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## Notes & Quotes

### INSIDE THIS ISSUE

#### January/February 2019

<b>Boron Matters</b>	2
<b>Preparing your Orchards</b>	2
<b>Non-Soy Protein Crumbles</b>	3
<b>Pneumonia Treatment Tips</b>	3
<b>Dr. Paul's Products</b>	3
<b>Dry Cow Mineral</b>	4-5
<b>Are Your Trainers On?</b>	5
<b>The Business of Farming</b>	6
<b>News From the Front</b>	6
<b>New Staff Members</b>	6-7
<b>Marketplace</b>	7
<b>Welcome New Dealers</b>	7

### January/February Product Highlights

**Potting Soil** – Premium Potting Soil is blended in accordance with the National Organics Program (NOP) using only the best ingredients. The potting soil has nutrients added to aid in quick uniform and vigorous germination of seeds. Our potting soil has enough nutrients added to the blend to grow the plants to a transplantable size. The excellent water retention ability of our potting soil means less water is needed. This blend will support the plants immune system for a healthier transplant. Aragonite has been added to the mix to encourage better utilization of the nutrients in the blend. Aragonite is a coral and sea shell blend that is much more bio available than rock lime. Whether you are growing plants from seed, plugs or you are raising perennials and shrubs you will not be disappointed in this potting soil. One 2.8 cu. ft. loose filled bag will fill 33 (50-cell) flats. This product is only seasonally available Place your orders soon!

**Garlic Tincture** – Dr. Paul's Garlic Tincture can be used to treat certain respiratory symptoms in livestock and poultry. This tincture is alcohol-based so it can be mixed with water easily. Available in 8 oz and 32 oz bottles. Typical Dosage: 1 oz per gallon of water. Contact our livestock team to learn more!

#### *Our Mission*

Your trusted partner; creating superior products for healthier soil, plants and animals. Healing the earth and feeding the world  
- Better Naturally!

## Boron Matters By Brandon Williamson

Healthy crop growth depends on the right balance of nutrients in soil. Soil needs macronutrients - nitrogen, phosphorus, potassium, sulfur, calcium, and magnesium - but they are only one piece of the puzzle. Just as important are micronutrients, such as iron, copper, zinc - and boron.

It may be hard to imagine a nutrient found in such small quantity could be so impactful, however it is vital to many plant functions. According to Mosaic Crop Services," boron deficiency is the second most common micronutrient deficiency problem worldwide. Without adequate amounts of boron, your overall yield and crop quality could suffer. Boron does many things for plants, it is used with calcium in forming the cell wall structure, cell division, amino acid production, flower initiation, helps manage water in the plant and also pollen development. It is required for translocation of sugars. Photosynthesis transforms sunlight energy into plant energy compounds such as sugars. For this process to continue in plants, the sugars must be moved away from the site of their development, and stored or used to make other compounds. Boron increases the rate of transport of sugars to actively growing regions and also in developing fruits. It is also required for effective nitrogen



fixation and nodulation in legume crops.

While a little can be good, it does not mean more is better. Excess boron can cause toxicity and could have just as adverse effects as having too little. The key is balance. We aim to have boron show 1-2 ppm in a soil report. Given boron's

mobility in the soil and susceptibility to leaching, annual applications are required in most situations. Frequent applications at low rates also minimize the risk of toxicity. We suggest broadcasting boron in a blended dry fertilizer in early spring or right before planting and incorporating into the soil where possible. We are now offering Super N 4-2-4, Super K 3-4-7, and Blue N 5-1-1 available with boron. Previously it had been paired with zinc. After seeing numerous soil reports where boron was inadequate and zinc was in excess, the decision was made to offer it alone. Under the National Organic Program (\$205.601 J 6 i) soil deficiency must be documented by testing in order to apply boron. As always check with your organic certifier before

## Preparing your Orchards by Sage Dennis



Growing peaches in the Northeast organically has presented a challenge to orchardists for years. Peaches, in my opinion, are the perfect example of what it means to farm organically. It is all about preventing a problem rather than reacting to one when it arrives.

