



Spring!

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Spring is here and with that some new items. Many of you are familiar with our FBSciences line of products mainly Transit and Kafe. Transit and Kafe are being replaced with one product Transit Evo. Transit Evo will be able to be used both as a foliar and soil application. The rates will remain the same as the amount you used with the previous products. If you used 2 ounces of Transit then it will be 2 ounces of Transit Evo. If you used 8 ounces of Kafe it will be 8 ounces of Transit Evo. Same great results in one product.

In this letter we talk about another new product, Integrate 20. AGRX has been looking at soil adjuvants for a couple of years now and we found that Integrate 20 performed the best. We found that it helped with moving water laterally and also with water retention. It will not solve our drought problem, but it can definitely help with water management.

We are always working on new products. Only the ones that we feel will benefit our customers return on investment make it. We

currently are working with a product that looks very promising and are hopeful to have it to you by mid year.

In the meantime lets hope for April showers.



Chris Oliva

Director of Sales

Humega® will benefit any Soil; it is a Soil Recovery Product Essential to Growers

Humega® is comprised of many different characteristics that are not found in most other organic acid products. BioFlora® has unique manufacturing processes that utilize organic extraction methods which help sustain beneficial micro-organisms.

Reduces Salts – Humega® has unique characteristics that include microorganisms, a high CEC and other proprietary components with ingredients that help to mitigate the impact of soil salts on plants.

Inhibits Soil Pathogens – Numerous pathogen inhibition tests indicate that the microbial contingent of Humega® can often inhibit the destructive growth of soil borne plant pathogens like Phytophthora, Botrytis, Sclerotium, Verticillium and others.

Finding other humic acid products with naturally occurring beneficial microbiological elements will be difficult due to the unique manufacturing processes developed for this product.

Saves Water – Humega® has been shown in field studies to open compacted soils. Preventing runoff and holding soil moisture allows crops to grow with less water input. A university test documented high yields with a reduction of 50% of the normal water supply. Humic acid molecules can hold up to 20 times their weight in water.

Builds Soil Carbon – Since the atmosphere only contains 0.03% carbon dioxide, plants have to get their carbon dioxide from the soil. Microorganisms make it available from organic matter and humate supplements. Humega® adds both soil carbon and microorganisms needed for this carbon dioxide process.

Enhances N - P - K Applications – Humega® has a very high CEC rating, measured at 300 to 500 meq/gm. Applying Humega® with common fertilizer applications allows the soil to hold and store more nutrients for the plant. Normally 60% to 70% of soil nutrients leach out of the root zone or are found in runoff within a few days of a fertilizer application.



Calendar of Events

April 11th 8:00-12:00

Caneberry Production Meeting in Ventura County, UC Hansen Ag Center

April 23, 24, 25th

Santa Maria Produce Golf Tournament Santa Maria Country Club

May 14th

Ventura County CAPCA Golf Tournament- Elkins Ranch Golf Course-Fillmore

June 10th 1:00-3:00

Rootstock Selections

Cooperative Extension Office/ Auditorium

2156 Sierra Way, San Luis Obispo

June 11th 9:00-11:00

Rootstock Selections-Cooperative Extension County Office/ Conference Room
669 County Square Drive, Ventura

SAVE Water and OPTIMIZE Crop Yields *Written by Colleen Tocci*

Water is typically a hot topic of conversation in the region. This year, however, it has reached a whole new level. Water is one of the most critical components to growing healthy plants. Over the years irrigation systems have been improved to increase their efficiency, and we strive to find ways to reduce the amount of water we use. **Integrate™** soil surfactant is a tool available to farmers who seek to improve the efficiency and the movement of water - and what moves in water- throughout the soil profile. But did you know **Integrate** can actually help you reduce irrigation volumes and *SAVE* water?

Integrate improves the movement of water.

Soil surfactants are typically formulated to reduce the surface tension of water. **Integrate**, however, also aids in the lateral movement of water in the soil profile.

