

Contact: PRICE ALLAN
Phone: 502.320.9888

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FOR IMMEDIATE RELEASE

Farmers and Local FFA Benefit From New Technology

'Shelbyville FFA Chapter benefits from 'grass roots' movement.

(Louisville) – The Shelby County FFA chapter just harvested what may be a record cash crop. During a local meeting and dinner for area farmers Thursday at Claudia Sanders, Monty's Plant Food Company presented the Shelby County FFA chapter a check for over \$3500. Company President Dennis Stephens was on hand to deliver the check to V.P. of the local chapter, Debra Jenkins, who received the funds on the organizations behalf, along with ag teachers, Todd Stephens and Kerwin Ewing. This is the second year for the donation program, which netted the chapter \$1294 last year and according to Stephens "We hope we are back next year with a check for over \$5000." Sonny Malone, a local resident and VP of Sales for the Louisville-based fertilizer company, indicated that one day, if every acre of farmland in Shelby County was treated with Monty's products, the chapter could see a 5-figure windfall.

Monty's Plant Food Company approached the chapter about participating in an inaugural program two years ago. The only requirement for students was to invite local farmers and to attend the meeting themselves. Dennis Stephens said, "We really want to get our message out to young farmers, to let them know that there are new technologies out there, ways of raising crops through foliar feeding that do not rely on older technology. That is why we ask that chapter members also to attend." After that, it was up to area farmers to support their local FFA by using Monty's products on their farm. Monty's donates a set amount for each acre of product sold through the local Southern States Co-op.

Monty's Plant Food Company joined forces with Southern States so that the FFA students would not have to sell, handle or deliver the line of soil and fertility products. With the support of the local FFA and the enthusiasm of area farmers, Southern States sold enough product to cover over 14,000 acres this season up from 5,176 acres last year. Malone said, "The response we have received from Shelby County has been amazing. Sales have accelerated not only because the product works, but because we are getting new, repeat, and expanded business each year from farmers who are excited by the results and by this aggressive donation program." Todd Stephens indicated that he appreciates the help that Monty's, in conjunction with Southern States, was able to provide to agricultural education. "The support I get from Southern States here locally and from Monty's helps me and helps these Youth, not only in the classroom but also in the field. I am not sure that we could do everything we do without the assistance we receive from these organizations." In addition to the funds for the Shelby County FFA, similar programs were started in other counties across the commonwealth and an umbrella program was started to benefit the FFA Foundation. Together all FFA entities will receive close to \$14,000 this season from Monty's.



Pictured L-R are Joe Dedman, John Moody – Southern States, Kerwin Ewing, Debra Jenkins, Todd Stephens, and Dennis Stephens.

In addition to the check presentation, over 80 farmers from across the country had the opportunity to learn about the product itself from Joe Dedman, CCA with Monty's Plant Food Company who said "Monty's Fertilizer works by first ensuring a good root structure for plants. We have led the charge in developing effective foliar fed technology for crops and new methods to restore or prepare soils; ways that are beneficial to the plant, to the environment, and to producer's bottom-lines."

Sales of Monty's Liquid Fertilizer will continue this year at Southern States; the FFA program will be repeated 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.

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