

LIQUID

Does It Better!



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Managing Editor: Albert Bancroft

Offices and plants will be closed July 5th and 6th.

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AGRO-CULTURE

LIQUID

FERTILIZERS

Responsible Nutrient Management® To Be Featured On Fox Business



By Lonny Smith,
Senior Marketing Manager

Agro-Culture Liquid Fertilizers, together with Ag PhD, has signed an agreement with the producers of *Today In America* to film a 5-minute feature that will appear in their Heartland Series airing nationally on Fox Business News later this fall.

The segment will be part of a program called, “Solutions for the 21st Century Farmer,” and will focus on how Responsible Nutrient Management® creates real sustainability in modern agriculture.

The series, hosted by former NFL quarterback and Hall of Famer Terry Bradshaw, covers innovative, food-for-thought news topics designed to inspire Americans to think on a more globally conscious level.

According to the program’s producers, “With more people gearing up toward sustainability in a country where the economy’s instability forces alternative methods of survival, *Today in America* will present viewers with information and commentary from

leading industry professionals with their finger on the environmental and industrial pulse.

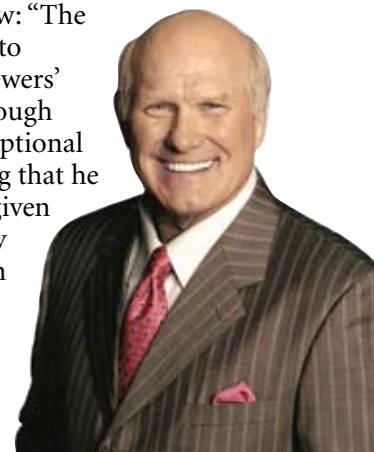
“The series will focus on topics like family, education, health care, business and finance, home improvement, travel and recreation and environmental living.”

Says Bradshaw: “The series will help to broaden the viewers’ perspective through delivery of exceptional content,” adding that he is happy to be given the opportunity to participate in this series.

Ag PhD cohost Darren Hefty is a strong advocate of Re-

sponsible Nutrient Management and together with Agro-Culture Liquid Fertilizers’ senior marketing manager, Lonny Smith, will help guide the scripting and production of the segment.

“We’re excited to work with *Today in America* to get a positive message out for the hardest-working and least-appreciated people in our country, the American farmers,” Hefty says. “With the huge technological advances in equipment and crop management, farmers have a great story to tell about how they practice Responsible Nutri-



Terry Bradshaw



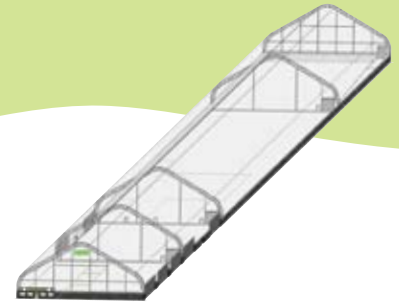
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“The LIQUID Perspective”

By Dale Ruff,
Senior Production Manager

New 53,000-Square-Foot Facility Will Help Us Meet Growing Demand



Agro-Culture Liquid Fertilizers is expanding its ability to meet the ever-growing demand for our environmentally responsible products with the construction of a new plant in Ashley, Mich. This project is being made possible through the efforts of departments company wide.

The site will be on a scale like nothing Agro-Culture Liquid Fertilizers has accomplished to date. Our employees of 10 years or more recall the large undertaking and advancements made when we built the plant in Goodland, Kan. The increased capabilities in manufacturing, shipping and receiving helped put the company on the map.

That was followed by the need for a larger-scale plant in Williams, Iowa, which was more than double the size of the Goodland facility. We pride ourselves in the advances the company has made in meeting and exceeding environmental regulations for both of these plants.

We now look forward to breaking ground on a new plant and greatly anticipate the ideas from drawings and prints coming to life as a real tangible structure. The facility will be 140 feet by 380 feet and will reach more than 60 feet high, covering more than 53,000 square feet. It will allow enough room for more than 600,000 gallons of indoor storage.

This structure will house offices, a lab, a trucker’s lounge, truck load-out, a manufacturing plant, raw-material storage, micro raw-material storage, packaging procedures, racking systems for both heated and nonheated twin-pack storage, as well as a dual-dock system.

The facility will contain a zoned, in-floor heating system, storage area and offices for an added touch of comfort.

