



# Fertrell Notes & Quotes

The Fertrell Company:  
A Friend of Nature Since 1946

Luann Brubaker, Editor

## Notes from the President's Desk: The History of Fertrell by Dave Mattocks

The year 2006 marks the 60th anniversary of the Fertrell Company. For this reason we are including the following history of the Fertrell Company in this first issue of 2006.

The *Organic Development Company* (hereafter referred to as ODC) came into existence in the year of 1946. This company was formed to provide an alternative plant food to commercial blends of salt and acid-based fertilizers. Mr. John Johnson had determined that his roses were not meeting his expectations. Their endurance and fragrance were falling short of his standards. It was determined that by mixing organic vegetable, animal, and mineral compounds together, the roses could attain maximum performance. ODC was then started in Fullerton, MD (in the suburbs of Baltimore) in Mr. Johnson's garage.

The company began to grow and needed production space. Since sales seemed to be growing into Lancaster County, PA, ODC decided to relocate to the present site at Bainbridge, PA, in 1961. At which time Rufus Miller became sales manager for Mr. Johnson and developed sales in the farming community. The benefits of organic fertilizers have long been recognized by the Amish and Mennonite farmers.

Mr. Johnson passed away in 1973, whereby Rufus Miller became the major stockholder. With this ownership change, the company name was changed to the *Natural Development Company*. The name changed again in 1975 to *The Fertrell Company*. The name **Fertrell** was derived from FER-fertilizer, TR-trace minerals, ELL-elements = FERTRELL.

The present metal buildings were built by Mr. Johnson who purchased the land from Rufus' father-in-law, Mr. Heisey. The bulk building came with Rufus Miller. Employment at the *Natural Development Company* numbered six.

In 1983 the Fertrell Company purchased a farm where we performed experiments with fertilizer, farming practices, and feeding of animals. The farm was then sold in 1989.

The Nutri-balancer feed line came into existence in 1974. This addition became necessary when the soil tests revealed shortages in

nutrients in our farm land. Liquid fertilizers have been a part of The Fertrell Company since the move to PA in 1961. The liquids are blended from a fish emulsion base. The first mix was fish only .

Out-of-state sales came from advertising in organic magazines first and then from selected trade shows. Much of our growth can be attributed to word-of-mouth advertising.

Late in 1990, Mr. Miller decided to offer the company for sale. There were several interested parties. After many discussions, three of Fertrell's employees came together and purchased Mr. Miller's stocks and the ownership of The Fertrell Company. The sale became final in the fall of 1991.

Dennis Nygaard, Reuben Gantz and myself purchased the company. Dennis Nygaard retired in 1996 and Reuben Gantz retired in 2000. I have continued to serve as the company's president.

In 1996, under the direction of Mr. Jack Robinette, The Fertrell Co. introduced the Poultry Nutri-balancer. Jeff Mattocks, company Vice President and nutritionist, has successfully promoted this product across the United States. His efforts have given the company a major push in the market place.

The Fertrell Company is the oldest producer of organic fertilizers in the United States. Their reputation for quality and service is second to none. The challenges of organic production serve as stimulation for continued company growth. Dedicated employees are the keys to this company's growth.

Taking the company to the next level, we will offer a value added product for the Turf Industry. Fertrell will offer a *granulated product* to reduce the dust factor that is present in our current fertilizers.



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## The Farmer-to-Farmer Market Place:

Connecting farmers to farmers for products they have to sell or need to buy.

You must be a Fertrell customer and any crops or animals must have been fertilized or fed with Fertrell



products. We will not get involved in any monetary transactions. The ad may contain grains, forages, cows, equipment, Include name, address, email, phone #, type of product, and any information that is pertinent to the ad. First come first served. The ad will be run one time and then you will need to resubmit if you wish it to be included again. Email jeffmattocks@fertrell.com or don@fertrell.com or call the office at 717-367-1566 by 10th of month before publication.

### FOR SALE

**Two Bred Beef Cows:** certified organic, due February and March, bred to Angus, \$1000 each. Call Dennis Wenger at 717-865-7158, Youngstown, PA.

