Potatoes grown in the Tri-county Agricultural Area (TCAA) have traditionally been fertilized by pre-plant incorporated broadcast applications. This practice tends to waste fertilizer because fertilizes invariably find their way into the water furrows and ends of the fields where potatoes will not be grown. Over the last few years IFAS on farm research has demonstrated the uniformity and value of banding fertilizer into each row of potatoes. Banding increases the fertilizer use efficiency and allows growers to reduce the amount of fertilizer that is applied to a field for crop use. Combined with not fertilizing field edges and water furrows, fertilizer applications have been reduced by about 25%. The technology has had overwhelming adoption rates with over 30% (6000 acres) of the potato acreage converting from broadcast to banding. This trend is expected to continue over the next few years. The concept of banding instead of broadcasting fertilizer is also spreading to other area vegetable producers including those growing cabbage and leafy greens.