Truck drivers will have their minds at ease as they roll across the long-awaited truck scales to ensure proper weight distribution of loads. But don’t let this fool you — it also allows us to maximize gallons hauled on every load. Sounds like those “extras” drivers tend to carry with them may need to be slimmed down a bit.

The containment and storage area alongside the existing rail spur will have enough room for an additional parallel line. The containment will be 4 feet below grade and will hold 32 tanks of 30,000 gallons each. If you’re doing the math, you’re right if you came up with 960,000 total gallons.

The site plan boasts another 1.25 million gallons to be added for future expansion. This potential storage area is positioned so three large storage tanks can be placed just to the north of the diked area and right next to the rail spur.

Some goals we have set forth include being able to manufacture five times the capacity of the current Michigan plant using dual reactors. Truck-loading time should take no longer than 20 minutes regardless, if it’s a van with many products or a straight load of High NRG-N™.

We will be using dual meters to achieve this. All load-out meters will be equipped with touch-screen control systems. This will also apply to the new plant facility.

We are taking advantage of some of the latest technology available to our industry in a number of different areas. Our railcar load time is not to exceed 35 minutes. We will also increase packaging capabilities and add a staging area for palletted materials to be shipped.

An important aspect of planning and construction is to meet and exceed all Michigan Department of Agriculture environmental regulations.

During the entire construction process, necessary documentation will be compiled to apply for the Environmental Respect Award. We are the leader in Responsible Nutrient Management® and that has been at the forefront of our minds while designing this site.

With all the considerations of this project, I’m confident the steps taken are in the right direction to better serve our sales staff and customers. This is a great chance to embrace our growth-minded business plan.

It’s our desire to keep raising the bar, thus ensuring quality, quantity and continued timeliness of deliveries. ♣



STATE OF THE ART. At 53,000 square feet, the new Ashley, Mich., facility has enough space for more than 600,000 gallons of indoor storage.

Granger Farms and Fertilizer Carries On A Family Tradition

By Jacob Nowakowski,
Sales Account Manager

Ed and April Granger are the third generation to manage the business and farming operations of Granger Farms and Fertilizer.

Established in 1907 by Bill Granger, Ed and April expanded in 1979 to handle grain, fertilizer and chemical. They raise wheat, soybeans and Bermuda grass on their 5,000-acre farm at Gracemont, Okla.

Ed and April have represented Agro-Culture Liquid Fertilizers since August 2004 when their dissatisfaction with conventional fertilizers led their equipment dealer to suggest they consider Agro-Culture Liquid Fertilizers.

After using the products with much success, they decided to share the company's fertilizers with other growers and became an area manager. They now serve the southwest quarter of Oklahoma and the Texas border that includes seven retail dealers.

The Grangers attribute their success to being farmers — farming helps them understand and stay current on product use, application methods and challenges growers face.

Their use of Agro-Culture Liquid Fertilizers' products and high degree of involvement with customers has built up strong customer loyalty to their business.

Granger Farms and Fertilizer is a family operation much like Agro-Culture Liquid Fertilizers. Ed over-

sees daily operation and sales, while making sure distribution is completed. April manages account payables and receivables from the home office.

Two of the Grangers' children also work in the family business. Randell and Zack both sell and distribute Agro-Culture Liquid Fertilizers' products and operate the farm.

Ed and April say they have remained loyal to Agro-Culture Liquid Fertilizers' products because they believe the company is an industry leader, and they like the continued commitment to testing that ensures product performance is top-notch.

They also feel that when Agro-Culture says its mission is to prosper the farmer, they truly mean it and make every effort to ensure the best is being done. The Grangers are constantly increasing their knowledge to ensure fertilizers are used efficiently.

Another reason the Grangers have continued to grow their business with Agro-Culture Liquid Fertilizers is product quality. They say they don't have to worry about the consistency of manufacturing.

In addition, they like the fact that the company's main goal is helping growers get the best, most efficient result from a fertilizer investment.

They say Agro-Culture Liquid Fertilizers constantly works to improve and that the knowledgeable and accommo-



GOOD RELATIONS. From left to right, customer Frank Sechrist and Granger staff Zach Barger, Randell Granger, Ed Granger, April Granger and Mike Boyd share a photo.

dating staff quickly takes care of needs that arise. They add the relationships they have established with company management are important to the continued growth of their business.

