

# The Alpine<sup>®</sup> Advance

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Growers at the FEASTT witnessed aggressive root growth from deep placing ALPINE TMR-DP™.

## A New Approach to Crop Nutrition

### Deep Placing ALPINE TMR-DP™ Spurs Aggressive Root Growth

A 4-foot root pit, dug in a cornfield near Drayton, Ont., captured the interest of more than 200 growers who attended the Fertilizer Efficiency and Strip Tillage Tour (FEASTT) this summer.

The pit exposed the roots of a field-sized corn plot, demonstrating the valuable impact of deep placing Alpine liquid fertilizer in a strip tillage system.

"It's a new approach to crop nutrition in Ontario that promotes aggressive root growth and increased yields, while reducing tillage and helping manage crop residue," says Ken Brett, Alpine's Eastern Canada Sales Manager.

"It's a whole system approach with a special blend of Alpine nutrition complementing the reduced tillage," he explains. "On the FEASTT crops, we deep placed our new ALPINE TMR-DP™ – a heavy feed of potash, along with phosphate and sulphur – about 8 inches down while strip tilling wheat stubble last fall. We deposited the nutrients in the root zone far enough from the seed to prevent burn."

"We also seed placed ALPINE G24™ with the corn in the spring, using GPS to plant directly above the deep-placed nutrients, followed by an ALPINE SRN™ foliar application," says Brett. "Because the ALPINE TMR-DP™ and ALPINE G24™ are liquids, we gained

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### ALPINE INSIGHT

## More Than a Starter Fertilizer Company

We call ourselves 'the starter fertilizer company' but we've become a lot more than that over the years.

When Alpine first opened its doors in 1973, we offered a single product – our ALPINE 6-24-6 liquid starter. While that starter remains a favourite, we've expanded our product line to meet growers' changing needs. Today we offer a full range of quality liquid starters, foliar fertilizers, and micronutrients, all manufactured at our New Hamburg facility.

### The Alpine Advantage

We've expanded production at the plant every year to keep up with demand for Alpine products. As farm sizes increase and growers upgrade to larger planters, more and more turn to Alpine because of its proven advantages. Ease of handling (see 'All About Simplicity' page 2) and a low-use rate let growers plant more acres per day. And as growers plant earlier each spring, the high orthophosphate content and safe seed placement of Alpine starters ensure it's immediately available in cold soil – for strong, early root growth. Of course, all Alpine products are also non-corrosive so they won't rust your equipment.

Our latest expansion has been the production of micronutrients – zinc, manganese, copper, boron, and magnesium. By manufacturing all of our

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# ALPINE G24™ is 'All About Simplicity' Says Grower

## Dry Phosphate 'A Constant Hassle'

Eric Kaiser stopped using dry phosphate more than 30 years ago and switched to Alpine starter for the same reason he and his son Max continue using ALPINE G24™ liquid fertilizer on their crops today.

"It's all about simplicity," says Kaiser, who grows 1,000 acres of corn, wheat, and soybeans as feed for the family's egg and pullet operation south of Napanee, Ont. "It's easier to pump liquid Alpine starter directly into the seed furrow than to haul bags of dry fertilizer around. And it doesn't corrode our equipment like dry fertilizer did."

Granular phosphate was "a constant hassle," says Kaiser. "It got sticky in humid weather, would bung up the augers on the bottom of our tanks and corrode everything. We had to rebuild the bottom of our seed drill two or three times. It was only six years old and we bought it new."

## Non-Corrosive; Seed Safe

Today there's "no corrosion anywhere" on the Kaisers' 12-year-old planter or the 1978 planter they bought after switching to ALPINE G24™. "Alpine starter extends the life of our equipment, and there's no



Eric Kaiser (left) and his son Max say ALPINE G24™ is easy to use and gives them longer equipment life.

question it works based on the results we've seen," he says.

With heavy, clay soil, Kaiser says being able to dribble ALPINE G24™ directly onto the seed with no risk of damage is another major advantage. "Placing fertilizer to the side or below the seed is a no-go in this stuff."

