

***FLUID  
FERTILIZER  
SOLUTIONS FOR  
CROP  
PRODUCTION***

**WELCOME!**

***FLUID TECHNOLOGY  
WORKSHOP***

**Sponsored by  
Fluid Fertilizer Foundation**

# FLUID CHARACTERISTICS

- *FLEXIBILITY*
- *FLEXIBILITY*
- *FLEXIBILITY*

# **THE FLUID FERTILIZER FOUNDATION**

**Helping You Build Your  
Fluid Business**

# WHAT IS THE FLUID FERTILIZER FOUNDATION (FFF)?

- The research and education arm of the fluid industry, a 501 c 3, tax deductible Foundation.
- Founded in 1982 by the National Fertilizer Solutions Association.
- Supported entirely by dealers, distributors and manufacturers of fluid fertilizers and equipment.
- No employees.
- Run by and for the industry.
- The driving force in fluid market development.

# WHAT FFF DOES THAT BENEFITS YOU

- The ONLY industry organization providing educational programs in support of fluid marketing, agronomics and Technology.
- Provides direct support for applied agricultural research with fluid fertilizers.
- Publishes the electronic “Fluid Journal”, bringing information directly to dealers.

# WHAT FFF DOES THAT BENEFITS YOUR BUSINESS

- Organizes technical meetings on all aspects of fluid fertilizer s
- Publishes the Fluid Manual, bible of fluid fertilizers.
- Provides sales support information directly to the industry through the Foundation website [www.fluidfertilizer.com](http://www.fluidfertilizer.com)
- Organizes and presents the annual Fluid Forum, an annual review of all FFF research projects and topics of broad interest to the industry.

# HOW DOES THE FOUNDATION OPERATE?

- Run by a Board of Directors elected by the members.
- Management by contract, no employees.
- Research investment determined by a Research and Development Committee comprised ENTIRELY of industry personnel
- Educational programs determined by the Research and Education Committee, entirely industry personnel.



**FFF WORKS CLOSELY TO  
COORDINATE INDUSTRY  
SUPPORT OF APPLIED  
RESEARCH**

# WHAT HAS FFF ACCOMPLISHED IN RESEARCH?

- The only organization with a mandate to provide fluid research in support of fluid utilization and sales.
- Pools industry resources to do collectively what can't be done individually.
- FFF has invested millions of dollars in research projects selected by industry personnel.
- FFF funds frequently serve a catalytic purpose and help attract other monies for work that benefits the industry and growers.

# **FLUID FERTILIZER FOUNDATION**

## **Accomplishments**

- Use of fluids in direct seeding
- Value of fluid placement for forages
- Importance of high N starters
- Flexibility of fluid starter placement
- Fertigation of N, P, K, S
- Foliar fertilization practices
- Effectiveness of split N applications
- Importance of even nutrient application
- Reaction products of poly and orthophosphates
- Effectiveness of fluid micronutrient sources
- Effective use of fluid lime

# **WHAT HAS FFF ACCOMPLISHED IN EDUCATION?**

- **Sole source of information on marketing tools dedicated to fluids.**
- **Mandate to provide education on fluids and fluid use.**
- **Sponsors continuing series of fluid fertilizer schools.**
- **Provides training on fluid agronomics, fluid marketing and fluid technology.**
- **Takes research information to industry and growers via the electronic Fluid Journal**

# WHAT HAS FFF ACCOMPLISHED IN EDUCATION?

- Built a cadre of experienced educators available to the industry.
- Takes the results of fluid fertilizer research directly to dealers and their customers via Fluid Journal.
- Brings sales support information directly to dealers and growers via the Foundation website [www.fluidfertilizers.com](http://www.fluidfertilizers.com)

# FFF WEBSITE

[WWW.FLUIDFERTILIZER.COM](http://WWW.FLUIDFERTILIZER.COM)