The trouble with growing peaches is that typically by the time you see an issue, it is already too late to fix it. Here at Fertrell we realize the hardships that growers are having with not just peaches but apples, stone fruits, and grapes as well and we've worked hard to figure out a complete program to give the farmer's a fighting chance to produce these commodities organically.

These programs start in the fall before the next growing season. Many insects and diseases like to take up residence on your property however there are several steps you can take to help pre-

vent this. Make sure to remove any dropped, damaged, or mum-mified fruits. Additionally, remove any branches that may be damaged, dead, or infected. You need to make sure the area surrounding your tree is clear of these things as well, not just the tree itself. Finally, remove all weeds around each tree. Using a dormant oil application periodically through-out dormancy will help control potential infections. In addition to the dormant oil, applying an application of a Bordeaux blend of 1 pound of sulfur, 1 pound of lime, and 10 ounces of Regalia for every 10 gallons of water in the late spring as your tree is about to wake up will give it a nice kick start against attackers.

Once the plant starts to wake up from winter dormancy you need to start following your fertilization program to make sure that your trees are able to meet their own nutrient demands as well as continue to build plant health. Remember that your trees aren't the only things waking up in the spring - molds and diseases are waking up too. This is when you want to keep a tight regiment of the Bordeaux Blend I mentioned above applied every week with an additional application during pe-riods of heavy rain as that is when the spores are looking for next their hosts and your trees will be susceptible. Because there are so many insects that can affect your trees, make sure to keep an eye out for anything suspicious and contact us for help at the first sighting.

This regiment should continue until the weather warms up and everything dries out. The plants susceptibility at this time should be lesser because most diseases do not like hot, dry weather and your plant has had ample time to build-up its nutrient reserves. Scouting for various pests should be something that you should be doing in every season, even when the weather is warmer; with the only change being what you are scouting for. In the winter, infected or dead plant material. In the spring, signs of diseases or onset pests. In the summer, pests and pest damage. In the fall, signs of infection from various sources.

The harvest is near and the petals are dropping. Plants are getting ready to go into dormancy and there are few crucial steps that can make or break next season for you. So even if you are busy do not skimp out! You'll thank yourself next year.

## Non-Soy Protein Crumbles By Jeff Pennay

What are Non-Soy Protein Crumbles, and why would you need them? Here at Fertrell, we receive more and more requests for non-soy poultry and swine rations. Many of you would probably ask, "Why?"



Soybeans have gotten a lot of bad press in recent years. They have been put on the list with so many other things that are blamed for causing cancer. In this case, it is breast cancer. This is the main reason for these requests. Many consumers are adamant about eating foods that have not been fed soybeans.

Soybeans are a beneficial ingredient in poultry and swine rations. They are not only great protein sources, but they have a very high energy value as well as amino acids like lysine & methionine. We haven't been able to replace them with a single ingredient. Field peas are the first ingredient that we add. It has decent protein and energy, but it is limited in amino acids. It is also lacking in fat. Now we need to look for other protein sources that fill some of those other gaps. Fish meal is a great addition. It is very high in protein, and it is an excellent source of amino acids. But hold on there, if used at too high of a level, it causes fishy tasting eggs, chicken, and pork chops. It must be limited to about 5 to 7 ½% of the total diet. Okay, where do we turn now? Well, sesame meal is another excellent protein source, and it has very good energy and amino acid levels. Why not just use this? Well, the fiber is high as well as the sodium, and in addition, if too much is used, we have

feed refusal by the animals. How about linseed (flax) meal? Flax meal is a good protein source and has good amino acids, but the energy level is a bit low. And by the way, too much can make things smell and taste like paint. We're still not balanced. What's left to add? How about crab meal? Crab meal is an excellent protein source and it is high in amino acids. Sounds great! Oh, but what about the possibility of too much sodium as well as one of the lowest energy levels of ingredients that we use?

As you can see, this is a challenge to create a balanced ration. And to balance it properly, you now need means to store 5 ingredients instead of 1.

