



"Professionals  
For Texas Agriculture"

# Texas Ag Line

Official Publication of the Texas Ag Industries Association ★ 145 West Travis La Grange, Texas 78945 979-968-5602

## TAIA 2011 Annual Conference

The 2011 Annual Conference January 18 - 20 is only a couple weeks away and it shaping as a great meeting. More companies have reserved meeting rooms than last year and the registrations for the conference seem to be running slightly ahead of last year. January 10 is the last day the Crowne Plaza has to honor the our room guarantee, so get your hotel room booked by calling 800/377-9778 (code TAIA). January 14, is the last day to early register and save a few bucks.

TAIA is very honored to have Todd Staples, Texas Commissioner of Agriculture as the guest speaker for the Annual Business Meeting Breakfast on Thursday. We are hoping he will also be able to attend the Chairman's Reception on Wednesday night. We will also have Ken Brothers entertaining us during the reception with some great country music. We had Ken a couple of years ago in Austin, and everyone enjoyed his music.

As always we will close out our silent auction that supports our scholarship fund during the reception. We will also be trying something new this year to raise funds for scholarships. We plan to have a Wii contest so be practicing your Wii skills, but we will not tell you what games will be used until you get to the conference.

The annual conference is the place to meet with many different companies in one location to help you plan and secure your needs for 2011. If you have never been, just the networking and contacts will make this a worthwhile meeting. Review the list of companies that have meeting rooms and reserve time with them to discuss your needs for 2011.

**Visit Page 5 to see companies with meeting rooms and the 2011 Annual Conference Sponsors.**

## NPDES Regulations

The Texas Commission on Environmental Quality (TCEQ) has posted its proposed regulations on how it plans to enforce Nation Pollutant Discharge Elimination System Regulations (NPDES) in Texas. TCEQ posted Texas Pollutant Discharge Elimination System Regulations (TPDES) in the Texas Register on December 17, 2010. TCEQ is asking for comments on the proposed regulations by January 17, 2011 and will hold a comment session on January 12, 2011 at the TCEQ office in Austin.

TCEQ worked with EPA and has received approval to increase the threshold on the number of acres treated with a pesticide before a notice of intent has to be filed with TCEQ. Even if the threshold is not met, you are still required to keep records and have, for example, a pest management plan in place. (Continued on page 3)

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of the

### Texas Ag Industries Association

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Vol. 87, Num.4 -----Winter, 2010

#### OFFICERS

Mark Hebert -----Chairman

Benny Martinez ----- Vice Chairman

John Oppelt----- Sec./Treas.

Scott Johnson----- Imm. Past Chair.

Scott Piercy----- Exec.Comm.

Todd Smith----- Exec.Comm.

Brad Locke----- Exec.Comm.

#### STAFF

Donnie Dippel----- President & Editor

Governmental Affairs and Marketing

Provided by CHB Consulting, Inc. Staff

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## Chairman's Comments

I hope everyone had a joyous Christmas and a great 2010. As we look forward to the New Year, we have every reason to be optimistic. The future looks bright for Texas Agriculture and our companies involved. Corn, cotton and soybean prices are as strong as ever and events in the food, energy and textile markets would seem to keep them strengthening. The cattle market is very strong and is holding even with high corn prices.

Looking back on 2010, our organization has held its own within our states agriculture climate. Our membership is close to an all time high; our regional meetings had great attendance and great programs. Your organization took the lead on a couple of critical topics and implemented workshops to educate our member companies and their clients. Also, our presence in Austin was very noticeable. Speaking of regional meetings, all of our meetings were professionally organized by their own planning committees. Many attendees took the time to compliment their preparation. Many said it was the **best** regional meeting they had ever attended. I was able to attend 4 out of 5 regional meetings, and it was important for me and TAIA to recognize all of the regional planning committee members for a job well done! As my time as chairman draws to a close, I would like to reflect on a few of the high points. First of all, we live in a great (big) state. We are unique within the nation in that there is so much diversity. I was able to experience a little of that this past year. Secondly, I got to see why TAIA is the strongest Ag organization in the state on a very up close and personal level. Last, but certainly not least, is the fact that our membership put their trust in me to lead our group this past year. For that, I am humbled and very thankful. It has been an experience of a lifetime.

