

Fertrell Notes & Quotes



The Fertrell Company:
A Friend of Nature Since 1946

Tracy Mattocks, Editor

Notes from the President's Desk: Dave Mattocks



The summer is 2010 is upon us. With summer comes the excitement of fresh fruits and vegetables. Summer also means making new friends and sharing our experiences with others.

The organic/natural arena continues to flourish and expand its circle of influence. Again this spring we have noticed a change in that many growers are moving from conventional to alternative growing practices. We believe that this motivation is about more

than money. Sustainability appears to be a large factor in these decisions.

As I am privileged to travel across our great nation, there is growing concern about the foods we eat. Recent news articles have raised many red flags. When our people become more attentive to the welfare of neighbors and those who buy our products, we are on track to be healthy again.

A lawyer once asked Jesus, "Who is my neighbor?" Jesus responded by using the parable of the Good Samaritan. At the close of this discourse, Jesus said "Go and do likewise" Luke 10:29-37.

Today we have many opportunities to reach out to those in need. The reward for your efforts will not necessarily be measured in dollars and cents, but in something more sustainable.

My prayer is that each one has a really great season, in health and prosperity.

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Summer Specials

Fertrell Liquid # 3 - Liquid Fish & Kelp - designed as a foliar supplement spray or for adding to liquid fertilizer systems. Use during stress periods of plant growth: e.g. rapid early growth, budding, pod formation, fruiting, prior to frost, and to revitalize crops damaged by herbicides. Apply as fine mist in the early morning or late afternoon.

Typical Analysis: 2-1-1. Available in quarts, gallons and 5 gallons. 55 gal drums available by special order. Discount 5% through August 31st, 2010



Blue Hi K 1-1-2 - formulated for hay fields. Close out special \$40.00 per ton off through August 31st, 2010. Offer applies to 50 lb bags (while supplies last), bulk bags and loose bulk orders.



Low K Potash available in 2000 lb totes and 50 lb bags. Specially priced through August 31st, 2010 or while supplies last. Check with your Fertrell representative for details.

Beating the Heat! By Jeff Mattocks

Get ready!! As we enter the hottest season of the year, you would be wise to make plans to minimize the stress that you and your animals will have to endure.

There are methods designed to reduce the stresses in your livestock that are caused by the heat - namely improving air flow and providing access to both shade and cool, fresh water. Another option for large livestock is to make available a mixture of water and vinegar at a rate of 200 to one. This helps to reduce heat stress by thinning and cleansing the blood stream, which in turn allows the blood to carry more oxygen.

The idea of using vinegar in drinking water isn't new. Switchel, a vinegar and water drink that originated in the Carribean, became a popular summer drink in the American Colonies in the late 1600s. By the 1800s, it had become a traditional drink to serve to thirsty farmers at hay harvest time - hence the nickname **Haymaker's punch.**" (Wikipedia)

Switchel Recipe - Darcy O'Neil

1 cup (25 cl) cider vinegar

1 cup (25 cl) molasses

1 tbs (1.5 cl) fresh ginger (grated)

1 quart (1 litre) water

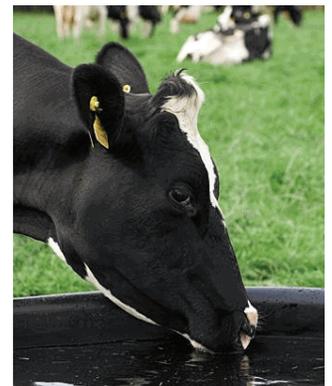
Instructions: Stir all ingredients together and serve on ice. Serves 4 to 6 people. If you have time, prepare 4 to 8 hours in advance, as it helps to mellow the ginger.

I was surprised to find that I actually enjoyed this drink. If the proportions are right, it is well balanced and refreshing. The molasses and ginger add the flavor, but may be too much for some. The solution in that case is simple - just substitute another sweetener. Plain table sugar works fine, or maybe Golden Syrup or Demerara sugar is more to your liking.

Blends such as Switchel were the forerunners to modern day sports drinks like Gatorade, Powerade, etc. The ingredients in the drink helped to replace many of the electrolytes that were lost through sweating.