Dave Holden, PCA, incorporated **Integrate** into a trial in 2013 in the Oxnard, CA area. The trial was being conducted on 40 inch beds, with a single line drip tape on some heavy clay loam soils. "I was told that it might not work well in heavier (clay loam) soils but it did! It moved the water laterally through the soil profile which is what the growers are looking to achieve."

Holden noted that soil surfactants such as **Integrate** have a real potential in the area of water conservation efforts. He has seen the product work on a variety of soils on row crops, vegetables, as well as permanent crops (avocado). Weekly irrigation is typical on avocados, Holden witnessed that irrigation intervals were able to be extended by up to three days between the weeks, resulting in an extension of 7 days over the course of a month. The extrapolated data from the vegetable and row crops show a trend in the same direction. "This data suggests that growers can reduce irrigation volumes by up to 30%."

Integrate optimizes yields with reduced irrigation volumes.

Integrate has been evaluated over the years to determine its effectiveness on water requirements as well as its impact, if any, on crop yields. Dr. Bielinski M. Santos, previously with University of Florida, now a product development manager for Marrone Bio Innovations, has worked with **Integrate** for several years. Working with small plots, Dr. Santos applied **Integrate** via drip and sub-surface irrigation. He varied irrigation volumes from 100 % to 60% evapotranspiration (ET) on tomato production in order to simulate deficit irrigation requirements. Plots treated with **Integrate** showed an increased yield of 15%, and 14%, respectively. Dr. Santos also noted the increase in soil moisture at a greater depth which implies that **Integrate** was improving the soils ability to retain the water that was applied, thus making it work more efficiently.

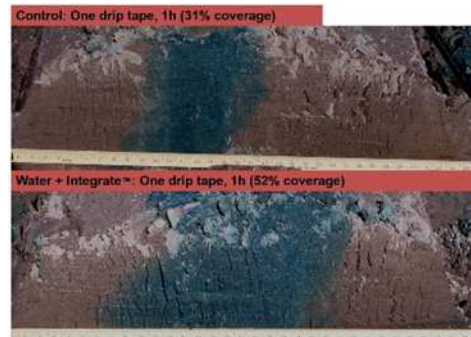
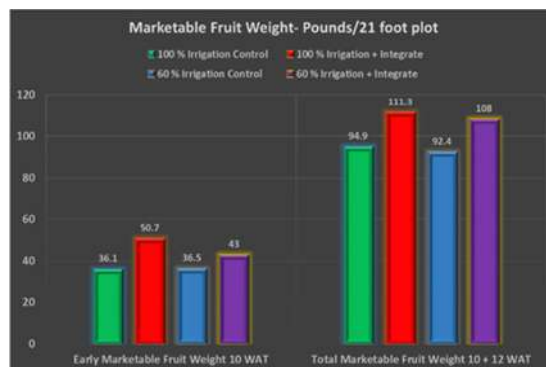


Photo above was taken by Dr. B.M. Santos. The top photo shows an untreated bed with single drip tape. The photo on the bottom shows a single drip tape bed treated with Integrate.



INTEGRATE™

- Excellent initial wetting of agricultural soils
- Penetration and lateral movement
- Maximum uptake of water and irrigation efficiency
- Long term residual re-wetting in the soil
- Encourages improved rooting
- Maximizes nutrient input
- Reduces risk of drought stress
- Cuts down on irrigation costs

New Equipment for Santa Maria



The Journey of a Researcher...

April 5th of this year marks my 38th anniversary of coming to work in Ventura county as a freshly minted PCA with a Bachelor of Science degree from Cal Poly, Pomona. But really this year will be my 40th in the industry having work for the two previous summers on an area wide research project in the Coachella Valley for the control of Pink boll worm in cotton using pheromones (ask me about that sometime, it is where I developed my love for research). I started out that early spring of 1976 working for Al Teuber and Sherman Oliva (Chris Oliva's father). I asked Al that year how long would agriculture survive the urbanization pressure on Ventura that Orange county was going through at that time. His reply, as I recall, was 15 years. Well, 38 years later I and you all are still here going strong, me with my roots buried deep in the soil of Ventura. What hasn't changed is the pressure on agriculture here in Ventura with this past couple of year's drought bringing new challenges, along with the need to reduce nitrate and other fertilizer leaching into the ground water.