**Organic Oats:** \$3.00/bushel. 5,000 bushel still available, Neil & Michele Reishas, Indiana, 765-628-3381.

**5 Springing Heifers:** Certified Organic, contact Kore Yoder, Lewisburg, PA 570-966-3947.

**Feeder Pigs:** 7 large black pure and/or crossbred feeder pigs for sale, 55-75#, at .80# raised in deep bedding, males castrated. Contact Marcus Horst, Ephrata, PA, at 717-733-3283, cell 475-5870.

### WANTED TO BUY

**Certified Organic Grass-Finished Cattle:** please contact Ivan with current prices at Natural Acres Organic, Inc., 175 Maple Drive, Millersburg, PA 17061, 717-692-1000, fax 717-692-4983.

## Introducing New Higher Protein Seaweed Feed:

Many of us have heard of Johannesburg, South Africa, but how many of us have ever heard the name Namibia? The small town of Luederitzbucht, Namibia, in Southern Africa, was an original dutch settlement in 1908 where Diamonds were mined in conjunction with the Namibian government.

At one time oysters were harvested and today it is the home of the seaweed known as *Gracilaria verrucosa* which is harvested and processed, packaged and shipped by sea to the world market. A name you might recognize is agar made from *Gracilaria*—when it is wet it is processed into a semi-refined agar—a hydrocolloid used in microbiology, in jellies (brawn, jelly powder, foam and jelly sweets, cake glazing), as well as in health foods.

The dried ground *Gracilariacea* {Rhodophyta, (Red Algae)} we are using for our new feed supplement is hand gathered from the beaches, sun-dried, hand sorted and baled for shipment. Once it arrives at The Fertrell Company, it is then unloaded, ground in a tub grinder, bagged and labeled for sale. There are no ingredients added

nor are there any chemical processing procedures. We at The Fertrell Company truly anticipate *Gracilaria* Seaweed to be the new benchmark for Feed Grade Kelp Meals. We are also very excited about the different and more balanced Nutrient profile that *Gracilaria* offers. The Calcium, Phosphorus, Magnesium and Potassium are more closely aligned to an animal's daily need than any other seaweed I have seen. Jeff Mattocks

### GUARANTEED ANALYSIS:

Salt, (Max). . . . . 8%  
Potassium (Min). . . . . 2.5%  
Iodine (Min) . . . . . 500 ppm

### Typical analysis:

Protein..... 25%  
Crude Fiber Maximum..... 10%  
Calcium..... 1.5%  
Phosphorus..... 0.4%  
Magnesium..... 0.7%  
Potassium..... 3%  
Salt..... 800 ppm  
Iodine..... 700 ppm  
Manganese..... 60 ppm  
Copper..... 5 ppm  
Zinc..... 15 ppm  
Cobalt..... 2 ppm  
Molybdenum..... 0.6 ppm

## New Product development:

At Fertrell, we are always looking for ways to help you as the farmer prevent problems before they happen and also to help solve a problem quickly as soon as it does happen. With that in mind, the following products are in the developmental stages at Fertrell:

- Calcium tube replacement product
- Dry cow illness preventative supplement
- Redmond Clay with garlic and oregano oils
- A new concentrated rumicult

Don't forget about these products that we already have on hand:

Uddersol, garlic oil, fresh start whey product, dewormer tubes and herbal capsules, cal-pan mint spray, liquid vitamin C, bovine plus capsules, Redmond's conditioner. Plus our full line of nutribalancers and mineral premixes and supplements. Talk to your salesperson for more information on how these products can assist you.



## Questions and suggestions corner:

**What kind of things can I do to help my calves when the weather is excessively cold?**

1. First and foremost, make sure all calves get at least three days worth of colostrum with the first 12-24 hours being the most important as colostrum continues to lose its antibody count. If a calf is not drinking, you may need to milk the mother and tube the calf with her colostrum. If you don't have a tuberculer, make sure you pick one up at your local farm store.
2. You can move to three feedings a day. Or if time does not allow, increase the amount of milk (if milk replacer, add 2 oz to your water) and feed 12 hours apart. They need the extra fat and protein at night to keep them warm. DO NOT SKIP FEEDINGS OR CHANGE

