



## Notes from Chris

### Inside this issue:

<i>Notes from Chris</i>	1
<i>Citrus Trial</i>	1
<i>Dow</i>	2
<i>Did you know?</i>	2
<i>Citrus, ACP and HLB in Ventura</i>	3
<i>Branded Products</i>	3
<i>Branded Product cont..</i>	4
<i>Today is the Day to Change</i>	4
<i>Syngenta Broadworks</i>	5
<i>Alion Trial</i>	5
<i>I Am AG RX</i>	6
<i>I Grow with AG RX</i>	7

It has been a busy time for our application departments, both in Oxnard and Santa Maria. In Santa Maria we are making progress everyday in increasing the amount of acres we can cover. In Oxnard our application has been bombarded with work and we are focused on getting everything done. There has been the usual obstacles; harvest, picking, irrigation, schools and the weather has been anything but normal. Bear with us it has been a challenge in both areas, a challenge that we are more than capable of handling.

We have our usual assortment of articles, updates on trials we are working on and in this issue a new column.

Over the years we have run an employee profile. *I am AG RX*, now we will be adding a grower profile. *I Grow with AG RX* will profile local growers. I hope you enjoy our first installment as we profile Don Reeder.

One of the updates is on the preemergent herbicide Alion. We have an article on Broadworks, which is Syngenta's new preemergent herbicide. We highly recommend using one of the preemergent herbicides and one of our PCA's would be more than willing to help.

We are also playing close attention to our fungicide inventory, including copper. We want to make sure that we have product for you when the rain comes.

A couple of changes upcoming as we move some people into new positions. November 2nd Joe Voelker III will move from customer service to our Fillmore Store and Tom Paul will move into our Somis store to work with John Castaneda. November 30th we will begin our winter hours in customer service, 6:00 a.m. - 4:00 p.m.

If you like the photo behind AG LINK, it was taken by Randy Malone and is fall color in British Columbia.

Hope to see you all at our Customer Appreciation BBQ in Santa Maria and Oxnard.

**Chris Oliva**  
Sales Manager



## Citrus Trial

These are pictures of a trial we have begun recently and will be ongoing. We are looking to decrease ethylene production leading to less plant stress which will lead to less leaf drop, less smaller fruit, less fruit drop and less abscission of flowers.

There will be a presentation on this product at next years Citrus and Avocado meeting. Stay tuned.



## Calendar of Events

**Thanksgiving Day**  
Closed on 11/26

**Ventura ACP Meeting**  
12/2

**December 24th - Holiday Hours**  
7am-12pm

**Christmas Day**  
Closed on 12/25

**Customer Appreciation BBQ**

Oxnard- 12/4

Santa Maria- 12/11

**Citrus & Avo Meeting**

February 23, 2016



On July 2, 2015, The California Department of Pesticide Regulation approved a Special Local Need (Section 24c) label for Sequoia™ insecticide on cole crops and leafy vegetables. Sequoia can be used to control foxglove and lettuce aphids.

Dozens of trials – conducted by the University of California, University of Arizona, independent researchers and Dow AgroSciences – confirm the high level of efficacy by Sequoia on aphids. Commercial use of Sequoia, outside of California, has been widespread. “In the Yuma area, Sequoia is in its second season of use and has become an integral part of aphid management programs in cole crops and leafy vegetables,” says Jim Mueller, Dow AgroSciences field scientist.

Sequoia controls aphids by contact and ingestion, providing quick knockdown and residual. The translaminar activity of Sequoia allows it to move to the underside of the leaves, helping to control insects not in the direct line of spray. The system-

ic movement of Sequoia enables it to move to new and expanding leaf tissue.

“The quick knockdown ability of Sequoia will be especially helpful for battling aphids, as aphid infestations can escalate quickly,” says Mueller. “In the summer of 2014, Salinas-area growers experienced staggering losses in lettuce crops from rapid, concentrated infestations of foxglove aphid. Those aphids tend to colonize plants, then move to the inner layers of lettuce, making them difficult to reach with insecticides. With Sequoia, PCAs can spot an infestation, make the insecticide application and expect control of aphids within hours after applications.”

Sulfoxaflor is the first active ingredient to be commercialized from the new sulfoximine class of chemistry. It has been designated as the sole member of the new subgroup 4C by the Insecticide Resistance Action Committee

(IRAC). “Aphids are superstars of resistance,” says Mueller. “The more modes of action that PCAs have to work with, the longer that resistance can be held off.” Sequoia has only minimal impact on key beneficial insects, including assassin bugs, lacewings, ladybugs and minute pirate bugs. Additionally, Sequoia has no impact on beneficial mite species. It does not flare mites or secondary pests.

