

# AGGRAND® NEWS

## AGGRAND® Generates Outstanding Corn Yield

Few enterprises are as time-sensitive as farming. But for farmer Richard Ward of Seaman, Ohio, a combination of AGGRAND® 4-3-3 and AGGRAND Natural Liquid Lime yielded his best crop ever, even though he planted late.

Ward has been using AGGRAND 4-3-3 and AGGRAND Natural Liquid Lime for seven years on a variety of crops with great success.

This year, because of other obligations, Ward wasn't able to plant his corn until the third week of June. On top of that, he planted the corn in a field that had been used to graze cattle and hadn't been fertilized in the 47 years he has lived on the farm.

To make up lost time, Ward sprayed on a popular herbicide to defoliate the field. Three days later, he "no-tilled" the soil with a corn blender.

Immediately after planting (Bio-G) the corn, it began to rain and Ward couldn't spray the AGGRAND 4-3-3/Liquid Lime mix as he wanted. High temperatures (100 degrees F) followed the rain in the southern Ohio area.

During the hot spell, Ward decided to use a higher concentrate of the AGGRAND 4-3-3 and AGGRAND Natural Liquid Lime because he knew he was only



*AGGRAND user Richard Ward of Seaman, Ohio displays the large, plump ears of corn he grew this past summer using AGGRAND Natural Fertilizer.*

going to be able to fertilize once. Using a 200-gallon spray tank mixed with 4 gallons of 4-3-3 and 4 gallons of liquid lime he fertilized the 5 acres of corn.

"I only needed to fertilize once," Ward said. "The corn never stopped growing."

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## Who Makes the AGGRAND® Products?

Walt Sandbeck is "the fertilizer man." He's the one who supervises the production of AGGRAND Natural Fertilizer and other AGGRAND products in the fertilizer plant in Superior, Wis.

"I make the fertilizer from the ground up," Sandbeck said. "If it's in a bottle, I put it there."

He's a horticulturist with a degree from the University of Virginia.

"He's well-read, intelligent, personable and knowledgeable – especially about how plants grow," said Greg Sawyer, AGGRAND manager.

Sandbeck grew up growing things. "I was raised in a gardening environment," Sandbeck said. "My mother and grandmother passed their green thumbs on to me."

For nearly 20 years, Sandbeck, along with his wife Ellen, owned Sandbeck Park Landscaping, first in California, then Duluth, Minn.



*Walt Sandbeck stands beside the AGGRAND Natural Fertilizer blending tank at the Superior, Wis. production center.*

Ellen, too, is an authority in her own right. She has written books on healthy, natural and nontoxic gardening.

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# Why Seaweed in AGGRAND® Products?



Coastal people have been using *Ascophyllum nodosum*, a brown seaweed commonly known as Norwegian kelp, for centuries as a source of organic matter for improving spare sandy soils. Kelp is a source of essential trace minerals and cytokinins, a family of natural plant growth regulators that enhance plant development, color and vigor.

The kelp used in AGGRAND products comes from the Atlantic coast of Canada. It contains more than 60 naturally occurring major and minor nutrients and amino acids. Active ingredients include the trace minerals boron, molybdenum, copper, iron, zinc, manganese, silicon and cobalt.

Commercial seaweed extracts first appeared on the market in 1950. By the early 1960s they were accepted for feeding of numerous crops because the application of kelp extracts increased the level of dissolved sugars (Brix) in fruit, and demonstrated increased root and bud development over crops to which no kelp was applied.

Kelp is integral to the effectiveness of two of the most popular AGGRAND products: the 4-3-3 Natural Fertilizer with Kelp and 0-0-8 Natural Kelp and Sulfate of Potash.

One of the recognized benefits of kelp applications has been increased tolerance to disease. The use of kelp in a foliar program has been shown to strengthen cell walls and to facilitate the absorption of nutrients by plant roots. Specifically, the benefits of kelp are even more apparent when it is applied at particular stages in the growth cycle.