"We have enjoyed and look forward to our continuous, successful relationship with Agro-Culture in our business," Ed says. "We have faith that we will continue to contribute to our customers' success."

They say the commitment of Agro-Culture's research and agronomy department is second to none and work year after year to make recommendations and help with decisions to serve customers within the mindset of Responsible Nutrient Management®.

With current industry practices and changing climate conditions, the Grangers feel Agro-Culture gives them the tools — not only in data but also personal support — that puts them a step above.

They say that if you have never tried the products or dealt with Agro-Culture Liquid Fertilizers, you should. ♪

CALENDAR OF EVENTS

■ Farm Fest

Redwood Falls, MN • Aug. 3–5

■ Dakota Fest

Mitchell, SD • Aug. 17–19

■ Professional Liquid Fertilizer Program

St. Johns, MI • Aug. 24–26

■ Farm Progress Show

Boone, IA • Aug. 31–Sept. 2

■ Clay County Fair

Spencer, IA • Sept. 11–19

■ Big Iron Farm Show & Expo

West Fargo, ND • Sept. 14–16

■ Farm Science Review

London, OH • Sept. 21–23

■ Sunbelt Ag Expo

Moultrie, GA • Oct. 19–21

■ PNW Vegetable Conference

Kennewick, WA • Nov. 17–18

■ Amarillo Farm & Ranch Show

Amarillo, TX • Nov. 30–Dec. 2

■ Nebraska Power Farming Show

Lincoln, NE • Dec. 8–9

■ National No-Tillage Conference

Cincinnati, OH • Jan. 12–15, 2011

■ Iowa Power Farming Show

Des Moines, IA • Feb. 1–3, 2011



Take A Close Look At Your Crop To Identify Deficiencies

By Cory Schurman,
Senior Agronomy Manager

We begin every year planning for a successful crop, and 2010 is no different. As I write this, nearly all of the corn has been planted and is starting to emerge. Soybean planting is well under way.

Now, growers need to continue to manage their crops for maximum yield and profitability.

One of the biggest things we can do for the crop after timely planting is checking fields and taking the time to see how it's responding to the environment it's growing in. You need to look for any concerns or issues that have developed.

Follow that by developing a plan to respond to or fix concerns, or perhaps work out a foliar fertilizer strategy to push for even higher yields if Mother Nature is cooperating.

To start, gather a few useful tools:

- A **spade** to look at roots and the environment around them;
- A **knife** to look at the internal tissues of the crop;
- A **soil probe or tube** to look for compaction;
- A **hand lens** for a closer look at diseases or insects;
- A **cropping or diagnostic guide** published by a reputable source;
- And, most important of all, an open mind to avoid preconceptions and bias.

I like to start with the following areas when looking at a crop.

The Root Zone. Soils need to be granular and permeable for roots to expand and feed. Some crops can develop root systems that go 6 feet deep or lower, so you not only need to know surface fertility but the subsoil fertility to solve various concerns.

Wet or poorly drained soils can result in shallow root systems. Proper drainage is a key factor in early crop growth. This is also a good time to look for tillage issues and check for hardpans in

the soil, so corrective action can be taken in the future.

Temperature. Cool soil temperatures slow organic-matter decomposition and slow soil biology. This can limit the release of nitrogen, sulfur and other nutrients.

Nutrient uptake can be slower in cool conditions because nutrients diffuse slower and root activity is decreased, which increases deficiency potential.

Soil pH. Acid soil conditions reduce the availability of calcium, magnesium and phosphorus, and increase the availability of iron, manganese, boron, copper and zinc. Nitrogen is most available when the soil pH is between 6.0 to 7.2.

Study your soil analysis to determine the soil pH level and whether you need to take steps to correct it.

Insects. Don't mistake insect damage for nutrient deficiency. Look at roots, leaves and stems for damage. Get an

“You need to look for any concerns or issues that have developed...”

insect guide to help with identification and take steps to keep levels below economic thresholds.

Diseases. A closer study will show the difference between plant disease and a nutrient deficiency. These are usually best observed with your hand lens.

There are several good sources to identify different plant diseases, including your local Extension office. I like to use the *Corn and Soybean Field Guide* published by Purdue University Cooperative Extension Service. Agro-Culture Liquid Fertilizers' sales account managers have these available, so ask for one.



LOOK FOR PROBLEMS. Scout your fields to see if poorly drained soils or hardpans are causing corn plants to produce a shallow root system.