The re-entry interval for cole crops and leafy vegetables is 12 hours. The pre-harvest interval is 3 days. Required personal protective equipment (PPE) is minimal.

For more information on Sequoia and how it may fit in your insect control program, contact your AgRx PCA or visit [www.sequoiainsecticide.com](http://www.sequoiainsecticide.com) for more information.

**Jim Matsuyama,**  
Sales Rep, Dow AgroSciences

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

## Did you know?

We sell rain gear.  
Visit one of our 4 locations for sizes and prices.



David Jimenez - Customer Service and Mike Mead - Oxnard PCA

## *Citrus, ACP and HLB in Ventura County*

I will have to say that you that if you are involved in citrus production in Ventura county and are not aware of the explosion of Asian citrus psyllid (ACP) finds (particularly in the Fillmore-Piru Santa Clara River corridor) this past summer, you must have been on a long vacation. The summer of 2015 will be remembered by me as the year for establishment of this pest in Ventura county, though we have been finding small populations for some-time now. By August of this summer it was no longer difficult to find this pest in commercial orchards in Piru area.

Area Wide Management (AWM) spray zones were established for most of the county by mid-summer after we first started with them in the Santa Clara Valley in the winter of 2015. Many had been spraying within quarantine zones after a localized find and for fruit that was to be packed outside of the county in the San Joaquin Valley. Most likely due to the chemistry we have been required to use, many of us have also experienced the resurgence of secondary and tertiary pest

populations we have not had to deal with for 20-30 years. Of particular concern has been Red spider mite and even more damaging Broad mite outbreaks suspected to be caused by the use of pyrethroids for ACP control. Along with these pests I have also observed increased populations of Mealybugs, Cottony cushion scale, and even Fuller rose weevil.

This past week I hosted a group of Brazilian citrus consultants who were traveling in California. We had discussions regarding living with Huanglongbing (HLB) disease. This disease is transmitted from tree to tree by the Asian citrus psyllid and harms/kills the trees by clogging the phloem transport system in the tree. They mentioned that keeping zinc and manganese as high as possible is very helpful, but though zinc is very phloem mobile, manganese is not. But with the clogging of the phloem transport system, many nutrients are less mobile. The bottom line with this disease is that

both the roots and tops of the tree need to be intentionally fertilized to help maintain plant vigor. We discussed methodologies to improve the plant uptake of these nutrients, which generally included products that have a bio-stimulant effect on the trees. Further investigation will be needed to confirm this.

Let us hope we do not see HLB in California ever, but at a minimum for many years in the future. I fear though, along with many of you, with ACP well established, we will soon see more trees testing positive for HLB. If and when that happens we will need to be ready with answers to counteract the effects of this disease



**Dave Holden**  
**Holden Research and**

## *Why buy a Branded Product?*

Why buy a branded product for your pest management applications? Maybe the more important question is "Why should you pay more for a branded product?"

You have probably heard the litany of reasons - quality, purity, correct % active, no contaminants, field research, field representation, complaint handling, made in the USA (not all pesticides are) and primary registration. It is this last area, primary registration or primary registrant, that I will discuss using a very current issue. At issue is the current review by the California Department of Pesticide Regulation of glyphosate under Prop 65 guidelines for listing as a carcinogen. This review is not a scientific review. It is an administrative action dictated by the verbiage of Prop 65. Following the action of the World Health Organization's International Agency for Research on Cancer, which listed glyphosate as a

probable carcinogen, DPR is directed by Prop 65 to list glyphosate as a carcinogen. No new research was conducted by the WHO's IARC. The IARC reviewed a limited amount of preexisting literature to come to their conclusion of 'probable carcinogen'. Prop 65 mandates that such a listing by the IARC requires posting in California of glyphosate as a 'carcinogen'.

So based on a limited study that concluded 'probable carcinogen', Prop 65 requires it to be posted as 'a carcinogen' based on an administrative mandate, not science. What is even more telling is that the EPA and CA DPR have done their own extensive research of glyphosate and the research that the IARC had reviewed, and have come to very different conclusions. The EPA has specifically listed glyphosate as a category E pesticide; glyphosate has

demonstrated evidence of non-carcinogenicity in humans'.

