

# NEWS FROM VERDE-CAL®

Third Quarter  
2010

Products of **AQUA-AID, INC.**



## Miller's Miscellaneous

"Maintenance Mode" has set in as summer heat, in one way or another, finds us all. Even though you and your customers may be thinking about simply surviving the heat the next couple months, it is an important time to look forward and plan for fall maintenance. Seed and aerification are just around the corner, and this is a vital time to bring VERDE-CAL back into the maintenance picture.

Included in this issue are good articles for these important fall practices.

Our VERDE-CAL K Plus has been a hot item this summer. Please read a quick article about our new and improved product.

Don't forget the sunscreen! At nearly every trade show, there seems to be a skin cancer booth set up to screen your skin. I have included a great link to an

article about sunscreen in this issue. I hope you find it timely and informative.

And lastly, there are so many up and coming products promising more calcium and more sulfur. Read this article to learn more about the importance of these vital nutrients

Stay as cool as you can, and we appreciate your great sales and product use.

Visit this link to read an article about the impact summer heat is having on bent grass and ways to cope.

[http://www.usga.org/course\\_care/regional\\_updates/regional\\_reports/southeast/Summer-2010-Bad-To-Worse-For-Creeping-Bentgrass-July-2010/](http://www.usga.org/course_care/regional_updates/regional_reports/southeast/Summer-2010-Bad-To-Worse-For-Creeping-Bentgrass-July-2010/)

## VERDE-CAL® K PLUS

### K Plus: New and Improved and Ready to Move!!!

Superintendents call it "The Tool Box". This is because superintendents see it as the vital tool that allows them to get through the tough summer/fall seasons. Stresses such as: Wilt, wear, disease stresses, drought, and many others are conditions that these users say are greatly improved with VERDE-CAL K Plus.

Over the years, we have tweaked K Plus according to what its many users tell us they want to see in a strong greens grade maintenance product. Potassium, calcium and magnesium in the right ratios, along with sulfur are the correct nutrients. Our exclusive thCa™ and penetrant package top it off by providing good solubility and penetration as well as absorption into the plant.

Rates of the K Plus are based on 1 pound of potash per 1,000 ft<sup>2</sup> monthly before and during stress seasons. Many Superintendents split the application in half and apply every two weeks as a "slow leak" effect of essential nutrients. It works great and there is no danger to the turf. Just water in well after application.

A great program is to apply 3 pounds per 1,000 ft<sup>2</sup> of total product every two weeks. This delivers a nice balanced ratio of four very essential nutrients to the root zone in a form that the plant can utilize.

VERDE-CAL K Plus! If you haven't shown it to your customer, this is a great time! Call us if you need any further assistance.

Visit <http://www.verde-cal.com/verde-cal-kplus.pdf> for more information on **VERDE-CAL® K PLUS**

#### Special Interest Articles:

- Miller's Miscellaneous.
- VERDE-CAL K PLUS Ready To Move
- Calcium and Sulfur
- VERDE-CAL With Granular Fertilizer
- Aerification Time
- Can You Feel The Burn
- Seed: Make The Best Stand Yet

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## Calcium and Sulfur:

The industry is seeing more and more products touting more calcium and more sulfur than ever before. VERDE-CAL has always believed in a properly balanced percent of both nutrients based on the source of calcium.

As you are introduced to new products, take into consideration that with more percentages of Ca and S, there comes concerns as well.

Calcium fulfills a vital role in the plant:

- Cell wall formation
- Transpiration
- Movement of nutrients
- Chlorophyll
- Stress
- Rooting
- Buffering in the soil

and many more.

Sulfur fulfills many important functions as well.

- Photosynthesis
- Release is dependent upon how much organic matter you have
- Used 1:1 as much as P
- Needed for protein building
- Sulfate sulfur is very plant available

So both nutrients definitely play a role in plant nutrition.

**The plant diet of calcium** for warm and cool season turf is about 75 pounds per acre as written in many texts. On top of this, you may need to add to the calcium need to combat bad water, or other problems, such as high sodium or high magnesium. This could raise your yearly calcium applications to as much as 160 to 200 pounds per acre.

**The plant diet of sulfur** for warm and cool season turf is about 30 pounds per acre. And of course, this may need to be adjusted depending upon leaching in your particular soil.

So be cautious of products that are being beefed up with a lot of sulfur as you may not have the need for it. Imbalanced sulfur in new products may also make it very difficult to properly feed sulfur. This could be caused by a product having too much sulfur in it. The spread rates may not be feasible to achieve the amount of sulfur you want to apply. So choose your products carefully.

**The dangers of too much sulfur:**

- Tip burn or worse
- Elemental sulfur must be incorporated
- Unless released from organic matter, sulfur is usually not long lasting in the soil.

VERDE-CAL products are well balanced with essential nutrients and the proper amounts of sulfur. It is easy to apply the dietary needs with our products. We concentrate on properly balanced ratios of calcium and sulfur. And in the case of the potash products, we strive to keep properly balanced ratios of essential nutrients without overdoing it on the sulfur.

With our balance, you don't have to worry about burn or over-application of any of our products. With summer at its hottest, end users are using VERDE-CAL and not having to worry about burn risk to tender Turfgrass.

Keep things safe and simple when it comes to sulfur and calcium. Water in the VERDE-CAL products thoroughly after application and enjoy the benefits.

