

The ALPINE[®] Advance

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Thirty years of research trials conducted with the ALPINE plot planter (shown above), as well as by government and independent researchers all show an average 3.1-bushel advantage over dry starter with ALPINE G24[™].

The 30-Year ALPINE Advantage

3.1 Bushel Advantage Over Dry Starter

After 30 years of testing and more than 500 replications of trial data, the yield impact of seed placing ALPINE G24[™] on corn has proven to be consistent.

“We’ve collected 30 years of replicated research trial results that all confirm an average 3.1-bushel advantage when ALPINE G24[™] is seed placed on corn compared to using dry phosphate fertilizers,” says Ken Brett, ALPINE Eastern Canada Sales Manager.

Much of the data comes from side-by-side trials planted in farmers’ fields across Ontario with the ALPINE plot planter in a wide variety of soil types and growing

conditions. “A lot of it also comes from government research, and independent researchers who we’ve contracted,” explains Brett.

The 30 years of research results also include 19 years of plot data that demonstrates a 7-bushel advantage with ALPINE G24[™] on corn compared to using no starter fertilizer.

Consistent Results

Jack Townsend has 30 years of his own experience to rely on with ALPINE G24[™] on his farm near Tavistock, Ont. Townsend likes the consistent results he gets with ALPINE liquid starter since switching from dry phosphate fertilizer in the early 1980s.

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ALPINE INSIGHT

Our Commitment to Quality



Growers get much more than an NPK liquid starter when they choose ALPINE products for their crops.

We stand behind our products and offer the same consistent high quality in every shipment of liquid starter and foliar fertilizer that we produce. Farmers know they can count on ALPINE products to deliver strong root growth, and optimum yields – year after year.

Highest Grade Raw Materials

ALPINE quality begins by carefully sourcing the highest-grade raw materials with the lowest impurity levels from trusted suppliers.

We never purchase industrial by-products to manufacture our liquid fertilizers – although some manufacturers do – because we know these materials often contain heavy metals that can compromise soil and plant health. Raw materials selected for ALPINE products undergo a metal scan to ensure consistent quality is always maintained.

Strict Quality Control

Repeated testing is at the heart of our quality control program at our fully automated manufacturing facility in

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ALPINE SRN™ Surprises Growers with Higher Yields

Mike Roppel wasn't expecting a 15-bu/acre yield boost when he tested ALPINE SRN™ on his corn last summer.

"We didn't know what to expect," says Roppel, who sprayed the slow-release nitrogen fertilizer on 15 acres of his corn as a trial.

"We did it in 90' strips – spraying 90' and leaving 90' untreated. The ALPINE SRN™ was the only difference between the strips; everything else was the same."

Within a week Roppel, who farms 2,500 acres of corn, soybeans, and wheat with his brother near Tiverton, Ont., saw a definite visual response in the strips treated with ALPINE SRN™. "The corn got really dark green and was taller than the strips not sprayed with the foliar."

And the 15-bushel yield advantage he repeated at harvest was a welcome surprise.

Yield is King

"Yield is king," says Roppel, who plans to apply ALPINE SRN™ again next summer on 100 acres of corn as a full field trial. He had hoped to do that this summer but excess moisture prevented him from getting on the field. He says if he sees another large bushel increase, he'll likely make ALPINE SRN™ part of his standard program.



Many Ontario growers are witnessing an average 10-bu/acre yield increase by spraying ALPINE SRN™ on corn.

10-Bushel Yield Advantage

Roppel is among a growing number of Ontario farmers who have witnessed an average 10-bu/acre yield advantage with ALPINE SRN™, says Nick Cressman, an ALPINE District Sales Manager in southern Ontario.

"Growers have been very pleased and surprised by the large yield response they get by applying such a small amount of ALPINE SRN™," says Cressman. He notes most growers tank mix 2 gal/acre, spraying it on with a fungicide or herbicide at the 8- to 10-leaf stage – saving an extra pass over the field.

Applying ALPINE SRN™ with a fungicide often triggers an even bigger

yield boost, says Cressman. "We're seeing a 1+1=3 response because the ALPINE SRN™ helps the fungicide stick to the plant better. It's becoming a standardized part of many growers' fertilizer programs."

Plant Safe; Slow-Release N

When asked why ALPINE SRN™ triggers such a consistent yield response, Cressman explains, "Corn responds to nitrogen, and ALPINE SRN™ is a very efficient way to feed nitrogen. It's extremely plant safe, so you can foliar feed

it directly onto the leaves with no risk of damage. It sticks to the leaves, slowly absorbing and feeding the crop for up to three weeks, without washing off or getting broken down by the sun. As the corn starts tasseling, the ALPINE SRN™ is still there feeding the plant, and helping fill out the cob. That's why growers see higher yields."