Texas Ag Industries Association will continue to grow and prosper. We have thought outside the box when recruiting new members. Traditional Texas Ag businesses have been joined by law firms, tank builders, and insurance companies. These will surely make us a better organization.

If you are not involved in TAIA or would like to get more involved, join us for our annual conference in Addison on January 18-20. This meeting has become **the** winter meeting for Texas Ag businesses. It will be a great way to kick off 2011. Again, thank you for my time as chairman of TAIA and I look forward to seeing you in Addison.

Mark Hebert Chairman, 2010

## President's Comments

I hope everyone had a great Christmas and Happy New Year! Last year flew by and in a couple of weeks the Eighty-Second Legislative Session will begin and our 13th Annual Conference will be underway. I am very excited about the conference and hope you are making plans to attend. This is a great place to meet with different companies in one location and discuss your business plans for the next year and future. This is a big part of what TAIA does for its members, so take advantage of this opportunity. It is exciting to have TODD STAPLES join us! We will host our first time ever Wii contest, will have Ken Brothers providing music and our usual silent auction competition. Don't forget to call Linda Hlavinka with your silent auction item, and as usual, TAIA will provide great refreshments and snacks.

As I mentioned earlier, the Eighty-Second Legislative Session begins in January and this will one of the toughest sessions we have ever seen. At the last Ag Council Meeting I attended we were told if all of the nine billion dollar rainy day fund is used the state, will still have around a SIXTEEN BILLION dollar deficit to overcome. The question was asked, "Agriculture what are you willing to give up?" In the past agriculture has been challenged, but in the end friends in the legislature were able save us. Will that happen this year? I think everyone will have to share in overcoming this deficit. The legislature will have an extremely large number of Sunset Reviews since they carried several over from last session. A major project that always draws a lot of attention and controversy is redistricting and sometimes it even allows for vacation time if they cannot agree. The one issue the legislature has ignored the last several sessions and needs to address this session is water. These issues, plus the six thousand other bills they think they need to file, will create a very busy session.

Donnie Dippel

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# TAIA Would Like to Welcome New Members

## Allied

West Gaines Seed, Inc. / Jeff Wilson

Arthur J. Gallagher Risk Management Services / Norman Henley

## Distributor

Brandt Consolidated Inc. / Larry Wilde

## Individual Members

Lance Latham / Crop Production Services

Ryan Vidrine / Agrotain

## Manufacturers

Rhizogen / Allen Warren

## Rhizogen Joins TAIA

Rhizogen, a company concerned about soil stewardship, has formulated a family of safe organic granular fertilizers for farmers, golf courses, ornamental nurseries, and gardeners to produce healthier plants and roots.

Formed in 2007, Rhizogen operates a 53,000 square foot state of the art manufacturing facility near Houston, producing a patented mixture of beneficial probiotic microorganisms and decontaminated poultry manure into a true granular biological fertilizer. The distinct features of Rhizogen's fertilizers that set them apart from other fertilizers are the true granular form and the proprietary blend of microorganisms and mycorrhizal fungi.

In order to decontaminate the poultry manure, it is exposed to extreme temperatures up to approximately 800 degrees. The microorganisms and fungi were selected for their abilities to capture and assist delivery of nitrogen and other nutrients to the plant's root systems. Different strains of bacillus help support plant root establishment, enhance soil biodiversity, and participate in the mineralization of organic matter in the soil. The mycorrhizal fungi create thousands of extensions of the roots, multiplying their ability to pull water out of the soil. Humates, decomposed organic matter and reduced soil compaction, meaning growers do not have to water as often. Essential nutrients help the plants grow to be strong and robust.

"Biologicals are put in to make fertilizers work better," said Alan Warren, Rhizogen's President. "Our fertilizer products have been matched against and out-performed other poultry fertilizers and even synthetic(conventional) fertilizers."

Proven effective with more than three years of USDA field trials, Rhizogen's biological fertilizers help growers reduce their investment costs in a healthier plant environment and have demonstrated improved soil diversity, increased crop yields, increased nitrogen utilization, and enhanced nutrient uptake. Ag-LIFE fertilizer, Rhizogen's solution for the growing trend in farming and gardening towards fostering good practice in soil management, restores soil fertility for sustainable agriculture. It is certified for use in organic farming by the Organic Materials Review Institute and/or the Washington State Department of Agriculture.