**"To be humble to superiors is duty, to equals courteous, to inferiors nobleness."**  
Ben Franklin

**"I cannot think of any need in childhood as strong as the need for a father's protection."**  
S. Freud

**VERDE-CAL®**

**VERDE-CAL® G**

**VERDE-CAL® K<sup>PLUS</sup> 0-0-19**

Available Western US ONLY

**VERDE-CAL® K 0-0-22**

**VERDE-CAL® NKG 3-0-10**

## VERDE-CAL Use With Granular Fertilizers:

With summer heat at its highest, there is always concern about turf damage due to miss-application of any product. This is a great time to remind all of you that with granular fertilizer use comes a concern when using a granular calcium product. More specifically, when using a urea source it is a very smart practice to wait about a week before applying any type of granular calcium product.

The reason why, is due to the urea. Urea is made up of anhydrous ammonia and natural gas. When calcium and natural gas mix together, the anhydrous ammonia releases too fast causing a phytotoxic reaction, or, burn.

When using VERDE-CAL, there is an added safety measure due to the products instant solubility and lower rates vs. other calcium sources.

However the chance to react with urea is there if applied too closely together. The best practice is to apply either the urea or VERDE-CAL first and water in very well. Wait about 5 to 7 days prior to applying the other product. If you water again before the second application, you are safeguarding yourself and your turf even more.

Keep it safe and know this simple rule about urea and calcium. It does not matter whether it is VERDE-CAL or any other granular source of calcium. The rules apply all the same. Pay extra caution to fertilizers that use straight urea as the nitrogen source. Those that are partially slow release are safer to use with calcium. However, use the waiting period regardless as a precaution.

## Aerification Time Rapidly Approaching:

We are always asked if aerification is the best time to use VERDE-CAL. The answer is of course! It is a great time. But if you really want to see what it can do for your turf, apply it about 10 days prior to aeration. Do this and see the increased recovery after aeration.

Why is this the best time?

Because the available calcium will react with parts of the soil

profile that are in need of "conditioning". Such as the top couple of inches where most of your problems (if there are any) will occur. The activity of our thCa™ and available calcium will wake up nutrients that are there but are not working for you. The re-balanced oxygen and water ratios will show up as increased rooting, and increased aeration. It's all good and just in time to get your existing turf

moving and improving for fall and winter time.

Consult your soil tests to determine whether VERDE-CAL or VERDE-CAL G is needed. After application, follow up with a couple of soil tests to see the changes made. Typical turf reactions: Green up, increased recovery from aerification, better utilization of pesticides.

*"Your assumptions are your windows on the world. Scrub them off every once in awhile or the light won't come in."*

Alan Alda

**REMEMBER :** Aerification is the best time to amend the soil. VERDE-CAL is the perfect product for late summer/early fall aeration.

## Can You Feel The Burn?

The following link will take you to a web article done on sunscreen safety. This very interesting article highlights the concerns of popular sunscreen products.

Concerns such as:

- Ability to prevent sunburn but not damage to skin cells.
- Lack of consumer knowledge on spf factors.
- Overstated claims on skin damage prevention
- Lack of regulation on sunscreens.

As all of us work in the sun, this article should be one to pass along to Your customers.

Study: Many Sunscreens May Be Accelerating Cancer - AOL News

<http://www.aolnews.com/health/article/study-many-sunscreens-may-be-accelerating-cancer/19488158>

*"To succeed in life you need three things: A wishbone, a backbone and a funnybone."*

Reba McEntire

**Seed! How to Make it the Best Stand Yet.**

**"I am a fan of fans!"**  
C. Will

**FEED THE SOIL AND THE SOIL  
WILL FEED THE PLANT.**

As if the summer isn't stressful enough, many of you are already discussing seed orders with your customers. Starter fertilizers have always been a very important part of seed season. It adds to the value of a good seed blend and allows the seed to establish better. Nearly all seed sold this fall will be cool season varieties. With these types of turf seed comes a high diet for calcium within most cool season turfs. The problem is, that very few of us utilize anything more than N,P or K applicators on this new seed.

We expect perfect germination in fair or worse soil conditions. We expect perfect germination with less than adequate soil moisture. We expect no disease to infect the new seedlings. We expect the new seed to withstand early mowing and traffic like established seed can.

We expect all these things and more, but do little other than apply N, P or K to safeguard the new seed. The truth, is that cool season turf utilizes and needs a fair amount of calcium in its diet. There are no consistent nutrient diet charts in publication, but the ones that are in print do show that these turfs require about a half to two thirds the calcium as compared to potash. And they definitely need more calcium vs that of phosphorus.

**So why don't any of us apply a good calcium source?** Most likely because the N, P and K mindset is so deeply engrained in our minds that

we pay no attention to any of these other factors that will greatly enhance a seed stand and establishment.

Calcium benefits seedlings and soil in the following ways:

- Improved soil texture
- increased nutrient absorption
- increased cell wall strength
- better translocation of nutrients
- increased rooting
- better disease tolerance
- better stress tolerances
- release of phosphorus already present
- release of iron already present

These reasons and many others are argument enough for the consideration of Verde-Cal products at the time of seed sales.

Your customers will appreciate the extra value of a good soil environment. They will see the quality establishment of the seed you sold.

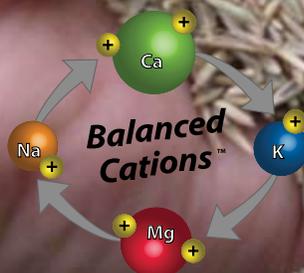
Your service will be more valuable to them.

The best time to apply VERDE-CAL during seed establishment is shortly after the seed has germinated. Let the seed come up and then apply VERDE-CAL at labeled rates. Typically a moderate rate is best... about 6 or 7 pounds per 1,000 ft<sup>2</sup> is a great compliment to the seed establishment.

If you need more literature, please request some to be mailed to you by contacting the following:

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[scott@aquaid.com](mailto:scott@aquaid.com)

Specify how much you need and where to mail it to.



800-394-1551  
[www.aquaid.com](http://www.aquaid.com)