During the heat of the summer you can provide some level of comfort to your animals by making a similar mixture for them to drink. It would seem fairly simple to put a quart of vinegar and a quart of molasses in a 100 gallon watering tank once per day. If your livestock consume more water, they will be more productive. The same philosophy applies to poultry. You can add 1 oz of apple cider vinegar and 1 oz of black strap molasses per gallon of drinking water to help your animals through the heat stresses of July and August.

Secondly, if at all possible provide shade or allow your livestock to get to a shaded area with good airflow during the hottest part of the day. A farmer friend of mine thought I was crazy when I suggested leaving a laneway open so the cattle could come and go freely from the pasture to his shade paddock. His shade paddock was a small bunch of mature trees in a creek bottom. But after a few days of offering fresh water, free choice dry hay and minerals in the shade paddock, the cows soon figured out the concept. After a week of openness, the cows would leave the milking parlor to go to the pasture paddock. At around 9:30-10 am they would automatically, without a dog or a prod, head off to the shade paddock. The whole herd lounged around in the shade, ate dry hay and selected free choice minerals accordingly until 1:30-2 pm, at which time they came back to their open pasture paddock for an afternoon bite of grass before evening milking. Yes, believe it or not, your cows do possess this level of intelligence if you allow them the opportunity to use it! Give them all cool water, shade and good air flow. You will be richer and wiser for it!



Keep an Eye on Your Soil! By Chris Papada

Actually, a better title may be "Keep a **HAND** on Your Soil", because looks can be deceiving.

I'm talking about that age old problem of having enough water in the soil for your produce **BEFORE** there is trouble. And by "trouble" I mean before things get too hot and/or too dry.

I've already come across several cases this spring where a produce grower thought (because he could see moist soil between his rows and around his fields) that there was plenty of moisture under the plastic for his crop. You know what happened next - the weather changed quickly from daytime highs of 71 degrees to highs of 90+ degrees. With a high planting population and lack of moisture under the plastic, there was significant wilt.

Water management needs to be pro-active, not re-active. Although most times the plants come back following a good soaking, damage has been done. The plants have been put under stress from heat and/or lack of moisture. It may take the plant several days or even a week longer than normal to reach maturity following that sort of stress. Also, flowering may be inhibited or delayed as well as a delay in fruit reaching maturity. As a result, you can see how your bottom line may be hurt as well.

Remember - you need to get dirty. Do not be afraid to make a hole in your plastic and pull out some soil with your hands on a regular basis. You should be able to roll the soil in your hand and make a soft ball. Too dry and the soil will not ball up. Too wet and you will have mud on your hands. It is also very helpful to know what the weather will be for the next couple of days. If you know your soil moisture content and you know the weather forecast for several days, you can plan your irrigation schedule accordingly and avoid wilt.

The best time to manage soil moisture is when things are good, not when you have to catch up.



News from the field - Why we use and like Fertrell Products

We have created a lot of work for ourselves by going to Fertrell and buying alfalfa meal, bone meal, cottonseed meal, blood meal, Epsom Salts plus other ingredients, then taking home and dumping all the bags on a tarp and mixing with a shovel and rake, then loading up the wheelbarrow and spreading thru our rose beds. After discussing our method with Fertrell, it was suggested that we try their "Rose Food Mixture". When we compared the ingredients with what we had purchased ourselves and mixed up, we found that it was everything we used plus more.

We got a few bags to test on a select number of roses. The roses we tested were growing better and started growing basal stems that hadn't been growing well before. So we switched and used this rose mixture on all our beds. It took just a few months to see a complete difference, and people started asking what we use to feed our roses.

When exhibiting, people noticed a remarkable difference in the size and color of the bloom, as well as the thicker, hardier canes. In addition to the Rose Food Mixture, we also use the Fish Emulsion and Liquid Kelp for foliar feeding.

We would not think of switching to another product - we use nothing but Fertrell products on our more than 500 rose plants.

Also another learning experience - we went back to using Liquid Kelp in our hobby greenhouse this past winter and noticed a big difference in our geraniums, cactuses and rose seedlings.

Liquid Kelp may seem pricey, but it is well worth the cost.

We do and have recommended Fertrell product to rose growers, our friends and to people that want an organic product.