Soil Moisture. Dry soil conditions create deficiencies in boron, copper and potassium. This is one of the reasons crops respond well to fertility, as drought slows movement of nutrients to the roots.

Weeds And Herbicides. Weed identification and proper herbicide usage is more important today than ever before. Weeds rob the crop of water, air, light and nutrients.

Recently, we were trained on the topic, “Weeds and the Nutrients They Can Steal,” where we learned that a 6- to 8-inch crop of weeds can rob as much as 40 to 60 pounds of nitrogen from the soil. Learn to identify weeds and how to control them.

Under certain conditions, plants can suffer damage from herbicides either from carryover or applications during the current year.

Also, be aware of possible drift that can damage crops. Know the symptoms of herbicide damage and the difference between herbicide damage and nutrient deficiencies.

Planting Depth And Spacing. This is a good time to make sure you are placing seeds where they need to be. Uniform spacing in plants and depth of

planting are keys to good root development and nutrient efficiency.

If corn is planted shallow, the nodal roots can be exposed to hot, dry soil, which decreases root mass and the plant's ability to anchor itself.

If corn is planted too deep, the seed needs extra energy to push the coleoptiles to the soil surface, sometimes causing it to split and leaf out under the soil surface. Cold, wet conditions aggravate this problem.

Fertilizer Placement. This is the time to check your fertilizer placement and determine if the root system is able to access fertility.

Check for side spacing and depth spacing, making sure nutrients are easily accessible to the growing crop.

Nutrient Tie-Up On Residue. Recently, I've received calls where last year's winter wheat realized high yields and high levels of residue.

Where the grower no-tilled wheat back into high levels of residue without taking steps to reduce the level of residue, we get nutrient tie-up. This is a case where the soil biology that makes nutrients available is struggling to break down the residue and supply nutrients to the current growing crop.

There are several options to help this condition. The first is tillage to break down, bury or incorporate residue if no-tilling doesn't work as an option.

The second is removal of residue by baling or possibly burning. Third, chopping or reducing residue size helps, but beware building a mat of residue.

Finally, one of the easiest ways to provide nitrogen is an extra application to stimulate increased residue breakdown and supply the most-needed nutrient a grass crop like wheat will want.

Typically, supplying 20% to 40% more nitrogen to a high-residue situation helps alleviate the issue.

Nutrient Deficiency Symptoms. Early observance of your crop can indicate stress signals from the crop.

Sometimes, there are excess nutrients causing imbalances and poor feeding conditions.

We can also have deficiencies that create poor feeding conditions.

If you suspect either of these, the

In contrast to soil nutrient feeding, foliar nutrient uptake is stimulated by sunlight.

One of the main reasons foliar nutrient uptake fails is due to too high of a salt index.

Agro-Culture Liquid Fertilizers has a complete line of nutrients that can be applied that give great nutrient uptake when applied in a foliar application.

Some simple rules to follow to maximize foliar efficiency include:

“An extra nitrogen application can stimulate increased residue breakdown and supply the most-needed nutrient a grass crop like wheat will want...”

best way to determine a problem is to conduct a plant analyses first. You may follow with a soil analyses since something may have caused the nutrient levels to modify or become unavailable.

A lot of growers will observe visual symptoms when plants are young, only to see the crop grow out of it. Often, this is caused by the effect of temperature on root growth.

As temperatures rise, roots develop more and relieve the deficiency.

If you determine you have a nutrient-deficiency symptom, there are steps that can be taken to address these concerns.

Agro-Culture Liquid Fertilizers offers several products with low-salt-index formulations that can be utilized to foliar feed a crop during its growth cycles.

Foliar Feeding. This is the time where we are trying to get the plant to uptake plant nutrition through the leaf tissue.

1. Determine what nutrient deficiency you have with a tissue analysis.
2. Talk with your Agro-Culture Liquid Fertilizers' representative about what nutrient solution you should use.
3. Use a solution that has a salt index below 10 for good foliar uptake.
4. Apply Agro-Culture Liquid Fertilizers' nutrient solution at or below 87 F to allow plant to absorb it.
5. Apply using a spray pattern that gives good atomization and coverage on both sides of leaf tissue.
6. Apply when humidity is high.
7. Apply when the sun is up and plants are metabolizing and photosynthesizing.

