

Fertrell Notes & Quotes

The Fertrell Company:
A Friend of Nature Since 1946

Tracy Mattocks, Editor

Notes from the President's Desk: Dave Mattocks

Many ideas on food production methods have passed by our readers. Some ideas have stayed in the forefront of our plans for the 2007 growing season. The methods used to reach a decision can be challenging and may be somewhat scary.

However, we will choose and move along toward planting and hope for a harvest.

In all this we will demonstrate lots of faith.

When we purchase the seed, we will expect it to germinate. If we fertilize these plantings, we will look for healthy results. When we cultivate or hoe the soil, we will depend on lots of help from soil borne creatures. We will expect the weather to supply sunshine, rain and air to lend us their support for the growing season.

Certainly we will want our plants to resist sickness and insect pressures. Maybe we will use some form of insecticide and expect great results.

At any rate, these areas will call for much faith as we follow the directions given by some salesperson or by a product label.

We really need faith in our ability to do our part in all of these areas.

But the best area to invest our faith in, is the One who can make it happen. The Creator has supplied all the ingredients necessary for success. Now we need to believe He will make it happen.



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March/April product specials!

Fertrell Rich in Natural Organics
Since 1916

CRAB MEAL
Great for Preventing tomato blossom-end rot.

ANALYSIS

Nitrogen (N)	5%
Available Phosphate (P ₂ O ₅)	0.5%
Potash (K)	0.5%
Calcium (Ca)	15%

General Applications:

Vegetables Commercial
400 - 500 lbs/acre broadcast in the Fall
300 - 400 lbs/acre in the row at planting

Home and Garden
1/2 cup/10 ft Row - Garden Vegetable
3 - 5 lbs per ornamental tree
1/2 - 1 lb per ornamental bush
4 - 8 oz per tomato plant, pepper plant etc.

House Plants
3 - 4 oz potted and house plants depending on size

The Fertrell Co.
PO Box 385
Bainbridge, PA 17802
717-367-1568 FAX 717-367-4319
Net Wt. 5 lbs.
1922

Nematode Control Naturally with Crab Meal - \$10 % off 5# bag. Have on hand when planting your tomatoes.

Fertrell Rich in Natural Organics
Since 1916

SUPER PLUS
3-2-7

ALL-PURPOSE LAWN & GARDEN FERTILIZER

Where quality comes naturally. Soil is a living organism—a vital and valuable resource.

The Fertrell Company, Inc.
740 Hwy 102A, Harrisburg, PA 17109
www.fertrell.com

Net Wt. 8 lbs.

Gardening Special - Super Plus 3-2-7 is an all-purpose lawn & garden fertilizer. Blend Super Plus lightly into soil before seeding and planting, or when fertilizing throughout the season. \$1.00 off per 50# bag

Job Description for Your Most Important Asset Part I: by Don Brubaker

This month we will take a look at some production goals that I believe can help stimulate you as a dairy farmer into helping your cows do a better job. You should find a spot in the barn (possibly the milk house door) to post a list of goals for you and every member of the family—it should be visible to you on a daily basis.

During the 80's I worked in large confinement hog barns. Whether things were going good or bad in the barn, the employees of the barn would take time to discuss what changed over the last 3 to 6 months. I feel the same thing should be done with your family and/or your Fertrell Company representative. This way you can keep a good thing going and figure out what may be going wrong and fix it before it starts to drain the bank account. As with most businesses, the people that run it are so busy that they don't take time to do the bookwork that shows them where they are and the direction that they are going.

For those of you that are on DHIA, you have the availability of that information to help you know where you stand. When the vet is at the farm, record the information that they provide to you, use this information to improve the overall performance of the dairy herd. I hope that there is a person in your family that likes to do bookwork--give them the responsibility of tracking the information. At your request, I will provide a work sheet to help you get this information on paper and track it. The work sheet will also be available on our web-site.

Let's take a moment to talk about ways you can help her do a better job for you.

1. Improve the quality of the forage and grain inputs by harvesting them at the right time and storing them properly, as well as incorporating vitamins and minerals into your total ration.
2. Do what is recommended by the person doing your ration formulations.
3. Do at least four ration changes per year.
4. Have your forages tested regularly.
5. Keep the water supply clean and always available.
6. Establish a dry cow program.
7. Raise her properly from the start.
8. Keep her living area clean and comfortable.
9. Look at all animals at least once a day.
10. Stay on top of health concerns by reacting quickly to them.
11. Use the good sire selection program to improve the production of future offspring.
12. Maintain a good dry off program.