In the past five years I have been working on numerous nitrate utilization and water efficiency trials (probably well over 100). There is an article in this edition of the AG RX newsletter that address's one of those water saving products. I will tell you that with pressure from various agency's on the grower's sources and use of water, water efficiency will be a major area of concern over the next few years of limited water supply. I can also tell you that there are alternatives that we can employ now to help offset the reduced water supplies we will most likely see. The options are numerous and different, not all accomplishing the need for sustainability on less water in the same way, but there are options. If you have concerns in this area, call your CCA (Certified Crop Adviser) or me and we can discuss it.



Dave Holden

Ken's Corner- 2014 New Challenges and Opportunities

While 2013 had its own challenges, many of us ended the year with greater than expected success. 2014 comes with a list of challenges that we may face including water issues, regulatory issues, declining Midwest commodity prices, labor force availability and ongoing supply challenges from chemical and fertilizer producers. AG RX in association with its fellow member owners in Integrated Agribusiness Professionals and PrimeraTurf is committed to looking for and providing solutions to your production challenges. Our trained sales staff immerses themselves in the market and stays up to date with new emerging technologies to ensure that AG RX has the right solutions available for you when you need them.

As we move into 2014, we hope that in the midst of all the challenges that lie ahead that we will be able to find opportunities together that will allow us all to be successful. Our professional sales staff and office employees are always available in assisting you to have a successful year in 2014.



Ken Burdullis
President



Written by Linda Lavanne



Agri-Flex® miticide/insecticide for powerful, convenient control of Asian Citrus Psyllid and other key citrus pests

As Asian Citrus Psyllid continues to build in our area AgRx PCAs continue to work with and learn about different insecticidal tools and how best to build a management strategy for the future. One new tool is Agri-Flex miticide/insecticide from Syngenta.

Agri-Flex insecticide contains two insecticidal modes of action (abamectin-Agri-Mek and thiamethoxam-Actara) that provide broad spectrum control of multiple citrus pests that can co-occur throughout the year. Key pests include but not limited to citrus leafminer, citrus thrips, mite (bud, silver), soft scales, ants and Asian Citrus Psyllid. In addition, Agri-Flex has been shown to disrupt ACP feeding behavior which can reduce the transmission of Huanglongbing (HLB). As continued ACP adult detections are being reported it is critical that growers work with their PCA to initiate ACP management programs to prevent or delay orchard establishment.

Two modes of action: broadens spectrum of control;

- A third mode of action when mixed with horticultural oil (resistance management)
- Rapid knockdown
- Robust rates of two best-in-class active ingredients (abamectin and thiamethoxam)
- IPM – rotational product for resistance management, does not flare mites or other secondary pests



Translaminar and trans-stemic:

- Rapid leaf penetration (translaminar):
 - Results in rapid movement of both active ingredients into the leaf ensuring protection of the upper and lower leaf surfaces
 - Forms a reservoir of both active ingredients within the leaf
- In addition, thiamethoxam moves throughout (trans-stemic) the leaf for added leaf protection
- Leaf surface residues are rapidly degraded by environmental conditions significantly reducing impact on beneficial arthropods
- Rainfast when spray droplets are dry

Program Approach:

- ACP are capable of rapidly colonizing new growth so control measures should coincide with leaf flushes.
- Agri-Flex should be applied at 8.5 fl. oz. /acre. During periods of peak ACP activity expect 21-28 days control of adults and nymphs. Scout fields and retreat with an alternate mode of action when ACP populations rebuild to damaging levels.
- Where practical, applications should be timed to take advantage of controlling multiple pests.
- Apply as a foliar spray in sufficient water to obtain thorough coverage of foliage and/or fruit. For best results against ACP and leafminer apply with a minimum of 150-300 gals/acre and 3 gals of horticultural spray oil/acre applied at 1.0-1.5 mph.
- At 8.5 oz/acre rate apply no more than two applications of Agri-Flex per acre.
- For all pests good tree coverage is essential for effectiveness. Preferred carrier volume for mature trees is 400 gallons per acre or more with at least 0.5% horticultural spray oil.

