accurate information about the status of orders, predicted delivery times and inventory.

Jim Compton
President, Fertilzona

Growing Better Cotton With Wheat Rotation (Continued From Page 1)



Troy Clonts of Safford describes Orita as a high-quality durum wheat seed with good yields.

wheat to the Safford area, completing the picture.

Outstanding Results

"We were looking for a crop that would grow in the spring and then we could fallow in the summer, so that we could stack our water on our cotton acreage," says Troy Clonts, a third-generation grower in Safford. "They gave us this new durum variety to try, and the field results look good. It grew real well."

To test the performance of Orita, Fertilzona encouraged several growers in the region to plant it side-by-side with other durum varieties.

The Orita consistently showed excellent quality and high protein levels.

"There's been a lot of 13-14% protein wheat up there, with yields approaching 7,000 pounds per acre," says Gene.

"We were looking for a variety that has good yield but also high quality," adds Troy. "With this one, the protein is higher on it...the highest I had went up to 16."

New Orita gives growers a great new choice for what you want in a durum seed: quality, protein and yield, plus the benefits it provides in a rotation program with cotton.

"We didn't have any problems with it," Troy says. "It's a good variety."

2 which enabled growers to unload their crops locally, making wheat a more attractive option for a rotation program.

Then Fertilzona introduced Orita—a high-yielding, high-quality durum

Fertizona's Proprietary Alfalfa Seeds Promise High Yields And More

Isn't it great when you find a product that does more than you expected? That's how it is with Fertizona's proprietary Fertilac alfalfa seed: in addition to great yield potential, our varieties offer you a lot of other advantages.

Take Fertilac 10, Fertizona's new 10-dormancy alfalfa. It's already proven to out-yield many other popular varieties by about 5–7%, which can be more than an additional half-ton per acre. And there's more—as a 10-dormancy variety, Fertilac 10 grows much better in winter, so it starts off quicker in the spring. That means your first cuttings will generally be heavier and produce more yield than varieties that aren't growing in winter.

"Fertilac 10 starts paying back quicker than anything else," explains Gene Kempton, Seed Manager at Fertizona. "Where most alfalfas cut off in the winter months, this one will grow. Then in the

spring, you get that extra tonnage when the price is higher. So you get a double bonus."

Crunch the numbers: If Fertilac 10 yields an extra half-ton per acre in your February cutting, and hay



Fertizona offers several proprietary alfalfa seeds for a variety of growing conditions.

is \$120/ton, that's an extra \$60 per acre in your pocket.

Pest and Disease Resistance

Another plus for Fertilac 10 is its exceptionally high resistance to diseases and insects, compared to conventional varieties. That extra resistance is like a pre-emptive strike against common alfalfa pests, including bacterial and fusarium wilts, phytophthora root rot, spotted aphid, blue aphid and stem nematode.

Effective pest resistance is also a reason to consider Fertilac 897. Fertizona's Fertilac 897 is a blend of varieties of alfalfa characterized for resistance to alfalfa pests. As a special blend, it offers a greater range of tolerances to adverse conditions

than a single variety would. In other words, one variety contained in the blend would have stronger resistance to stem nematodes, another will have more resistance to aphids, another to root rot, and so on. That way, you're assured of a level of protection in your crop for many different pest problems.

"It's just a good work horse under a wide range of conditions," Kempton adds. "In addition to pest resistance, say you've got poor soil or you can't get the water on it when you should. All these things make Fertilac 897 a real good choice for Arizona growers."

Higher Elevations

The newest addition to the Fertilac seed line is the 804 variety. Specially bred for higher elevations and colder winter temperatures, Fertilac 804 is an excellent fit for eastern and central Arizona or New Mexico. 804 also has a higher degree of salt tolerance than other varieties. If your soil is very alkaline or has high salt levels, you can expect Fertilac 804 to grow well where other varieties may not.

"We've had very favorable results," says Kempton. "Fertilac 804 has been out-producing a variety that was prevalent for many years in the Willcox and Safford areas, by about 5-10%."