Below is a list of parameters that I have put together to help you see where you are and set goals to improve the overall production of your herd. They are meant to be guidelines for you to work with. You may need to think of her as an employee that needs to be evaluated on a regular basis to improve output.

Reproduction

Calving interval 13 months, 1st postpartum observed estrus 14-16 days
Heifer to bull ratio 70/30, Services per conception 1.5-2.0
Average age at 1st calf 25-28 months, First service conception rate 75%
Age at first breeding 15-18 months, Percent heat observed 80%
Days open 60-90 days, Avg day dry 60 days, Avg days in milk 160 days



Milk

Milk per cow lbs. 55lbs. (4-5% of body wt.)
Milk fat 3.9-5.2%, Protein 3.1- 3.7%
SCC 150,000-250,000

Health

Abortion of known pregnancies <2%
Milk fever <3%, Ketosis <3%, Retained Placenta 1-2%, Cystic ovaries 1-2%
Metritis 1-2%, Cull rate <10%, Lameness <3%

Job Description for Your Most Important Asset Part I: continued

Dairy Production Goal and Evaluation Work Sheet

REPRODUCTION	Optimum	Actual	Goals
Age at first breeding	15-18months		
Average age at 1st calf	25-28 months		
First service conception rate	75%		
Calving interval	13 months		
1st postpartum observed estrus	14-16 days		
Heifer to bull ratio	70/30		
Services per conception	1.5-2.0		
Percent heat observed	80>%		
Avg day dry	60 days		
Avg days in milk	160 days		
Days open	60-90 days		
MILK			
Milk per cow lbs.	lbs. of milk = 4-5% of body wt.		
Milk fat	3.9-5.2%		
Protein	3.1- 3.7%		
SCC	150,000-250,000		
HEALTH			
Abortion of known pregnancies	<2%		
Milk fever	<3%		
Ketosis	<3%		
Retained Placenta	1-2%		
Cystic ovaries 1-2%	1-2%		
Metritis	1-2%		
Cull rate	<10%		
Lameness	<3%		

This is a list of goals and guidelines that I believe will help you improve your herd and your bottom line.

Some of these numbers will vary depending on the breed you our working with.

Using Kelp for Corn Planting

1st year corn 15 lbs. per acre apply through insecticide boxes

2nd year corn 20 to 25 lbs. per acre apply through insecticide boxes

These amounts all need to be based on your knowledge of the insect pressure that you have on your farm

The Fertrell Company does not recommend the practice of corn on corn a good rotation is always best.



Got Grass: by Jeff Mattocks

Another season change is just around the corner, Thank God its springtime and winter's ending. If I were a betting man I would wager that most farmers have their seeds ordered and fertilizer planned for the upcoming planting season. But how many farmers have their spring grazing rations? Somewhere around April 10-15 most organic dairy cows will be going to pasture. To make this a smooth transition without too many side affects you should start transitioning the cows 7-10 days before the cows get a bite of grass.

Diet inputs like magnesium sulfate to prevent bloating issues or grass tetany would be a good idea. You should be putting together your plan to continue feeding 4-6 lb of dry hay while the cows are on pasture to slow down feed throughput and minimize the protein wasted while on lush pastures. Oh ya, almost forgot, the Calcium to Phosphorus ratio changes drastically when going from stored feeds being mostly legumes or corn silage to mostly grass. Most of you can reflect back and remember that during the winter you may have been using a higher phosphorus mineral and during last seasons grazing season you used a higher calcium mineral. You don't have to change but to keep reproductive and metabolic systems functioning normally you probably want to make some adjustments.

So, what is your grass plan? Hopefully you're not just going to turn them loose and hope they survive till October. Why not make a plan to graze intelligently, maximize those grasses and your cow's potential before their butterfat is below 3.5% and your M.U.N. test is 18. Something I often ponder is if a cow's manure is supposed to fall 12 inches behind her feet, how much money is lost when it hits the ground 48 inches behind her feet? It is caused by unused protein and organic protein is over \$600 per ton or \$.30 per pound and it would take 2-3 pounds of added protein to make the manure hit the ground an extra 12 inches. So I have come to the conclusion that for every foot of extra manure flying \$.60 to \$.90 is lost money. Hmmm, makes me wonder why this is happening because during the winter months when I am asking for some additional protein to be fed it is like pulling "hens teeth" because of the cost associated with protein. What I am suggesting is for an investment of \$.80 cents worth of dry hay while the cows are on pasture will not only stop the protein loss but increase the cows components (butterfat, milk protein, solids and help reduce SCC).

OK, I will quit preaching. You have enough information to make an intelligent decision. Meanwhile Don Brubaker and myself will be waiting to make those pasture rations for you. Please don't wait till the cows are sick and dieing to make your adjustments!

