



## AG RX Labeled Products

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At AG RX we have over the last few years slowly added our own labeled products. The following are the products that we now have available to you. We now have several AG RX labeled adjuvants. Deploy, which is a 90% non ionic spreader activator. Foam Stop, which is an anti-foam agent. Multi-Spred, which is a multi-purpose spray adjuvant and contains methylated vegetable oil. We also have Phyte-It, which is a 0-29-26 soil and foliar nutrient. We have a 2-16-16 soil and foliar fertilizer that is powered by Transit. In dry fertilizers we have an AG RX labeled bagged 21-0-0. And,

our very own first slow release fertilizer; 18-8-13 which is available in bag and bulk. We also carry several IAP labeled products, the newest being Foundation Pro. It is a 7-21-1 soil applied fertilizer powered by Drip Transit. All of these products were tested and trialed repeatedly before we brought them to market. Rest assured if we put our logo on a product you are getting quality. Please talk to your sales representative or ask at one of our retail stores about any of these products.

Speaking of sales representatives, Andy Klittich is our

newest one. He starts July 1st, and we are very fortunate to have him. We also have two interns this summer. Conner Held is back again this summer and will be working and learning in Goleta and Oxnard. Jack Alamillo is new this summer and will be working and learning in Oxnard.

Don't forget to stop by our booths at the Santa Barbara County Fair and the Ventura County Fair.

**Chris Oliva**  
Director of Sales



### Calendar of Events

**July 10—14**  
**Santa Barbara**  
**County Fair**

**July 31— Aug. 11**  
**Ventura County**  
**Fair**

**Aug. 9—**  
**Live Stock**  
**Auction**



## *I AM AG RX... Robert Hendricks*



**Robert Hendricks works out of the Santa Maria location and is the Operations Manager. He is an important part of our Santa Maria operation. He keeps everything running smoothly; from blending liquid fertilizer, setting up application, coordinating deliveries or working on logistics with our other branches. It all comes together under his management.**

**What is your background?** My Grandfather started farming in Guadalupe in 1943 growing a wide variety of vegetables. Sometime in the 1960's my Uncle became a partner in the farm and they changed the name to B & M Farms. The farm is still thriving today. From a very young age my Grandfather would take me with him to work during the summer. I would watch him work and he would explain the things he was doing. I was too young to understand a lot of it. When I was 9 years old my Grandfather asked if I wanted to work on the farm for pay. I started by hoeing weeds in the broccoli and lettuce fields. I worked on the farm every summer from the age of 9 to 15 years old. Every summer as I grew I learned new tasks from driving tractors, irrigation, and equipment set up. I did grow up in Lompoc which meant I would have to leave my parents every summer for three months to work on the farm. My decision even at 9 years old to work on the farm was mine. Even though my parents were always reluctant to let me spend this time away from them they knew I was in good hands and it was a good learning experience for me. They came to visit me often!

At 16 years old I started working part time after school as furniture delivery man for Lindens of Lompoc. After graduation from Cabrillo High School in 1981 I was hired at NH3 in April 1982 as a tractor driver. From 1982 to 1996 I learned how to side dress, bed spray, list, plant corn, Arizona, and fertilizer deliveries. Lonnie Edwards also taught me how to weld, hard face, truck and tractor fabrication. In 1996 a medical condition took me off of a tractor permanently. I was put in the liquid mix plant learning how to make blends, 10-34 process, dispatch deliveries and liquid plant maintenance. AG RX bought NH3 in 2007 and in 2009 I was offered the position of Operations Supervisor.

**How did you get started in this business?** I chose the agricultural profession because of the joy and gratification of hard work that I learned from my Grandfather and Uncle; the desire to work outdoors and the feeling of freedom it gives.

**What are some of your greatest challenges you face in your field?** This is a very fluid, complex, highly regulated field which in itself is challenging. The biggest day to day challenge is trying to meet customer demands and to keep productivity up by having the best cross trained crew possible.

**What are your favorite aspects of your job?** Working with a team that shares the same goals and values and the way the team comes together to overcome obstacles and Just Get It Done!

**What are some of your interests?** I love spending time with my two granddaughters! I also enjoy wood-working, BBQing and cooking. My favorite past time is vegetable gardening. I currently have a 20x30 ft. garden with 20 different types of vegetable varieties.

## *Delegate® Insecticide For The Control of Asian Citrus Psyllid*

Since first discovered in a California Department of Food & Agriculture trap in San Diego County in 2008, Asian Citrus Psyllid (ACP) detections have become more frequent and widespread. As of 2013, ACP has spread to at least eight counties in Southern California, the Central Coast and the San Joaquin Valley. To date, only one incident of huanglongbing (HLB) disease has been found in California. HLB, or citrus greening, is a deadly bacterial disease that is spread to healthy trees by ACP feeding. Trees infected by the pathogen will suffer a premature death. For now, management of HLB relies on controlling the insect vector.