***Ascophyllum extracts*** are effective in disease suppression through increased activity of protective enzymes (antioxidants) that target oxidizing 'toxins' produced by the disease pathogen. This increase in the plant's ability to ward off disease is called systemic acquired response (SAR). Kelp is also high in potassium (K), which regulates osmosis and cell pressure and reduces the susceptibility to insect and disease attack. It also stimulates rooting, photosynthesis, chlorophyll formation, starch formation and the movement of sugars through the plant tissues, which means better tasting fruit and vegetables.

## AGGRAND HORTFACT

The Poinsettia (*euphorbia pulcherrima*), is also known as flor de nochebuena (flower of Christmas eve) in its native Central America. It was introduced to the U.S. by J.R. Poinsett, the first U.S. Ambassador to Mexico, in the 1820s.

In its native habitat, the Poinsettia can grow a dozen feet tall. The milky sap has been used to control fevers, and the Aztecs used the brilliant leaves (called bracts) for a bright red dye. It was Montezuma's favorite ornamental plant. Last year's U.S. crop had a wholesale value of more than \$200 million.

## AGGRAND Feeds Soil Microbes or Antioxidants Aren't Just for Humans

Studies have shown that the introduction of microbes into plant growth cycles generates an anti-oxidative environment in the soil. This in turn can lead to an increased accumulation of antioxidants in the plant tissues, contributing to the general state of health.

- Juergen Reckin

# Feed Your Christmas Cactus for Next Flowering

Schlumbergera (Christmas cactus) is a mouthful-of-a-name for a species of plant native to Brazil that has become a popular houseplant for its spectacular seasonal blooming habit that ranges in color from pale lavender to yellow, salmon, pink, and bright red. (It is, incidentally, pollinated by hummingbirds in the wild.) As you might have guessed, it isn't a true cactus, but has flattened, succulent leaves that sprout blossoms from the tips. It is, more precisely, an epiphyte, a plant that lives on another (trees, in this case) without sapping its nutrients. There are several varieties, and most are in bloom around Thanksgiving, Christmas or Easter and are commonly given as gifts while in bloom. Schlumbergera are long-lived, too, and easy to propagate, so they often become heirlooms and mother plants for generations of pass-me-down cuttings.



If your Schlumbergera has stopped blooming, it is easy to bring into bloom again with just a small amount of extra care.

After flowering, Schlumbergeras benefit from four to six weeks of rest with a minimal amount of water. At this point, prune any wayward stems. This will encourage increased flower production next season. After the resting

period, begin regular watering again, doing so only when the soil is dry in the top one inch. Fertilize with a mixture of 2 oz/gallon AGGRAND 4-3-3 and 1 oz/gallon AGGRAND Kelp and Sulfate of Potash once a month. Don't let the plant sit in water at any time – empty the water saucer or water it in a sink.

Your Christmas cactus can move outside into dappled shade (never direct sun) after the last frost. It will perk up considerably as you continue the monthly feedings. In late summer or fall, when frost is forthcoming, bring it back indoors and stop fertilizing so bud development can begin.

Flowering is stimulated by either of two conditions: low temperature or low light. If the Christmas cactus can be kept between 55 and 60 degrees F for the next six weeks, bud development will begin. If ambient temperatures are too high, then the plant must be provided with at least 13-15 hours of uninterrupted darkness. Either put it in a closet when you come home from work and bring it out again before you leave in the morning, or cover the plant with a dark cloth or bag for the appropriate time each day. When buds begin to form, give the plant more warmth and light, water regularly to keep the soil moist (not wet), and you're on your way to the next flower show.

## AGGRAND® Puts the 'Green' in Any Gardener's Thumb *Continued from Page 1*

Sandbeck's experience in landscaping and gardening made him a perfect fit for his position.

The AGGRAND fertilizer formula is the result of extensive testing. Comparison studies are done on a continual basis in the AGGRAND Growth Center. "AGGRAND is always the best fertilizer of any we test," Sandbeck said.

