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**'NATURAL
SCIENTIST'**

Retailer Jim Zamzow also spends time on research

By **BRAD CARLSON**
Capital Press

NAMPA, Idaho — Jim Zamzow guides the expanding company that bears his name by digging in the dirt, working in the lab and leaving the bean-counting to someone else. “I am a thinker and primarily a problem solver,” he said. The board chairman of the Nampa, Idaho-based Zamzows store chain and several related enterprises succeeds by prioritizing the “customer’s customer,” whether it’s an animal’s nutritional needs or a farmer’s soil.

“MY PHILOSOPHY IS: EVERYBODY WINS. CREATE HEALTHY SOIL, AND IN TURN YOU ARE CREATING HEALTHY PLANTS THAT FEED HUMANS AND ANIMALS.”



Jim Zamzow, board chairman of Zamzows store chain

That approach helps add and retain customers while consistently providing feedback about product performance and emerging needs. It’s also proving successful in the company’s recent expansion into production agriculture.

“My philosophy is: Everybody wins,” said Zamzow, 72. “Create healthy soil, and in turn you are creating healthy plants that feed humans and animals,” he said.

Zamzow’s 300-employee enterprise includes 13 Idaho lawn, garden and pet-supply stores as well as fertilizer, feed and animal supplement operations.

Zamzow expects 2019 revenues of about \$22 million from the stores and \$8 million from sister businesses that include Dynamite Marketing, Catalyst and Dr. JimZ, a venture he formed in late 2018 to market his unique formulations of agricultural fertilizer products nationwide.

Customers first

Zamzow’s focus on his customers is his trademark. Eric Davis, whose Boise-based Retail West develops retail and mixed-use projects around the West, said Zamzows stores are tailored to what customers need.

“It is very local and very adapted to the marketplace,” Davis said. “He is more nimble than any national retailer can possibly be.”

Zamzow also donates to, and works with, non-profits and charities effectively “because he knows his community and because he is close to his customers,” Davis said. And he has a knack for hiring good employees.

Zamzow’s son, Joshua, and daughter, Callie, serve as co-CEOs, both drawing on experience in other industries. That frees their father to think broadly about products that meet customers’ needs.

See Research, Page 12

Zamzows
Jim Zamzow has his own formulations of fertilizer, including one specific to tomatoes.

Winter outlook leans toward the mild side

By **DON JENKINS**
Capital Press

Odds modestly favor above-average temperatures in Washington, Oregon, Idaho and Northern California this winter, the National Oceanic and Atmospheric Administration’s Climate Prediction Center said Oct. 17.

Without a strong signal from Pacific Ocean temperatures, forecasters relied on a trend toward milder winters and long-term climate forces for their outlook for November, December and January.

Sea-surface temperatures at the equatorial Pacific Ocean are neutral — neither unusually warm, as in an El Nino, nor unusually cool, in a La

Nina. Even though conditions are neutral, extreme events are possible, NOAA said.

“Without either El Nino or La Nina conditions, short-term climate patterns like the Arctic Oscillation will drive winter weather and could result in large swings in temperature and precipitation,” Climate Prediction Center deputy director Mike Halpert said in a statement.

Forecasters said they have even fewer clues to how much precipitation will fall. Washington, most of Oregon and most of Idaho have equal chances of normal, above-normal and below-normal amounts of precipitation.

See Winter, Page 12

Pesticide levels drop in key Oregon waterways

Agriculture seen as responsive to data

By **MATEUSZ PERKOWSKI**
Capital Press

Pesticide levels in some key Oregon waterways have dropped to a fraction of their former concentrations due to changes voluntarily adopted by farmers, according to environmental regulators.

Monitoring by Oregon’s Department of Environmental Quality has found that growers are willing to alter spray regimens to achieve successful water quality results.

“Overall, we’ve seen improve-

ments in a number of agricultural areas, particularly in the Columbia plateau. We’ve seen agriculture respond to the data,” said Kevin Masterson, DEQ’s toxics coordinator.

About 50% of the waterway sites tested under an interagency “pesticide stewardship partnership” program showed progress in pesticide detections and concentrations during the 2015-2017 sampling period, compared to the previous biennial.

Roughly 27% of the tested sites showed declines in water quality from pesticides, while 23% showed no change during that time, according to data compiled by DEQ.

See Pesticides, Page 12