Jeff Mattocks



Question Corner???

What are effective methods of weed control in lawns? --- Fertrell recommends WeedBan as pre-emergent, but what do you recommend for post emergent? *Post emergent - we suggest applying Aragonite (Sea Shell Flour) to raise the calcium availability. Most often weed pressure is related to a calcium to magnesium ratio. We know that available calcium promotes good growth of domestic plants and discouraging weed germination.*

Is comfrey being disallowed by NOP for animal use? *The organic community or the NOP has determined that any agricultural product (grain, plant or animal product) be from certified organic sources if used as a feed supplement or feed additive. This for many certifiers will take place as of June 9, 2007. The Comfrey should be allowed as a feed supplement or additive if grown in compliance with the NOP Standards.*



Fertrell Company Wins Sustainable Agriculture Business Award:

An award bestowed to only two others, the winner of the Pennsylvania Association for Sustainable Agriculture's (PASA) 2007 Sustainable Agriculture Business Leader Award is, as presenter Brian Snyder stated, "A business that started in a garage!" Brian continued that this is true of many successful business ventures and is, in fact, a reason why suburbia is not all bad. "Maybe in the future when the cars are mostly gone, many new and important enterprises will take their place in garages all across America!"

The business he was referring to with small beginnings, and the recipient of the 2007 Sustainable Agriculture Business Leader Award, is The Fertrell Company -- who just last year celebrated their 60th anniversary and is the oldest producer of organic fertilizers in the United States.

Snyder mentioned, "Far more than just the physical materials, they have provided to farmers who wish to operate naturally or organically, the main *product* of this company has always been customer service. I have experienced this firsthand and a couple years ago when I had a chance to speak at their annual meeting, I found that the concept of "service" extends to their employees as well - there was a family-like feel to the whole group and it was clear that employees enjoyed being a part of it."

Leslie Zuck, Executive Director of Pennsylvania Certified Organic, took the stage to help present the prestigious award. "Dave Mattocks and The Fertrell Company have made it possible for generations of organic farmers to succeed in the challenging field of organic and sustainable agriculture. Fertrell was founded when chemical farming was just getting started, but Dave and rest of the Fertrell team believed that natural farming was the better way and they've made believers out of many who said it couldn't be done."

Dave Mattocks accepted the award with son Jeff. Dave was visibly touched by the honor and declared "You people here tonight are the reason for Fertrell's success - for it is your believing in the concept of sustainability that has kept the Fertrell Company in existence throughout the years. I am inspired by you, and very happy to see the percentage of young people involved!"

Congratulations and thank you to The Fertrell Company. The leadership and vision you share with all of PASA -- from members in the field, through fundraising and field day support, and sponsorship of the conference for the past 14 years - is tremendous!

Congratulations to the following new dealers:

Alba Co-op, 1230 S Main Street, Elba, MN 55910, (507)932-3861

E&M Harness Shop, 910 Lafayette Road, New Enterprise, PA 16664 (814)766-2325

Mill River Supply, 365 Adams Ave., Bedford, NY 10507 (914)666-5774 FD, FT

M&A Landscape Services, 193 Birch Hill Road, Locust Valley, NY 11560 (516)676-0980 FD, FT

Jim Smith, PO Box 1627 Poplar Bluff, MO 63902 (573)996-3072 FD, FT

Jennifer Carlson, 6580 Little Platte Road, Edgerton, MO 64444 (816)532-0794 FD, FT

Jon Morsehead, 605 Weeping Willow Drive, St. Charles, MO 83303 (314)452-9833 FT

Rocky Ridge Farm, Rte 1 Box 1174 Wheatland, MO 65779 (206)279-7102 FD, FT

Dale Silvey, 15427 SE Virginia Road, Kincaid, KS 66039 (913)757-2306 FD, FT

Shepard's Valley, 2408 S 100Rd, Americus, KS 66835 (620)787-2380 FD, FT

Triple T Farm, 2065 5th Ave, Edgar, WI 54426 (715)443-3866 FD, FT

Upcoming Event: 3rd Annual Northeast Pennsylvania Grazing Conference

March 23, 2007, 8:30 AM - 3:30 PM Harford Volunteer Fire Company, Susquehanna Co. "Making Green with Green: Direct Marketing your Pasture Raised Products" Featuring **Joel Salatin of Polyface Farm Va**, and Dr. Bill Curran, Penn State University. Cost: \$15.00 (includes lunch and materials) Contact Kris Ribble (570)784-4401 x 111 or Kris.ribbon@pa.usda.gov.

