

# AGGRAND® NEWS

## AGGRAND Conducts Research With Growth Plot Experiment

Growth plots built at the AGGRAND production facility in Superior, Wis. aim to provide data that gives AGGRAND Dealers and customers a straightforward view of the effectiveness of AGGRAND fertilizers and soil amendments throughout the 2010 growing season.

"This site offers the plants full sun throughout the day, but growing conditions are challenged by the frequent east winds off of Lake Superior," said Richard Holappa, research and development manager.

Each plot contains the same soil type and crops, which includes potatoes, tomatoes, sweet corn and green beans. The main goal of this study is to compare fruit and growth rate when the AGGRAND fertilization system is compared to a popular chemical fertilizer, Miracle Grow, and to a plot with no fertilizer. Crop fertilization is based upon the AGGRAND Gardening Guide (G1292) and Miracle Grow's label recommendations.



"Throughout the growing season, qualitative evaluations will be considered such as growth vigor, vegetative health and pest resistance," Holappa said. "At harvest, each crop will be measured for fruit weight, condition, taste and total yield."

AGGRAND Natural Fertilizers provide benefits chemical fertilizers cannot.

"AGGRAND fertilizers add the ability for soil to improve or build itself through microbial activity, especially with Natural Fertilizer 4-3-3," Holappa said. "Chemical fertilizers just feed the plants; they don't enrich the soil."

"AGGRAND is environmentally friendly. The soil gets better, especially with adding compost and the nutrients of AGGRAND fertilizers, and it's not toxic."

Each of the AGGRAND products brings its own enrichment to the soil, Holappa said.

"Natural Kelp and Sulfate of Potash provides essential macronutrients for disease and drought resistance," he said. "The potassium helps the plants breathe more efficiently and makes them more resilient in times of environmental stress. The sulfur is an essential element of amino acids that are essential for plant survival. Kelp provides chelating agents that facilitate nutritional uptake in the plant, plus micronutrients and other growth promoters."

"There are some goodies in that product. It's good for foliar feeding too, with the uptake being 20 times quicker so plants get the benefit quicker and it's at half the application rate of the other products."



**VIEW FROM THE BEGINNING** — (Above) A view of the growth plots as completed before planting in early May.

(Below) The first week of June shows potato plants beginning to take hold. Turn to page 2 for photos of the three potato crops during the second week of June.



**More photos on page 2**

# AGGRAND Potato Plots in June

Shown below are the three potato plots planted at the AGGRAND facility on May 18. The variety name is Superior, developed at the University of Wisconsin-Superior.

Planting was delayed because of less than desirable soil temperatures and untimely cold rains.

These photos show the beginning growth differentiation with the three growth programs, AGGRAND Natural Fertilizer, Miracle Grow and the control plot, which uses only water.

Stay tuned for the Summer and Fall editions of *AGGRAND News* to see how these plots finish out the season.



AGGRAND Natural Fertilizer treated potatoes June 16.



Miracle Grow treated potatoes June 16.



Unfertilized control potatoes June 16.

# Sandbeck Takes on New Role at AGGRAND

Walt Sandbeck has taken on the position of fertilizer specialist at AGGRAND. Sandbeck is a familiar face at the AGGRAND plant and has worn several hats during his tenure with the company.



Now, he provides AGGRAND technical service to Dealers seeking information.

“My new position as fertilizer specialist puts me in touch with the interests and concerns of AGGRAND Dealers and customers on a daily basis,” Sandbeck said.

“Their inquiries and my work with R & D manager Richard Holappa have helped me broaden my fertilizer background and given me insight into the job of developing products for the organic agriculture sector. The continuum between gardening at home and working on the AGGRAND test plots and fertility trials has made working at AGGRAND very satisfying in many respects.”

