

## 2017: The Future is NOW!

*“Without change, there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable.”—William Pollard*

When an opportunity presents itself, CEC has always practiced due diligence and investigated the possible change to see if it will benefit the long-term viability of the company and the customers. As was the case in 2003, when CEC purchased the former JD Buckley & Son facility in Stafford, opportunity arose to purchase the Jeffres Ag Service, LLC in Pavilion. The closing was completed on March 2, 2017.

The Pavilion location will continue to operate and serve customers with all of the same dedicated, hardworking staff

as before, only now as Carolina Eastern-Crocker, LLC. Both locations are fully staffed and equipped to adequately handle all of your needs, just as they have done in the past.

By combining these two companies under one name, CEC will gain many efficiencies and synergies that will benefit our business, as well as, our customers. The benefits include: more collective purchasing power, efficient deliveries and dispatching of custom application equipment, and better use of our shared workforce and equip-

ment. The merger will allow us to offer to all our collective customers more products, resources, and services, that, in the past, were unique to one location, or not available at all.

We are excited to add this location and these valued employees to our team. This strengthens our commitment to serve you, as well as the long-term viability of our business at all locations, as we continue to build on the foundation that Clarence Crocker began in 1930.

## What Else is New?

In addition to our exciting merger, both fertilizer locations have made some improvements, or equipment acquisitions, to improve our service for this season and beyond. In the fall of 2016, a new building was constructed in Stafford above the dry fertilizer load out conveyor. Now all dry fertilizer is loaded inside, reducing dust in the environment and minimizing weather elements when mixing and loading. A 2017 Peterbuilt road tractor was also added, as we continuously update our fleet.

New equipment for Pavilion includes a 2017, 6000 gallon, split tanker (3000 g/3000 g), an additional Rogator sprayer



and 10-wheel liquid tender, as well as, the purchase of three road tractors for their fleet.

CEC strives to invest and improve our facilities, equipment, and services for long-term partnerships with our customers.

# Essential Sulfur

*Sulfur is essential for all crops; below we summarize its importance on grain corn.*

*by Jeff Williard, CEC Agronomist*

We know from past research that sulfur is essential in many plant functions such as nitrogen-fixing nodules on legumes, chlorophyll formation and the production of proteins, amino acids, enzymes, and vitamins. Sulfur also aids in disease resistance, plant growth, and seed formation. There has been a tremendous amount of discussion recently regarding the role that sulfur plays in grain corn production. With the reduction of sulfur emissions in the 1970s, it has become even more crucial that we utilize the use of reliable sulfur containing fertilizers in our crop fertility programs to avoid sulfur deficiency symptoms, as seen in Figure 1.



Figure 1. Sulfur deficiency symptoms in corn and soybeans

The questions that often arise are:

Exactly how much sulfur does corn need to reach its full yield potential?

When does the plant need sulfur?

Does it matter what form the sulfur is in?

Research studies have shown that the sulfur uptake for corn is in the range of 0.1-0.12 pounds per bushel of grain.

So, if we harvest 175 bushels of corn grain, we should expect the corn plant

to take up approximately 19

pounds of sulfur. Figure 2

shows that 40-50% of that

19 pounds of sulfur is not

taken up by the plant until

flowering (VT/R1) which is

between tasseling and silk-

ing. The fact that corn

needs a season long supply

of sulfur presents a chal-

lenge because sulfur has

several forms and not all

forms are readily available to the corn

plant. Each form of sulfur has ad-

vantages and disadvantages. Ele-

mental sulfur is not very mobile in the

soil but unavailable to the corn plant

without going through a mineralization

process. Although elemental sulfur is

not available to the plant, its low soil

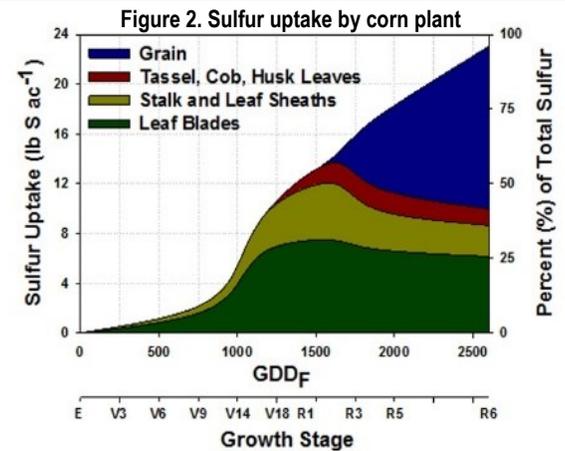
mobility provides greater protection

from being leached from the soil profile.