We are all very fortunate to have Jeff Mattocks here! Jeff decided a few years ago to develop a single blend that would almost directly replace roasted soybeans. Jeff's time and work on this situation over the past few years has yielded the answer.

Using a blend of field peas, linseed (fax) meal, sesame meal, fish meal, and crab meal, Fertrell is now offering the Non-Soy Protein Crumbles in both non GMO & certified organic to great results. They are available in 50 lb bags or 2000 lb totes.

In addition to addressing the needs of our production farmers, the development of the Non Soy Protein Crumbles has enabled us to develop our new "Homeowner Blends". These are premixed protein and mineral blends that just need corn or wheat added to feed your backyard chickens. Mixing directions are right on the label. Layer and broiler blends are available in 25 lb bags and can now be purchased on our website or through your local distributor.

Please contact the Animal Nutrition team or your local distributor to see if they fit your situation. Have a Blessed & Prosperous 2019!!!

## Pneumonia Treatment Tips By Dr. Paul

With fall's changeable weather, pneumonia season is approaching. The trick for pneumonia is to have some protection from a vaccination

program. The modified live viruses have been shown to have a longer protection when given twice. Consider first shot at 3 to 4 months and second shot at pre-breeding, 14-15 months of age. Then go to a killed 10 way vaccine as the modified live can cause abortions. If vaccines are objectional, consider using nosodes (the homeopathy vaccination pills). These are only available from a vet as they are prescription items. Dr. Paul's Lab cannot sell them, but I can and handle many nosodes. Please contact me directly if you need nosodes. It has been found that you get a greater protection if animals are on aloe pellets a few days before vaccination and stay on 4 days after vaccinating.

Treatment items for pneumonia are CEG, OLS-M tinctures, and Wild Herb Tea to clean out the lungs and sinuses. Aloe liquid and pellets to negate the cortisol and on bad cases (if they're off feed), IV glucose or dextrose can be given for energy. Also 30-60 cc's of natural whey helps boost immunity. Good ventilation, dry bedding, and water should also be provided. Catching a few coughing calves early and feeding aloe pellets is a real help. Early treatment can quite often ward off full blown pneumonia. Clipping long haired heifers when you bring them into a warm barn is a must.

## Dr. Paul's Products By Alyssa Walsh

Fertrell is excited to announce that we are now carrying Dr. Paul's products! These products are a line of tinctures and botanicals used to treat various illnesses organically and naturally for all species of animals. In addition to Dr. Paul's products, we have Dr. Sarah's Essentials, which is a line of natural products for treating diseases and ailments of dairy cows using essential oils and other natural products. Both Dr. Paul and Dr. Sarah are passionate about organic and sustainable agriculture and ensuring the greatest health through immunity using natural and biological treatments. These products provide farmers with methods and treatments that are practical, acceptable by organic operations, and have been proven to work!