- \* *Current Fluid Journal*
- \* *Past Fluid Journal articles*
- \* *PowerPoint presentations of earlier schools*
- \* *Proceedings of Fluid Forum*

# **FLUID FERTILIZER SCHOOLS**

**Part of the Educational Program of the Fluid  
Fertilizer Foundation**

**FLUID TECHNOLOGY CONFERENCE**

**FLUID TECHNOLOGY ROUNDUP**

# WHO ARE THE MEMBERS OF FFF?

- The leaders in the fluid industry in Canada, U.S., Mexico, Australia, Argentina and other countries.
- Dealers and distributors of fluid fertilizers; manufacturers and suppliers of related products and services; producers/suppliers of nutrient materials; interested individuals.



# WHAT ARE THE COSTS OF MEMBERSHIP IN FFF?

- Membership is divided into 4 classes:  
Class 1 - Dealer/distributors, individuals  
Class 2 - National retail suppliers  
Class 3 - Manufacturers/suppliers of  
related products or services  
Class 4 - Producers/suppliers of nutrient  
materials

# WHAT ARE THE COSTS OF MEMBERSHIP IN FFF?

- Within those classes, 5 levels of membership  
Platinum, gold, silver, bronze, contributors
  - Contributions ranges:
    - Class 1 - \$500 to \$5,000+
    - Class 2 - \$2,000 to \$10,000+
    - Class 3 - \$2,500 to \$15,000+
    - Class 4 - \$2,500 to \$30,000+
- The choice of participation level is yours.

# WHAT MEMBER COMPANIES SAY ABOUT FFF

“The Fluid Fertilizer Foundation is the organization of choice to promote the development of fluid markets for the J.R. Simplot Company. The FFF Research and Development Committee has directed program dollars toward the development of information that supports our overall goals of growing our fluid fertilizer business. We truly appreciate FFF contributions and consider our support dollars to be money well spent!”

Dr. Terry Tindall, J.R. Simplot Co.

## MEMBER COMPANY COMMENTS

“One of the benefits of our involvement with FFF has been the exposure to industry counterparts who have helped us identify products used in other areas that are not common to our market. At a recent Fluid Forum, a discussion of increasing magnesium deficiencies in some permanent crops in California with Brandt Consolidated personnel put us on to a source of liquid magnesium nitrate that has worked well as a component of our fluid mixes. The Foundation has provided us a valuable opportunity for networking with other fertilizer personnel.”

Rex Hopkins, UAP

## MEMBER COMPANY COMMENTS

“I believe a major benefit to our company has been the ability to take FFF data, with the researchers support, to craft agronomic programs geared to crop physiology, crop quality as well as yield. Programs are the key. If you still believe the fertilizer industry is a few key conventions, commodities and order taking, then the FFF is probably not for you. If you believe the industry is key to America’s most basic business then you should...must...participate.”

Dr. Julian Smith, Brandt Consolidated

# **WHY SHOULD YOUR COMPANY BE A MEMBER OF FFF?**

- Your company is directly benefiting from FFF efforts in research and education.
- Membership is an investment in the further development of your business and our industry.
- FFF provides support for the shrinking base of applied agricultural research...information that you use.

# WHY SHOULD YOUR COMPANY BE A MEMBER OF FFF?

- FFF provides support for the continuing education of your employees in fluid marketing and fluid technology.
- You have a direct role in shaping the future of the fluid industry.
- Your company benefits from networking with researchers and industry leaders.
- Industry consolidation has taken its toll on support of research and education efforts. **We need your help to continue these programs!**

# **FLUID FORUM**

**February 15-17, 2009**

**Scottsdale, AZ**

- **Annual meeting of FFF.**
- **Presentations on all research projects, topics of general interest to the industry.**
- **Proceedings and PowerPoint presentations available to all participants**
- **Great opportunity for networking.**



**VISIT THE FFF  
WEBSITE FOR MORE  
INFORMATION**

**[www.fluidfertilizer.com](http://www.fluidfertilizer.com)**