Cressman adds, "With ALPINE SRN™ there's no lost efficiency, which is especially important in a year like this with so much rain because a lot of soil-applied nitrogen has been lost. ALPINE SRN™ lets growers go in and top up their nitrogen levels to ensure they aren't losing out on yield. It gives plants an extra shot of N when they need it most, and it gives growers a great return on their investment."

30-YEAR ADVANTAGE – CONTINUED FROM PAGE 1



Ken Brett

"We were having problems with dry fertilizer. It wasn't consistent enough in years that were dry because it has to have moisture and heat to break down and dissolve before the plant can

take it up. ALPINE starter is already in liquid form so it's readily available when the plant needs it," explains Townsend, who grows corn, soybeans, edible beans, and wheat.

Ross Townsend Jr., Jack's nephew who also farms near Tavistock with his father, Ross Sr., and brother Keith, says they've also used ALPINE G24™ on their

crops for three decades. "Crop safety is always number one, and ALPINE liquid starter is a very safe product," he says. "Having a product that's safe to apply directly on the seed is important because the roots don't have to go looking for it. It's right there. We get a big response with this starter."

Biggest Response in Cold Soil

The biggest response to ALPINE G24™ occurs in cold, dry soil, says Brett. "That's because it's high in liquid orthophosphate – the most plant-available form of phosphate – an important advantage as growers constantly plant corn earlier into cooler soil," he explains. "When soil is cold, the phosphorous that's already in the ground isn't plant available until the soil warms up. ALPINE G24™ is instantly available to kick-start root growth sooner."

Ease of handling and convenience are also key factors that have kept the Townsends using ALPINE G24™ for so long. "It's very easy to handle and it's non-corrosive. You don't have to worry if it spills on your equipment," says Jack. "A lot of farm operations around here use it."

But even with 30 years of research data and thousands of satisfied customers, Brett says ALPINE plot trials will continue across Ontario for years to come.

New Corn Genetics

"As farming practices change and new corn genetics emerge, it's good to keep demonstrating that ALPINE G24™ has the same yield impact today that it did 30 years ago. These new corn hybrids are touted as having better root systems, but we're finding the response with ALPINE G24™ is still virtually equal to what it used to be."

ALPINE G24™ Delivers Strong Results on Winter Wheat

When Howard Kuntze replaced his old air seeder with a New Holland model this past spring, he says there was no question that he would immediately hook up an ALPINE liquid fertilizer kit to his new equipment.

The idea of using dry phosphate to plant his winter wheat with the new air seeder never even crossed his mind.

“We’ve seen enough research and enough results on our own farm that we just automatically use ALPINE G24™ liquid starter on all of our crops,” says Kuntze, who farms 2,200 acres of corn, soybeans, cereals, and edible beans north of Stratford, Ont. He custom seeds another 2,000 to 3,000 acres.

Higher Yields; Better Winter Survival

“We’ve seen a 4- to 7-bu/acre yield increase on our winter wheat since switching from dry phosphate to ALPINE G24™ liquid starter about 15 years ago. And our winter survival rate is quite a bit better with the ALPINE starter,” says Kuntze.

He attributes the yield increase to the precise on-seed placement of ALPINE G24™ and the fact that it’s 80 per cent liquid orthophosphate, which is immediately plant available and doesn’t have to break down and dissolve like dry phosphate before plants can use it. “We have applied ALPINE G24™ to high phosphate soil and



Howard Kuntze says hooking up an ALPINE liquid kit on his new air seeder was an automatic decision because he’s seen so many benefits with ALPINE G24™ on his crops.

still gotten better results with it because it’s in the right form at the right time,” he adds.

Hardier Plants

“Placing ALPINE G24™ directly onto seeds results in fast, efficient uptake and strong, early root establishment, even in cool soil,” says Steve Gingerich, an ALPINE

District Sales Manager in southern Ontario. “In winter wheat, establishing a strong root system quickly is crucial because it develops hardier plants that overwinter well and can better tolerate the challenges and stresses that the coming growing season may bring.”

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ALPINE INSIGHT – CONTINUED FROM PAGE 1

New Hamburg, Ont., – and at all six of our company’s production plants across North America.

Samples are drawn twice at different stages of production from every batch of liquid fertilizer and micronutrients produced. These samples are tested at our in-house laboratory to ensure all products conform to our strict quality control standards – such as being non-corrosive and having ideal pH levels and salt indexes, exact concentrations of ingredients, and accurate NPK formulations.

These built-in checks and balances allow us to detect any possible issues early in the production process, before product is ever shipped to our customers – helping make ALPINE liquid fertilizers the leader in crop nutrition.