If any questions, feel free to email us at Cowboysdal@aol.com.

Sincerely,

Glenn & Donna Smith

Springtime Success! By Orin Moyer

It seems much too soon to be looking toward next spring already, but it is time to consider fall cropping options (plus it might help you take your mind off the heat!). When looking at your forage plans for next year, there are several options you should think about that will help boost both production and quality of your forages.

Over the past couple of years, several farmers have been no-tilling wheat into their hay fields. Most people usually seed into a thinner stand or older field. It usually is best to drill the wheat in after the next-to-last cutting has been taken off the field. There are several benefits to drilling wheat into hayfields:

1. Drilling wheat usually increases tonnage for first cutting by approximately 1 ton per acre on average.
2. The wheat adds a nice grass component if the fields have good legume stands.
3. Wheat is highly palatable - usually more so than triticale or rye. Wheat also offers a longer window of opportunity for harvest than rye. Seeding rates should be approximately 2-2 $\frac{1}{2}$ bushel per acre if using certified seed, or 3-3 $\frac{1}{2}$ bushel per acre bin run. Fall wheat should be fertilized accordingly, using either Gold SS (2-4-2) 300 lb/acre or Blue K Plus (2-2-4) 300 lb/acre depending on soil fertility or manure applications. This is an affordable way to increase both yield and quality of older fields, which should help increase your profit.

Another option to consider for next year's forage program is late summer alfalfa seeding. There are several benefits to seeding alfalfa in late summer. Right now most of you are thinking that alfalfa should be seeded in the spring - not late summer. However, if the soil moisture is good, it actually works out nicely to seed in late summer. First and foremost, late summer seeded alfalfa typically yields the next year comparable to 2-3 year established fields, as compared to a lesser crop the first year when alfalfa is seeded in the spring. It eliminates the lower production year associated with alfalfa establishment. The next benefit is the fact that there is decreased weed pressure in the late summer; most broadleaf weeds don't grow very tall at this time. Also, insect pressure has usually dwindled by this time of year. Another great benefit to late seeded alfalfa is that it distributes the workload from the busy springtime to late summer (which is really nice). You might consider late summer seeding after grain crops or if a spring seeding did not take, and it also works well after vegetables or sweet corn. Late summer means you should be seeding 6-8 weeks prior to first frost. Although you may get a good growth on top, it is not good to harvest a cutting the first fall. There must be adequate moisture in the soil for late seeding of alfalfa. Seeding rates are comparable to spring seeding rates of 12-15 lb/acre. Late seeding alfalfa should be fertilized (soil test recommended), but if none use Blue K Plus (2-2-4) 350 lb/acre or Super K (3-4-7) 300 lb/acre. Late seeding alfalfa does not fit into all rotations perfectly, but it is an option to consider if it will work for your rotation.

These are just a few options of many to consider for producing quality forage crops in 2011.



We have what it takes. By Don Brubaker

The roosters are crowing as the sun rises over your farm, and you are optimistic that this summer's harvest is going to be a good one. Fertrell has products and personnel to help you meet your harvest goals.

Regalia - works to control bacterial and fungal diseases by stimulating the natural defense system of the plant. You can re-enter the field four hours after application and the crop can be harvested the same day. Regalia is rain-fast one hour after application. Mix at a rate of 1 to 4 quarts per acre or 1 fluid ounce per gallon. Spray on plant till runoff occurs, with complete coverage of all parts of the plant every 7-10 days. Best if used as a preventative against disease.

Oxidate - works to control bacterial and fungal diseases after first sign of the disease appears. Mix at a rate of 1 quart to 1 gallon per 100 gallons of water per acre or 1 $\frac{1}{4}$ fluid ounce per gallon for first application and 1 fluid ounce per gallon for each application thereafter. Spray on plant till run off occurs with complete coverage of all parts of the plant every 7-10 days. You can enter the field and harvest crops right after applications.

Pyganic 1.4/5.0 - an OMRI listed insecticide that works to control insects by attacking their nervous system. Mix 1.4 at a rate of 1-2 fluid ounces per gallon or 1 quart per acre. Mix 5.0 at a rate of 1.5-3 teaspoons per gallon or 9 fluid ounces per acre. Complete coverage of plant is necessary to control insect infestation. Apply every 7-10 days for control of pests.

