



February 2017

Holmes Agro will be closed Monday February 20th for Family Day

Customer Update Forms

Just a reminder to complete and return your customer information update forms. We will be following up with those we have not received information from by the end of the month. These updates are especially important for the IPM number for purchasing seed treated with a Class 12 insecticide, and for the Grower Pesticide numbers and expiry dates. Please make sure we have your current number and expiry date on file or we will not be able to ship chemical to you next season until it has been updated. Contact one of the locations to update your file.

Upcoming Pesticide course dates are: February 28 – Sunnidale Corners, and March 22 & April 1 Holmes Agro Orangeville. Please call Ridgetown 1-800-652-8573 or email rcopez@uoguelph.ca to register.

Upcoming IPM course dates and sign up are available on the website www.ipmcertified.ca in Mulmur, Markdale, Elora, Elmvalle and Georgetown to list some of the local ones. If you do not have your card and are planning to purchase class 12 treated seed – you MUST attend a course this winter!

Curling Bonspiel 2017



Calling all interested people – experience not required! March 7, 2017 will be the Annual Holmes Agro Curling Bonspiel. Please contact the office at 519-941-0450 to register either as an individual or as a team. There are two draw times, please let us know which you would prefer and we will do our best to accommodate you.

Phosphorous and 4R Stewardship

Phosphorous seems to be making the headlines again – more importantly the reduction of phosphorous.

The **Right Source** of phosphorus is almost irrelevant when it comes to nutrient stewardship, it's the Rate, Time and Place that really matter. In Ontario MAP is the dominant granular source and organic amendments should only be used on crops at rates where all the nutrients can be utilized.

The **Right Rate** is determined by crop removal, soil test level and adjusted for any organic nutrient applications. Phosphorus is not a yield limiting factor with soil tests above 20 ppm so to maintain a soil bicarb phosphorus test between 20 and 40 ppm apply crop removal rates. If the soil test is below this a build component should be added. Levels above this increase the risk of phosphorus loss to the environment so a lower rate should be applied.

The **Right Time** is usually at planting because crops require phosphorus for early growth and good placement is easier.

The **Right Place** is with or near seed and roots. Phosphorus is not very mobile in soil so this placement increases uptake efficiency giving you more bang for your buck!

Fall applications are considered acceptable only if incorporated or applied to living cover crops and perennial crops.

Congratulations, John!

At the recent Certified Crop Advisor Conference in London this month, John Lightle received recognition for having his CCA designation for 20 years. John participated in the pilot program and tests when Ontario was first establishing the CCA program here and this fall participated in the pilot program of the 4R designation for nutrient management. Congratulations, John!



CLEANFarms 2016



Thank you to everyone who participated in the CLEANFarms program over the past year. We have wrapped up empty jug collection for the 2016 year and will start up again in April of 2017 ☺

Welcome, Jenelle

We would like to take this time to introduce and welcome **Jenelle Winch** to our Orangeville location. Jenelle comes with experience at another crop inputs retail and her time will be focused on the front desk, chemical warehousing and inventory while Liz is away for the coming year. Please introduce yourself and welcome her next time you are in the Orangeville office.

MyFarm Update 2017



With a new year now in full swing, we have already begun making some upgrades to our MyFarm software program. The program continues to evolve as we find new uses for the system and demands for it. In the last couple of years alone it has come in very handy for growers needing spray record documentation for Canada GAAP, and pest assessment reports for the new neonic regulations. The fact that it is a single point storage program for crop rotation history, input programs, boundary maps, soil test data, scouting reports, and crop budgets makes it easy to use and advantageous to have everything in one place.

The program is joint effort between the growers, agronomists, and our company in terms of data entry and management. Even though you may not have interest in accessing the program yourself, in most cases your Holmes Agro agronomist is using the system to track, manage, and present recommendations and data back to you. For those who have never accessed the system we would encourage you to obtain a login and password for your account from your agronomist and ask for a demonstration. The system is web based, secure, and backed up frequently on our server in order to prevent data loss. Since 2012 alone we have invested close to \$200 000 in the system on upgrades including, but not limited to, the mapping interface, scouting app, and crop budget section. Our plan is to continue to invest in this software platform for the benefits of ourselves and our growers. With new regulations potentially on the horizon regarding nutrient stewardship and continued scrutiny on our industry as a whole, it is becoming vitally important that we document and be able to reproduce our recommendations, and field applications. For the 1st time in 2017 we are asking for some financial support from our growers to help maintain and grow the system in terms of functionality. As of February 28th, we will be invoicing base subscription rates which will be an annual charge for between \$99 and \$199. We are also offering new packages which include formal field scouting, and drone imagery for those interested in those services which will come at an additional cost over and above the base subscription rates. We understand there may be some angst for some growers with about this, and ask that you give some thought to the value of this program and the unique approach we bring to providing and delivering recommendations while storing all the data for future analysis and use. The MyFarm system will never be a large revenue generator for Holmes Agro and was never intended to do so. Rest assured that the monies gathered from the subscription rates will be used to continue to develop the program and offer more value back to our growers. We appreciate the continued support and understanding of our customer base and look forward to demonstrating our value in 2017. If you have any questions and/or concerns or are interested in the MyFarm scouting and/or imagery program, please speak with your agronomist, or contact the office.

80 Days to Spring Planting 2017??

Holmes Agro is a multi-brand seed sales and distribution location. We still have a good supply of corn, soybean, cereals and canola hybrid options on offer; early book and early pay options are still available.

As planting season creeps closer to reality, we at Holmes Agro realize that some last-minute rotation and variety decisions will require good seed selections. Contact your agronomist or call the office to get connected with the right person to discuss options for your seed for spring 2017.



Dow – Syngenta – Pride – ProSeeds – C&M – Bramhill – Secan - Bayer

Upcoming Events

February 15 & 16 – Dufferin Soil & Crop – Seed and Feed Show 9:30am start at the Amaranth Township Hall - \$ 30 membership & lunch

February 20 – Closed for Family Day

March 3&4 – Central Ontario Agricultural Conference – Sadlon Building for Health & Wellness, Georgian College – Barrie

March 7 – Annual Holmes Agro Curling Bonspiel – Shelburne

March 8-10 – London Farm Show