

■ by *Brian Lovett*

A CHAT WITH THE EXPERTS:

JOHN WHITE

Whitetail Institute's inside sales manager has dealt with uncountable food plot issues through the years. Here are some of his insights into the company's unmatched customer service and the reasons why helping customers still makes him smile.

If you've called Whitetail Institute with a food plotting question, you know all about the company's unmatched in-house consulting and customer service group. And if you've called with an especially perplexing question, you probably talked with John White.

White, inside sales manager for Whitetail Institute, is the leader of the in-house group and has been with the company longer than any other consultant, having started in 1990. During his 30-plus decades, he's dealt with almost every conceivable food plot dilemma or query, which is where his experience shines through. Recently, Whitetail News sat down with John to discuss his work and learn why he still greatly enjoys helping folks with their food plot ambitions.

Whitetail News: What are the most common questions you receive?

John White: "Any type of planting question. We deal a lot with soil tests, so we get many questions on them. Folks ask what they need to do, when to plant and what to plant, and we get technical questions on fertilizer and lime. It has become a lot more technical with the soil testing."

WN: What are the toughest questions you receive?

JW: "Probably ones that deal with weeds. Normally, when people call with

weed problems, we get them to send in as much info as we can, including pictures, and then we utilize Dr. Carroll Johnson (Whitetail's in-house agronomist and weed scientist). He's brilliant with that. Then we get them the correct information about getting rid of that weed and help them with what to do."

WN: What are some of your best general tips for helping new food plotters?

JW: "Well, fertilizing is always a key. That and holding off and waiting to plant at the right time. A lot of people want to plant early, and if you can hold off till later, it's probably going to be better. We try to introduce people to products that will truly help them. For example, Impact (Whitetail Institute's soil amendment, which increases soil pH) is great if they can't use lime at a site. And Revive (which refreshes soil, improves soil quality and maximizes nutrient uptake for the next planting) is great if you want to plant brassicas or clover back to back. You can do that now just by using Revive for a couple of months in summer. Customers who plant brassicas love to do it every year, but you'll get toxicity in your soil. Using Revive for a couple of months can let you do it every year."



■ If John White isn't helping Whitetail Institute customers, he's usually out managing ground or hunting. He took this fantastic Alabama whitetail in 2023.

WN: What are the most satisfying aspects of your job?

JW: "When you can really help someone out and give them answers; when you can pinpoint a reason why their plots might not be doing well and get them on the right track. Then they'll call in and send us pictures of deer they shot, and tell us how much they love the food plotting aspect of everything. That's always nice. They'll tell us that their kid just got their first deer. We get all those good stories."

WN: Now we're going to put you on the spot. What do you plant?

JW: "I don't have a lot of equipment, and I'm on a CRP lease — a soil erosion program — so I cannot disk my ground. So I plant mostly No-Plow and Pure Attraction. I kind of do it the poor man's way and have very good success. I'll just get a site down to the bare dirt, burn it off or mow it down, and plant No-Plow and fertilize it, and I have very good results with that."