Plant is Proposed for Vermilion Where Fifth Of State's Total Fertilizer Needs is Bought

A fertilizer plant in which area farmers are being offered a partnership is proposed in Vermilion parish where a fifth of the state's total fertilizer consumption is bought.

Any Louisiana farmer is offered a partnership in this business which is closely related to his own agricultural interests.

Perhaps the best and most easily understandable way to describe the proposed fertilizer plant is to say that it will operate with the customers being the owner-members, and the profits of the business going back to the farmer, according to the plant's backers.

Diversified Chemicals, Inc., a Louisiana firm offering common stock to Louisiana farmers only, was organized in 1962. The aim of the organization, as outlined by Griffith J. Lazenby, president and director, is to produce and sell fertilizers to the farmers of Louisiana at a more competitive price, said Lazenby. This will be possible since the farmer will buy the fertilizer he needs, locally and through his own plant, at the going retail price, but will reap the benefits of ownership through dividends and/or patronage right refunds, he added. The company will not be subject to income taxes of any kind, since their will be no income, over and above operating costs. All of the profits will be returned to the consumer-members, Lazenby stated.

The proposed plant will be based on a similar southern factory which has been successfully operated as a consumer-member fertilizer producer for thirteen years, said the corporation president. Louisiana-owned Diversified Chemicals, Inc. will be the second such member-consumer plant in the world, said Lazenby.

When the first stage of the Diversified Chemicals, Inc. plant is completed sometime this year, an estimated 100 Louisiana people will be employed in the production of much needed agricultural fertilizers by the spring of 1964. As the business grows, said Lazenby (it is anticipated that it will have a 40-ton per day capacity from the outset) the number of local employees will reach 300 or more in an estimated three year period.

According to Lazenby, the establishment of this plant in Louisiana will do the following things for the farmer of the state, and therefore, indirectly, aid the entire state:

1. It will enable the farmer to buy fertilizers locally, thus reducing hauling costs and time;
2. It will enable the farmer to buy the fertilizers he must have at a reduced annual expense.
3. The plant will eventually add some 300 pay checks to young men and women who want to stay in their native Louisiana; and
4. The Diversified Chemical plant will return to Louisianians the money which Louisianan farmers spent on fertilizers, instead of shipping this profit to out-of-state firms who do not give dividends and do not employ our people.

Lazenby pointed out that the job of introducing this plan to all of the farmers of Louisiana is a tremendous one. It is even possible that many interested planters may not be reached at all, due to the vast numbers of farmers in our state. This plan, however, is open to every farmer, Lazenby stated. Diversified Chemicals, Inc. is headquartered at 102 South Washington St., Abbeville, La.

Lazenby stated that sale of stock can be made only through prospectus, or through bona fide representatives of Diversified Chemicals, Inc.