Pure Spray Green - an effective insecticide and controls insects by suffocating them. Mix 1-2 fluid ounces per gallon or 1 quart per acre. Complete coverage of plant is necessary for control of insect infestation. Apply every 7-10 days for control of pest.

GreenMatch - a non-selective herbicide for both broad leaf and grasses - also labeled for fruit and vegetable production. For best results, mix at a ratio of 1:6 for broadcast application. For spot spraying, mix at a ratio of 1:4 and apply to foliage no taller than six inches.

Baicor - a water soluble trace mineral that will correct mineral deficiencies that are discovered through leaf tissue sampling. They are available in boron, calcium, copper, Micro Plenty, zinc, iron, magnesium and manganese. The application rate is $\frac{1}{2}$ quart to 1 $\frac{1}{2}$ quarts per acre.

As the sun sets, you can rest well knowing that Fertrell has given you options for a successful crop.



Tips from the Front

FRIENDLY REMINDER TO OUR LOCAL DELIVERY ROUTE CUSTOMERS:

All orders must be placed by 9 AM Monday of the delivery week.

If you know you are not going to be home when our rep stops in to get your order, please leave your order for him to pick up.

Orders not received on time will incur special delivery fees and may require pick up at our location.

In order to serve all customers in a timely fashion, we would appreciate your cooperation in this matter.

Thank you!!



Upcoming Events:

We encourage our dealers to list their local farm/ sales meetings, as well as tradeshows they may be attending, here, free of charge.

July 13, 2010 10:00am-1:00pm - Pasture Walk, Steve and Debra Thorne, Pleasant Meadows Dairy 2065 5th Avenue, Edgar, WI. The Thornes have been running their farm in Rib Falls for 15 years. They have always grazed their livestock, but in the late 90's started to manage their pastures more intensively, about eight years ago they started a transition to organic as well, becoming certified organic three years ago. They have tried a number of different things on their operation on soil nutrients, interseeding small grains into pastures, irrigating parlor waste water, interseeding clovers into pasture, planting and grazing reed canary grass, buying cull dairy cows, and using nurse cows to raise all calves. Steve has developed a basic organic grazing farm philosophy along with direct marketing that he would like to share with others. Join Steve and Jeff Mattocks (Fertrell) to hear about some unique ideas and observations at the Thorne farm.

Directions: From Marathon City take Hwy 107 North of Hwy 29 for 4 miles to 21st Street, go West (left) on 21st for 2 miles. Farm is at the SW corner of 21st and 5th Avenue.

July 22, 2010 - East Stroudsburg University "Organic Lawns and Lawn Care" - Speaker: Richard Tregidgo, Fertrell Representative.

August 6-7th 2010 - Have you "herd" about the PASA Beef Cook-Off? An unusual and uniquely PASA event will take place for the third year in a new location with something for everyone! PASA members and famed sheep farmers John and Sukey Jamison have invited us to stage a 100% Grass-Fed Beef Challenge Cook-off on the grounds of the beautiful Jamison Farm, located in Latrobe, PA in the rolling hills of the Laurel Highlands.

Beef Butchery Master Class

August 6th, from 10:00 am-2:00pm, join John Jamison and his expert butchers as they break down a side of beef into the major cuts. At the end of the afternoon, take home 5 pounds (A \$50.00 value) of an assortment of cuts of grass-fed beef expertly prepared by a small-scale local processor to cook at home!

This workshop is a one-of-a-kind, educational opportunity for chefs, food industry professionals and farmers to learn more about grass-fed beef, butchering and quality cuts of meat.

Public Welcome at the 100% Grass Fed Beef Cook Off

We believe Pennsylvania grass-based cattle farmers are growing some of the best beef around, and we want you to come and taste it for yourself! August 7th, from 4:00-7:00 pm the Jamison Farm will open for a fun, delicious, and educational celebration. Bring a picnic and enjoy grilled grass-fed burgers, live music, and getting to know grass-based cattle farmers from around the region!

Attendance is limited, so make reservations early. For registration information, please visit our website at www.pasafarming.org/cookoff or call (412) 697-0411.