So why pay more for a branded pesticide? Let me clear the air a little, I am your Monsanto - Roundup Rep. So I do have a vested interest in your decision as to whether you are willing or not to pay a little more for a branded product. Whether it is a Monsanto product or any other primary registrant's branded product. Primary registrants not only do all the research and expenditures to commercialize a product, but they also conduct ongoing research to meet the new levels of scrutiny that all pesticides continually undergo. This is required by the EPA and DPR in order to maintain registration. Additionally there are ongoing questions from the public that need to be addressed and from the actual users of the products, you the grower. So what has Monsanto done in response



## *Continued from previous page...*

to the current Prop 65 issues and glyphosate? And this is the same for any primary registrant that finds there is an undeserved action being taken against one of their branded products.

Monsanto responded the same day of the DPR notification by forming a team of field sales and tech reps along with regulatory affairs and legal advisers on how to get the word circulated to the general farming community and businesses who could submit their concerns and thoughts to DPR as part of the 'Public Comment Period' prior to actual posting. The 15 +/- members of the Monsanto response team

were able to gain the support of 30+ agricultural and business organizations in California from Farm Bureau to ranchers, to highway maintenance, to irrigation and reclamation districts, and many others concerned parties, to formally respond to DPR during the Public Comment Period. The final results of these efforts is yet to be seen as the comment period has just closed. Review and final actions by DPR are yet to occur.

Secondary producers of generic products to not spend the millions of dollars a year to keep their products alive as the primary registrants do. Primary registrants and primary producers of pesticides do the hard work

of keeping the research current as regulations change and get more stringent. It is the challenge of farming to produce good quality food and fiber in as environmentally sensitive a manner as currently possible. The standards will continue to be raised. What is current today is the old technology of tomorrow.

When considering whether to pay a little extra for a branded product, consider how much longer you want the product to be registered and defended.

**Tim Underwood**

**Monsanto Account Manager**

## *Today Is a Day to Change*

The dictionary defines the word CHANGE as "to alter, modify, transform, or convert." As I write this column, I can confidently say I am in the middle of a major modification or transformation. Let's call it a major change.

Just four months ago, my family and I were living in North Carolina, and I was working for a basic chemical manufacturer. We had lived back East for over 7 years, and I had been working for BASF for over 9 years. Life was good, and we really liked living in North Carolina.

One day as I was traveling to meet customers, I received a call. The person on the phone told me about an opportunity to move back West and go to work for AG RX. For many reasons, the opportunity was right for my family and me; but taking advantage of that opportunity would require a major change—not just for me, but for my entire family. It would also be stressful and require a lot of effort and energy!

Well, we thought about it, we talked it through, and we prayed about it. In the

end, we felt the benefits were worth the stress and effort. So here we are. We made it to Ventura County! The house in North Carolina sold. Our children are in school and have made friends. Both our sons are playing football—David at Newbury Park high school and Michael for the Camarillo Cougars. We are quickly finding out that life is good in Ventura County as well.

In my experience, worthwhile things require effort and energy. At times, it is easy to get caught in a rut and do things the same way we have always done them; especially if doing them differently takes some effort and causes a little stress. The problem with staying in that rut is we miss out on some great opportunities.

As I look at your markets, I see the opportunity and need for change. The challenges you are facing today are different from those you were facing five to ten years ago. Water is scarce. Regulations continue to change. Labor is not always readily available. Land values have increased. The list goes on

and on. As a result, you are changing the way you approach your business. Some are adjusting how many acres you grow. Others are looking at your cultural practices and searching for innovative and better ways to produce.

Rest assured; we here at AG RX are focused on you and your challenges. We want and need you to be successful. Our mission is to deliver insight and innovative solutions to you—and that will require us to continue to look at new and innovative products and services. In other words, we too need to change and improve.

We recognize that change and improvement will require effort and energy, and just like my move from North Carolina to California, the effort will be worth it.



**Brian Lish**

**Chief Operating Officer**

## BROADWORKS® HERBICIDE



Syngenta Crop Protection has announced the California registration of Broadworks herbicide. This herbicide offers a new mode of action for permanent crops known as an HPPD inhibitor and is categorized in Group 27 herbicides. Broadworks herbicide controls many annual broadleaf weeds (including glyphosate resistant weeds) such as Hairy Fleabane, Horseweed (Marestail), common mallow (Malva), Purslane, Burning or stinging Nettle, Pigweeds, Puncturevine, Pigweeds, Lambsquarters, Shepherd's-purse and many other broadleaf weeds.

You may already be thinking about your weed control strategies particularly as the reports of pending El Nino grow stronger. Recognizing that you may need to broaden the weed control spectrum with a tank mix partner, Broadworks has been reasonably priced. Syngenta suggests applying Broadworks with a predominant grass herbicide as a tank mix partner, November – February, as part of a pre-emergence weed control program. In a recent local trial, very good results were seen with tank

mixes with Alion from Bayer and Matrix from Dupont.

