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*A few notes-*

Tough to see Hiji Bros. decide to shut down their operation. They have been a fixture in Ventura County agriculture for a long time. They were much more than a farming operation though. The contributions they made to our communities enriched our lives and will leave a lasting mark on future generations. Thank you Hiji family for all you have given us.

We have several interns this summer. Austin Selig and Nick John-

son will be working in our Somis and Oxnard service centers as well as spending time in the field. John Niethammer will be working with our Santa Maria branch. All nice young men whose enthusiasm makes me feel good about our industry's future.

In this newsletter we have an interesting grower interview with Jeff Lundberg and we visit the Sun Valley Group in Oxnard. David Holden contributes his usual excellent column. Hope

you enjoy reading, have a great summer and as always thank you for your business.



**Chris Oliva**  
Sales Manager

*AG RX - Agriculture Career Fair*



On March 3<sup>rd</sup> Alma Robles (HR), Manuel Magana (PCA) and Andy Klittich (PCA) attended an AG Career fair held at the Agriculture Museum in Santa Paula. High school students from all of the high school Agriculture programs were invited to come and speak with different companies involved in agriculture in Ventura County. The museum also had small workshops going on so that the students could learn how to ace an interview and have the perfect resume. We had many students visit our booth to ask questions and learn about what AG RX does. Most of them did not know about the fertilizer/pest control side of Ag and all of the other jobs that AG RX offers to support these services.

**CALENDAR OF EVENTS**

**AnthracoNose Nursery Survey and Plant Dipping Research Update - Orvene Community Center**  
Port Hueneme June 30

**Santa Barbara Co. Fair**  
July 13-17

**Citrus Grower Educational Seminar Series**  
Santa Paula—July 12

**Ventura Co. Produce Tournament**  
July 29

**Ventura Co. Fair**  
August 3-14

*Trials & New Products*

We are still working on our Headline trial in citrus and do not have an update at this time but we will have one in the next newsletter.

We have begun to sell and look at a couple of liquid fertilizers. H2H Standard is a 1-1-0 liquid fertilizer that is made from supermarket food waste. It is a very clean product and is pasteurized to be pathogen free. There is also an H2H Organic 1-0-0 available. We have also begun to look at a water reduction product AquaBoost. If you have any questions about any of these products please contact your AG RX PCA. We will have articles about both in our next newsletter.



### Contact Weed Control in Avocados and Citrus

As many of you have found out, we are experiencing some difficulty with controlling certain weeds in our coastal avocado and citrus orchards. Holden Research and Consulting has been conducting quite a few experiments with newer contact weed control products over the past five years for help in managing these weeds. Hairy fleabane, Marestalk, and Stinging nettle are a few of these difficult to control weeds. Glyphosate is still effective on very small weeds, but once they grow past 2 or 3 inches in height, some of these hard to control weeds become difficult to kill. Many new options have come to our attention in the past few years. Some are old standards like gramoxone, while newer contact and tank mix partners have shown up like the glufosinate products along with Treevix and Broadworks. Not all of these products are registered for use in both avocados and citrus. Please see the included chart indicating which materials may be used where. Also some of the products may be very effective, but a little harder to use due to regulatory requirements (an example is gramoxone, which no longer requires a closed system to handle, but does need a permit to purchase).

A few photos have been provided to show the results with these products. Photos 1, 2, and 3 show the burn down of Hairy fleabane seven days after treatment in this order: glyphosate, glufosinate, and gramoxone.



Photo 4 is an example of a mature Stinging nettle plant prior to treating with a glyphosate/Broadworks tank mix and Photo 5 shows the plants three weeks post treat with that same tank mix.

The options for spring-summer-fall post emergent weed control have changed quite a bit in the past five years with more and more weed resistance being found with glyphosate and newer products being brought to the marketplace. I think you will be pleased with the results. Consult your Pest Control Advisor for recommendations on use rates, tank mixes, and timing. Remember to fully read the labels and to be aware of the use rates, timings, and issues. These are herbicides. Please be aware of how to handle them for your safety and your crop's safety



Dave Holden -  
Holden Research and  
Consulting



**CAL POLY**  
Strawberry Center

Earlier this spring AG RX was asked to help out the Cal Poly Strawberry Center with a fertilizer donation and we gladly contributed the nutrients they needed. This all came about by the relationship between the center's director Dr. Gerald Holmes and AG RXs Brian Lish who met back in North Carolina. Dr. Holmes earned his undergraduate degree at Cal Poly Pomona. The Cal Poly Strawberry Center was started 2 years ago largely by a grant from the California Strawberry Commission. The goal of the center is to increase the sustainability of the California strawberry industry through research and education that addresses industry needs.

Greg Baldwin

*What's in your backyard?*



Our field trip was a visit to the Sun Valley Group in Oxnard. We met with Gerrit Vanderkooy who is the Oxnard General Manager. Gerrit was our guide as we toured their facility and grounds. They have divisions in Arcata and Oxnard. The Oxnard location is on 68 acres, they also have an 80 acre farm.



The major crops they grow are Gerbera Daisy's, Germini, Asters, Iris, Lilies and Delphinium. Valentine's Day and Mother's Day are some of their busiest times of the year. We were here in April as they were getting ready for Mother's Day.

Gerrit took us around and showed us the various crops. The bulb flowers start in Holland. Once in California they are placed in cold storage to get them ready for planting. It is important that the bulbs are placed in fresh ground at planting as this gives the high quality flowers that they are known for.

The Delphinium plant stock comes from Israel. They are planted in stages so that flowers are available throughout the year.

There are many different Lily types that they grow also. They will grow them to their customers specific needs, such as stem length.