New at

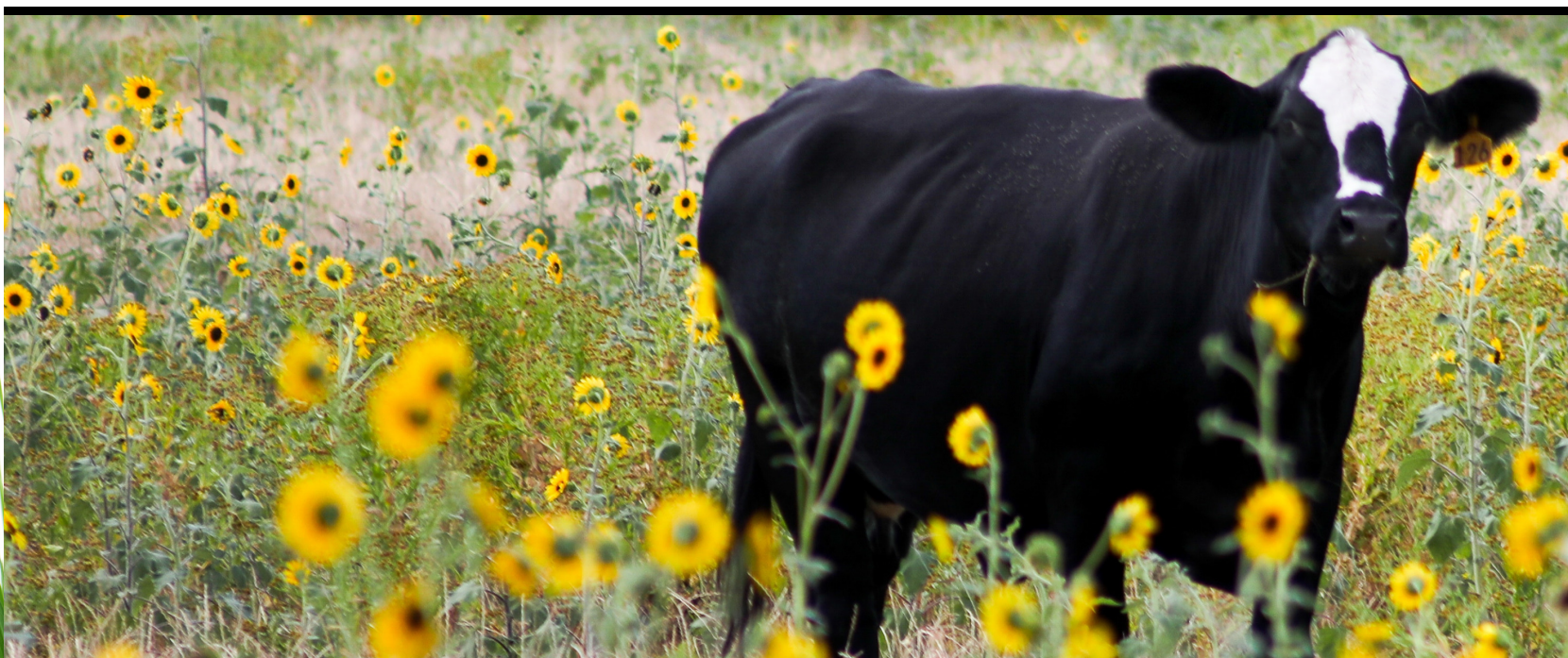


# Dry Cow Mineral

A balanced mineral blend for both dry cows and bred heifers. Contains essential vitamins and minerals as well as probiotics to ensure good health during gestation.

**Feeding Instructions:** Feed the Fertrell Dry Cow Mineral at a rate of 4 oz per head per day. Mineral may be fed free choice. Add salt to limit intake to 4 oz per head per day as needed.

**Available in a 50 lb. bag**



## Dry Cow Mineral

By Jeff Mattocks

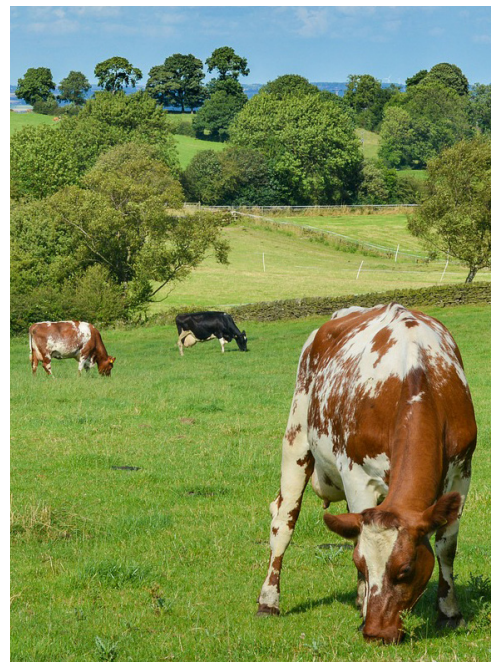
A little history lesson, years ago Fertrell offered a dry cow mineral. It was called Hi Phos 3 – 15. Some of you probably remember this mineral blend. For several reasons, Hi Phos 3 – 15 went away. It had ingredients that were frowned upon by some organic certifiers and it was expensive. Sales had dwindled to a level low enough to remove it from our product line. After that, feeding dry cows went along pretty well until recently.