Restrictions:

- Ground application only-air pending in California
- Agri-Flex must be mixed with a horticultural spray oil (not a dormant oil) approved for use on citrus.
- Use no more 17 fl. Oz./acre of Agri-flex or 0.047 lbs ai/acre of abamectin containing products or 0.172 lbs ai/acre of other thiamethoxam containing products per season. (if you use Platinum soil applied thiamethoxam there will be no room for either Actara or Agri-Flex that season).
- 7 day PHI
- 12 hour REI

Pollinator Precautions:

- Agri-Flex is highly toxic to bees exposed to direct treatment on blooming crops or weeds.
- Do not apply during pre-bloom or during bloom when bees are actively foraging.
- Do not apply Agri-Flex or allow it to drift to blooming crops or weeds if bees are foraging in/or adjacent to the treatment area. This is especially critical if there are adjacent orchards that are blooming.

After an Agri-Flex application, wait at least 5 days before placing beehives in the treated field.

If bees are foraging in the ground cover and it contains any blooming plants or weeds, always remove flowers before making an application. This may be accomplished by mowing, disking, mulching, flailing, or applying a labeled herbicide.

Consult with your local cooperative extension service or state agency responsible for regulating pesticide use for additional pollinator safety practices.

Agri-Flex miticide/insecticide use will continue to build after a successful entry in 2013 due to its flexibility and broad spectrum insect control. Talk to your AgRx PCA for further information.

QUARTERLY NEWSLETTER



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www.agrx.com

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Products and Services for Quality Plant
Growth in a Safe and Environmentally Sound
Manner while providing a Safe and
Productive Work Environment for our
Employees.**

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OXNARD -

Main Office –751 South Rose Avenue, Oxnard, CA 93030
Store (805)486-5788 Fax (805)240-1737
Store Hours: M-F: 7am-5pm Sat: 7am-12pm

FILLMORE -

186 East Telegraph Road, Fillmore, CA 93015
(805)524-2687 Fax (805)524-1412
Store Hours: M-F: 7am-4pm Sat: CLOSED

SOMIS -

3250 Somis Road, Somis, CA. 93066
Store (805)386-2674 Fax (805)386-1234
Store Hours: M-F: 7am-4:30pm Sat: 7am-12pm

GOLETA -

6150 Francis Botello Road, Goleta, CA. 93117
Store (805)681-1686 Fax (805)681-1689
Store Hours: M-F: 7am-4:30pm Sat: CLOSED

SANTA MARIA -

609 South Depot, Santa Maria, CA. 93456
(805)925-2463 Fax (805)928-5329
Store Hours: M-F: 7am-5pm Sat: 7am-12pm

I AM AG RX—Joseph Voelker III

Joe Voelker III joined AG RX in 2003. Joe is a man of many hats, he is able to fill in for our Oxnard Store, the Purchasing Department and IT Dept. He is currently working at Customer Service.

What is your background? I was born and raised in Fillmore. Graduated high school and joined the Army in '92. I was stationed in Alaska for 4 years and returned to Fillmore after that.

How did you start in this business? When I came back home from Alaska Dad said, "Get up and get yourself a job or you will be working on the Ranch." So I started working at the AG RX store in Fillmore.

What are some of your greatest challenges you face in your job? I would say making sure everything runs smoothly. We have to coordinate the deliveries of liquid fertilizers keeping in mind the distance and time it will take the driver to deliver all while making sure our customers are satisfied.

What are your favorite aspects of your job? I like learning about the products and why/when they are applied. Customer interaction is also great you are able to put a voice and face to the accounts.

What are some of your interests? I enjoy watching sports; Dodgers and San Diego Chargers. I enjoy playing video and computer games. I also like mak-

ing beer and creating new flavors. On the weekends I enjoy helping out at the Voelker Family Ranch pulling weeds, irrigating and I am currently replanting Haas avocado and Valencia trees.

We at AG RX are not only fortunate to have someone who wears many hats like Joe, but also wears them well.