What do you want in alfalfa seed? Higher yields? Pest resistance? Less dormancy? Better growth in tough conditions? Whatever you're looking for, look to a Fertilac variety, only from Fertizona. ▲

AG TIPS

Alfalfa is one crop that requires large amounts of phosphorous, potassium and sulfur to be able to achieve maximum yields. The plant nutrients are best provided in the form of a pre-plant application program. Fertizona can help with a SmartBlend® formula that will help you meet these goals. Talk to your Fertizona sales rep today.

Stay Ahead Of The Game With Your Lettuce Fertility Program

There are many ways to ensure a successful lettuce growing season, but according to Gordon Goodwin, the most important of these is a comprehensive fertility program.

“With lettuce, you have to make sure you stay ahead of everything,” says Goodwin, field rep for Fertizona–Yuma. “Once you short a lettuce crop it’s hard to play catch-up.”

Thin To Win

After a preplant application of phosphate, zinc and sulfur, Goodwin offers a few recommendations for the thinning period.

“About 10 to 15 days after the lettuce has germinated growers apply what we call thinning water to soften the bed,” Goodwin says. “Usually at that point we apply between 10 and 15 gallons per acre of UAN-32 or AN-20. Or if we have a salt problem or crusting issues we apply 10 or 15 gallons per acre of N-pHuric.”

After the fertilizer application, growers thin the lettuce spacing them 10-12 inches apart, and then they cultivate, spike and run a sidedress program.

Size Does Matter

“As a sidedress, we’ll apply between 30 to 40 gallons per acre of UAN-32 in the fall,” Goodwin explains, “and then in the middle of the winter usually 60 to 70 gallons per acre of AN-20 or 65 to 75 gallons per acre of calcium ammonium nitrate, what we call CAN-17.”

Goodwin explains that after that sidedress growers water the lettuce

and there is normally no need to apply fertilizer. After the soil dries, growers may decide to sidedress again or just water again depending on the size of the lettuce.

If the lettuce is a good size, Goodwin recommends not sidedressing, but rather applying another 30 to 60 gallons per acre of AN-20, UAN-32 or CAN-17 in the irrigation water.

The Big Finish

“There is one more application made right before harvest, where you water again 10 to 14 days later,” Goodwin adds. “Most of the time, the company that’s doing the harvesting and marketing will tell the grower to apply 10 to 15 gallons per acre of CAN-17.”

Lettuce is a high-value crop and has very specific needs. Goodwin explains that a solid crop nutrition



A strong fertility program is the key to a successful lettuce crop.

program can make a huge difference for the grower.

“If you stick with a good fertility program you might save days on crop time, which makes the crop a little more economical,” Goodwin concludes. “If you can grow lettuce in 5 fewer days, you can save some money.” ▲

Crop Nutrition Recommendations for Lettuce

Timing	Fertilizer	Rate	Nutrient Provided
Thinning	UAN-32	10-15 gallons per acre	Nitrogen
Thinning	N-pHuric*	10-15 gallons per acre	Nitrogen
Thinning	AN-20	10-15 gallons per acre	Nitrogen
Sidedress	UAN-32	30-40 gallons per acre	Nitrogen
Winter Sidedress	AN-20	60-70 gallons per acre	Nitrogen
Winter Sidedress	CAN-17	65-75 gallons per acre	Nitrogen
Pre-Harvest	CAN-17	10-15 gallons per acre	Nitrogen

* Only necessary if lettuce has a salt problem or crusting issues

Get Stronger Plants With Ferti-pHite

Strong plants are essential to a successful growing operation. There are many ways to ensure your crops are as strong as they can be. A new product called Ferti-pHite is another tool growers can use to give their plants an extra boost. And according to some growers, stronger plants mean better disease resistance.

“Ferti-pHite is a foliar fertilizer,” says Gordon Goodwin, field rep for Fertizona-Yuma. “It is a very valuable tool because it actually makes the plant stronger, and therefore more resistant to disease problems.”

Ferti-pHite is a phosphorus, potassium hydroxide-based fertilizer with a nutrient analysis of 0-28-26. Besides delivering valuable nutrients to crops, growers have noticed resistance to disease problems when using this foliar fertilizer.

