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FOR IMMEDIATE RELEASE

FFA and Local Farmers Benefit from Bold New Initiative

Fleming County Farm Supply teams with manufacturer to provide products to farmers, windfall for students

Louisville– Fleming County Farm Supply is hosting a cookout this Friday to introduce area tobacco, hay, and alfalfa producers to a new product and a new plan for getting much needed financial assistance to the local FFA chapter. The store, which provides needed products and services for area producers, has enlisted the assistance of Monty's Plant Food Company to provide twenty-five cents per acre for every acre of farmland treated with the foliar fertilizer.

What : Cook-out, FFA donation, and Fertilizer information

When: Friday 11-2

Where: Fleming County Farm Supply

Adam Hinton, partner of the company, began stocking the fertilizer late last summer. "We knew that farmers would have a tough time this year because of the rising cost of fertilizer. When we heard how affordable Monty's was, then had a chance to see how effective it was, we knew it was a product that we needed to offer." Hinton is hoping that the FFA donation program will encourage farmers to at least try the new product, but knows that they will return because "It Works!" Area farmers are reporting dramatically lower input costs and higher yields with better quality crops. Garry Rutledge who used the product last year stated that "My alfalfa stayed green all summer; because of the quality, I received \$1 more per bale than usual and I sold out!" Worth Brown used the fertilizer and saw a consistent yield increase on his tobacco. Western Kentucky Wheat growers like Mayfield's Chuck Bugg said "Not only am I getting to help FFA in a real way, but the product has increased my yield, lowered my costs, and improved the overall quality of my crop."

According to comments from Joe Dedman, Monty's Kentucky representative, "Monty's Fertilizer works by first ensuring a good root structure for plants. "Monty's, as a product, made its name by focusing on the roots. It is only fitting, then, that as a company we continue to focus on our roots. Not only is FFA one of the deepest tap roots, anchoring all of Kentucky agriculture. But for Dennis Stephens, our company President, it was those early days in the Bourbon County FFA which served him well as a businessman, as a commercial landscaper, and as a researcher." Hinton echoed those comments, saying "We are thrilled and thankful for the support that Monty's is showing to the future and leadership of Kentucky Agriculture. Their contributions can help the local FFA achieve its goals. We look forward to continuing to work with them, as together we grow the scope and size of awards and scholarships going back to the students."

The FFA donation program, has contributed over 20,000 dollars to chapters across the state over the past two year. According to Dedman, he hopes to be able to pass along a check for two to three thousand dollars by the end of this season. With farmers looking for answers to skyrocketing fertilizer expenses, and with the local FFA receiving a direct benefit, 2007 might be the right time to explore options which incorporate new technologies and foliar feeding as part of their fertility program.

Local farmers can find out the latest about the new technology and the donation program this Friday from as representatives from Monty's Plant Food will be on hand offering free hotdogs, drinks, and advice on how to incorporate foliar feeding into local farming practices. Monty's Foliar Fertilizer can be applied for as little as \$6 per acre but the dividends that it pays back to farmers and to Fleming County students will be huge.

For more information about Monty's Plant Food Company visit www.montysplantfood.com



Monty's Plant Food Company is offering help to area agriculture by offering low-cost, technology based, answers for crop fertility and .25 to local FFA chapters for each acre's-worth of Monty's sold.