

AGGRAND® NEWS

Dealer: AGGRAND Natural Fertilizers Becoming Increasingly Popular



SPREADING THE WORD — Dealer Allan Magee stands in his AGGRAND booth at the 2010 Canyon County Home Show in Nampa, Idaho.

Popularity of AGGRAND Natural Liquid Fertilizers continues to grow along with the expanding market for natural and organic foods.

“I am finding a growing interest in AGGRAND products,” said AGGRAND Dealer Allan Magee of Kuna, Idaho. “More and more, farmers, lawn care companies and individuals are more conscious about the environment and want to be better stewards of the land and provide a more natural source of fertilization. AGGRAND is a perfect fit for those wanting a more natural or organic approach to fertilization.”

Savings is another reason farmers increasingly seek AGGRAND products, Magee said.

“The AGGRAND products are very cost effective as compared to synthetic chemical fertilizers, especially with rising fuel prices,” Magee said. “When farmers realize they can fertilize for as little as \$20 an acre per application and get just as good if not better results than with chemical fertilizers it definitely piques their interest.”

Magee has been a Dealer for about four years.

“The bulk of my AGGRAND sales are through my

commercial accounts and Dealers,” Magee said. “AGGRAND Natural Liquid Fertilizer 4-3-3 is by far the best-selling product, but I am seeing more and more orders for the Natural Liquid Lime (NLL) in areas of the country with acidic soil conditions. The liquid lime can be used in much smaller quantities than powdered agricultural lime but effect the same results in plant growth and nutrient uptake.”



Magee uses technology to gain new customers

“I see new customers mainly through online sources, either through my web site or through the AMSOIL leads program,” he said. “The Internet is a powerful tool, and I think all Dealers should try to take advantage of it. Being an AMSOIL and AGGRAND Dealer has given me the chance to speak with and get to know people all across the country. It has been a lot of fun.”

Sunflowers Thrive With AGGRAND

Rick Harris of Lamar, Colo. is a commercial account of Magee’s who recently became a Dealer. Last year, Harris raised sunflowers on 500 acres southwest of Lamar.

He applied 1 gallon per acre of Natural Liquid Fertilizer 4-3-3 with a boom sprayer and flood-jet nozzles before planting.

“We could tell the difference the day after we applied the fertilizer,” Harris said.

Last season was the first time Harris used AGGRAND fertilizer. “We like AGGRAND because it’s all natural. Chemical fertilizer kills all the microbes, and you don’t want to do that,” he said.

Sunflowers typically contain about 38 percent oil. The higher the oil content, the more valuable the crop. “Our sunflowers had an oil content of 45 percent,” Harris said. “We were really happy with what we got.”

Harris bought 10 totes of AGGRAND 4-3-3 for this year and applied it to the 4,000 acres he farms that includes several different commercial crops.

AGGRAND 4-3-3 Gains Certification in USDA BioPreferredSM Program

AGGRAND Natural Fertilizer 4-3-3 has gained certification into the USDA BioPreferredSM Program.

Under the USDA program, products are considered biobased if they are composed wholly or significantly of biological ingredients — renewable plant, animal, marine or forestry materials.

Products certified in the program carry a label icon that helps consumers make informed choices. The icon is easy to recognize and consumers can have confidence in the label because claims about the presence and amount of biobased ingredients are third-party certified and strictly monitored by the USDA.

“We’re happy to see the USDA BioPreferred Program has added this new consumer-focused labeling initiative,” said Chris Orr, AGGRAND business manager. “With the meteoric rise of the National Organic Program in recent years products marketed as ‘natural’ have taken a lot of bad press, and some products may be deserving of it. Independent ASTM certification of 100 percent biobased content confirms our AGGRAND Natural Fertilizer 4-3-3 is what we’ve always said it is – a natural product made from renewable resources.”

AGGRAND Natural Fertilizer 4-3-3 contains 100 percent biobased materials, according to ASTM 6866 standardized testing recently completed.



The “USDA certified biobased product” icon will soon appear on AGGRAND Natural Fertilizer 4-3-3 marketing material. This icon means the product meets USDA standards for the amount of biobased content, and information about the product can be found on the USDA BioPreferred Program web site www.biopreferred.gov.