Sandbeck has created a smooth, trouble-free operation at AGGRAND. "I've tweaked the fertilizer production process to make it as efficient as possible," Sandbeck said. That's no easy feat given the 4-3-3 fertilizer is produced using a two-step process involving 11 different

ingredients and two full days of blending. In fact, AGGRAND contains more ingredients than any other fish fertilizer on the market.

AGGRAND demand is greatest from March to September each year. However, 2006 AGGRAND sales were the highest in the company's history. "It was all we could do to keep up," said Sandbeck.

He expects another busy fertilizer season next year. He strongly urges Dealers and their customers to plan ahead and order early and "make 2007 the best AGGRAND year ever."

### Dealer Saves Plants, Finds Customer at Ford Dealership

AGGRAND Natural Fertilizer not only saved the day, but earned a new client recently for AMSOIL Direct Jobber Gerry Reid.

"Recently we got a gift of potted petunia plants from our granddaughter Emma, who is four years old," Reid said. It was in pretty sad shape and without blooms. We knew Emma would look for it on her next visit and we were afraid it wasn't going to make it. My wife, Pat, mixed up some AGGRAND and gave it a good drink, and in less than a week it was revived with two new blooms."

The Reids recently moved to North Carolina. They use AGGRAND for all of their growing needs, Reid said.

"One of the holly bushes had catastrophic heart failure and lost all of its greenery. I trimmed it back, and

watered it with a light mixture of AGGRAND fertilizer. The greenery is all back with new growth and it's catching up in size to the six other bushes."

Reid sells AGGRAND as part of his AMSOIL Dealership.

"I believe any Dealer who isn't recognizing the potential business opportunity of AGGRAND is missing out," Reid said. "I recently signed up a Ford dealership and gave the parts manager a three-ring binder on AMSOIL products and included the AGGRAND testimonial brochure. When I saw him again he said his wife read the AGGRAND testimonials. She wants a quart and more information on AGGRAND. I never expected to sell AGGRAND to a Ford dealer parts manager."

# AGGRAND® Produces Consistently Impressive Results

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By the Fourth of July the corn was knee high. By the third week of July, Ward's corn was chest high and by the first week of August the corn was over his head. By the first and second week in September the corn was tasselling and was matured (denting) by the third to fourth week of September.

"These cobs are as big around as soda pop cans and 12 to 14 inches long," Ward said. "The yield was great because there were so many kernels on each cob."

An added benefit to the exceptional corn crop was the stimulation of dormant clover that grew between the rows. Although Ward didn't remember clover having been there, it seemed a combination of the AGGRAND 4-3-3/liquid lime mix, the right amount of rain and the higher than normal temperatures stimulated clover growth. Ward was happy about the clover because he planned to harvest half of the corn and leave the remaining corn and clover standing to feed the deer for hunting season.

"The AGGRAND products have been nothing less than fantastic," Ward said.

Prior to his introduction to AGGRAND natural fertilizer,



AGGRAND Natural Fertilizer produced large, full and plump ears of corn for Richard Ward, Seaman, Ohio.

Ward used high analysis chemicals (19-19-19, 6-24-24). Facing rapidly rising prices of chemical fertilizers and fuel, lower yields and the amount of time spent in the field tending to the crops, AGGRAND becomes a "no brainer," Ward said.

"I've been farming my entire life and I've had my ups and downs like everybody else," Ward said. "But I'll tell you I have never experienced the consistently impressive results I've had with AGGRAND 4-3-3 and AGGRAND Natural Liquid Lime during these past six or seven years. It exceeds all of my expectations."

## G-1374 AGGRAND Soil Sample Kit Price Increases to \$3

Increased processing and shipping costs have caused AMSOIL to raise the price of the AGGRAND soil sample kit, G-1374, to \$3. Complete instructions are included, and it still costs only \$12.70 for a basic analysis for one sample. You'll send that to Midwest Labs in Omaha, and they'll send a copy of the analysis to you, and one to AGGRAND. AGGRAND staff will review and send you a copy of the AGGRAND fertility guide, showing you which AGGRAND fertilizer products to use.

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

Al Amantuzio President and CEO,  
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