By following these simple guidelines, growers can push this year's crops to their maximum yield level, but can also learn about things they can do to prepare and plan for next year's crop. ♪

Continued from page 1

ent Management while producing bigger and safer food crops.”

Smith says the opportunity to produce this segment gives Responsible Nutrient Management a voice into the larger social discussion that is often biased by misinformation and ignorance.

“Any time we can speak to a mass audience in an unbiased format, it's a great opportunity to educate our culture about the global importance of sustainable high-production agriculture and the challenges faced by our industry,” Smith says.

The segment is also scheduled to air on CNN Headline News in several environmentally sensitive markets around the country. ♪

Dr. Wilhm's A Blogger!

If you've ever wondered just what it takes to operate the largest research facility solely dedicated to plant nutrition in the nation, now you can find out.

Senior research manager Dr. Jerry Wilhm has started a blog that is full of great information, interesting pictures and regular progress reports to keep you in touch with the North Central Research Station.

Visit <http://ncrsresearch.blogspot.com/> and become a follower. You'll be glad you did.

Who's Who at Agro-Culture

By Albert Bancroft,
LIQUID Managing Editor

Peterson Fuels Growth In LIQUID Sales

Jim Peterson joined Agro-Culture Liquid Fertilizers in 1997 as a sales manager. At the time, the company had two regional managers; a third was added a couple of years later.

While the organization has changed over time, it has remained focused on growing sales and building a recognizable brand.

As a result, Jim has added many functions in both sales and marketing, but they are all designed to serve the original goal — to grow the sales of the company's products profitably.

His family consists of his wife, Cheryl, and two sons, Doug and Curt. Cheryl retired from Memorial Healthcare in Owosso, Mich., a year ago and now manages the Red Cross service center in Shiawassee County.

Both sons are married — Doug to Jennifer and Curt to Susanna. Curt and Sue have one daughter, Kendra, and are expecting again in September. Doug and Jen live in Ovid, Mich., while Curt and Sue reside in Otisville, Mich.

"My primary interests are music and church," Jim says. "For more than 20 years, I served as the music director and I taught adult Sunday School for 25 years."

Related to his church work is Jim's membership in the Gideons, a group that distributes Bibles both in the U.S. and overseas.

Jim and Cheryl have also participated in mission work in Haiti and Ecuador.

In his spare time, he promotes the rebuilding of the Capitol Theatre in Owosso and visits his granddaughter. Jim enjoys reading and reads continuously, with typically three or four books going at any one time.

He listens to news and Classical music, and enjoys political discussion and debate.

Jim's passion has been agriculture. He began in sales by assisting in his family farm's seed dealership. Then he worked a stint in agronomy sales for a local elevator, followed by 13 years as a district manager for two seed companies.

In coming to Agro-Culture Liquid Fertilizers, he assumed responsibility for the company's major need — the building of a sales force capable of national growth.

His efforts have been very successful, due in no small part to the energetic managers of the sales, marketing and agronomy departments.

Jim's role is mostly strategic, projecting the needs of the sales and marketing departments, and aligning resources required to get there. It's challenging, but very enjoyable. 💧



Jim Peterson

Hoppe Part Of A Well-Oiled Team

Teresa Hoppe joined the LIQUID team at the Goodland, Kan., plant 2 1/2 years ago. She started her career at Agro-Culture Liquid Fertilizers in truck transportation and now handles both truck and rail logistics for the Goodland facility.

Now in her third spring with the company, Teresa says each year gets busier, a sign of a thriving business. In the first week of May, 96 trucks loaded with LIQUID fertilizers went out of the location.

In her brief time with the company, a new containment with 15 tanks has been built to provide an additional 450,000 gallons of storage. The Goodland plant has almost 2 million gallons of storage.

Teresa has been married for 4 years to Marshal and they have a daughter, Emily, 2. She adds they have two dogs that are very much a part of the family.

Her hobbies include watching her husband race his stock car and compete in demolition derbies. Spending time with her family is a big priority, Teresa says.

Her job keeps her busy on the telephone with customers, entering and receiving purchase orders, printing and proofing bills of lading, and tracking inbound and outbound rail loads. This is just her office work.

Teresa also contributes to customer service by contacting customers and meeting the needs and deadlines for delivery, as well as managing contract haulers.

"The most enjoyable part of my job is being able to have contact with the end-user of our products by getting it to them when they need it," Teresa says. "We do this well as a team and we help each other internally the best we can."