Congratulations to the following new dealers:

Randy Watterman, 2049 M Road, West Point NE 68788 (402)372-5005 Expanded service area to the following states: SD, ND, IA, CO, WY

Wadson Farm, PO Box S 528 Southampton SN BX Bermuda (441)238-1862 wadsonfarm@ibl.bm FD, FT:

Woodland Gardens, 1355 Athens Road, Winterville, GA 30683 (706)227-1944 FD, FT

Organic Essentials Total Farm, Mark Holaway, 296 Madison 7265, Hindsville, AR 72736 (479)841-0490 FD/ FT

Rosedale Mills, 101 Route 31 N, Pennington, NJ 08534 (800) 719-7387 FD, FT

Robin Verson, 8707 Breeding Road, Edmonton, KY 42129 (270)437-0567 Hhcsa@scrtc.com FD, FT

Spring Mountain Natural Foods LLC, 4595 Interchange Road, Lehighton, PA 18235 (610)871-2310 FD, FT

News from the field:

Grass Roots Environmental Education, Sponsored by the Grassroots Healthy Lawn Show

On January 24th, 2007 our representative Richard Tregidgo, North Slope Farm, attended the Grassroots Environmental Education Conference and Tradeshow at the Stone Barn Center in West Chester NY. This event was the 3rd annual program sponsored by the group.

The one day show, which ran from 9AM- 4PM, is part of the Grass Roots Healthy Lawn Program ("GHLP") a project developed by Grassroots Environmental Education and conducted in cooperation with the government of Westchester County. This award winning program is designed to reduce the use of lawn pesticides by altering the balance of supply and demand for natural lawn care products and services across the county.

Over the past two years, they have trained more than 200 Westchester based landscapers in the art and science of natural lawn care through their intensive 2 day programs which are conducted in cooperation with the New York State Turf and Landscape Association.

Simultaneously they have conducted more than 150 public outreach meetings, informing consumers of the inherent risks associated with pesticides and new options which are available to them.

The tradeshow at Stone Barn is one of the cornerstones of their program, as it brings together leading natural lawn care product manufacturers, distributors and customers. Approximately 250 lawn care professionals, property managers, parks and recreation people were in attendance.

Our representative met with many of the participants and added two new Fertrell dealers:

Mill River Supply, 365 Adams Ave, Bedford, NY 10507 (914)666-5774

M&A Landscape Services, 193 Birch Hill Road, Locust Valley, NY 11560 (516)676-0980

If you are in the area, please stop by and visit with them. They can order in any of the Fertrell products you may need.

Richard Tregidgo, North Slope Farm, is a long time Fertrell distributor, covering NE Pennsylvania, all of New Jersey and parts of New York. Mr. Tregidgo owns his own nursery in NE PA. He is often available to answer customer's questions regarding our fertilizers and soil conditioners, when our office staff is on the road at tradeshows. If you have spoken with him in the past, he will be a representative you will always remember with a smile.



Spring Gardening Tips:

Plans for your garden should be taking shape. The seed catalogs can supply you with good ideas in decision making. Seeds need to be ordered and purchased now, to avoid being disappointed by not being available.

Choosing plant varieties for tomato, pepper, cabbage etc. should be done based on personal preferences. If needed soil tests should be done now. Soil preparation plans, should be in your consideration.

(More later on choosing the right plant foods)

Soil Testing and Procedures

Soil testing is the agronomists map to supplying the best blended fertilizer for your soil type and for specific crops.

Soil Samples should be taken from the top 6" of the field.

Samples should be taken from several areas of a field. These samples should represent the good and poor areas in that field. The larger field determines number of samples.

Samples should be mixed in a clean plastic pail with a wooden stick and poured into a plastic bag or the bag provided by suppliers.

We recommend that samples not be touched by hands without gloves. The best time for sampling is after the crop is mature or harvested for row crops.

Hayfields, pastures and lawns may be taken anytime when the temperature is above 40 degrees F.

Test kits are available from Fertrell at no charge, the lab fee will be billed at the end of the month, when we receive the invoice from the lab. Please send completed white test form with sample directly to A&L Lab. This will help expedite the process. Return the yellow copy of the form to Fertrell in the envelope provided.

Please allow 2 weeks for the report.

An old Farmers Advise: "If you are thinkin' you are a person of some influence, try orderin' someone elses dog around"

Tips from the Front:

Thank you to all our dealers for the great response to the recent mailing!!!

Dealers: Now is a good time of the year to advertise your business in local news / farm papers. Get your name out there, growers are looking for suppliers! If you need samples of current Fertrell ads, we may be able to help you.