As we are formulating dry cow rations these days, we see deficiencies and imbalances that will lead to calving problems. I am seeing way too much potassium in many of the forages that are being fed to dry cows. We are also seeing way too many mold and mycotoxins in the forage test being reported. These trends in forages and feedstuffs for dry cows has driven us back to needing a dry cow specific mineral blend. A blend that can buffer the antagonistic inputs, support better health and balance cations and anions in the dry cow's metabolism.

The new dry cow mineral contains Mono-Sodium Phosphate for the best phosphorus source available in the market. The Mono-Sodium Phosphate ensures that critically needed phosphorus enters into the blood stream to condition and support reproductive organs. Especially the ovaries and uterus during times of stress. Fertrell Dry Cow mineral also contains magnesium sulfate to supply high quality magnesium and sulfur. Magnesium is essential during the dry period to buffer excess potassium, lignin and high fiber. Magnesium is an effective mild laxative to keep the digestive tract moving smoothly as well. It has been found very effective in the first segment of the small intestinal tract where blockages are fairly common leading to bloat and or displaced abomasum. We also included Redmond Conditioner to aid in managing molds and toxins that may be in the grains and forages being fed. We feel that molds and mycotoxins are becoming more common in forages. I am not sure if there are more in recent years or if we have

just figured out how to test for them better. In either case the molds and toxins are there. They will reduce the immune system function which will lead to many metabolic problems such as dead calves, thickened placentas, retained placentas or other. As in usual Fertrell fashion, we have added significant levels of vitamins including B vitamins to relieve stress and support healthy appetite. Vitamin A was added at very high levels to support reproductive system health and repair. Vitamin A is also very important for fetus or calf health. Additionally, trace minerals were added for proper mineral balance, muscle support and bone mineral reserves. Last but not least, Probiotics! Like other Fertrell minerals we have added exceptional levels of direct fed microbials to aid in digestion. Lord knows dry cows don't get the best feed on the farm. They need all the help they can get! Direct fed microbes will help the dry cows get more out of the feeds and forages they are eating. They will also help keep the digestive tract moving rearward smoothly.

The new dry cows need help during the dry period. They are trying to survive on lesser quality forages, reduced amounts of grain and often living conditions that aren't pretty. While I realize the Fertrell Dry Cow mineral isn't cheap, I also realize that the dry period is the most important period of the cow's life. Shortcomings during the dry period will affect the whole lactation! Make an investment in your future, your cow's future and your financial future. Healthy dry cows will make more milk, dead cows don't.



## Are Your Trainers On?

By Seth J. Epler

I spend many of my days walking through dairy barns with new customers. One thing I almost always ask is, "Are your trainers on?" More often than not, the answer to that question is yes. If you are milking cows, or helping work with a dairy herd, I would challenge you to not always have the trainers running. Think about it. They are called trainers for a specific reason. They exist to train the cows how to behave in tie stalls. They are not necessarily designed to constantly be running. I at least would recommend having them off while milking is occurring. The extra voltage coming off of them, while they are hot, can certainly affect the animal. It frankly could add discomfort to them. It could potentially slow down their water intake as well. This could also potentially lead to struggles with production. I am lucky to work with many experienced farmers that have plenty of older animals in the barn. And this seems to work really well for them. I realize the young heifers can be rowdy and those trainers certainly have their place. But just remember that they are called trainers for a reason. Food for thought!

## The Business of Farming By Don Brubaker

I was recently going through some papers that I had set aside and found this outline. So the credit will have to go to someone I don't know. It is a simple outline for a family discussion on growing the family farm.



Family Dynamics need to be managed. Whether you have two or twelve children, as you know, they all have different interest, opinions and personalities. Harness it all for a smooth road, otherwise your road will be full of potholes.