Sandbeck started at AGGRAND as a research assistant in 1998. Most recently he was the hands-on blender of AGGRAND products. In his new position, Sandbeck is “the voice” of AGGRAND, who answers customer and Dealer questions and provides recommendations. He also is back to research, helping with the growth plots planted at the company product center and off site in Poplar, Wis.

Sandbeck has 25 years’ experience as a landscaper and always has believed in natural treatments of the soil.

“Walt’s eleven years of experience working for AGGRAND, plus his past experience as a landscaper and

personal passion for sustainable agriculture make him a great asset to AGGRAND and its Dealers and customers,” said Holappa, research and development manager.

## The Power of Food Plots

Just like humans, animals are healthier and feel better when they eat nutrient-rich foods. Also like humans, wild animals choose the best food source available over others, and that means higher protein levels. That’s what makes food plots so powerful. Proper seed selection, along with effective soil preparation, greatly increases protein levels over natural forage.



AGGRAND Natural Wildlife Food Plot Formula boosts nutrient levels, including protein, by enhancing natural soil microbial activity and providing the primary, secondary and micro-nutrients plants need to flourish. Improved habitat and easy access to succulent, nutrient-rich food attracts more wild game and helps grow larger, healthier animals.

This natural formula protects the environment and helps keep the ecosystem in balance, promoting sustainable agriculture and enriching the soil.

AGGRAND Natural Wildlife Food Plot Formula is available in 2.5 gallon singles or 2.5 gallon twin packs. See pricing information online at [www.aggrand.com](http://www.aggrand.com).

“Now we have a FOOD PLOT Fertilizer for the outdoorsman that not only helps provide all of us with a healthier, happier planet, “it works”... Let’s all do our part and GO GREEN.”

—Milton Dailey, Ranch & Resort Television

## AGGRAND News Issues Online Your Source for In-Depth Information

AGGRAND News is a quarterly publication that offers in-depth insight into AGGRAND fertilizer products. It is available online at [www.aggrand.com](http://www.aggrand.com) in the “Articles” section of the website. For access to all articles, log into the AGGRAND Dealer zone and check out the “Articles” section. You’ll find an archive of articles back to 2001. Most issues include testimonial stories of how Dealers and customers apply AGGRAND fertilizers. You’ll also find helpful growing tips and general horticulture information.

Take advantage of this valuable resource to easily understand and see the benefits and outcomes others have gotten with AGGRAND fertilizers.



### Correction: Winter 2010 AGGRAND News

A story on page three of the Winter 2010 AGGRAND News, “Sunflower Hills Golf Course Greens Up With AGGRAND,” failed to mention that Dealer Wilbur Miller of Bonner Springs, Kan. was the servicing Dealer for the golf course. AGGRAND regrets this oversight.

# AGGRAND 4-3-3 Passes Test for Houseplant Enthusiast

Most AMSOIL employees use AMSOIL lubricants for their quality and effectiveness; they also use AGGRAND products for the same reasons.

Technical Product Manager Molly Brown is an avid plant lover and conducted her own home experiment with AGGRAND Liquid 4-3-3 on her houseplants. Brown has more than 40 plants in her home in Duluth, Minn.

She bought two succulents at the same time. She treated one with AGGRAND 4-3-3 and the other plant she simply watered on the same schedule as the AGGRAND-treated plant.



**AT HOME TEST** — AMSOIL employee Molly Brown displays the lush growth of her AGGRAND-treated succulent (top), compared to one that only receives water.

Comparisons of the succulents as they grew earlier this spring. (bottom)

**PLANT LOVER** — Molly Brown at home in her "plant room."



*AGGRAND application rates and experiences featured here have been submitted by sources independent of AGGRAND. Your experiences may vary. Optimal application rates can vary due to soil condition, crop type, weather patterns and many other factors. AGGRAND recommends and supports soil analysis to determine optimal application rates.*

Minimum 10%  
Post-Consumer Fiber



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# AGGRAND

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fertilizer, so I know it is  
second to none."

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