- THEIR DAILY ROUTINES—check between feedings. Make sure the milk is warm and above body temperature as they will use up their energy to bring it to body temperature if it is given to them cold.
3. For calves that are extremely stressed and/or small, make a flannel lined blanket using Velcro straps to keep it on the animal, similar to what they make for sheep and goats. This has saved many a small or sickly calf.
  4. Do not dehorn or castrate during extreme temperature changes. If weather does not improve, perform in the morning to give them the daytime to recuperate and supplement with a stress pack of vitamins and minerals. Ask your salesman for Invigorate.
  5. Put fresh bedding in every day, sometimes twice, if pen is wet. Clean pen if calf is scouring. Certain bacteria thrive

- in cold weather. Again, you will need to replace its nutrients with Invigorate to get the healthy bacteria back into the gut which they have lost thru scouring.
6. Do not mix up buckets of sick calves and healthy calves. If at all possible, make sure calf uses the same bucket for every feeding, or you may need to disinfect between feedings. Sometimes it is necessary to put a calf back on a bottle just to get them to drink. If they still refuse to drink, drench with a bottle tuberculer that you can purchase at your local farm supply store. Keeping a sick calf hydrated is your number one priority. Time is of essence here.
  7. Provide a high quality Timothy for your sick animals.



## Upcoming Events:

**Mid Atlantic Fruit & Vegetable Convention**, Jan 31-Feb 2, 2006, Hershey Lodge & Convention Center, Hershey, PA

**PASA Conference**, Feb 2-4, 2006, University Park, PA.

**Upper Midwest Organic Farming Conference**, Feb 23-25, 2006, La Crosse, WI

**PA Garden Expo**, March 9-12, 2006, PA Farm Show Complex, Harrisburg, PA

## Dealer's News from the Field:

This section will include news from the field. Deadline for submission will be the 10th of the month. Please keep your information brief and to the point. Email your information to [luann@fertrell.com](mailto:luann@fertrell.com) or fax into the office at 717-367-9319 att: Luann. Note: Please see our website for dealer addresses and phone numbers of a dealer near you.

**Congratulations to the following new dealer**

**Yellow Springs Farm:** Al and Catherine Renzi, 1165 Yellow Springs Road, Chester Springs, PA 19425 610-827-2014. [www.yellowspringsfarm.com](http://www.yellowspringsfarm.com)

## SPECIAL NOTICE TO OUR CUSTOMERS:

### REMINDER NOTICE TO ALL CERTIFIED ORGANIC GROWERS:

When placing your orders via phone or with your sales person, please make sure you specify that you need a certified organic product so the persons pulling the products pull the right package. For example we have two Swine Growers, one with Lysine (non certified) and one without Lysine (certified). Fertrell manufac-

tures both natural and organic products so please do not assume that we know you are certified or need a certified product. We count on our customers to provide that information to us as we are still human and errors can and will be made. Your help in this matter will help to alleviate any confusion in the warehouse or in the office. Thanks so much for your cooperation. We will both reap the benefits.

**THINK SPRING:** What I really mean is prepare for Spring—as the wind howls and the snow blows, take time to evaluate and make needed repairs to your equipment. Take advantage of dealer discounts on parts and services. Assuming you already took care of winterizing your equipment, you can perform your preventative maintenance so that when it is time to be making hay you are not in the shop repairing a piece of equipment that you forgot broke during the last stint around the field in the fall.

## MEET OUR SALES/SUPPORT TEAM:

**DAVE MATTOCKS**, President, Dave has 31 plus years of experience in studying and teaching about soil and its microbial activities to bring the best possible products to our consumers. Dave cares not only about soil but about each one of his customers and employees and seeks to equip each one of us to be the best we can be. He is busy teaching others about the soil and making sure the correct information gets to the consumer and that our products continue to be of the best quality.

**JEFF MATTOCKS**, vice present and nutritionist. Jeff started at age 18 studying animal nutrition and putting into practice what he has learned. His wealth of knowledge means he spends a lot of time fielding calls and answering questions and creating rations that work best for each farmer's situation. Jeff also spends some time on the road visiting customers. Jeff and his daughter have their own backyard pastured poultry. Jeff wants you to know that he gets more than enough phone calls so feel free to speak to Don with questions when your call is directed his way. Jeff continues to work on new product lines that help the farmer.

