

CEC Newsletter

Carolina Eastern-Crocker, LLC

2012 - A Year of Extremes

*"If you are going through Hell,
keep going..."
~Winston Churchill*

2012 began with record warmth, little snowfall, & lots of optimism for an early spring season. While these mild temperatures were enjoyed by many (excluding some winter sports enthusiasts & those businesses dependent on the winter weather) it was a foreboding of some of the problems to follow. A late March freeze followed the warm spell, damaging many fruit crops that had bloomed early, wreaked havoc on alfalfa, & affected other crops. Warm currents blew in True Armyworm moths that laid eggs which lead to a wide-spread invasion of True Armyworms that devastated many crops & affected most every farm in Western New York.

allowed much early field work, fertilization, & weed control, but also came at a time when we normally publish our spring newsletter. This early surge in business prevented us from completing our annual newsletter's 2012 edition, much to our chagrin. The unusually warm winter also led to the winter survival of other pests, reminding us of the importance of including insecticides in our spray programs.

A severe drought hit numerous states, & New York was no exception. These drought conditions drove commodity prices to record, or near record highs, as a result of the crop damage. Luckily for many Western New



**True Armyworm image courtesy of:
NC State's Dept of Entomology.**

York growers, we were not hit as hard as our comrades to the west. When the season concluded, the consensus was "we weathered the storm" and most had a successful year.

Inside this issue:

Investing in Our Future	2
Hope for Joey	2
More Than Manure®	2
Lessons from 2012	3
Feeding Your Crop	3
Noah's Ark for Seed	4
Protinus™	4

Get Your Plant Started with a Pop! - a "Pop-Up"!

CEC introduces its own, new "pop-up" blends for 2013. Pop-Ups are starter fertilizers that can be placed directly on the seed in small amounts. These Pop-Ups are seed safe due to the use of clear liquids high in orthophosphates.

Standard blends of 7-24-24-1.4s and 6-20-4-1.4s are available, & the additions of micronutrients & crop enhance-

ment products, such as Zinc, Torque™, Avail®, Presto™ Gold & more can easily be added. Growers may also wish to add a liquid insecticide formulated to be compatible with pop-ups to the blend (just prior to planting). CEC's pop-up fertilizer is available in bulk or 275 gallon totes. All CEC pop-ups are made with 100% liquid materials. No solids or suspension products to be concerned with.

Using CEC's in-furrow pop-up fertilizer in coordination with your regular fertility program will give you a "bang" to get your plants off to a healthy, productive start.

Contact your CEC Sales Representative for more information.

***Order by April 10, 2013 &
save \$.30/Gallon!**

Investing in Our Future - Investing in Your Future

CE-Crocker has continued to grow and make investments in our facilities & equipment to ensure our long-term viability and improve our services.

Prior to the 2012 season we drastically improved our liquid fertilizer plant by installing an automated, computerized, overhead load-out system, consisting of two overhead mixing tanks. We also added a new 4-hopper tri-axle delivery tender, two more road tractors, another delivery van truck and one more van trailer.

Since the conclusion of the

2012 planting season, we have made numerous other improvements and additions. We enlarged and remodeled our cornmeal plant office and added a new Dickey-John automatic tester for moisture and test weight sampling. We've added two dry tender delivery trucks, two single axle tractors, one Case IH and two Rogator sprayers, and a Nutrisphere treater for pre-treating urea. We have also added more liquid storage tanks, enabling us to store over 1 million gallons of liquid fertilizer.

We have a brand new dump

trailer ordered for delivery this spring, as well as a new pull spreader that can be used between 30" corn rows. We have been progressing on painting our fleet of delivery vehicles an attractive shade of blue. Due to the rapid growth we have experienced since 1999, (the year CEC was formed) we have had a mixture of colors as we purchased used vehicles to expand our fleet. The line-up is looking much more uniform. There is more work to do when the season ends.