On-Farm Storability

All ALPINE products also undergo freeze point testing, shelf life testing, and stability testing because we know how important



Rigorous testing at our in-house laboratory in New Hamburg ensures top performance and the highest quality in every batch of ALPINE liquid fertilizer produced.

storability is on-farm – especially through the winter. All of our products overwinter easily, and provide top performance once growers are ready to plant their crops.

We’ve seen our liquid fertilizers stored on-farm for several years in Ontario. They

always remain in true solution – rather than separating back into the raw ingredients, which can ruin planting equipment. That’s one more reason why growers prefer ALPINE products.

Field testing is also a critical component of our quality assurance program. Our plot planter is busy every spring as we conduct trials that measure yield performance and the seed safety of our products.

A Made-in-Ontario Solution

Manufacturing all of our products in-house is pivotal to safeguarding the quality of ALPINE liquid fertilizers. And because our production facility is centrally located in Ontario, we are able to provide a constant, uninterrupted supply of product and immediate customer service that’s responsive to growers’ changing needs.

All the best,

Murray Van Zeggelaar
VP Sales & Marketing

Kuntze likes the ease of handling and time savings that ALPINE G24™ offers. “It’s non-corrosive and it’s much easier to pump liquid fertilizer through hoses than to truck and auger a dry product.” He adds, “Having the ALPINE liquid kit frees up space for more seed in our air cart, so we can seed more acres in less time. Sometimes we’ll have a soft red wheat in one hopper and a hard red wheat in the other, and depending on what field we are planting we have the

choice to seed either. You don’t have that kind of flexibility if you’re putting dry fertilizer down.”

Lower Moisture Content

Kuntze says the moisture content in his crops is also anywhere from 0.5 to 1.5 points drier with ALPINE G24™. “That can equate to a lot of dollars because we have to dry it with propane and that’s expensive.”

He says installing the ALPINE liquid

kit on his new air seeder was fairly simple because the kits come as complete packages, and ALPINE DSMs provide on-farm support to growers if they need help installing them.

“We also supply storage tanks and pumping systems. And our liquid kits are designed to fit any type of planting equipment,” says Gingerich, adding, “When someone is making the switch to liquid fertilizer, we can supply them with everything they need.”

Celebrating 35 Years of Service

As Wayne Ropp looks back over his 35 years as an ALPINE employee, he says he’s most proud of how much the company has grown and the role he’s played in helping make the ALPINE name synonymous with liquid fertilizer in Ontario.

“I used to have to drive a long way before I’d see one of our liquid application kits on a planter. Today, probably eight out of 10 planters in my region have ALPINE kits on them. It makes you feel good,” says Ropp, the company’s longest-serving employee, and one of only four people on staff when he was hired in 1978. The company has since grown from about 150 customers in Ontario to thousands across the province, and from one manufacturing facility to six across North America.

Hands-On Approach

In those early years, Ropp did everything from mixing fertilizer and working in the warehouse to delivering product to nearby farms. As he began visiting one-on-one with farmers, his focus quickly turned to sales. “My focus then was the same as it is today – to give growers good service and quality products that help them make more money by growing better crops.”

Ropp has always taken a hands-on approach to sales. When he realized

growers needed a more accurate method of applying liquid fertilizer, he rolled up his sleeves and helped design a new ALPINE application kit. The new ground-driven metering system – still in use today – adapts easily to any planting equipment, and makes application extremely precise.

Demand ‘Really Took Off’

Ropp says demand for ALPINE’s liquid starter “really took off” when the company purchased a four-row planter in 1982. “Until then, ALPINE liquid fertilizers were relatively unproven products. But once we started planting plots in farmers’ fields, we gained growers’ confidence because they could see the impact of ALPINE liquid starter on their own crops, with their own eyes,” explains Ropp.

As farm sizes grew, the demand for ALPINE products grew with them. “A lot of our customers expanded from small family businesses to large operations, and continue to rely on ALPINE liquid fertilizers to produce high-yielding crops,” says Ropp. “They like the ease of handling and the number of acres they can plant in a day with our liquid kit on their planter or drill.”

Ropp says the ease of use and yield advantages of ALPINE products have earned him many loyal customers who,



Wayne Ropp is celebrating more than 30 years as an ALPINE DSM.

in some cases, he’s worked with for three generations. “Once growers start using ALPINE products, they tend to stay,” he says.

Ken Brett, ALPINE Eastern Canada Sales Manager, says Ropp’s knowledge and dedication play a key role. “Wayne gets out in the field and finds out what customers need. He has such extensive product knowledge, he can always match up the product needed with the situation.”

Proven Products

Ropp is one of many long-term ALPINE employees still working for the company, says Brett. “I think that speaks to the fact that they enjoy selling products that deliver so much value to our customers. When we can send a sales representative like Wayne to a farm that has been an ALPINE customer for 30 years, it definitely shows that our products work.”



the starter fertilizer company®

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