



Fertrell Keeps Leading Edge with Unique Granulator

Reaching their 60th anniversary this past year and being the oldest organic fertilizer producer in the U.S. was not enough for Dave Mattocks.

“Granulation of our fertilizer has been a life long dream, and now it has become a reality. You see, materials which are ground and blended to form textured particles are much more beneficial for spreading and nutrient placement and that’s important to our customers.”

Dave continued, “Our new Granulator is one-of-a-kind on the East Coast! A driving force at Fertrell has always been the production and distribution of high quality plant foods, but with the Granulator ready to roll, well, we have a real advantage, and we are very excited about that!” So the mood at Fertrell’s Bainbridge, Lancaster County plant has a new air of anticipation.

“I will add, however,” Dave reported with a grin, “That this project has not happened without its share of hiccups! After two years in the making, and many dollars, we are now *finally* in production and this will bring a significant advantage to the Fertrell customer.”

Fertrell has plans to offer several granulated products — to commercial landscapers, golf course superintendents, professional turf people, and the homeowner.

A happy customer of Fertrell’s new Granulator is North Country Organics. “Before Fertrell had their Granulator in production, I was forced to have my fertilizer manufactured in Toronto,” reports owner Paul Sachs. “In fact, the Canadian company was not able to weigh and bag my product — it was simply shipped in bulk containers to Fertrell, who was bagging and shipping it back to my plant in Vermont. With the cost of

Production Manager Karl Knaub (left), and Fertrell owner Dave Mattocks (right), discuss operations on the new Granulator.

fuel increasing, this was becoming significantly unsustainable!”

“When Fertrell put in the Granulator and began manufacturing my custom product, it not only saved me money, but Fertrell made a better product — it was more dense and flowed better!” Paul closed by saying that North Country Organics has been working with Fertrell for nineteen years.

Another satisfied Fertrell customer is Aaron Zook of Leola, who grows a variety of heirloom and specialty vegetables on four acres. “A few years ago I realized my plants and fields were in trouble. I wasn’t using the right amendments and I knew I had to do something different. I called ATTRA (Appropriate Technology Transfer for Rural Areas) for help, they gave me good advice and suggested Fertrell as a place where I could purchase some products. I didn’t know much about Fertrell, although I had seen their ads. But neither my father nor any of my neighbors were using them at the time, so I just wasn’t sure...but I gave them a call.”

Aaron continued, “Dave Mattocks came out to my farm and walked my fields. He got me started on a program immediately. I did side-by-side trials with the other program I had been using just to be sure. I couldn’t believe it! The fields using the Fertrell program were greener and had better tasting vegetables! Starting a Fertrell program is one of the best things that has happened on my farm!” ■

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