**DON BRUBAKER**, sales and nutrition. Don works alongside Jeff at fielding calls and creating rations. Don also does some traveling to represent the company at shows and visiting farms. Many of his trips involve servicing organic laying hens in the Midwest. Don grew up on a poultry farm and also raised a lot of pigs. Don is dedicated to the customer and strives to help them any way he possibly can.

**RALPH STAUFFER**, sales. Ralph has been with Fertrell since 1998. Ralph loves people and likes to see the farmer prosper. As Ralph says, "I don't see anyone work harder than a farmer so I like to help the farmer trouble-shoot and find ways to save money while at the same time increase his production." Ralph works mostly south of Rte 30 and into Chester County and Northern Maryland.

**KEN EPPINETTE**, sales. Ken has been with the company since 2002. If you speak with Ken you will learn a lot about the compost tea granules that we sell and how it will help your soil. Throughout the growing season he works with the customer and makes tea and delivers it as well as spreading it on the fields. Ken likes working with the farmers to help them meet their production needs and to do it naturally. His territory covers most of Northern Lancaster County, with a few falling into the southern end of the county.

**STAN CARPER**, sales. Stan has been with Fertrell for two years and covers Central Pennsylvania, mainly Centre, Mif-

flin, and Huntington Counties. He sometimes gets into Clinton, Blair and Bedford. Stan has horses of his own so if you want to talk about or learn about horses, just give Stan a call.

**CHRIS PAPADA**, comes to us with experience in the turf industry and organic fertilizers. He is helping to bolster Fertrell's representation in Berks and Montgomery counties. He is also helping in the development of fertilizers unique to the turf market and is available as a consultant.

**JOHN THAYER** has become a unique asset for Fertrell as he has assumed the responsibility of making fertilizer recommendations for customers based on soil sample analyses. Before this he was hands-on in the plant making and packaging fertilizer. Dave has been teaching John and continues to work closely with him in this area. Please feel free to contact John with your soil questions, keeping in mind that he also travels taking over a lot of the traveling that Dave has done for many years by representing Fertrell at different conferences and trade shows.

**LUANN BRUBAKER**, Small Packaging and Garden Center Sales. Luann comes from a farming background. She and Don and their two young sons operated a poultry farm where they also raised calves and steers—which were her sole responsibility. Along with their retail farm market, they had added greenhouses where they raised and sold annuals and perennials. Her passion for marketing natural and organic products is why she is here to help you with your garden center sales. She is also assisting in the development of new products and is the editor of the newsletter.

**ROBERT WALTMYER**, Sales area includes East Central New York. Bob dairy-farmed for 40 years. He sells rumicult and minerals throughout his area. He works primarily with Feed Bag in Cobleskill, NY and can best be reached at 518-234-2527 weekdays 8-5 and Saturday 8-2.

**DAVID LITCHARD and DANIEL ALPAUGH** run an extension warehouse for The Fertrell Company. The warehouse supplies dealers and customers in the upper Northumberland area. Fertrell routes are run from Sunbury to the New York State line covering nine counties. Nearly all livestock products and fertilizers are stocked in the warehouse. During very busy times we are fortunate to employ Daniel's two sons Daniel Jr. and David. The extension warehouse is full service with feed samples and soil samples taken. If anyone would like to see the Alpaugh family in action they will be at the farm show pony pull which will be telecasted on PCN network.

## THE FUTURE OF OUR LAND IS IN YOUR HANDS

At Fertrell, in Bainbridge, PA, we recognize that if we feed and care for the land today, it will feed and care for us into the future. Society seems to be perplexed as to why there is so much illness and cancer, and unless they allow themselves to know and understand how to move back to organic production as our ancestors did and start taking care of the earth, they will continue on this downward spiral of self-destruction. Only by working closely with the land, will man see the environment as a living organism and show it the respect needed to create a healthy world. Everything a farmer does affects not only him, but his family, his neighbor, his community and his planet. It really is all interrelated—the earth is one living organism and it is *everyone's* responsibility, not just the farmers, to care for this land just as Fertrell has since 1946.