All LESS THAN TRUCK LOAD orders, will be stacked at 1 ton per pallet only. We are experiencing problems with some carriers if the pallets are heavier than 1 ton (40-50# bags). Please keep this in mind when placing your order. Thank you!

* Just a reminder, please fax or email your orders to the office. The fax is on 24 hours 7 days a week (717)367-9319.

* When asking for freight quotes, please be sure to have the CORRECT delivery address, with ALL details, (dock available, forklift, notification call etc.) when calling the first time. Sometimes we have to get 2-3 quotes for the same order, due to incomplete information, which will hold up your shipment. We would like to encourage any customer, who does not have easy tractor and trailer access, or off loading equipment, to contact a local store and have it shipped there. Many of you are already taking this route and it seems to be working well and saving quite a bit of money on freight charges. Thank you for considering this option.



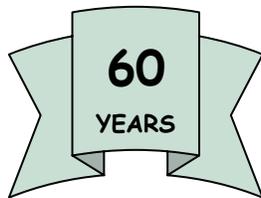


PO Box 265
Bainbridge, PA 17502

717-367-1566
FAX 717-367-9319

We're on the web
www.fertrell.com

A Friend of Nature Since 1946



1946-2006

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DECATUR, AL 35602

The Farmer-to-Farmer Market Place:

Hay, Forages, Grains and Livestock:

ORGANIC BALAGE AND DRY HAY, 4 X 4 net wrapped, dairy or dry cow quality, tested, delivery available, \$120-\$250 per ton. Contact Dave Johnson, Providence Farm, 1254 Blacks Creek Road, Liberty PA 16930 (570) 324-2285 before 9 pm.

ORGANIC BALAGE FOR SALE: Call Tom and Sally Brown at Shiphrah Farm, Groton, New York (607) 898-4401 for Pricing.

CERTIFIED ORGANIC HAY FOR SALE: 1st and 2nd cutting, small square bales, also 10' **Airway Aerator**, with dolly wheels, hydraulic, available with or without weights. Has been used on approximately 200 acres total and always kept indoors, like new Contact Gordon Dotson Lafayette, Indiana (765) 742-5111

JERSEY BULL for sale Annette Raus in NY (315)636-8883.

BLACK ANGUS BEEF - Naturally raised (no hormones, no pesticides). Ready for slaughter 3/1/07 - 5/30/07. Contact Henry Martin 651 Glaze Rd., Watsonstown PA 17777 or

call (570)538-5471 Wednesday's 7:00 PM - 7:15 PM (no message service available).

BOER AND NUBIAN GOATS Old Mill Goat Farm, Special prices for 4H Families (866) 700-7866

CERTIFIED ORGANIC HEIFER & BULL CALVES Lineback or Holstein Aaron L Lapp 355 Hopkins Mill Rd., Quarryville PA 17566 (717)786-8877.

Edible Processed Products:

100% GRASS FED BEEF: Angus or Hereford, by the piece, quarter, or half. Katahdin grass fed **LAMBS**. Thanksgiving **TURKEYS**. References available. Miller Livestock Kinsman, Ohio (330) 876-5655 or kins3yr@aol.com for prices.

RAW COW'S MILK PRODUCTS: Grass-Fed Whole Milk - \$5/gallon - \$3/half-gallon, Table Cream - \$3.25/pint, Heavy Cream - \$4/pint, Buttermilk - \$2.50/pint, Whey - \$2.50/pint, Yogurt - \$4/quart **ALL-NATURAL GRASS-FED PRODUCTS** - fresh beef, lamb, pork, chicken and veal to accompany our na-

tionally acclaimed raw milk cheeses. Open Monday thru Friday 10am-6pm; Saturday 9am-4pm; Closed Sundays 202 Green Hill Road, Telford, Pennsylvania, 18969. Contact Trent Hendricks - (267)718-0219, Rachel Hendricks - (267) 718-0204, Phil Falsone - (610) 704-4720

Equipment For Sale:

John Deere 2630 Tractor with or without loader, RB/canopy, 2 remotes, R & P wheels w/weights, very good condition, well maintained, strong original utility tractor. Contact Dave Johnson, Providence Farm, 1254 Blacks Creek Road, Liberty PA 16930 (570) 324-2285 before 9 pm.

POULTRY PROCESSING EQUIPMENT: Ashley, Pickwick, Featherman, Poultryman pickers and scalders. Vacuum packing machines, shrink bags, knives, kill cones and any equipment for poultry processing. We ship anywhere; Jim McLaughlin Cornerstone Farm Ventures Norwich, New York (800) 249-1585 or on the web at www.chickenpickers.com