Hope For Joey



If you would like a **FREE** bracelet or decal to show your support, please contact Joanne Crocker at:
crockerbunch@rochester.rr.com

As many of you are aware, on January 6, 2012, Bill and Joanne Crocker's youngest son, Joey, was diagnosed with Acute Lymphoblastic Leukemia, or ALL. This has been a very difficult time for Joey and the entire family. However, their strong faith has guided them through year one of a three and a half year chemo therapy treatment plan. Upon completion of chemo, they expect that Joey will remain cancer free.

Joey has been amazingly strong through all of his chemo treatments and is an inspiration to anyone who has met him! He was able to return to school part-

time in the fall of 2012. Joey is getting stronger every day and is making great strides on his road to recovery. Everyone's prayers and well wishes are greatly appreciated by the Crocker family. They believe in the **POWER OF PRAYER** and ask that you please continue your prayers.

Many have noticed the orange "**Hope for Joey**" decals on our company vehicles. Dave Gassman, a CEC employee, came up with this wonderful idea based on the bracelets that were made to show support for Joey on his cancer journey. Joey takes great enjoyment in spotting these decals on various vehicles when

out and about.

There has been some inquiry about what people can do to help. The Crockers appreciate your offer and suggest that, if possible, you can make a donation to the Cure Organization in honor of Joey Crocker. This will help other families facing similar situations during their time of need. Donations can be mailed to the following:

Cure Childhood Cancer Assoc.
Attn: **Mary or Kiersten**
200 Westfall Road
Rochester NY 14620

* Bill appreciates your inquiries on Joey's well-being...please do not hesitate to ask.

More than Manure® Nutrient Manager

CE-Crocker is your local dealer for More Than Manure (MTM®) nutrient stabilizer from SFP. MTM nutrient manager is the only product on the market proven to reduce phosphorus lock-up and nitrogen loss when applied to manure.

As seen on RFD-TV, or at morethanmanure.com, MTM reduces

phosphorus lock-up and nitrogen loss from both volatilization and leaching in liquid or dry manure systems. At a standard rate of 18 oz. per acre, it can easily be added to pits or lagoons, or applied with liquid fertilizer or water within 48 hours of spreading dry manure.

No specialized mixing or application equip-

ment is necessary, and MTM is non-toxic to soil bacteria and livestock, with no crop rotation restrictions. MTM can reduce solids in lagoons or pits, and can reduce ammonia levels.

Contact your CEC Sales Rep for more information on how More Than Manure can increase yields and improve crop performance by limiting nutrient loss.

What Did We Learn in 2012?

Three things we learned from communication from our customers in 2012:

1. Fungicides on their wheat paid tremendous dividends. Prosaro™421SC from Bayer fights scab and provides disease protection resulting in substantial yield and quality gains. Apply at early flower (Feekes Growth Stage 10.51) as a preventative for Fusarium Head Blight. Apply as a preventative foliar spray when the earliest disease symptoms appear on stems and leaves. See label for complete instructions.

Other fungicides, such as Tilt®, can be applied early with your spring herbicides and offer cost

-effective protection and control against rust and leaf spot diseases. Products such as Quilt® can be applied at flag leaf to control several fungal diseases.

2. Insecticides are a cost-effective insurance policy for just a few dollars per acre to add to the spray tank when making applications. The growers that made this decision reaped the benefits. Those that didn't, wished they had. Save your crop and save yourself an extra trip across the field - consider insecticides as part of your regular program.

3. We continued to get positive feedback from growers that

added Torque™ to their liquid corn fertilizer. This was our second season offering Torque - a crop enhancement product containing the LCO Promoter Technology®. Torque enhances root and shoot development for greater nutrient and water uptake, and advances the natural growth processes for improved plant health. Several customers commented how well their crop did in spite of the drought and in comparison to neighboring fields without the Torque additive.



ESN® - Subliminal Message - ESN®

Be on alert for more information and availability of ESN Smart Nitrogen - a controlled-release, polymer coated urea that offers season-long N feeding and protects from nitrogen volatility,

denitrification, and leaching. We will have a limited amount available this season with plans to expand storage and availability for 2014.