Like many, the Kaisers steadily push their seeding dates earlier – planting corn from April 13 to 19 this year. Brad King, Alpine's DSM for central and eastern Ontario, says

seed placing ALPINE G24™ in cold spring soil gives growers a definite edge.

"In cold soil, the germinated seed can take two weeks to find phosphorous placed 2 inches away. With ALPINE G24™, phosphorous is immediately available," says King. "That's because of seed placement, and the 80 per cent orthophosphate content."

Liquid orthophosphate is the most plant-usable form of phosphate, says King. Polyphosphate starters must convert to orthophosphate before plants can absorb them, while dry phosphate has to break down and dissolve in the soil.

## 7-Bu Advantage

"Phosphorous is essential for early root growth," he adds. "The sooner plants access it, the larger root mass they'll grow. That drives yields." Ontario corn growers who seed place ALPINE G24™ report an average 7-bu advantage over no starter, and an average 3-bu advantage over dry phosphorous in a side band.

Using ALPINE G24™ is a 'no brainer,' says Kaiser. "The convenience and non-corrosiveness are significant. We'd never go back to dry fertilizer."

## ALPINE INSIGHT – CONTINUED FROM PAGE 1

products in-house, we can guarantee only the highest quality ingredients are used, provide a consistent supply, and respond quickly to growers' needs because we're right at your back door.

All of our micronutrients mix easily with Alpine starter and foliar products ensuring every drop is the same. Our District Sales Managers (DSMs) assess any nutrient deficiencies and design fertility plans that deliver exactly the right source of nutrition, at the right rate, in the right place, at the right time.

## Growing Demand for ALPINE SRN™

Our newest foliar product – ALPINE SRN™ – is generating huge demand as growers realize how effectively it supplements N through the growing season (see page 3). In 2011, Ontario corn growers saw an 11-bu increase by tank mixing this controlled-release N and spraying it on crops with a fungicide or glyphosate.

We've just unveiled ALPINE TMR-DP™ – a new liquid potash fertilizer, blended with sulphur and phosphate – for deep placing in the fall or spring with a strip tiller. Farmers at our Fertilizer Efficiency

and Strip Tillage Tour (FEASTT) witnessed first-hand how corn roots take off and keep going once they hit those deep-placed nutrients (see page 1).

With such a broad product offering, we've renamed some products to make it easier for growers to specify which Alpine product they're looking for when placing orders. For example, ALPINE 6-24-6 is now called ALPINE G24™. Our ALPINE 2-20-18 potash starter is now ALPINE G20™. For a complete list of new product names, please contact your Alpine DSM.

## 40 Years as the Leader in Liquid Fertilizer

Today as we celebrate 40 years as a trusted supplier of quality liquid fertilizer, we're proud that Alpine has become a one-stop shop farmers can count on for all their liquid fertilizer needs.

Growers who've never used liquid fertilizer can simply make one phone call to Alpine. We'll do the rest. We offer complete equipment and agronomic support, and can outfit any planter or drill with an Alpine liquid application kit. We have a fully stocked parts warehouse, a fleet of delivery vehicles, and we're the largest tank supplier



Alpine has expanded production in New Hamburg to include micronutrients.

in Ontario. Most importantly, our DSMs have the knowledge and experience to make your move to liquid fertilizer quick and easy.

As our six DSMs (see page 4) work with growers across Ontario to determine their fertilizer needs, their focus is always the same – enhancing grower profitability and making a good crop great. That's what makes Alpine the leader in liquid fertilizer.

All the best,

Murray Van Zeggelaar  
VP Sales & Marketing

# ALPINE SRN™ Boosts Corn & Soybean Yields

## Foliar N When Plants Need it Most

In the driest growing season he's witnessed in 25 years, Tim Stratichuk says his yields have increased and his corn was 'green to the ground' despite drought conditions through June and July.