August 18, 2010 - 10AM - 2PM - Pasture walk/field day, Enos Hover 327 Grist Mill Rd., New Holland, PA. Topics to include but not limited to; organic grazing of jersey cattle, intensive rotational grazing systems, grasses and legume management, organic field crops, corn and soybean test plots, pig composting of manure and natural fly control. Contact the Fertrell Company to reserve your spot by August 13, 2010 (717) 367-1566 or (800) 347-1566. A light lunch will be provided.

The Farmer-to-Farmer Marketplace:

Connecting farmers to farmers for products they want 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, livestock, 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 twice, 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 1st of month before the next publication.

Hay, Forages, Grains and Livestock

Hay, Straw and Ear Corn No chemicals used, just Fertrell-ized! Small square bales of hay and straw. Contact: Red Shed Farm, Newville, PA Warren Nolt, (717) 776-6240 (T0310)

Organic Balage - Call Tom and Sally Brown at Shiphrah Farm, Groton, New York (607) 898-4401 (T0709)



Certified Organic Hay - 1st cutting 2008/2009 small square bales, Call Gordon Dodson Lafayette, Indiana (765) 742-5111 (T0709)

Wheat and Spelts - 2010 season crop, contact Peter Fake, (717) 244-3641- best time to call is 6 am - 9 am EST. (T0710)

Equipment:

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 (607) 334-2833 or on the web at www.chickenpickers.com (P0107)

5 ft. Agrotiller, heavy duty rototiller with new tires and excellent condition - \$1200.00 Contact Roy Brubaker, Village Acres, 229 Cuba Mills Road, Mifflintown, PA 17059 (717) 436-9477 villageacres@gmail.com (T0610)

1942 Ford Tractor 2N - recent valve job, new tires, new 12 volt system, including new alternator and battery, in good condition - \$1600.00 Contact Roy Brubaker, Village Acres, 229 Cuba Mills Road, Mifflintown, PA 17059 (717) 436-9477 villageacres@gmail.com (T0610)

Produce:

Certified Organic Rhubarb Planting Stock - Mc Donald stain, a vigorous, mostly red variety: 10 at \$2.50 each, 25 at \$2.25 each, 100 at \$2.00 each, plus shipping. Order for April/May delivery Contact Roy Brubaker, Village Acres, 229 Cuba Mills Road, Mifflintown, PA 17059 (717) 436-9477 villageacres@gmail.com (T0610)

Wanted:

Certified Organic or CNG Hay - small square bales or round bales. contact Ray Kelly, (814) 267-6641 (T0110)

Hit Miss Ice Cream Freezer - Good used, Hit Miss ice cream maker wanted. Contact Marvin Bost (980) 521-1302 (T0110)



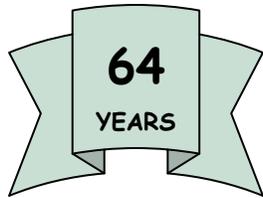


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**We're on the web
www.fertrell.com**

A Friend of Nature Since 1946



1946-2010

PRSR STD
US POSTAGE PAID
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Welcome New Fertrell Dealers:

Sunnyfield Farm - 197 Greenfield Road, Peterborough, NH 03458 (603) 924-4436
Dave & Ruth Holmes, rdsunnyfield@yahoo.com, www.sunnyfieldfarm.org

Brandts Farm Supply - East High Street, Elizabethtown, PA 17022 (717) 367-1221

Dominic Bulfamante Nursery - 106 Miller Lane, Mt. Vernon, NY 10550 (914) 636-0722

Reedy Fork Farms - 7092 Sockwell Road, Elon, NC 27244 (336) 684-4883 George Teaque

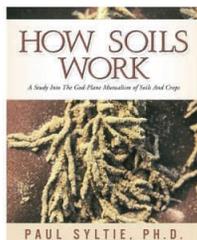
Quail Ridge Milling Inc. - 133 Community Drive, Sylvania, GA 30467 (912) 564-7758 Scott

Scott Sechrist - 2382 S. 350 E., Warsaw, IN 46580 (574) 268-9399



Available at Fertrell - How Soils Work by Paul Sylte PhD

A study into The God-Plane Mutualism of Soils and Crops
\$19.95



Welcome our newest Employee???