With Rhizogen's respect for the environment and its desire to safeguard our natural resources, the company is utilizing science to bring soil back to its natural state. "Much of our product goes into the conventional farming market versus organic," Alan said. "We ship product all over the U. S., Mexico, and even into Europe." Large commercial farms also use Rhizogen's products in conventional applications because they get a greater yield.

Soil-CURE, with seven different strains of beneficial probiotic microorganisms, can be blended in liquid fertilizer applications. GREENLIFE is a transitions product line with Ag-LIFE base material mixed with other conventional products. Pro-Source One, Rhizogen's exclusive Florida distributor, serves customers in farming, golf, lawn care, and sports turf businesses, as well as, customers in the ornamental, vegetation management, and aquatic and forestry industries. Visit their website at [www.prosource.com](http://www.prosource.com). Visit the Rhizogen website at [www.rhizogen.com](http://www.rhizogen.com).

## NPDES Regulations continued from page 1

A primary concern in the proposed regulations is that the Texas regulations seem more restrictive than the federal regulations which is not a good thing. There is also great concern that the word aquatic was removed from the aquatic vegetation and algae control section. This seems to place the permit and/or an extensive amount of record keeping requirements on all applications in, on or near water. The Texas regulation has also added state-limited-use pesticides to the permit that would require a notice on intent to be filed with TCEQ. These are some of the major concerns in the Texas regulations. TAIA will write comments on the proposed regulations and will send out information to the members who also should send in comments helping make necessary changes and keeping additional burdens to pesticide applications from being added.

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**Brad Riley  
Dumas  
CCA of the Year**



**Daniel Kyle  
El Campo  
CCA of the Year**



**Walter Hughes  
Lubbock  
CCA of the Year**



**Steve Frazier  
Rio Grande Valley  
CCA of the Year**



**Justin Allen  
Salado  
CCA of the Year**

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# 2011 Annual Conference Reception Sponsor

Helena Chemical

## 2011 Annual Conference Sponsors

Adams Fertilizer Equipment  
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Dow AgroSciences  
DuPont  
El Dorado Chemical  
Gowan USA  
Heartland Tank  
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Mosaic  
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Transammonia, Inc.  
UPI  
Wilbur-Ellis Co.

**MAKE SURE YOU VISIT AND THANK THESE SPONSORS AT THE ANNUAL CONFERENCE**

## 2011 Annual Conference Company Meeting Rooms

Agrium  
American Plant Food  
AMVAC  
BASF  
Bayer CropScience  
Dow AgroSciences  
DuPont  
Equalizer  
J.R. Simplot Co.

Koch Nitrogen  
Nichino America, Inc  
Martin Resources  
Mosaic  
Potash Corp  
Simplot Grower Solutions  
Syngenta  
Wilbur-Ellis Chemical  
Wilbur-Ellis Fertilizer

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# Texas Ag Industries Association

13<sup>TH</sup> Annual Conference

January 18 - 20, 2011

Crowne Plaza Hotel, Addison, Texas

14315 Midway Road

**For reservations call 800/377-9778 (Code TAIA) or**

Go to [www.txag.net](http://www.txag.net) for on line reservations

TAIA Room Rate \$119.00

Room Rate and Availability Guaranteed Through January 10, 2011

**For meeting room reservations or sponsorships call the TAIA  
Office 979/968-5602**

## Agenda for January 18 - 20

### Tuesday January 18 (PM)

- 1-5 Set up Displays
- 3-5 Registration
- 6-7 Early Arrival Social

### Wednesday, January 19

- 7-9 Continental Breakfast
- 7-10 Set up Displays
- 8-12 Bring in Silent Auction Items
- 8-5 Registration
- 8-5 Open for Company Meetings
- 12-1 Lunch on your own

### Wednesday, Continued

- 12 Open Silent Auction
- 1-3 Executive Committee Meeting
- 5:30 - 7 Chairman's Reception
- 6:30 - 7 Close Silent Auction

### Thursday, January 20

- 8:30 Awards Breakfast and Business Meeting Guest Speaker  
Todd Staples, Texas Commissioner of Agriculture