Broadworks offers both pre & post emergence activity. Weed control is broadened when used as a pre-emergence. When used alone, Broadworks provides control of germinating weeds for at least six weeks after application; when tank mixed 80-100 days of broad spectrum weed control has been observed. Broadworks is activated with as little as 0.25 inches of rainfall or irrigation.

The use rate is 6 fluid ounces/acre with a maximum of 12 fluid ounces/acre, per year. Ground applications are allowed with suggested volumes per acre for pre- or post -emergence applications of 20-30 gallons/acre. Various nozzle types are appropriate for pre-emergent applications, while flat fan nozzles are preferable for post-emergent applications.

The use of an adjuvant is permitted and can enhance post emergence activity. In order of added activity would be a Methylated Seed Oil (MSO), then crop

oil concentrate (COC), then non-ionic surfactant (NIS). UAN (ex. 28-0--, 2.5%(v/v) or AMS (8.5 lbs/100 gal) will also enhance activity.

Broadworks has shown great crop safety in citrus – It may be used even in first year plantings as long as the trees are considered established and actively growing. Precautions include avoiding drift onto adjacent crops and other non-target areas. Likewise, avoid spray drift onto leaf tissues of trees. The Re-Entry Interval is 12 hours with a 1 day Pre Harvest Interval in citrus.

Talk with your AG RX PCA about including Broadworks herbicide into your weed control strategy. AgRx continues to offer new tools for your toolbox! Broadworks -a new mode of action to help in the fight against herbicide resistance.

**Linda LaVanne**  
Sales Representative  
Western Commercial Unit

## Alion Trial

Here is the latest update on the lemons that were treated with Alion on December 10th.

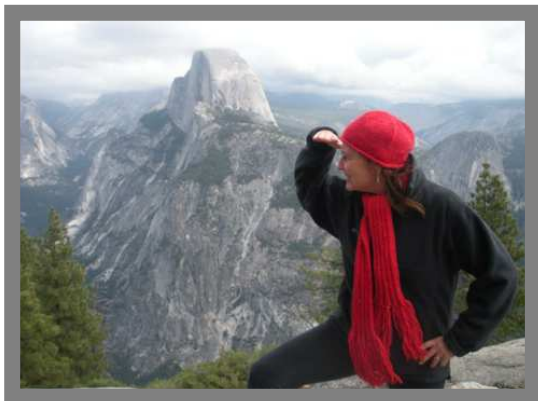


Untreated ground



Treated with Alion.  
Some Glyphosate spot treatments.

## *I AM AG RX— Susan MacDonald*



### **What is your background?**

I moved to the Conejo Valley when I was six years old. I attended a local grade school, middle school, and went to Thousand Oaks High School. During my senior year a horticulture class changed my direction in life. A decision was made to attend Cal Poly SLO with a major in Horticulture rather than an English major at Northridge.

I graduated with a B.S. in Horticulture in Dec. 86. For the next 10 years I worked at a ground cover nursery doing sales, research, and propagation work. My boss and mentor encouraged me to obtain my PCA License. I worked at a retail/wholesale nursery doing all facets of nursery work including their pest control. While there I got my Advanced Nursery Professional Certification.

**How did you get started in this business?** As the industry slowed, I left the nursery business and started with AG RX in 2008. Since working at AG RX I have overcome many challenges. I have learned to walk vegetables, tested and passed my CCA license, and have increased my knowledge of citrus and avocados. As a sales consultant I strive to give my customers personal, prompt, and professional service. I continually grow and learn through the generosity and support of my colleagues and customers.



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

The drought and its affect on agriculture is the biggest challenge I see right now.

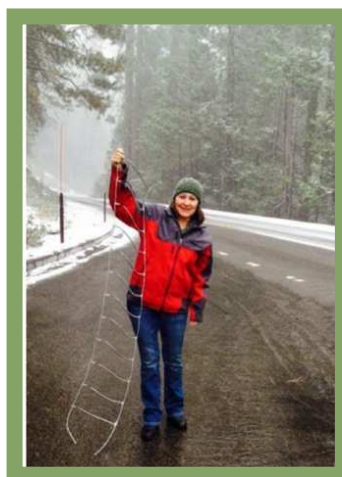
### **What are your favorite aspects of your job?**

I love my job and enjoy working with many different personalities, whether walking Orchards or visiting nurseries

### **What are some of your interests?**

Outside of work I enjoy spending time with family and loved ones. I enjoy traveling, swimming, yoga, and my dogs.