USDA BioPreferred Program Goals

The core goals of the USDA BioPreferred Program first were introduced in the 2002 Farm Bill:

- To spur the development of the biobased industrial base through value-added agricultural processing and manufacturing in rural communities
- To enhance the nation’s energy security, by substituting biobased products for fossil energy based products derived from imported oil and natural gas
- To reduce the nation’s environmental impact by promoting products that may be more benign to the environment.

This new 100 percent biobased product certification is another benefit of using AGGRAND Natural Fertilizer Dealers can share with current and prospective customers.

AGGRAND Improves Natural Liquid Lime Formulation

The new AGGRAND Natural Liquid Lime formulation incorporates pure calcitic limestone. The improved formulation boasts an average particle size 600 percent smaller than the previous formulation and nearly doubles the available calcium. Because calcium plays a critical role in overall plant nutrient uptake, it should be part of any long-term fertilization program. In fact, approximately 90 percent of the soil analyses received by AGGRAND need calcium. In addition, the new formulation’s suspension agents reduce product separation for longer shelf-life.

AGGRAND Natural Liquid Lime pricing remains unchanged for the new formulation. For more information visit www.aggrand.com/lime.aspx.



AGGRAND News Issues Online

AGGRAND News is a quarterly publication that offers detailed information on AGGRAND fertilizer use and application available online at www.aggrand.com in the “Articles” section of the website. Dealers gain access to the AGGRAND archive back to 2001 by logging into the AGGRAND Dealer zone “Articles” section. Most issues include testimonials of how Dealers and customers apply AGGRAND fertilizers. You’ll also find helpful growing tips and general horticulture information.



Getting Ready for 2011 Growing Season

Farmers and gardeners across the country are involved in the 2011 growing season. Likewise, AGGRAND personnel are preparing for the new growth plot study.

AGGRAND remains committed to creating a library of scientific evidence of the quality of the AGGRAND Natural Fertilizers. AGGRAND installed a weather station and monitor last fall (see the 2010 Winter issue) and recently installed soil moisture and temperature sensors that are part of the weather station system. They monitor soil temperature and moisture to determine optimum planting conditions.

These components supply the data to insure all growth plots are watered at the same rate and time and each of the plots is treated under the same scientific protocols. The data from these plots will be archived to evaluate trends over a number of years.

Photos on this page show early preparations for spring 2011 at the AGGRAND growth plots in Superior, Wis. and the experimental hay field in rural Wisconsin.



HAY FIELD PREPARATION — Landowner Don Mahalak applies AGGRAND Natural Fertilizers to the field in Poplar, Wis. that will be used in the AGGRAND Hay Study this summer. AGGRAND Natural Fertilizer 4-3-3 was applied at a rate of approximately 2 gallons per acre, with Natural Liquid Bonemeal 0-12-0 applied at the rate of about 1.5 gallons per acre.



MEASURING FOR DEPTH — AGGRAND assistant Casey Lutz measures the depth for the moisture and temperature sensors installed in the AGGRAND growth plots, part of an ongoing project by AGGRAND to scientifically document AGGRAND performance with a variety of crops at the company's facility in Superior, Wis.



SENSORS UNDER THE SOIL — AGGRAND assistant Casey Lutz works to set up the line between the monitor and the moisture and temperature sensors that are implanted 12 inches below the surface in the growth plots.

Spring is the Time to Start Food Plots



While some parts of the country are experiencing mid-spring by early May, others are just beginning to thaw out from the winter.

Northern Wisconsin this year is experiencing a delayed spring, with night time temperatures still near freezing in early May. Regardless, of geographic location, spring is the time to plant a wildlife food plot.

AGGRAND Natural Fertilizers soon will introduce a new Voice-over PowerPoint presentation on Establishing Wildlife Food Plots as part of its ongoing education series.

The presentation provides a broad overview of the steps and benefits of food plots fertilized with AGGRAND Natural Liquid Fertilizers, along with embedded video clips that demonstrate specifically how to establish a food plot.



MARKET CROP — AGGRAND Dealer Darrell Mahlberg applies AGGRAND Natural Fertilizer 4-3-3 on his aronia berry bushes in Charter Oak, Iowa. Mahlberg is in the second year using AGGRAND to fertilize the bushes. Aronia berries, or black chokeberries, are native to the United States and are valued for their high antioxidant content.

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.

www.NaturalFertilizer.us

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"I formulated AGGRAND
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