When Teresa spreads the word about Agro-Culture Liquid Fertilizers, she likes to talk about how awesome it is

"The most enjoyable part of my job is being able to have contact with the end-user of our products by getting it to them when they need it..."

— Teresa Hoppe



to work for the company and the feeling she gets that she is cared about as a part of the LIQUID team.

She says that her coworkers and her do their best and take pride in helping the company run smoothly.

"It's exciting to work for a company that is growing every year and facing the new challenges and opportunities that it brings," Teresa says. 💧



Small Doses Of Foliar Fertilizers Can Make A Big Impact On Vegetables

By Dr. Brian C. Levene,
Specialty Crops Research Manager

Spring planting should be wrapped up by now and harvest is still a ways off for most vegetables. During this period of vegetative growth and early fruit set, monitoring crop growth and development can be very important.

Plants are great at telling us when a problem exists; we just need to be alert and watch for these signs.

However, the easiest place to start is to know what normal or vigorous and healthy growth looks like.

Once we recognize a healthy plant,

not be sufficient. Irrigation applications can be an effective way to deliver nutrients in a timely manner, but proper equipment is necessary to deliver accurate and uniform rates.

Moderate to severe deficiencies of most nutrients generally can't — or shouldn't — be corrected with a single application. Multiple applications at smaller doses can prevent "overcorrection" or the development of injury or a secondary deficiency.

Like soil fertility applications, foliar fertilizers work best when using a

rely mostly on correct identification. However, a little luck, your prior experience and powers of observation are the real keys.

Crop growth stage, the fertility products to be used, environment, method of application and even plant variety will all impact the effectiveness of any foliar nutrient application.

Whenever possible, combine fertility products with pesticides to eliminate a special application.

Products like Sure-K™, Micro-500™ and ferti-Rain™ have shown excellent compatibility with crop protection applications, but always perform a jar test for any new combinations.

Crops requiring multiple pesticide applications lend themselves nicely to multiple smaller-dose nutrient applications to address any fertility needs.

The low-salt formulations of most Agro-Culture Liquid Fertilizers' products allow them to be applied both as soil and foliar fertilizers. Several products specifically designed for foliar applications are also available.

Contact your Agro-Culture Liquid Fertilizers' dealer or sales account manager for foliar rates or a more complete listing of specialty products. 💧



STAY ALERT. Take note with every pass in the field because an in-season issue can be resolved if caught in time.

“The main benefit of using foliar fertilizers is they provide the plant with additional nutrients at critical growth stages where root uptake may not be sufficient...”

plants deficient in nutrients will show characteristic changes in color and/or development. Most of these signs can quickly be found in a book, production guide or through past experience.

A newer technique that works well for diagnosis and fine-tuning a plant's nutrient balance is plant tissue testing.

Collecting the right plant samples and accurately determining the crop growth stage are critical to making accurate nutrient recommendations for most crops. Many laboratories that offer soil testing will also offer tissue testing or can provide the name of a local facility that offers this service.

What do you do if you find a nutrient deficiency in your crop? Or what if the tissue tests show nutrients are below optimal levels? When a micronutrient is deficient, the fastest way to correct a problem is usually with a foliar fertilizer application.

Still, the main benefit of using foliar fertilizers is that they provide the plant with additional nutrients at critical growth stages where root uptake may

balanced approach. Applying small amounts of nitrogen, phosphorus and potassium in combinations with the necessary micronutrients will typically result in a better crop response than a higher dose of single nutrients.

The reverse is also true. You'll have better uptake of nitrogen, phosphorus and potassium when they are applied with micronutrients.

Agro-Culture Liquid Fertilizers utilizes these facts when formulating all its mainline and specialty products.

Still, individual micronutrients are also available to amend these products and address individual crop- and soil-specific needs. Customized combinations of Agro-Culture's products can address virtually any crop need with a single nutrient solution.

When it comes to correcting the deficiency, how much product should be applied? Visual deficiency symptoms tend to require higher rates to correct plant growth than deficiencies shown only with tissue tests.

Correcting any nutrient deficiency

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Milwaukee, WI
Permit No. 496

Your Information Source For Agro-Culture Liquid Fertilizers!

If you'd like to learn more about high-quality Agro-Culture Liquid Fertilizers, contact the sales account manager in your region:



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