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will" ~Vince Lombardi

"Always do your best.

**What you plant now,
you will harvest later."**

~Og Mandino

Feeding Your Crop

Feeding your crop is like feeding your body. Your body needs a well-balanced, nutritious meal with the correct balance of nutrients and vitamins to survive and thrive. Nitrogen assists plants in growing green and strong - much like we need protein. Plants need phosphorus for energy - like we need carbohydrates. While calcium gives us strong bones, potassium

gives plants strong stalks and helps fight stress and disease. Micronutrients for plants are much like vitamins for our body - necessary to keep our body in balance and healthy.

All of these things, and more, need to be in balance for your body, or the plant, to utilize efficiently. Soil pH must also be acceptable to make these nutrients available. You can plant

the top genetic seeds, supply the optimum N, P and K, but still not maximize your yields if your pH and micronutrients are out of balance.

A crop farmer needs to "balance the ration", much like a dairyman with his herd. And a dairy farmer needs to "balance the ration" on his crop as well.

Thank you for choosing CEC and best wishes for a safe and successful 2013!

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Information contained herein was obtained from multiple sources and publications. Changing commodity, fertilizer &/or ag chemical markets may make some information outdated or obsolete.

"Serving agriculture for over 80 years"

We're Number One!

Carolina Eastern-Crocker is once again the largest Pioneer® Sales Agency in New York State! While marketing over 30,000 units of Pioneer corn and soybean seed, plus alfalfa, certified wheat and inoculants (haylage and silage), CE-Crocker is also the second largest agency in the North East!

The silage and haylage inoculants are a fast growing portion of our sales. CE-Crocker continues to grow our services of treating Pioneer soybean seed with inoculants, fungicides, insecticides and micronutrients.

THANK YOU, customers, for helping make us #1!

Noah's Ark For Seed

"It's tough to make predictions, especially about the future."

~Yogi Berra

Were you aware that there are numerous seed banks around the world, storing seed genes in the event of a monumental crisis? The most intriguing? The Svalbard Global Seed Vault located on a Norwegian Island near the Arctic Ocean and a mere 1,100 kilometers from the North Pole.

Opened in 2008, it is spon-

sored from funds donated by the (Bill & Melinda) Gates Foundation, DuPont™/Pioneer®™ Hi-Bred, Syngenta®, Monsanto™ and Rockefeller Corporations, and the Government of Norway, among others. The facility has capacity to conserve 4.5 million varieties of seeds from all over the world.

The 'Fort Knox' for seed is kept

at -18°C (0°F) with limited oxygen. The seeds are stored in four-ply sealed envelopes, and the permafrost surrounding the facility will help maintain low temperatures in the event of a power failure. Prior to construction, a study estimated the vault could preserve seeds from most crops for hundreds of years, and some varieties possibly thousands of years!

Protinus™ - "It doesn't cost, it pays!"

Protinus is a seed-applied micronutrient fertilizer from Wolf Trax. This dry, dispersible powder is applied in a "tacky" state after liquid seed treatments. Protinus supplies easily accessible nutrients before the plant can obtain them from the soil.

Applying Protinus directly to the seed leads to earlier and more even germination, and more vigorous seedlings with increased root growth and development, which helps

to cope with early season stresses. Protinus can be applied to a wide range of crop species to improve plant growth and canopy development which results in higher yield potential.

CE-Crocker applied Protinus to a local grower's soybean seed in 2012 and he netted a seven bushel increase over the non-treated seed! At a cost of approximately \$6/acre for soybeans, is there any

reason not to have CE-Crocker add this performance enhancer to your seed when we "treat your soybeans"? Or, inquire about CE-Crocker custom treating your other seed species with Protinus.

For more information, visit:
www.wolftrax.com

"If you don't read the newspaper, you're uninformed."

If you read the newspaper, you're misinformed."

Mark Twain