POLYON®CRF -- AG

"Releasing the Potential"

Orchard and Vineyard Bulletin

The Western US is recognized as a world leader in high quality tree fruit, nut and grape production. The J. R. Simplot Company is proud that its new blend of Tree & Vine Starter Fertilizer featuring **POLYON** polymer-coated, controlled release fertilizer (CRF) is recognized as a technological breakthrough for profitable fruit nut and vine establishment. **POLYON** CRF technologies have shown increases in fruit tree trunk diameter. Distributors and growers appreciate the safety and performance that Simplot's blends containing **POLYON** CRF's have to offer.

The Challenge of Tree Fruit and Vine Establishment

Bare root trees and vines demand the utmost safety and performance from CRF products. **Safe**, **continuous, and balanced plant nutrition through the first year after planting insures a healthy and rapid start for expensive trees and vines.** The versatile controlled release characteristics of **POLYON** CRF products gives crop advisors the power to prescribe cost effective blends for any variety of bare-root trees or vines in any climate and soil type.

Environmental Stewardship

Many fruit nut and vine growing regions are on the EPA list of areas susceptible to fertilizer groundwater contamination. The J.R. Simplot Company is dedicated to promoting environmentally sustainable farming practices. **POLYON** CRF improves nutrient uptake by bare-root trees and vines, decreasing the potential of nutrient lost to groundwater. **POLYON** CRF products are a logical fit for Best Management Practices of today and tomorrow.

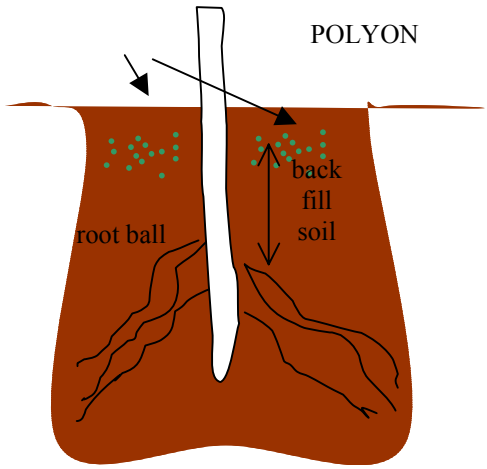
Advanced Controlled Release Technology

Simplot's **POLYON** CRF products are proven technology leaders in the CRF business. The CRF process begins when soil moisture enters a **POLYON** granule. The encapsulated fertilizer is dissolved and released to the root zone through osmosis. Nutrient release from **POLYON** is not affected by water or microbial activity -- **only by soil temperature:** the warmer the soil, the more rapid the release. As crops grow faster with warmer soils, they need more nutrients and they receive what they need from **POLYON**. Prescription fertilizer programs meet individual crop demands and soil temperature regions by changing the polymer coating thickness. **POLYON** almost eliminates nutrient loss, gives bare-root trees and vines the right amount of nutrients and helps fruit, nut and vine growers maximize profitability.

Applying Tree & Vine Starter

Several simple steps should be followed to insure the utmost performance of Simplot Tree & Vine Starter Blend.

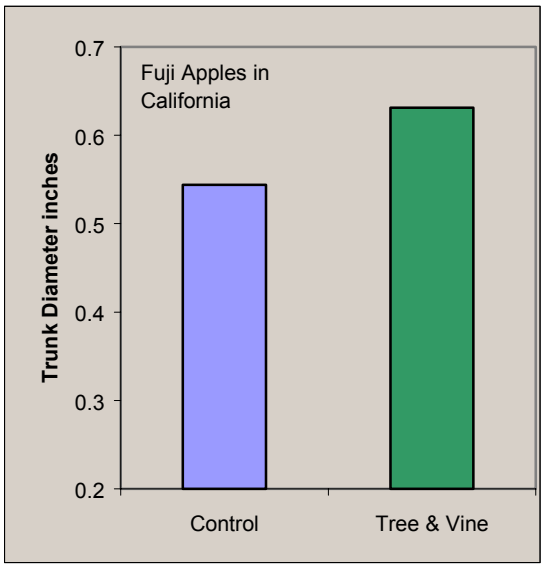
1. Dig a planting hole twice as wide as the root ball. Avoid slicking off the sides!
2. Place tree in hole arranging roots in planting hole. Backfill to cover roots with a most of remaining soil.
3. Evenly distribute no more than 8 oz. (one cup) Tree & Vine Starter Blend around the inside edge of the planting hole. **Tree & Vine Starter should not come in contact with sensitive roots.**
4. Finish backfilling with remaining soil.
5. Irrigate trees with a minimum of 5 gallons of water each no more than 24 hours after planting.

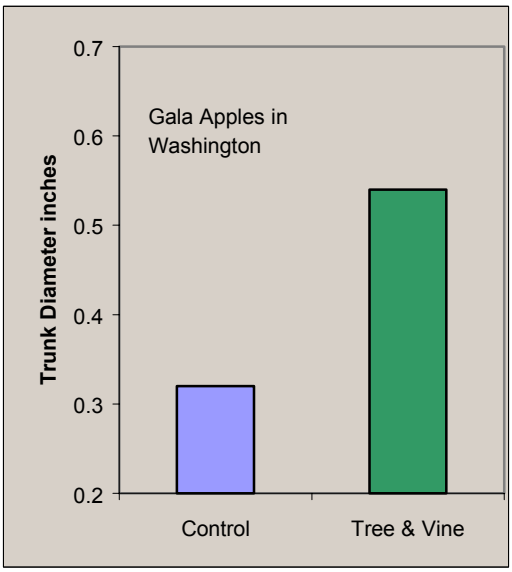


Consistent soil moisture, near field capacity, will ensure Polyon nitrogen release at a steady rate for up to 20 weeks. In most cases, side-dress applications will not be necessary until early fall.

POLYON Fruit Tree Research

Replicated trials using Simplot Tree & Vine Starter Blend with **POLYON** in apples took place in California and Washington. Fuji apples (on M7 rootstock) treated with 8 oz./tree of Tree & Vine Starter with **POLYON** showed a 16% increase in trunk diameter by September compared with no fertilizer at planting. Similar results occurred with Gala apples in Washington where trunk diameters increased by 69% with 8 oz./tree.





Features and Benefits from using Simplot POLYON controlled release fertilizers

Feature	Benefit
Polymer Coated Fertilizer ……	Continual (N) Feed
Programmed Release …….	Improved (N) Efficiency
Return on Investment …….	Value Based Program
Healthy Trees ……..	Earlier Production