

AGGRAND® NEWS

AGGRAND Quality Sells Customers, Big and Small

AGGRAND Dealer Bob Geyer learned the benefits of the natural fertilizers using them on his own crops.

A little more than two years ago, he turned his experiences into a thriving AGGRAND business. "I signed my first Dealer in May 2008 and still have him in my downline," Geyer said. "However, it wasn't until May of 2009 that I really started to work the business."

Geyer lives in Le Grand, Calif., where he grows almonds, olives, squash, corn, tomatoes, artichokes, melons, cucumber, grapes and more.

Geyer has several large commercial farms among his accounts. He gains the large accounts the same way he gains small ones.

"Hard work, sell a quality product and give great customer service," Geyer said. "I believe every account is a good account, but it takes the same length of time to sell a large account as a small account. Learn the product, use the product and believe in the product and it's easy."

Working as a Group

Geyer, his sponsor, Ron Dinsmore and other Dealers in his group work together. "If you help downline Dealers learn the products and the customer base that uses them, a Dealer's growth is fairly rapid," Geyer said. "One Dealer can't possibly land every account, so expand your Dealer base. There's plenty of business out there and competition is good. It's all-American like AMSOIL and AGGRAND."

Sustained Farming for the Future

His philosophy of natural farming fits his use and sales of AGGRAND natural products.

"I can say that as a lifelong agricultural guy, we need to look at sustained farming for the future of our owned and leased ground and the general environment," Geyer said. "We need fertilizers and other agricultural products that are healthy and production based. Chemicals give a lot but take a lot. AGGRAND and sustained farming seem to be the trend. Farm folks generally have to balance quantity with quality and AGGRAND provides this in most applications."



COMMERCIAL STRAWBERRY GROWER — Gary Williamson (left) and Dealer Bob Geyer at Sierra Cascade Nursery, the largest grower of strawberry plants in the world.

"The companies we grow for are looking for producers that are providing plants through sustained farming. AGGRAND provides that."

— Gary Williamson



WORKING TOGETHER — Direct Jobber Ron Dinsmore (left), with Ray Marino at Marino Bros. Almonds

"In the long run, AGGRAND is the way to go."

— Ray Marino

More photos of AGGRAND users can be found on page 3.

AGGRAND Fertilizers Part of Growing Trend Toward Natural Products

Growing Industry for Consumers Who Care

American consumers are increasingly savvy about the dangers of chemicals in food, potential problems with genetically modified crops and the impact of chemical fertilization on the environment.

That growing awareness has led to an explosion in sales and use of organic or natural products.

USDA Finds 30-Plus Unapproved Pesticides on the Herb Cilantro

The *Chicago Tribune* reports the U.S. Department of Agriculture found more than 30 unapproved pesticides on cilantro samples.

At least 34 unapproved pesticides showed up on cilantro samples analyzed by the USDA as part of the agency's routine testing of a rotating selection of produce. Cilantro was the first fresh herb to be tested in the 20-year-old program, according to the article.

"We are not really sure why the cilantro came up with these residues," said Chris Pappas, a chemist who oversees the Virginia-based USDA pesticide testing. "Researchers suspect growers may have confused guidelines for cilantro and flat-leaf parsley, for which more pesticides are approved."

This isn't the first bad news for cilantro. In March of this year, the FDA issued a guidance letter to the industry to "take action to enhance" the safety of cilantro, indicating

Salmonella has been cited 28 times since 2004 in cilantro.

The cilantro results have captured the attention of both regulators and industry leaders, according to the *Tribune* article.

"I can assure you that some of these will be followed up," said Ronald Roy, a food safety specialist at the FDA. "When we have a clustering of non-permitted residues around a certain (crop) or with a certain grower, then we investigate to find the cause and correct the specific problem so that it doesn't continue."

Scientists, industry representatives and regulators interviewed for the *Tribune* story say the cilantro test results should be addressed but also note that most Americans — and especially American kids — don't eat a lot of cilantro at a sitting.

Pappas, the chemist who oversaw these rounds of USDA pesticide testing, reportedly said he grows his own cilantro and individuals who are concerned about the pesticides found in the herb sold in stores can do the same.



A Natural, Safer Alternative

AGGRAND Natural Fertilizers offer a natural solution to consumers who want to know exactly what is in or on their foods.

Visit the AGGRAND website at www.aggrand.com to learn more about how these natural fertilizers can help consumers grow more fruits, vegetables and fresh herbs.

Horticulture Fact

Brussels Sprouts Cultivation

Brussels sprouts look like tiny cabbages, $\frac{3}{4}$ to 1 inch in diameter when ripe. Unlike cabbages, they grow in whorls around a 3 -to -4 foot tall main stem, which can yield dozens of mature sprouts over the course of the season.

Brussels sprouts mature about 4 months from seed, and should be planted so that they can be picked after the first frosts. They are very frost-tolerant, and can be picked through December in most areas, and right through the winter in the south.

Pick firm, well-formed sprouts starting at the bottom of the main stem. The upper sprouts will enlarge and ripen continuously under a canopy of kale-like leaves.

Brussels sprouts like an irrigated, fertile soil with a pH above 6.

Fertilize with AGGRAND Natural Liquid Lime and Natural Liquid Fertilizer 4-3-3 when the first true leaves appear, at the rate of 3 ounces each per gallon of water per 10-foot row. Repeat every two weeks until sprouts begin to form, continuing with liquid fertilizer biweekly until cool weather slows production.



Dealer's California Growers Endorse AGGRAND Natural Fertilizers



ONLY THE BEST — James Hunt stands by his AMSOIL-lubed race car. "We use only quality products for our crops. We used AMSOIL racing products to win our division, so we decided AGGRAND was a logical choice."

— James Hunt



STRAWBERRY FIELDS — Dealer Bob Geyer (center) in the strawberry fields with James Hunt (left) and Jim Hunt of Hunt Farms.



ALMOND ORCHARD — AGGRAND Customer Larry Viani and Dealer Bob Geyer among the almond trees at Viani Farms.

"I want only quality fertilizer for my trees. AGGRAND is that product."
— Larry Viani



'KEEP THE BARRELS COMING' — Dealer Bob Geyer says providing great customer service is one of the ways he keeps his accounts happy and his business flourishing.

AGGRAND Launches Wildlife Food Plot Video

AGGRAND recently launched the Wildlife Food Plot video as part of its ongoing Education Series.

Wildlife food plots enhance the habitat by providing a variety of plants for consumption, as well as necessary cover for smaller animals and birds. A wildlife food plot offers a source of food in a concentrated area so animals do not need to forage over large areas.



The presentation gives tips on how to develop a wildlife food plot, including the recommended size and location, as well as soil care of the land.

AGGRAND Dealers can view this video by logging in to the AGGRAND Dealer Zone, clicking on the "Watch AGGRAND Videos" tab along the left column of the page and scrolling down to the Wildlife Food Plot video.



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.



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.

AGGRAND

Al Amatozio President and CEO,
AMSOIL INC.



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

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