What are your family's Vision, Passion, and Stewardship values? What are your family's Core values, your work, your word, your witness? If your values don't equal the values the public sees, you're in trouble. Have a good nose to know what is going on around you, whether it is your customers or your competition.

*What is your business model?*

Do the math - will this business model make money?

### Opportunity Analysis

1. Identify a clear market niche
  - Who's not doing it?
  - Should I be?
2. Fragmented market room for new things
  - Knowledge gap.
  - Information gap.
  - Cost advantage.
  - Poor Management.
  - New value chain.

3. Draw up a family constitution
  - Write up a buy sell agreement from the start.
  - Who owns what?
  - Who is in charge and of what area?
  - And the list can and should go on.
4. Economics Of Cash flow
  - Rate of return on investment.
  - How fast will my return be?
  - Can I slow it down enough to keep some?
5. Harvest Potential
  - Can I get it harvested in a timely manner?
  - Will I have a market for it?
6. Competitive advantage
  - Does it exist?
  - Can I get a hold of it?
7. Management team
  - Do we fit together?
  - Do we have the skills?

Family businesses have their challenges and rewards. Setting them up right from the start will save a lot of heartache. Don't go it alone. Ask for advice; seek counsel from your peers, elder, and other business leaders



### News From the Front

DON'T FORGET! All Early Order fertilizer must be picked up/shipped by March 28th or the discount will be void. Please allow for inclement weather that time of the year... and plan ahead. Thank you!

This is the time of the year when our staff members will be out of the office at tradeshow and growers' meetings more frequently than at other times of the year. These are also the months when our Agronomy department starts

to get busy. As a result, if you call with a question or problem and find that your usual contact is not available, please see if one of the other office staff may be able to assist you.

If you have email, this will be best way to reach out to them. They can follow up with a phone call as they are available (within 24 -36 business hours). If email is not an option, please leave a message with the best return phone number and times to reach you on their voice mail. For urgent issues, please give our receptionist the necessary information and she will try and reach someone.

This is the season for inclement weather. For our employees safety, Fertrell adjusts business hours when road conditions are hazardous due to winter weather. We apologize in advance for this inconvenience, should it occur.

Also, as an annual reminder: please email [paulina@fertrell.com](mailto:paulina@fertrell.com) and [info@fertrell.com](mailto:info@fertrell.com) or fax (717-367-9319) all orders if available. This will free up the phone lines for customer support calls, plus will eliminate misunderstandings and minimize errors.

If you do not receive a confirmation within 1 business day, please call the office to make sure the order was received.

Please be sure to include ship to address (if different from billing address), contact name, phone number and if you are arranging trucking (Please provide carrier name) or we should arrange it for you.

For new ship to locations, we will need the specifics e.g. Tractor trailer access, notify call or delivery appointment, short truck, lift gate etc. These options are charged extra by most carriers and we want to be able to get a true rate quote to you.

Possible damages on shipments must be noted on the delivery receipt and signed off by the driver PRIOR to you signing off on the shipment.

### New Staff Members

Hello, my name is **Jimmy Bamberger** and I am one of the newest members to the Fertrell team. I perform all of the data entry duties and make sure the inventory is correct for our customers and staff.

I was born in Harrisburg and lived in Elizabethtown all of my life. In 2005, I graduated from Elizabethtown Area High School. That fall, I attended Central Pennsylvania College and obtained my Bachelor's Degree in Business. I also, self-taught myself how to fix and repair desktop and laptop computers.

I love taking phone calls from our customers and getting to know them. I would love to extend my knowledge in animal nutrition and agronomy. Thankfully our customers explain what they need and it helps me understand what they are looking for.

I am very glad to be a part of the Fertrell Team. I really enjoy working for a company that takes care of the environment as well as their team members. I look forward to talking to many of you and learning the Fertrell way.

