



Welcome to Ground Work

Dear J.P.,

We live in interesting times as far as agricultural prices are concerned. Not only are the prices really good right now, but the outlook for the future is also very good. As dealers we need to help the farmer get top yields to capitalize on these record prices.

Many times the farmer wants to “just do the same thing” that he did the year before. It is our job to help him finish strong. After all, if the farmer was going on a 500 mile trip and you were supplying the gas, you would make sure he had plenty of gas for the whole trip, not just enough for 450 miles. In the same way we need to look at his soil test for weak areas, and his means of application, to make sure he has enough energy to meet his yield goals.

Making sure he has a strong row support program is important for a strong early start. If he is equipped for 2 x 2 fertilizer placement it is

important to get a good level of trace minerals in the mix along with the nitrogen, phosphate and SP-1.

Sidedress time is another opportunity to boost yields with things to hold nitrogen, like Bio-Humus, ammonium thiosulfate and microbes. It is also an excellent time to supply extra potassium and boron for top yields.

In areas where calcium is short, we can add 2 gallons of AgriBoost CA to the nitrogen, both to supply calcium and to help hold the nitrogen.

In many areas there is an opportunity to boost soybean yields by stream-applying a blend of phosphorous, potassium, traces and SP-1. This can be done either before or after planting.

By making the most of these opportunities, you can (1) help the farmer be successful and (2) boost your sales. That's the definition of Win-Win!