



WHEN YOU'RE FACED WITH A FERTILIZER SHORTAGE, IT'S TIME TO GET BACK DOWN TO EARTH.

Right now, the world demand for farm products is higher than ever. And this year more acres will be planted than any year since 1956

But the results you get in yields and profits depend on how carefully you manage your farm. Particularly your fertilizer supply

So it's more important now than ever to get back to the basics of sound farm management. And to consider some new techniques and alternatives if you can't get all the fertilizer you want. In quantity or grades

We'll try every way we know to meet your requirements. Our plants are producing to capacity. But it's also our responsibility to help you get the most out of the money you spend on fertilizer. As a starting point, consider these suggestions:

Soil test every field. It will determine your actual plant nutrient needs. Soil testing is the way to make sure you apply only what's needed. Our complete soil test gives you requirements for calcium and magnesium as well as phosphate, potash and lime. The amounts you apply can be adjusted to the levels in your soil. This assures the right balance of plant nutrients.

Be sure you lime according to your needs. It increases the efficiency of available fertilizer.

Carefully plan every field you have. Think about past performance and which crops yield best in which fields. Use your best fields for your highest value crops.

In case you can't get all the fertilizer you want, you're better off to fertilize your best fields to optimum. Cut back on your less productive soils and consider banding rather than broadcasting.

If it's practical, plant crops that require less of the plant foods that are short.

This usage chart gives you a general rating, with the highest use crops at the top

and the lowest use crops at the bottom

PLANT NUTRIENT UPTAKE	
Nitrogen	Phosphate
Coastal Bermuda	Coastal Bermuda
Corn	Tobacco
Tobacco	Cotton
Cotton	Wheat
Wheat	Peanuts
Peanuts	Soybeans
Soybeans	Alfalfa
Alfalfa	Wheat

If you are double-cropping, lime and fertilize for the major crop. For instance, if you are growing soybeans and wheat, lime and fertilize with the soybeans in mind. Be sure to inoculate the soybeans.

Frequently, a crop following a high value crop that has been fertilized heavily will not require additional fertilization. You can get by on less fertilizer this year if your soil tests are high. But remember that the drain on your soil reserves will decrease future yield potential.

Be sure your crops get the micro-nutrients needed for proper growth and maturity. This table lists major crops and their response to micronutrients.

Crop	Micronutrient Response			
	Boron	Copper	Iron	Manganese
Alfalfa	High	Low	Low	Medium
Corn	High	Medium	Low	High
Cotton	High	Low	Low	Medium
Peanuts	High	Low	Low	Medium
Soybeans	Medium	Low	Low	High
Tobacco	High	Medium	Medium	Medium
Wheat	Low	Medium	Medium	Medium

Maybe there is a chance you'll have less fertilizer to work with this year. But it's our job to make sure you get all the help you want in using your fertilizer efficiently. The suggestions here are simply some principles of sound farm management. When you use them, your chances for optimum yields and profits in 1974 can only get better.

If the fertilizer shortage is telling us to get back down to earth, we've all got to listen.



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