

WHEN RESULTS COUNT...



DOUGLASS
Fertilizer & Chemical

A blue graphic element consisting of a stylized leaf or feather shape with horizontal lines, positioned behind the company name.

FERTIGATION

Our History is Solutions



Douglass Fertilizer & Chemical had its beginnings in 1965 as a small liquid fertilizer specialist known as Austin Fertilizer.

Today Douglass Fertilizer is the largest liquid fertilizer producer, dealer and applicator in the Southeastern USA. Douglass has five liquid production facilities, and the corporate headquarters strategically located in the central Florida corridor, specializing in custom blended liquid suspension and clear solution fertilizers.

The liquid plants have a production capability of over 250,000 tons annually and storage capacity of 25,000 tons. Douglass is also a basic producer of Ammonium Polyphosphate. Douglass not only serves the retail market; [AS&T](#), our Wholesale Division, is dedicated providing raw materials to other retailers.

Markets served by Douglass include: Tomatoes, Citrus, Pasture, Sugarcane and other Row Crops, Fruits, Vegetables, Sod, Golf Courses, Lawn & Garden, Pest Control, Municipalities, and other specialty users.

Market areas served include the southeastern states of Florida, Georgia and the Carolinas, as well as Central America and the Caribbean.

The formula was simple enough:
Fertilization + Irrigation = Fertigation

Liquid fertilizer is the future. It has excellent distribution and placement. It has unmatched formula consistency and when used in fertigation is simple, effective and minimizes fertilizer loss due to leaching. In short, liquid is efficient, cost effective, manageable, and environmentally safer.

ADVANTAGES

Continuing Leadership Through Research

At Douglass Fertilizer & Chemical, Inc., we continue our pioneering efforts in the field of liquid fertilization. Our substantial investment in research and development assures our customers of the highest quality, clear, liquid fertilizer.

We regularly test new sources of nutrients. We study the critical limits of the elements. We test to make sure they can be retained in solution without becoming cloudy or viscous. We determine the most efficient elemental form for root uptake. The equipment we supply to apply our liquid fertilizers is developed and tested until we are confident that the system we propose is effective, reliable, and easy to use. We apply the same exacting standards to everything we supply.



Only Practical Solutions

We offer our customers Custom Blended fertilizers guaranteed to meet the specific needs of every stage of the crop. While analysis might reveal a theoretical fertilizer combination, we make sure a blend will produce the desired results. Before we start manufacturing your fertilizer in our bulk blending tanks, we will produce a small sample in the lab and test it in the field to verify results.

Environmentally Conscious

Our efforts are directed by our commitment to be responsible stewards of our environment. We strive to provide industry leadership by example. Our products and procedures have served as the standards for industry regulation by national, state, and local governmental agencies. Every product and procedure conforms to the highest standards set by the U.S. Environmental Protection Agency and state regulating agencies.

Advantages of Liquid Fertilizer

- Control of Fertilizer Release
- Maximum Fertilizer Uptake Efficiency
- Fertilizer Matched to Plant Need by Stage of Growth
- Uniform Fertilizer Distribution
- Uniform Plant Growth and Color
- Minimal Loss by Excess Rain
- Less Expensive than Time-Release Dry Products
- Requires Less Fertilizer than Dry Products
- Eliminates Possibility of Burn
- Constant Growth and Uniform Color
- Nutrient-Rich Soil Helps Plants Resist Cold
- Adjustable Rate Can Compensate for Excess Rainfall
- Nutrient Leaching is Reduced



SOLUTIONS

Questions, Then Solutions

Our total concept service starts with a thorough analysis of your needs. We look at current conditions, help you set goals, and then work toward achieving those goals quickly and efficiently. The extent of our analysis will depend on your needs and the goals you want to achieve. The same in-depth analysis required to solve an irrigation water contamination problem may not be necessary to maintain a working fertilization program.



- **Soil Analysis**

We'll help you evaluate the native fertility of your soil, determine if there are chemical imbalances in the soil, and evaluate its potential for water absorption and permeability.

- **Water Analysis**

Excessive concentrations of certain elements in irrigation water can affect growth and quality. A high concentration of salt prevents roots from taking up water. Some elements in water may contribute to the breakdown of soil structure.

- **Plant Tissue Analysis**

Knowing the elements present in your plant tissue can pin-point the fertilizer supplements that may be needed for optimum growth.

- **Fertilization History**

We learn from your fertilization history, spotting beneficial trends that need to be continued and others that we may need to modify.

CHOICES

A Full Line of Answers

Whether you need 2-1/2 gallons of specially blended macro and micronutrients to correct a soil deficiency or 24 tons of liquid fertilizer to fertigate your farm for a week, Douglass Fertilizer & Chemical, Inc. can provide the right prescription fertilizer.

Since our crystal clear liquid fertilizer is the best in the business, we want to make sure it can do its job. We know that sometimes other variables stand in the way of allowing our fertilizer to help you achieve the quality turf, foliage, or plants you want. That's why we've expanded our product line.

The Douglass Promise

- **Custom Blended Liquid Fertilizer**
Prescription Blended for Total Control
- **Sun Glo**
Controlled Release Liquid Fertilizer and Biological Activators
Liquid Secondary and Micro Nutrients
Safest Products with Low Salt Index
- **Irrigation Water Treatment**
Monitor and Maintain Optimal pH and Water Conditioning
N-pHoric
 - ⇒ **Delivery Systems** - Equipment for Fertilizer Storage and Controlled Application
 - ⇒ **Plant Tissue Analysis** - Measure Elemental Composition of Tissue



SERVICE

Total Concept Service

At Douglass Fertilizer & Chemical, Inc., service means more than merely supplying a product. Douglass customers receive assistance and benefits that are unparalleled in the fertilizer industry.

Yes, we do promise on-time delivery of liquid fertilizer-usually within 48 hours even in the busiest times of the year. We also promise timely delivery of equipment and service.

Every member of our field sales staff is trained to respond to customer service needs, so service is only as far away as your sales rep. Service personnel throughout the State of Florida, provide back up for field sales/service representatives.

If you have not tried us yet, please do so and find out what we can do for you when results count.

Locations

Corporate Office
800 Trafalgar Court Suite 320
Maitland, FL 32751
ph # 407.682.6100

Lake Placid Office
200 S.R. 70 West
Lake Placid, FL 33852
ph # 863.465.5203

Zellwood Office
2893 N. Orange Blossom Trail
P.O. Box 56
Zellwood, FL 32795
ph # 407.886.5400

Clewiston Office
330 S. San Diego St.
Clewiston, FL 33440
ph # 863.983.2103

Hastings Office
205 Dancy Ave.
P.O. Box 399
Hastings, FL 32145
ph # 904.692.1640

Ft. Myers Office
3281 Metro Pkwy
Ft. Myers, FL 33916
ph # 239.332.5565