Ironically it was at this time in history that farmers were being encouraged by our government to start using chemicals that were used in the war and we agreed to use them and then needed to use pesticides because our soils became out of balance--and the vicious cycle began. But we have remained blinded to that. It's the same with our bodies, we eat unhealthy foods and in turn we think drugs can fix the problem. Yes they were originally from homeopathic remedies and then because we needed to make them in large quantities, we created synthetic drugs. And like our soil, our bodies just can't utilize it properly and we start having side effects and the cycle goes on and on. We have become so dependent on the medical profession and our government to fix our problems that we have missed our link to the land and what the land can do for us if we indeed treat it as it should be treated.

At Fertrell, we believe in sustainable natural and organic farming practices. It is our goal to produce products that are in tune with nature that will help you achieve those goals in your practices, whether they are in the back yard or part of the back 40, and in turn provide a product to society

that is full of nutrition as well as taste. Our products support the life force in the soil, on the farm and in the community. We want to encourage life in the soil; chemicals do not stimulate life but aide in ending life as it was created to be—in balance with one another. As I have always thought, it's a temporary band-aide to help meet the immediate goals, but not plan for the future. I remember when we first started farming (chemical farmers if I may) that a company sold us an herbicide that was to take care of the weeds for six or seven years and ended up making the soil so out of balance, that we developed a more serious weed problem than we already had. It so sterilized the soil that only weeds would thrive in it. Ignorance isn't always bliss.

Fertrell strives to combine technology and original farming values. We strive to ease the stress placed on the farming community from the relentless consumer. Realizing the value of labor and on-farm nutrients, Fertrell produces products to enhance and support a sustainable agricultural business. Our blends provide the elements required to build a healthy and productive soil that supports life. The water soluble Nitrogen, Phosphorus, and Potash will give plants a quick and vigorous start. Then, through the action of soil acids and bacteria on FERTRELL the same elements will provide plants with a complete ration of nourishment during their entire growing season, thereby insuring a harvest that is high in food value for man and animals. It also provides the two secondary elements, Calcium and Magnesium, and many trace elements which, science has found, aid in optimum growth. It also is a soil conditioner, building richer soil, stimulating the production of humus and biological activity, supplying trace elements, having a lasting effect on the soil, nonburning, slow releasing, non toxic, and above all environmentally safe.

Working with the people who till the soil and plant the seed, we can make things better and benefit our fellow man. And there you have it—all that is left is for you to implement our products into your particular situation. We are here to help you do just that. Fertrell cares about our land. The future of our land is now in your hands.

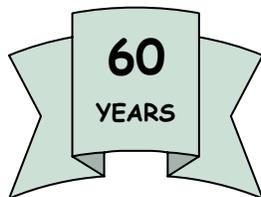


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We're on the web  
[www.fertrell.com](http://www.fertrell.com)

A Friend of Nature Since 1946



1946-2006



## From the old to the new? notes from the editor

It's hard to believe that 2005 is behind us and we have 2006 staring us in the face. What can we do to transition from the old year to the new year? What we did last year will affect this year. Whether good or bad, we can always improve on the previous year, so make changes today that will continue you on the road of to an even better future.

What can I do differently to care for the land in 2006? In our house we decided it was important that we take a soil sample and find out what really is taking place in our garden. A simple test is helping us make changes in the Spring that can help prevent weed and insect pressure throughout the summer. If we just keep taking from the soil and not putting back the necessary

nutrients, the soil won't provide us with healthy plants—and the cycle goes on. Without healthy plants, we have weed and insect pressure and ultimately not enough nutrition in the food—our bodies are then starving for nutrition.

Plant nutrition is not a new concept. Our ancestors knew they needed to take care of the land to provide nutrient rich foods for their families. Once we started mass producing and moving into the industrial age, we started losing the balance in our soil and the ability to provide food rich in nutrients because we started using heavy chemical fertilizers and then we needed pesticides and herbicides to take care of the weed and insect pressure it created—sure signs of imbalance in the soil.

I will be the first to say that I would much rather eat an organic carrot than one that was raised with chemicals—so much sweeter and tastier. When your children (or yourself) start craving sugar, put out some organic carrots and watch them gulp them down.

Let Fertrell help you provide nutrition for your soil, which in turn provides nutrition for yourself, your family, and ultimately the consumer. And don't forget that consuming more natural and organic products keeps you healthier and more productive. Let 2006 be a year of change—from the old ways to the new. For some, new means going back to our ancestors organic ways, kind of a twist of life don't you think?

Have a happy and healthy new year!