Give Your Plants A Boost

“The phosphite molecule just seems to boost the plant’s immune system,” agrees Doyle Stewart. “We’ve seen lower disease incidence with this product.”

Stewart is a field rep for Fertizona-Buckeye who works with growers all over the state. His growers have used a combination of fungicides and Ferti-pHite to help control diseases on melons, cabbage and spinach crops.

“We use it in combination with all different types of fungicides such as Flint®, Rally® and Quadris®,” Stewart explains. “We like to use it in addition to these products because you get nutritional benefits for your plants and increased fungicidal uptake.”



Doyle Stewart recommends Ferti-pHite fertilizer to make cabbage, melons and other crops stronger and therefore more resistant to diseases.

Benefits For A Variety Of Crops

Goodwin has seen the benefits of Ferti-pHite on his growers’ lettuce, citrus, broccoli and cauliflower crops.

“We usually apply Ferti-pHite right before heading for lettuce, right around row closure in broccoli and cauliflower, and for citrus it’s applied for spring flush, and once again on fall flush when you have a lot of new growth coming out,” Goodwin explains. He recommends Ferti-pHite to maintain strong and healthy citrus trees and has even seen an increase in yields due to this program.

“One of my growers went from losing a few trees per acre a year to not losing any, and he’s been doing this on his grounds for the last 4 seasons.”



“Probably one of the best protective fungicide products for lettuce is Manex®,” he continues. “You can tank mix that with Ferti-pHite prior to disease development. I’d recommend about 50 ounces of Manex and between 30 and 64 ounces of Ferti-pHite.”

Ferti-pHite can also be used on turf and is only available from Fertizona. For more information, contact your local Fertizona field rep. ▲

Not for use in California. Flint is a registered trademark of Bayer. Rally is a registered trademark of Rohm and Haas. Quadris is a registered trademark of Zeneca. Manex is a registered trademark of DuPont.

OPERATIONS OVERVIEW

Fertizona de Mexico: Service Across The Board, Across The Border

Fertizona has always worked hard to stay “ahead of the curve” in the latest agronomic or technological advances, continually striving to find new and better ways to serve our customers. But when you talk about adapting and moving forward, one part of Fertizona that’s making huge strides is our team in Mexico.

“When we started in Mexico, things were in the Stone Age as far as plant nutrition was concerned,” explains Bill Jarman, General Manager of Operations for Fertizona de Mexico. “They had one fertilizer supplier and it was government-owned. We were in serious catch-up mode.”

TURF TIPS

Now that the weather is starting to cool just a little, it would be a good time to talk to your Fertizona sales rep about a complete SmartBlend® for your turf applications this fall. A balanced fertilizer formulation will help the plants recover from the stress of summer and build strength for the winter months ahead.

Originally, Fertizona had an office in Nogales, Arizona, not far from the border, and a large number of its customers were Mexican growers and produce brokers. After NAFTA came along (the North American Free Trade Agreement), many U.S. companies expanded their operations into Mexico, including Fertizona’s biggest competitors. Naturally, we wanted to continue to serve our

customers and markets effectively, so in 1992, Fertizona decided to open offices in Mexico too.

Today the company operates facilities in three cities in Mexico—Her-



Fertizona de Mexico offers growers south of the border a variety of quality products, as well as Fertizona’s legendary service.

mosillo, Ciudad Obregon and Culiacan, stretching across an area about 500 miles long in the western part of the country. Fertizona de Mexico specializes in soluble foliar fertilizers for drip-irrigation systems to the produce industry, mostly for greenhouses and independent growers. The Mexican operations also provide many varieties of seed as well as livestock feed ingredients and related products. But as diverse and sophisticated as things are now, it was a different story in 1992.

“When they opened the borders to imports back then, and we started working with local growers, we had to get them up to speed about everything,” continues Jarman. “It felt like what had happened in the USA in the last 100 years in the fertilizer business has only been going on in Mexico for the last 12. But it’s been very exciting—like windsurfing in a storm.”