**Jim Martens** is a 3rd generation Dairy farmer in the heart of the Finger Lakes of New York. Jim obtained an Associate's Degree in Animal Science from the State University of New York at Morrisville in 2006 and worked on his family Dairy for two years before going on to obtain his Bachelor's Degree in Dairy Science from the State University of New York at Cobleskill in 2010. Jim went on to gain experience as a herd manager for two years as well as two years experience as Reproduction Specialist AI technician for Select Sire Power Inc,

Jim has been operating a 30 Cow Organic Dairy farm since 2015 and has witnessed 1st hand what using Fertrell products has done for his Dairy herd. He has always been passionate about naturally managing herd health, reproduction, dairy nutrition, and helping farmers problem solve. Healthy Cows are happy cows and it starts from the ground up!

Jim and his wife Hannah have three young children, Leila, Jacob & Lucie. Jim is honored and excited to become a part of the Fertrell team.

Hi, I am **Whitney Scott** the youngest of 9 children. I was raised on a large fruit and vegetable farm along the coast in Connecticut where my siblings are still very active in the industry there.

I was married 30 years ago at the age of 23 to my one and only wife Corina. We have 2 children Markus & Grace and 3 grandchildren, Skyler, Easton, & Cade. My wife and I have been in the fruit & vegetable industry for over 30 years. We have grown, marketed, inspected, delivered, fertilized etc...many crops. ( Lots of small fruits.) Most of those years were spent here in central PA. We also presently are tenant farmers on a broiler farm raising 70,000 broilers 3 times a year. The last 6 years I have also been involved in helping farmers with their organic fertilizer/mineral needs. Also I have been working with growers to fine tune their food safety needs. Life is full, challenging, and rewarding. May God bless you in all you & your families endeavors to take on in the future.

## **Farmer Marketplace Equipment:**

**Poultry Processing and Production Equipment** - Ashley, Pickwick, 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, Wilkesboro, NC 336.818.2682 or on the web at [www.cornerstone-farm.com](http://www.cornerstone-farm.com)

## **Farms:**

Well established grass-based business for sale. 60+ acres improved pasture (90 acres total) with 4000 ft. pressurized water lane system, pond. Good high tensile fence. 45 head finishing quality cattle, 40-50 hogs, feed and bedding. All field and sales equipment. Bank barn, covered winter feedlot, hay storage. 10,000 tons gravel (optional). Mineral rights included. Customer list (retail, wholesale, custom) strong contacts for eggs, lambs, meat birds, maple syrup, honey. Updated 3 bedroom century home with stone patio, outdoor brick oven and gazebo. [www.millergrassfed.com](http://www.millergrassfed.com) Contact us at [millergrassfed@](mailto:millergrassfed@)

## **Welcome New Dealers:**

### **Peachey Harness and Farm Supply**

644 Banker Hill Road  
Belleville, PA 17004  
717.483.6235 Phone  
717.483.9922 Fax  
[Peacheysupply@gmail.com](mailto:Peacheysupply@gmail.com)

### **N.O. Bonsall Sons Inc.**

223 W Juniata Pkwy  
Millerstown, PA 17062  
717.589.3146 Phone  
[Redchicka\\_19@yahoo.com](mailto:Redchicka_19@yahoo.com)

### **Doug Goss**

225 Blu Hollow  
Milroy, PA 17063  
717.250.2230 Phone  
[Gossdough225@gmail.com](mailto:Gossdough225@gmail.com)

### **Organic Acres**

#### **Joseph J Graber**

10972 N 1150 E  
Oden, IN 47562  
812.636.9500 Phone

### **Solar Solutions & Constructions Inc**

#### **James Bontreger**

941 Wavy Run Road  
Ripley, WV 25271  
304.531.2593 Phone  
[Ssolar@emypeople.net](mailto:Ssolar@emypeople.net)

### **Byler Ag**

#### **Steven Byler**

4128 N 400 E  
Rockville, IN 47872  
765.597.2306

### **Yost Farms**

#### **Tyler Yost**

331 East Blaine Road  
Blaine, ME 04734  
207.551.5020 Phone  
[Yostfarmstransport@gmail.com](mailto:Yostfarmstransport@gmail.com)



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