Since its registration, Delegate has become the most widely used insecticide in California citrus for citrus thrips and other pests. Numerous efficacy studies conducted in Florida citrus show that Delegate controls ACP adults and nymphs. ACP is controlled through contact and ingestion activity, providing quick knockdown and residual. Delegate has become an important part of ACP management programs in the Southeast.

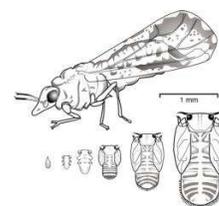
### Delegate Will Not Flare Mites

Applications of Delegate in citrus will not lead to flaring of mites (such as citrus red mite) or any other secondary pest. Delegate has no significant effect on predatory mites, lady beetles, Vedalia beetles, Mealybug destroyer, or *Stethorus*. Pyrethroids, while effective against ACP, can lead to mite flaring and a disruption of IPM programs.

Spinetoram, the active ingredient in Delegate, is categorized as a Group 5 insecticide by the Insecticide Resistance Action Committee (IRAC). No other class of products - organophosphates, carbamates, pyrethroids, neonicotinoids - affects the insect nervous system with the same mode of action as spinetoram.

MRL's for citrus have been established for spinetoram in the European Union, Japan, Korea, Canada, Mexico and Taiwan. Spinetoram (Delegate & Radiant), - with approximately 300 different labeled crops - has one of the most diverse insecticide labels in the world.

Pest infestations and crop conditions will vary depending on many factors such as local geography, climate conditions, cultural practices and others. Before using Delegate on your citrus, discuss your treatment options with an AgRx professional as their PCA's are knowledgeable of Dow AgroSciences products and your local crop situations. - Jim Matsuyama



## *Zampro® Fungicide*

BASF offers vegetable growers a unique mode of action for managing downy mildew and Phytophthora blight (crown rot) on their crops. Zampro® fungicide is the latest innovation for use in cucurbits, leafy vegetables, fruiting and bulb vegetables. Applying this fungicide preventively gives growers a powerful tool for controlling downy mildew, the most economically important vegetable disease. With disease controlled at the start, growers can help ensure that their overall investment is maximized without compromising their crops. "Zampro fungicide offers a one-of-a-kind, multi-site preventative chemistry," said Katherine Walker, BASF Technical Service Representative. "With its innovative chemical class, this fungicide not only provides an excellent resistance management tool but also adds convenience by being easy to use and gives growers confidence by helping to ensure reliable crop quality and yield." Zampro fungicide is a premix combination of ametoctradin - an innovative mode of action in FRAC group 45 - and Dimethomorph in FRAC group 40. The product is designed specifically to protect crops against oomycete diseases such as downy mildews, Phytophthora infestans and Phytophthora capsici. Multi-year research results prove the effectiveness of Zampro fungicide, showing when applied preventatively, it has excellent action against oomycete pathogens. The product can be applied at a maximum of three applications per season with no more than two consecutive applications. Best results are achieved when Zampro fungicide is applied as a preventative application in combination with an adjuvant. Please read and follow label directions. For more information contact your local AGRx sales representative or Sean Morelos of BASF.

 **BASF**  
The Chemical Company

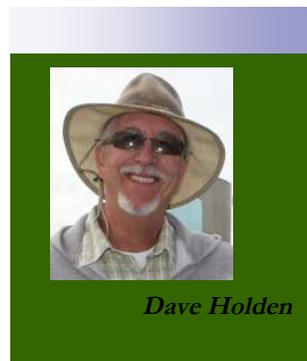
## *Improving Water Use along the Coast of California*

A question that has come lately to me is "are there ways to help water utilization during this dry year and reduced deliveries from some of our water suppliers?" In other words are there products (water adjuvants) that help increase volumetric filling of vegetable beds or retain water in the top 2-3 feet of the soil? When I speak of volumetric filling of beds, what I mean is can we increase the movement of water laterally over vertical movement down the soil profile? The answer at this time is a definitive maybe.

In recent months I have started two studies, one looking at volumetric bed filling and water retention in drip irrigated vegetable ground and second, long term water retention in low volume irrigated (fan jets) avocados. I have tested five different products, with very significant results occurring with three of those products. In the vegetable trials, preliminary results are showing a 20-30 percent improvement over an untreated check (water only with no adjuvants) in lateral movement after eight hours of irrigation with surface drip tape. In other words if plain water was able to move laterally to 8 inches, then these products allowed the water to move out to 9 to 11 inches over the same time period. How does that help the grower? Possibly with products like this you could in theory reduce a crop establishment irrigation from 12 hours to 9 hours. This is important considering the restrictions that may occur with water deliveries this year.