TAIA Board Meeting Follows  
the Buisness Meeting



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# TAIA Leadership

## 2010 Officers

### Chairman

Mark Hebert, Simplot Grower Solutions., Hempstead

### Vice Chairman

Benny Martinez, Dow AgroSciences, Kingsville

### Secretary/Treasurer

John Oppelt, UPI/Advanta US, Castroville

### Immediate Past Chairman

Scott Johnson, Intrepid Potash, Denver, CO

### Executive Committee Member (Manufacturer)

Scott Piercy, Poole Chemical Co. Lubbock

### Executive Committee Member (Crop Protection)

Brad Locke, Crop Production Services, College Station

### Executive Committee Member (Plant Food)

Todd Smith, Wilbur-Ellis Co., Round Top



## 2010 Board of Directors

### Dealer / Distributors

Tommy Brandenberger, Migl F & G, Hallettsville

Darin Hofferichter, Wilbur-Ellis Co., China Springs

Don Barry, Winfield Solutions LLC, Edinburg

Linda Hlavinka, Helena Chemical Co., East Bernard

Tony Savage, Helena Chemical Co., Bardwell

Jason Veasart, ChemNut, Lubbock

Jimmy Schulz, Farmers Coop of El Campo, El Campo

Todd Smith, Wilbur-Ellis. Round Top

Cord Willms, Terral Seeds., El Campo

### Manufacturers

Bob Fisherkeller, BASF Corp., Hurst

James Hopkins, Agrium U.S. Inc., Canyon

Mark Hebert, Simplot Grower Solutions., Hempstead

Benny Martinez, Dow AgroSciences, Bishop

Ken Mull, Martin Resources, Lubbock

James Nichols, Inter-Chem., Tyler

John Oppelt, UPI/Advanta US, Castroville

Scott Piercy, Poole Chemical Co. Lubbock

Sean Wells, American Plant Food, Arlington

### Allied Industries

Scot Coleman, A&L Plains Ag Lab, Lubbock

Doug Heck, Warren Cat, Lubbock

## 2010 Committee Leaders

### Administration Committee

Ch: Tommy Brandenberger, Migl F & G, Hallettsville

Co: Scott Johnson, Intrepid Potash, Denver, CO

### Communications Committee

Ch: Zandy Goode, Gavilon, Lorena

Co: James Hopkins, Agrium U.S. Inc., Canyon

### Conference Committee

Ch: Linda Hlavinka, Helena Chemical Co., East Bernard

Co: Jerry Christian, Crockett

### Governmental Affairs Committee

Ch: Randy Stephens, SureGrow Ag Prod., Comanche

Co: Todd Smith, Wilbur-Ellis Co., Round Top

### Membership/Marketing Committee

Ch: Scott Johnson, Intrepid Potash, Denver, CO

Co: Mark Hebert, SimplotGrower Solutions., Hempstead

Co:

### Nominating Committee

Ch: Scott Johnson, Intrepid Potash, Denver, CO

Co: Jerry Bellar, Wilbur-Ellis Co., Ltd., Earth

## Regional Committees

### Dumas Regional Meeting Committee

Ch: James Hopkins, Agrium U.S. Inc., Canyon

Co: Kenneth Mull, Martin Resources, Lubbock

### El Campo Regional Meeting Committee

Ch: Jimmy Schulz, Farmers Coop of El Campo, El Campo

Co: Joe Martinez, Bayer CropScience, San Antonio

### Lubbock Regional Meeting Committee

Ch: Scott Piercy, Poole Chemical Co., Lubbock

Co: Scot Coleman, A & L Plains Ag Lab, Lubbock

### Rio Grande Valley Regional Meeting Committee

Ch: Benny Martinez, Dow AgroSciences, Kingsville

Co: Juan Zamora, Wilbur-Ellis Co, Edinburg

### Salado Regional Meeting Committee

Ch: John Oppelt, UPI/Advanta US., Castroville

Co: Mark Hebert, Simplot Grower Solutions, Hempstead

TEXAS AG INDUSTRIES ASSOCIATION  
145 West Travis  
La Grange, TX 78945

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## TAIA MEMBERS

Is your company a  
sponsor for the 2011  
Annual Conference?

Have you reserved your  
hotel room for the  
Annual Conference?

Have you registered for the  
Annual Conference?

# Calendar of Events

January 18-20, 2011  
TAIA Annual Conference  
Addison, TX

February 1 & 2, 2011  
CCA Exam Training  
Lubbock

February 4, 2011  
CCA Exam  
Lubbock