Aster's have become a large crop for them also. They are able to have them flowers year round by manipulating light to trick them into blooming. Columbia controlled the Aster market, but because of their high quality California grown flowers Sun Valley has been able to take control back.

Once the flowers have been harvested they are sorted and graded. Then off to the warehouse where they will be cooled and then put into many different bouquet's. Sun Valley takes great pride in their warehouse as it was designed to exceed industry standards to insure proper cooling of the cut flowers.

The amount of work and the processes that go into that bouquet of California grown flowers is really incredible. Thank you Sun Valley and especially Gerrit for our wonderful tour. Remember the next time you buy cut flowers at your grocery store, big box store or wherever you may purchase them...look for that California grown stamp.



Gerbera flowers



Matsumoto Asters



Delphinium - Light Blue



Lilies



[www.thesunvalleygroup.com](http://www.thesunvalleygroup.com)

1-800-747-0396

## *I grow with AG RX*



Photo – Names from Left to Right:

Eddie Lundberg, Judy Lundberg-Wafer (Jeff's mom), Jeff Lundberg, Karli Lundberg, Kelli Lundberg

In this newsletter we interview Jeff Lundberg, President and CEO of Babe' Farms. Babe' Farms was founded in 1986 by Will Souza, Frank & Judy Lundberg and Greg & Cherrie Pedigo. They started out as a small innovative company and were one of the first to introduce packaged European salad mixes "mesclun", hand selected specialty greens and a colorful array of baby vegetables into the United States and Canada. Today Babe' Farms grows and harvests over 70 different varieties of gourmet vegetables. Judy Lundberg-Wafer, one of the original founding members of Babe' Farms, and her son Jeff now own and operate the company.

### **How did you get started in this business?**

I grew up on a farm and worked with my father and grandfather since I was in grammar school. My parents Frank and Judy Lundberg along with partners Will Souza, Greg and Cherrie Pedigo formed Babe' Farms in 1986. I graduated from Cal Poly San Luis Obispo in 1994, majoring in Ag. Engineering technology with an Ag Business minor, and then returned to Santa Maria to work for Babe' Farms in production and operations.

### **What are some of your greatest challenges? What concerns you most?**

The biggest challenge in agriculture

today is the lack of a very precious resource, water.

Labor shortages is another big challenge we are all facing in California.

And the third challenge is the oppressive regulatory environment that continues to negatively impact farms and agribusinesses in California. If we could pick up our ground, the climate and move out of state like a lot of businesses are doing, we would. We do not have that luxury.

### **What book are you currently reading?**

I'm not reading a book right now, but I do make a point daily to read produce/ag industry news either online or the print version. As a business owner it's important to stay current and well informed.

### **What hobbies/activities do you like to do with your spare time?**

I have a boat that my Father and I worked on for years, that is in pieces in my garage that I am currently assembling again with a new motor. My son and I are restoring a 1969 Camaro for him to drive as well. It is in more pieces than I care to admit. My kids are very active in 4-H and sports. My son, Eddie, is 16 and my daughter Karli is 13. My wife Kelli and I have a lot of fun watching them do their thing.

### **What does AG RX do well?**

AG RX's PCA's do a great job analyzing our fields and making recommendations that best suit our needs. In addition AG RX keeps customers well informed, shar-

ing information about new products, applications or what other growers are doing is always helpful. The more information that I have as a grower will help me make better decisions for my business.

### **Where does AG RX need to improve?**

I think where we could see improvement is service on the weekends and holidays. Farming is a 365 day a year job, our crops have needs that go beyond the regular work week.

### **If you were not in farming, what would you be doing?**

I am not sure what that would be since I have been around farming all of my life. I would probably be building race cars or Hot rods, something fun and mechanical. I like the mechanical side of the business and making things run efficiently.



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## Visit us at any one of our locations

**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  
(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: 7:00 am-4:00pm 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**



Visit our website!

[www.agrx.com](http://www.agrx.com)

**Providing our Customers with Information, 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.**

## I Am AG RX—Julian Morin



**What is your background?** I grew up in Nipomo and attended Arroyo Grande High School graduating in 1978. I married my wife, Mary, in 1983. We have two sons, Mario and Gabriel. Mario and his wife Lupita have blessed us with a beautiful granddaughter,

Chanel.

**How did you get started in this business?** I worked at Betteravia Farms for 14 years. I harvested broccoli for 4 years and then drove a tractor for 10 years. I began working with NH3 in March of 1994 driving a tractor, listing and Arizona ground work for 10 more years. I started in the liquid yard making deliveries, manufacturing 10-34-0 and then moved to dry yard

coordinator making blends, scheduling deliveries and ordering fertilizer. I am currently the supervisor for both Santa Maria liquid and dry fertilizer yards.

**What are some of your greatest challenges you face in your field?**

Being able to coordinate the liquid and dry fertilizer deliveries with our customers, drivers and customer service can be challenging with the different schedules.

**What are your favorite aspects of your job?**

At the end of the day, seeing the results of a job well done through the efforts of everyone involved is extremely gratifying.

**What are some of your interests?** I enjoy barbecuing in my back yard with family and

friends and listening to Tejano Music. I also enjoy working out at the gym early in the mornings before going to work, practicing taekwondo keeps me focused and limber.

Julian is truly an asset to AG RX. He is respected for his work ethic. No matter how hectic his job gets, he goes the distance to get everything completed and always with a smile.



## Did you know?

With the warmer weather a lot of us are going out and working on our gardens and maintaining our fruit trees around our homes.

AG RX carries a variety of garden supplies, snail bait to help you have the best garden or yard on your block!

Visit our Service Centers for these items.