Stratichuk, who farms 900 acres of corn, wheat, and soybeans with his father near Amherstburg, Ont., credits ALPINE SRN™ foliar fertilizer for the "extra shot of nutrition" it delivered when his plants needed it most.

"During the driest periods of the day, the leaves on neighbouring corn crops would roll up to protect themselves. Ours never did. They stayed green and had vigor, which was unheard of."

Stratichuk says his corn yields were well above average on almost every field sprayed with ALPINE SRN™. Test strips on one field showed a 9-bu advantage with ALPINE SRN™.

Test strips on soybeans showed a 5-to-15-bu advantage over strips with no ALPINE SRN™, despite a spider mite infestation. "I'm convinced the ALPINE SRN™



Tim Stratichuk (left) and his father Kip credit ALPINE SRN™ for boosting corn and soybean yields despite drought conditions.

minimized the impact of the mites and drought by keeping our plants strong and healthy."

## 11-Bu Yield Increase

Stratichuk is among a growing number of farmers spraying ALPINE SRN™ on

corn and soybeans to drive up profitability, says Brad Nicholson, Alpine's DSM in southwestern Ontario.

"Corn growers report an average increase of 11 bu/acre after spraying with ALPINE SRN™," says Nicholson. "With today's commodity prices, it only takes a couple extra bushels per acre to cover the added cost – so it's not surprising ALPINE SRN™ demand is so huge."

So how does ALPINE SRN™ trigger such a strong yield response? "It's a slow-release nitrogen that delivers late season N to the plants when soil-applied N has been used up or washed away," explains Nicholson. "It provides N for up to four weeks – keeping plants healthy by feeding the right nutrients at the right time."

## Slow-Release Nitrogen

ALPINE SRN™ also tank mixes well, so most growers spray it on with a fungicide or glyphosate, says Nicholson. "They apply it from the sixth or seventh leaf stage up to tasseling. It's easy to use, and doesn't cost an extra trip over the field."

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## NEW APPROACH – CONTINUED FROM PAGE 1

ease of handling, as well as the agronomic advantage of having the nutrients immediately available in the spring."

When the FEASTT crowds arrived in August, the root pit showed just how effectively strip tillage and deep placement help alleviate compaction – breaking up the plow pan that often develops at around 6 inches – allowing the roots to push past that barrier and take advantage of nutrients and moisture further down, says Brett. "Once the roots hit the 8-inch mark with the nutrients, they really took off – penetrating deeper than the 4-foot pit."

Alpine agronomist Rich Recker was surprised by how deep the roots grew. "They exceeded what I expected based on the terribly dry conditions in July. The crop handled that stress very efficiently because of the Alpine fertilizer treatments, which helped grow deep, healthy roots. Without that root



Deep placing ALPINE TMR-DP™ spurred surprising root growth on this corn crop at the FEASTT.

mass, when things got hot and dry we would have been done."

## Yields Increase 7 to 10 Bu/Acre

While deep placement of a liquid Alpine fertilizer in a strip till system is new to Ontario, Michigan growers have seen yield increases of 7 to 10 bu/acre with it for years due to enhanced root growth and improved soil structure, says Recker.

Ontario growers are paying attention, says Brett, noting last spring saw several dry, windy days with topsoil blowing around. "With this new approach, farmers basically till a third of the field – a 10-inch strip on every 30-inch row. It helps them reduce tillage and soil erosion, and better manage crop residue while still growing a great crop – thanks to efficient fertilizer placement."

Dave Hart, who grows soybeans, wheat, and corn with his father and two brothers near Wellesley, Ont., says deep placing ALPINE TMR-DP™ with a strip tiller in the fall "could definitely find

its way onto Hart Family Farms. We're always looking for ways to bump yields and minimize costs." Hart says his family does a lot of conventional tillage, and likes the fuel savings and erosion control they would gain with strip tillage.

Growers wanting more information about deep placement should contact their Alpine DSM.

When Strachuk tested 1 to 2 gallons/acre of ALPINE SRN™ on side-by-side corn plots in 2011, the results were startling – a 40-bu yield bump at the highest rate and a 15-bu increase at the lower rate.