Keeping Products Available

Part of the challenge for Mexican growers, as well as suppliers, has simply been availability of products. Not being able to keep materials in



stock seems to be a classic problem in many parts of the country.

“We do our absolute best to avoid that,” Jarman says firmly. “We emphasize service, and having the inventory when it’s necessary, and being able to supply it at a reasonable price, is the heart of the matter.”

In spite of the obstacles, Fertizona and many other organizations have helped today’s Mexican growers to come a long way in terms of productivity and efficiency.

“It’s been an ongoing process,” Jarman adds, “but now there are some very, very progressive guys down there, and they appreciate higher quality. I think there are Mexican growers who are just as progressive as anywhere else in the world.”

Gene Kempton. Growing Success Close To Home

There's an old saying, 'The apple doesn't fall far from the tree,' typically referring to children following in their family's traditions or staying close to home. That's definitely the case for Gene Kempton, Fertizona's Seed Manager.

Born and raised in Arizona, and now living in Casa Grande, Gene is a third-generation native Arizonan who grew up on a family farm. After graduating from the University of Arizona, he worked for the school's seed research department until he went into field sales. That was 35 years ago, and although Gene's zip code has stayed much the same during that time, he readily admits the industry hasn't.

"Oh, it's changed dramatically," Gene says. "It's much more scientific, and yields have at least doubled since I started selling seed. It used to be that two or three varieties kind of covered everything, but now we have all these seeds specialized to a particular locality or particular growing conditions."

Gene has been with Fertizona since 1987, and many of those changes are now business-as-usual in the seed division he manages.

"I'm responsible for ordering seed for all of the Fertizona branches, and to make sure we have product when the grower wants it," Gene explains.

"I'm also the company information center for seed," he adds. "If a fieldman has a question about a specific variety, he'll give me a call and say, 'Gene, what can you tell me about this?' I probably know at least as much about

seed and seed products as anyone else here. I certainly hope I do."

Even with all of his knowledge and experience, Gene admits a lot of his success is based on educated guesswork.



Gene Kempton is Fertizona's Seed Manager and has been working with seed for more than 35 years.

"There's a certain amount of second-guessing about what the growers will want," he says. "I'm getting seed in now that nobody has actually ordered yet, so we try to determine what they're going to want so we can have it on the floor. That's one of the challenges."

Fortunately, Gene and his field people are very good at accurately predicting what growers will need.

"I like to refer to it as making a calculated guess, and then working like the devil to make it look like you knew what you were doing," he adds with a smile.

Stocking and recommending the right seed varieties are some of Gene's special talents, considering that Fertizona offers dozens of wheat and alfalfa varieties and some 30 types of cotton seed.

"All of those varieties are good, so you have to look at the grower's situation and help him decide what's the best one for him," Gene says.

When he's not busy helping growers or salespeople, Gene enjoys fishing and watching NASCAR, but his number-one hobby is traveling with his wife, Ann, in their motor home. Married for 37 years, Gene and Ann have three children and four grandchildren, all living in Arizona.

Asked what he likes best about his job, Gene says, "Pretty much everything. To me it's not just a job, it's something I truly enjoy. I hope to continue to do this for as long as I want." We hope he does, too. ▲

NEW EMPLOYEES

Fertizona would like to welcome the following people to the Fertizona team.

Jose Gonzales — Ag Express, Driver

Jesus Orona — Roll, Driver

Jose Arvallo — Roll, Driver

Cory Scherting — Fennemore, Yard Manager

Linda Kanzler — Casa Grande, Accounts Receivable

Carlos Murrieta — San Tan, Driver

Ernesto Mendoza — Ag Express, Reactor Assistant

Jerry Kimbrell — Fennemore, Driver

David Rodgers — Fennemore, Driver

David Parnell — Willcox, Ag Sales Person

Ryan Bremmon — Willcox, Mixer And Driver

FERTIZONA LOCATIONS

Fertizona—Casa Grande Main Office

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Casa Grande, AZ 85222
(520) 836-7477
(520) 215-9521

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
(623) 386-4491
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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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

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Fertizona—Willcox

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Tom Hunt—Manager

Fertizona—Yuma

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Mike Espil—Manager

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