When looking at the avocado irrigation trial I have also noted very good water retention in freshly irrigated soil. I have seen an average of 10 to 20% improvement in water retention three days after application in the top ten inches of the soil. In one case I was still seeing this improvement at 14 days post treat. Utilizing tensiometers, I also saw a 30 and 40 percent improvement in water retention readings at six and twelve inches over the untreated check. So what does this mean to a grower. If due to the use of products such as I am talking about a grower can extend the time period between irrigations by a day or two every irrigation period and he normally irrigates 30 out of 52 weeks a year, then in theory you should be able to save at least 30-60 days less of irrigation period a year. That might translate into 1/4 to 1/3 acre foot water savings a year and at prices passing through \$1000 per acre foot in some districts, that is a considerable savings on water cost.

Both of these trials are presently on going so no final conclusions have been drawn yet. I will report back to you later once all the data is in.



*Dave Holden*

## *Ken's Corner*

At a recent meeting I attended, an international chemical company did a presentation on their perspective of the current status of the ag chemical industry and where we are headed. It is amazing that many of the issues that we are facing now were not even on our radar 10 years ago. Today they are some of the driving factors in our business.

One that has caught my attention is the influence that the foreign markets have on our local business. World food demand is projected to be 170% of 1995 in 2050 with the majority of this growth being in developing countries. This has led to vast expansions in the agricultural

production in foreign countries. At this time the South/Latin American market is twice the size of the US market. This means that supply inputs that were once readily available in our market are now subject to supply plans developed 12 to 36 months ahead of the market we are currently in. Therefore for many products, forecasting has become increasingly important if we want to be assured the product will be available when you need it.

The days of placing orders and having the product show up the next day are not altogether gone but for many active ingredients forecasts need to be made,

product secured and warehoused well ahead of the use season. It is our mission and goal to be able to supply you with the products you need when you need them. Jointly working together with you our customer and our industry partners, Integrated Ag Professional and PrimeraTurf, we should be able to accomplish this.



**Ken Burdullis**  
**President**

## QUARTERLY NEWSLETTER



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Find us on the web!

[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  
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**



## AG RX Employee Recipes -



### Celery Soup

Submitted by Erica Cano

#### Ingredients:

- 1 Celery (whole)
- 1 Onion (whole)
- 2-3 tbsp. flour
- 2 tbsp. of butter
- Chicken broth 32oz (home made or store bought)

**Garnish:** Parmesan cheese and Oyster crackers or saltine crackers (optional)

#### Prepping:

Sauté your chopped onion and celery with the butter in you pan. Once your onion looks clear add your chicken broth and boil for 10 minutes.

Use your blender to blend the cooked vegetables and flour in separate batches (2-3). (Do not over fill your blender)

Pour it in a pot season with salt and Pepper as desired, stir while you let it boil for 10 minutes.

Serve and sprinkle with parmesan cheese and oyster crackers. Enjoy!

### Strawberry-Lemon Shortcakes

Submitted by Alicia Perez

#### Recipe Time

**Hands On:** 35 Minutes

**Total:** 1 Hour, 30 Minutes

#### Ingredients

- 9 ounces all-purpose flour (about 2 cups)
- 1/4 cup granulated sugar
- 1 tablespoon baking powder
- 1/2 teaspoon baking soda
- 1/4 teaspoon salt
- 6 tablespoons chilled butter, cut into small pieces
- 1 1/4 cups low-fat buttermilk
- 1 tablespoon grated lemon rind
- Cooking spray
- 1/2 cup all-purpose flour
- 1 tablespoon butter, melted
- 1 tablespoon turbinado sugar
- 4 cups sliced strawberries
- 1/4 cup granulated sugar
- 1 tablespoon fresh lemon juice
- 1 1/4 cups frozen fat-free whipped topping, thawed

#### Preparation

1.Preheat oven to 425°.

2. Weigh or lightly spoon 9 ounces (about 2 cups) flour into dry measuring cups, and level with a knife. Combine 9 ounces flour, 1/4 cup granulated

sugar, baking powder, baking soda, and 1/4 teaspoon salt in a large bowl. Cut in chilled butter with a pastry blender until the mixture resembles coarse meal. Combine 1 1/4 cups buttermilk and grated lemon rind. Add the buttermilk mixture to flour mixture, and toss gently with a fork to combine. (Dough should be wet and about the texture of cottage cheese.)

3.Coat a 9-inch round metal cake pan or baking sheet with cooking spray. Place 1/2 cup flour in a shallow dish. Scoop 10 equal dough portions into dish. Gently shape each portion into a round by tossing in flour to help shape the dough. Arrange in pan. Discard excess flour. Brush dough with melted butter, and sprinkle evenly with 1 tablespoon turbinado sugar. Bake at 425° for 22 minutes or until the shortcakes are lightly browned. Cool in pan on wire rack for 10 minutes. Remove shortcakes from pan. Cool on wire rack.

4.Combine berries, 1/4 cup granulated sugar, and lemon juice; toss to coat. Let stand for 15 minutes. Split each shortcake in half; spoon about 1/3 cup berry mixture and 2 tablespoons whipped topping into each.