“We’re told a 40-bu increase isn’t typical,” says Strachuk, pointing out last year’s soggy growing season was likely a major

factor for the massive yield difference. “I think we lost a lot of N through leaching, and the ALPINE SRN™ provided an immediate source of N when the crop badly needed it.”

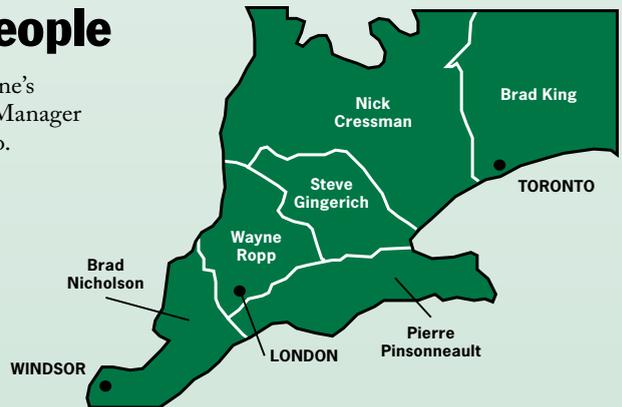
Nicholson agrees. “When roots are waterlogged, they can’t absorb as much N or other nutrients. The same can happen when plants are stressed by dry conditions. Foliar

feeding ALPINE SRN™ is an efficient way to get extra N into the crop, improving plant health and nutrient uptake.”

With two years of positive results, “Using ALPINE SRN™ is a long-term commitment on our farm now,” says Strachuk. “It’s proven it works. The fact that we grew such a good crop during a drought speaks volumes.”

## Our Greatest Strength is Our People

With more than 130 years of combined agricultural experience, Alpine’s six District Sales Managers (DSMs) along with our Regional Sales Manager provide agronomic and equipment support to growers across Ontario.



**Brad Nicholson** is a Certified Crop Advisor working one-on-one with Alpine dealers and growers in the southwestern corner of Ontario, helping determine their fertilizer needs. Brad worked in the ag. retail sector for 11 years before joining Alpine five years ago. P: 519.275.1434



**Wayne Ropp**, our in-house equipment guru, was pivotal in designing the application kits Alpine customers install on their planters and drills. Wayne has been with Alpine for 34 years. He provides sales and agronomic support to farmers in Perth, Huron, Middlesex, and Oxford counties. P: 519.272.7220



**Steve Gingerich** farmed for many years before joining Alpine 25 years ago as a parts and equipment specialist. He now works hands-on with farmers in Waterloo, Wellington, Brant, and Perth counties, helping determine the best custom-blend foliar and starters for their crops. P: 519.572.0138



**Pierre Pinsonneault** worked as a sales manager for a seed company and sold crop inputs before joining Alpine. As a Certified Crop Advisor, Pierre works closely with growers, ag. retailers, and farm dealerships in Oxford, Norfolk, Haldimand, Niagara, and Brant counties. P: 519.532.5023



**Brad King** is a Certified Crop Advisor working side-by-side with Alpine growers across central and eastern Ontario. Growers rely on the valuable insight and experience Brad brings to the table, having been an Alpine DSM for 10 years, and prior to that, a crop input specialist for 22 years. P: 613.328.5958



**Nick Cressman** cash crops with his father, earned a Diploma in Agriculture specializing in Crops and Ag. Business, and worked as a farm input advisor before joining Alpine. He works with growers in the Temiskaming region, and Grey, Bruce, Dufferin, Simcoe, Peel, Wellington, and Huron counties. P: 519.321.1041



**Ken Brett** joined Alpine in 2006 as a DSM before becoming the Eastern Canada Sales Manager. His 26 years in agriculture began in retail sales and management, followed by 10 years in the crop protection and foliar nutrition sectors. Ken is a Certified Crop Advisor with a B.Sc. from Guelph University in Crop Science. P: 519.662.2352



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