

MARK YOUR CALENDAR

Sunbelt Ag Expo Field Day
July 8, 2010
Spence Field
Moultrie, GA
www.sunbeltaexpo.com

FFAA Summer Meeting
July 14 - 16, 2010
The Breakers
Palm Beach, FL
www.ffaa.org

GPFES SUMMER MEETING
July 19 - 21, 2010
The Ritz Carlton
Amelia Island, FL
www.georgiaplantfood.org

Southwest Fertilizer Conference
July 24 - 28, 2010
The River Center
San Antonio, TX
www.swfertilizer.org

• NOTICE •

Please forward any program recommendations you have for upcoming meetings to:
Tim Forshee
Chairman, Arrangements
& Program Committee
E-mail: forshee64@bellsouth.net



CHAIRMAN'S COMMENTS LAMAR BEAMON

Greetings to all.

Hope all are doing well and having a great year. So far this year, I have heard all good news on our sector of the business world and hope the Lord will continue blessing us with a great, prosperous year. The areas that I have traveled in look like we are set with a good corn crop. Other crops look good also.

We are only a few weeks away from our Summer Meeting at the beautiful

Ritz Carlton at Amelia Island, Florida. Plans are made for a good meeting, silent auction, food, and fellowship. Hope your plans are to join us. If you hadn't already made your plans, there is still time. Please make every effort possible to join us. I look forward to seeing each and everyone of you.

In closing, I want to say thanks to everyone for being a part of this great society. It is truly a pleasure to serve as your Chairman of the Board. May God Bless each of you.



GPFES 2010 Summer Meeting

Amelia Island, Florida July 19-21

Once again all roads point to the sun drenched shores of the Atlantic as Amelia Island, Florida, beckons GPFES members, families and friends to assemble for the 2010 Summer Meeting.

The site is the Ritz Carlton Resort Hotel where everyone is invited to enjoy three days of meetings, fellowship and fun.

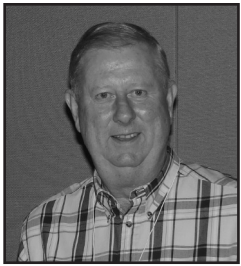
An excellent program has been planned for Monday afternoon featuring distinguished speakers, some of whom are from the national scene in agriculture. Here is a rundown.

Dr Glen Harris, UGA – Tifton,
“The Increasing Importance of Potash”.

Dr. John Cole, VP North American Sales Transamerica – Tampa, Florida
“Domestic Outlook for Fertilizers”.

Mr. Daren Coppock, President and CEO of the Agricultural Retailers Association – Washington, DC
“How Changes in Washington are Affecting the Industry”.

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FROM THE OFFICE OF GPFES

JIMMY CHAMPION, PRESIDENT

It appears that what has been predicted for a number of years may be coming true when it comes to fertility. Because of high fertilizer prices and general economic issues many farmers, including myself, have looked for anyway we could to reduce input costs. The practice of planting cotton and then fertilizing over the top after a stand is established is not uncommon in a number of areas. Pasture fertilizer has been substantially reduced because of simple economics.

Recently there have been several excellent articles addressing fertility issues including Dr. Glen Harris's article in this issue of "What and Why". Could it be we are limiting any potential for profit by simply not addressing fertility up front. I hope it's not as bad as it appears in some areas but this could be a serious problem going forward. We may have mined our soils to the point we are going to have to make significant changes in fertility programs to have any chance of producing a successful crop.

How our industry works with growers and extension in developing successful economically sound programs to build back the fertility of our soils is going to be a challenge. Like so many issues, when we work together and through this organization, we can get it done. Still it will take time. We did not get into this situation in one or two years and there is no magic formula or product to get the situation rectified quickly.

The 2010 Summer Meeting will soon be here. I am looking forward to seeing you at Amelia Island.

GPFES 2010 Summer Meeting

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Mr. Bill Engel, Executive VP Brandt Consolidated – Springfield, IL
“Outlook for Micronutrients and Specialty Products in Production Agriculture”

Mr. Kevin Hyde, Sr., Managing Partner Foley & Larden, LLP – Jacksonville, FL
“Antitrust Issues Relating to the Fertilizer Industry”

Mr. Bryan Tolar, VP Georgia Agribusiness Council – Commerce, GA
“State and Federal Regulatory Issues”

Programs don't come any better than this folks and that is just the beginning. An evening reception will be sponsored by Potash Corp and The Mosaic Company.

Tuesday kicks off with a prayer gathering in the lobby, Mike

Anderson, coordinator. It is a time of fellowship, prayer and testimony. The rest of the day will be devoted to golf, skeet shooting or just hanging around the beach or pool. Visit the wonderful fort or take a river boat ride.

Tuesday evening is the ever popular Silent Auction and Reception followed by the banquet.

The meeting wraps up Wednesday with a full morning of CCA CEU training with Dr. Glen Harris.

Come join in the fun. Pre-register and save.



Membership Directory Note

The 2010-2011 GPFES Membership Directory has been completed and has been sent to the printer. You can look for your copy sometime in June.

The Society is deeply indebted to the faithful advertisers who make the publication possible.

As always, each member will be mailed a copy. To protect members from unsolicited contacts, anyone asking for a copy is required to first pay the membership fee.



BETWEEN THE ROWS.....

BY: DR. GLEN HARRIS, EDUCATIONAL ADVISOR

“The Perfect Storm?”