These properties make elemental sulfur

(S) a better long-term source of sulfur to the corn plant. On the other hand, the mineralization process of elemental sulfur produces sulfate ( $\text{SO}_4^{2-}$ ) that is readily available for plant uptake but is very mobile in the soil profile and can be easily leached. These properties make sulfate a better short-term source of sulfur to the corn plant.

The use of Ammonium Sulfate (21-0-0-24s) is an excellent source of readily



Source: Bender, Haeghele, Ruffo, Below. *Agron. J.* 2012.

available sulfate in a dry fertilizer and Ammonium Thiosulfate (12-0-0-26s) is an excellent source of slowly available elemental sulfur and readily available sulfate in a liquid fertilizer. Both fertilizers are commonly used as elements of many corn starter fertilizer blends but can and should be considered as excellent sources of sulfur for side dress fertilizer applications to meet late-season sulfur requirements for grain corn.

## Soil Testing—The first step in growing a successful profitable crop.

A regular soil testing program is critical to determining the inputs required for growing an efficient, profitable crop.

A proper soil analysis will ensure the correct nutrients are supplied to the crop, while accounting for the nutrients presently in the soil, as well as, testing pH levels and the demand for

Ca or Mg lime.

Soil testing is one of the basic building blocks of any fertilizer program, and yet, we often see growers basing their input decisions on outdated tests.

If you need assistance taking samples, contact your salesman or either office location.

Soil Testing Does Not Cost You Money! It *SAVES* you money!

Please remember not to send anyone in a van or other passenger vehicle (such as a car) when picking up ag chemicals from one of our facilities. Regardless of whether they are restricted-use products (RUP) or non-restricted, they can give off noxious odors that may sicken the driver or passengers while in transport inside a trunk or other enclosed area. A separate back, cargo area, such as a pick-up bed or box truck is ideal for this situation.

Be Safe!

# WELCOME TO ALL NEW CUSTOMERS

## WHO IS CEC?

Everyone at Carolina Eastern-Crocker, LLC (“CEC”) would like to extend a warm welcome and a sincere thank you to all new CEC customers.

For those of you not familiar with our background, the Crocker family has been serving WNY agriculture since 1930. Bill Crocker is the 3rd generation to serve the farming community. Carolina Eastern-Crocker, LLC is a privately owned company that was established in 1999.

Bill owns the original LeRoy facility, plus the Stafford and Pavilion locations, and has a partnership with Caro-

lina Eastern, Inc.—a family owned fertilizer and ag chemical wholesaler established over 45 years ago in Charleston, SC.

The partnership of these two businesses allows CEC to be locally owned and operated, yet buy at a big-time level. Unlike some of our competitors, CEC is not run by absentee owners, stockholders, or imported managers. All daily business decisions, customer service, invoicing and correspondence etc. is handled locally through the Stafford and Pavilion offices.

Please visit our website:

[www.cecrock.com](http://www.cecrock.com) to learn more about our history, services, and products offered at each location. Or, contact the sales staff in Pavilion or Stafford for more information.

So, whether you hear CEC, CE-Crocker, or Carolina Eastern, Crocker, it all means the same—a solid foundation to grow with in the 21st century.

# Precision Placement of Nitrogen Fertilizer

by Joe Augello CCA

With nitrogen use efficiency becoming more of a factor, CEC is equipped to custom apply liquid fertilizers in corn, or any row crop, with split (or dual) drop tubes. With this technology we are able to place the fertilizer very close to the plant and root zone. This allows easier access to the fertilizer for the plant, which in turn, makes the fertilizer more efficient. We can put the fertilizer within 2-4" of the plant base.

Also, with these units, we can extend our application window, which allows us to apply the fertilizer later in the season,

at a time when the crop may need it most. Our application rigs are able to Variable Rate Apply, which means we can change rates in the field based on a prescription map.

With this technology, we are implementing the 4R Program: **R**ight Rate, **R**ight Time, **R**ight Place, **R**ight Source. Being good stewards of the land and environment is important, and we are proud to be able to do our part.

Let CEC custom apply your late season nitrogen with our split drop tube applicators!

## Contact Us

Give us a call for more information about our services & products!

## **CE-Crocker, LLC**

8610 Route 237  
Stafford, NY 14143  
(585)345-4141  
800-225-9991

6905 Ellicott St. Rd.  
Pavilion, NY 14525  
(585)584-3036

[www.cecrocker.com](http://www.cecrocker.com)

Information contained herein was obtained from multiple sources & publications. Changing commodity, fertilizer, &/or chemical markets may make some information outdated or obsolete.



Carolina Eastern - Crocker  
8610 Route 237, Stafford NY 14143

