

AGGRAND® NEWS

AGGRAND® Sales Grow Healthy Income for Dealers

You know there's money to be made selling AMSOIL products, but did you know there's also considerable profit in AGGRAND® Natural Organic Products?

AGGRAND liquid fertilizers are effective, safe and convenient to use whether you plant a flower or vegetable garden for your own use or cultivate cash crops.

AMSOIL/AGGRAND Direct Jobber Ches Cain, South Dakota, has learned the value of the AGGRAND line of products.

"AGGRAND is about one-third of my AMSOIL business," Cain said. "It's a gold mine."

Ches and Natasha Cain last year moved from Texas to Sioux Falls, SD. Ches Cain became an AMSOIL Dealer in 1998. It wasn't until 2002 that he started selling the AGGRAND products as well.



A WINNING COMBINATION – AMSOIL/AGGRAND Regency Gold Direct Jobbers Ches and Natasha Cain together hosted a 10-foot by 20-foot booth at the Sioux Empire Lawn and Garden show in Sioux Falls, SD, this spring. They featured AMSOIL and AGGRAND products for one of their most lucrative shows to date.

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AGGRAND Produces 'Living' Gift

AMSOIL/AGGRAND Dealer Kim Krueger-Messer wanted to give her mother a special, "living" Mother's Day gift last summer.

Krueger-Messer of Lake City, Minn. enlisted her two sons to help landscape and plant flower gardens for her mother. It was a daunting job since the yard had been treated with chemicals for 30 years, she said.

Dealer Kim Krueger-Messer applied AGGRAND Liquid Lime and AGGRAND Liquid Fertilizer 4-3-3 to grow this beautiful garden for her mother. Inside this issue are photos of how the yard looked before using AGGRAND products.



"We tried to dig up the sod with shovels," Krueger-Messer said. "No luck, even though I thoroughly soaked the whole front yard the night before to make it easier to dig. We ended up renting a sod cutter."

They started with plants that were bare root or from seed. "We added just enough compost to fill the voids where we dug up the sod and to fill in and cover the mounds made out of the dead sod," Krueger-Messer said.

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Gardens, Yard Bloom With AGGRAND Natural Fertilizers

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She first used Miracle Grow – known for staining users' fingers when they mix it. "I got not much more than blue fingers," she said.

Then, Krueger-Messer discovered AGGRAND products. "The fact that I didn't have to mix anything or get blue fingers was a great bonus right off the top," she said.

Within three days she saw the AGGRAND working. "Everything was a beautiful deep green, half again as big as it was Saturday morning," Krueger-Messer said.

"Leaves were budding out on some plants and tons of blossoms on others."

In its very first year, her mother's new garden continued to produce beautiful flowers and plants throughout the growing season.

Photos below display the progression of the yard and gardens with the use of AGGRAND products.



**Above: April 2006, beginning of the project.
Bottom: Flower gardens and yard in August 2006.**



AGGRAND Enriches Plants, Income for AMSOIL Dealers

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Cain said he became aware of the dangers of chemical herbicides and pesticides through his brother and then spent about three years researching their impact on soil and plants.

Cain said his neighbor switched to organic fertilizers and “all of the wildlife came back to his yard. I had the same experience.”

Another benefit of using AGGRAND™ organic products is the micro organisms get rid of pests.

“By going fully organic I was able to get rid of termites and fire ants,” Cain said. “Cock roaches and gnats can’t survive either.”

He spent three years reading about and experimenting with AGGRAND products.

“The organic program and studying AGGRAND has opened me up to a better way of living,” Cain said.

He encourages other Dealers to learn as much as they can about organic growing. “Your customers will love it,” he said.

The show in Sioux Falls this spring was the most successful show to date for the Cains. More than 10,000 people attended the three-day event.

“We had a lot of fun at that show,” Cain said. “Someone gave a seminar and encouraged customers to rely on organic-based fertilizers and soil amend-



AGGRAND TOMATO PLANTS – *Natasha Cain sits at her booth at the Lawn and Garden Show in Sioux Falls, SD, in spring 2007. The tomato plants she’s looking through were grown with AGGRAND Natural Liquid Fertilizers and drew many customers to the booth.*

AGGRAND®

Natural Lawn and Garden Products

- Multi-purpose – flowers, fruits, vegetables, lawns, trees and crops
- Effective foliar feed or soil application
- Plants resist disease and stress
- Convenient liquid concentrate



ments. None of the vendors specialize in that, so we had crowd after crowd and now we are selling steadily locally. It was definitely a turning point for our AGGRAND business. There are no competitors in the area. None of the garden centers specialize in anything natural or organic.”

Cain said he sold several cases of AGGRAND products at the show and came away with a number of leads. In fact, he continued to follow up on leads and orders throughout the spring, he said.

Cain said he plans to sell more AGGRAND this year than ever before. “About 20 percent of my AMSOIL customers are also AGGRAND customers,” Cain said.

He said Dealers miss income opportunities by not selling AGGRAND products. Cain sells AGGRAND products to retail accounts and nurseries. “AGGRAND draws big businesses more than individuals,” he said. He also sells AGGRAND by the drum to big farms.

Not only are there a variety of places that need the AGGRAND products, different people purchase them at different times of the year, he said. As an example, early spring finds hay farmers looking for AGGRAND products, but as summer come along, landscaping companies call for products.

“AGGRAND costs less, so landscapers make more money,” he said.

AGGRAND HORTFACT

Adventures with Dill

Dill (*Anethum graveolens*) is a well-known pickling, cooking and medicinal herb that originated in the eastern Mediterranean and spread, following trade routes throughout Asia and India.

The common name, dill, derives from the Norse *dylla*, meaning 'soothing' or 'lulling' because of its effectiveness at relieving indigestion, stomach cramps and gas.

According to Dioscorides, the Greeks used dill to flavor wine. Greek and Roman soldiers placed burning dill seeds on wounds to promote healing.

Charlemagne provided vials of dill seed at table to cure hiccups in overindulgent guests, and dill tea water has been used at least since medieval times to relieve colic in infants. A bag of dried dill weed over the heart also was believed to provide protection from hexes.

For best leaf production in the garden, dill requires full sun and protection from the wind. It prefers cool weather and moist, well-drained soil.

Seeds should be planted, barely covered, after danger of frost. Keep weeded and thin to 6 to 8 inches apart. Once dill goes to seed, it will self sow readily.

Dill weed (leaves) can be harvested any time and used fresh or refrigerated up to a week. Dill seed should be dried before saving.

Dill seed tea: For upset stomach, crush one to two teaspoons of dried seeds in a cup and fill with boiling water. Steep for 10-15 minutes, strain and drink. Feel better?



AGGRAND Gives You Flower Power

AGGRAND Liquid Fertilizer and AGGRAND Liquid 4-3-3 were used in the soil of a single dahlia root planted by Dealer Kim Krueger-Messer in April 2006. By August a hearty, bloom-filled bush was thriving in the garden – all because of AGGRAND Natural Liquid Fertilizers.

Know Your Soil With AGGRAND Soil Sample Kit

AGGRAND makes available a soil sample kit, G-1374, for \$3. Complete instructions are included. The cost is \$12.70 for a basic analysis for one sample. Customers send the sample to Midwest Labs in Omaha, Neb. Results of the analysis are sent to customers and AGGRAND headquarters. AGGRAND personnel review it and send customers a copy of the AGGRAND fertility guide with recommendations for the appropriate AGGRAND fertilizer products to use.

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with your
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"I formulated AGGRAND fertilizer, so I know it is second to none."

Al Amatuzio President and CEO,
AMSOIL INC.

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