The “experts” are predicting a busier than normal hurricane season this year. Personally, I think that’s a flat out guess. But I do think there is trouble brewing out there, and not just out in the Gulf. And even though I also think that the term “a perfect storm” is overused, I do believe that the stars are all in line and the conditions look right for causing a major fertilizer problem this year. You guessed it, potassium deficiency in cotton.

There have already been some warning signs of potential potassium problems to come, for example, potassium deficiency in corn and of all things cabbage. I’ve looked at soil test reports sent in from county

agents and from fertilizer dealers showing that our soil test potassium levels have been slipping. Above average rainfall going back to the Spring of 2009 is usually the first place to place the blame for this. Unfortunately, the price of potassium fertilizer may also have something to do with it. Then, in the case of cotton, you look at the amount of leafspot diseases we’ve seen (most of which are caused by potassium deficiency) and look at how these new cotton varieties fruit early and faster than what we’ve been used to and, well, you basically have all the ingredients for severe potassium deficiency, defoliation, low yields, low turnout...should I go on?

So what can you do about it?

Good soil testing and following the fertilizer recommendations is a great start. Look for early symptoms of deficiency, namely yellowing between the veins in the leaves near the top of the plant right around first bloom. Tissue sampling and petiole testing are also good tools to fight this issue. Then be prepared and don’t be afraid to apply foliar potassium early in the fruiting period. The shorter-season the variety the earlier you need to be ready.

We may see some problems with nitrogen too. Maybe micronutrients. I think we are in decent shape when it comes to phosphorous. But K, it scares me. As one county agent put it, it sounds just like a train !



The Lighthouse at Fernandina Beach, FL

BECOME A SPONSOR OF THE 2010 17TH ANNUAL SILENT AUCTION OF THE GEORGIA PLANT FOOD EDUCATIONAL SOCIETY, INC.

Please consider becoming a Contributing Sponsor for the 2010 Georgia Plant Food Educational Society’s SEVENTEENTH ANNUAL SILENT AUCTION which will be held at 5:45 p.m., Tuesday, July 20th at the Ritz Carlton Hotel – Amelia Island.

The Ritz Carlton Hotel of Amelia Island, Florida is one of the premier resort properties in the world.

Have you previously attended our auction? Then you know how much fun it is to see members and their families having such a great time. We try to provide items of interest for everyone including children who love our auction too. Since 1993, when we held our first auction, we’ve had great success. What’s our formula for success? **Member CONTRIBUTIONS along with Member PARTICIPATION.** Member contributions come in two forms, cash and items. Cash helps us to even out the balance between items so that we can be sure all our attendees find something of interest to bid on. Contributions of items help broaden the scope of what is offered because members always come up with some of the most interesting, unique and beautiful items that make the auction so great. And, at the end of the day, participating in the auction gives us a great opportunity to see our FRIENDS and SHOP at the same time. That’s our definition of success! And Contributors receive recognition in the *What & Why* published just after the event as well as on the Bid Sheets placed with each of the items. What a great way for **new members** to get involved!

For more information, or if you are interested in volunteering to help the committee, please call Judy Sherling toll free at 888-384-5828 Ext. 206 or e-mail her at jsherling@rwgriffin.com. **You can follow the process of putting together our annual Silent Auction on Twitter at www.twitter.com/jdsauction.**

CHECKS should be mailed to **P.O. Box 2538, Albany, GA 31702**. The Society will be glad to provide an invoice for your cash contribution or provide receipts for donations of items.

See you at the RITZ.

The Silent Auction Committee of 2010



THE GEORGIA PLANT FOOD
EDUCATIONAL SOCIETY
*Post Office Box 2538
Albany, Georgia 31702*

RETURN SERVICE REQUESTED

GPFES Summer Meeting

July 19 - 21, 2010
The Ritz Carlton
Amelia Island, FL

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UGA Scientists Develop New Food Wash

After several recent salmonella and E. coli contaminated food scares across the country including peanut butter from SW Georgia, it is pleasing to note that our own UGA CAES research scientists have developed a food safety intervention.

Two University of Georgia scientists have been awarded the UGA Inventor's Award for their creation of a food wash that significantly reduces the risk of food-borne illness.

Mike Doyle and Tong Zhao invented the wash that kills pathogens faster and more effectively on foods than currently available wash products. Doyle is a professor with the UGA College of Agriculture and Environmental Sciences and director of the Center for Food Safety at Griffin, Georgia. Zhao is a UGA

CAES assistant research scientist at the center.

The wash not only kills pathogens on fruits and vegetables, it also can be used to clean kitchen counters, cutting boards and food processing equipment in commercial settings.

The wash is many times more powerful than commercially available chlorine-based antimicrobials, yet it is regarded as safe by the U.S. Food & Drug Administration and the European Union food industry.

It has been successfully tested against more than 30 pathogens including salmonella. It doesn't affect the appearance, flavor or odor of foods and it actually increases the shelf life of produce.

The technology, which is expected to be incorporated into

FIT® Food and Vegetable Wash products by the UGA Research Foundation licensee this year, can also be used in food processing and transportation facilities, hospitals and restaurants and potentially as a food additive in butters, creams and ground meats.

Excerpted from an announcement by Helen Fosgate, UGA CAES public relations coordinator, dated May 12, 2010.

Have a
Great
Summer