It is truly a joy to work with Susan. She is always looking to bring value to her customers. She has great work ethic, wants to learn more, is willing to take on any challenges and is a good role model for other PCA's. She is a person who makes AG RX better and we are proud and fortunate that she represents us.







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.**

## 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

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**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 Grow with AG RX*

In this issue we profile Don Reeder. Don after a long career in orchard and grove management formed C & R Ranch Management with Craig Colton and Don's son Keith in spring 2007. Today they currently manage over 1,000 acres of citrus and avocados. Don has stepped back and has left the management of the company to Craig and Keith and serves as a consultant. Make no mistake although he claims to have slowed down some he is still as busy as ever and is a great resource for Ventura County citrus and avocado information.

Don is a widow having been married to Bonnie for 42 years. He has 2 children daughter Audra (Kevin) and son Keith (Shelly), and several grandchildren Daniel, Travis, Corey, Cierra and Logan.

1. **How did you get started in this business?** I started working in farming at 9 years old working for Reiman and Gill.
2. **What are some of your greatest challenges? What concerns you most?** Current challenges are the drought and how political farming has become. Concerned about

Asian Citrus Psyllid and the need to get more technical and scientific about irrigation.

3. **What book are you currently reading?** The Escape by David Baldacci
4. **What hobbies/activities do you like to do with your spare time?** Watching all levels of football high school, college and pro. I've been a UCLA Bruin season ticket holder longer than most of you are old. I enjoy golf and look forward to my annual golf trip to Las Vegas. I also like to travel and camp, especially the annual camping trip to Mojave where I take my ATV and explore the beauty of the desert.
5. **What do you wish AG RX did that they do not do now?** Need help managing all of our data. More and more reports everyday.
6. **What does AG RX do well?** Good source of knowledge. Communicate well. Able to provide what we need, fertilizer,

application, inspection, store. Good value for the money.

7. **Where does AG RX need to improve?** I know the PCA spends time in our orchards by the inspection reports we get and the quality of our fruit, but I would like to spend time with them occasionally when they are doing an inspection.
8. **If you were not in farming what would you be doing?** Not really sure, never gave any other career a thought.





## Ventura County ACP-HLB Task Force

**Mission:** *To coordinate an effective industry response to the threat posed by the Asian citrus psyllid, with the goal of achieving maximum suppression of the ACP population and delaying the introduction and potential spread of Huanglongbing disease.*

[www.facebook.com/ACPTaskForce](http://www.facebook.com/ACPTaskForce)

## The Epidemic at Our Doorstep: Is Ventura County Prepared for HLB?

**Wednesday, Dec. 2**

**1-4 p.m.**

**Museum of Ventura County**

**100 E. Main St., Ventura**

In the five years that have passed since the first discoveries of the Asian citrus psyllid in local trees, the invasive pest has become entrenched in nearly every commercial grove and urban neighborhood in Ventura County. Efforts to combat ACP, initially intended to exclude the pest as long as possible and eradicate it when it showed up, have evolved into a vast and logistically complex suppression effort involving thousands of acres and hundreds of growers.

Now, with increasing evidence that the deadly bacterial disease transmitted by ACP has begun spreading across Southern California, Ventura County's citrus industry must get ready for the next stage in the battle: Excluding Huanglongbing as long as possible, eradicating it swiftly when it is detected, and slowing the disease spread long enough for science to find a cure. Join the Ventura County ACP-HLB Task Force and expert speakers to learn about the challenges facing Ventura County as it prepares to confront the HLB epidemic.

The workshop is free, but RSVPs are required ([info@farmbureauvc.com](mailto:info@farmbureauvc.com) or 805-289-0155).

### AGENDA

- 1 p.m.** Welcome, introductions and overview.  
*Leslie Leavens, chair, Ventura County ACP-HLB Task Force*
- 1:15 p.m.** "A decade living — and dying — with HLB: Lessons from Florida."  
*Mike Irey, director of research and business development, Southern Gardens Citrus*
- 1:45 p.m.** "Understanding data from large-scale ACP-HLB survey efforts: Can we locate infected trees sooner?"  
*David Bartels, Entomologist, USDA APHIS PPQ, Mission Laboratory, Texas*
- 2:15 p.m.** "ACP-HLB epidemiology in California."  
*Neil McRoberts, associate professor of plant pathology, Quantitative Biology and Epidemiology Lab, UC Davis*
- 2:45 p.m.** "Area-wide management participation rates in Ventura County and implications for HLB management."  
*John Krist, CEO, Farm Bureau of Ventura County.*
- 3:15 p.m.** Audience Q&A  
*All speakers*
- 4 p.m.** Adjourn

