

AGGRAND® NEWS

Father, Son Convert to AGGRAND

Dealer Steve Zuber and his dad, Don, raise beef cattle on Zuber Farms and grow their own hay and oats to feed the herd.

Last year was the first time they used AGGRAND 4-3-3 Natural Liquid Fertilizer instead of their usual 16-16-16 and 46-0-0 chemical fertilizers on their oats and hay crops. The 2009 growing season was hot and dry in Sublimity, Ore.

Altogether, the Zubers planted about 140 acres with oats and hay. They fertilized the fields in early spring, using 1.5 gallons of AGGRAND 4-3-3 mixed in 33 gallons of water per acre. Zuber said the plants came up slowly, and his dad doubted the AGGRAND products.

“By May they started to perk up,” Zuber said. “We didn’t have much spring rain last year.”

In late May, a hard rain fell that knocked down the plants. “I didn’t think it (oats crop) would come up,” Zuber said. “But it came up and we gave it a second shot of AGGRAND.” In the second round of fertilization the Zubers applied one gallon of AGGRAND 4-3-3 and one quart of AGGRAND Natural Kelp and Sulfate of Potash 0-0-8 per acre. “It was mostly dry after that,” Zuber said. “We pretty much grew that crop with that one rain.”



ZUBER FARMS — Dealer Steve Zuber, along with his dad, Don, harvest their hay crop, grown to feed their beef cattle in Sublimity, Ore.

At harvest time, the plants were relatively short. “We had lots of heads,” he said. “The plants were almost more heads than stems. We got more than we usually get on a good year. It was some of the heaviest oats we ever grew seedwise. We could tell when we combined it that it had a lot more weight. We were really happy with it.”



2009 HARVEST — Dealer Steve Zuber bales his hay crop that was fertilized with AGGRAND 4-3-3 for the first time. Zuber said he’ll never go back to chemical fertilizers after using AGGRAND.

Zuber said he spent less than half as much on AGGRAND fertilizers, about \$4,000, as he typically spent on commercial fertilizers.

While the elder Zuber may have been skeptical, Steve believed in the AGGRAND fertilizers from the start.

“I’ve been using AMSOIL products for years,” Zuber said. “I knew AMSOIL didn’t make stuff that didn’t work.”

The hay fields received one application of AGGRAND 4-3-3 at the same mix ratio of 1.5 gallons in 33 gallons of water. Although conditions were less than perfect because the fields were new and the season was dry, production was better than he expected, Zuber said.

“The hay crop did pretty darn well,” he said. “It was very close to normal. We were down only a few bales. The hay was beautiful. It grew well without a lot of course stems. The lack of rain is what caused us to get fewer bales. We did real well, and I attribute that to the fertilizers. We’ll never go back to chemical fertilizer.”

Zuber said he knows continued use of AGGRAND fertilizers over time will continuously improve his soil as it comes back to normal balance, and he expects greater harvests in the future.

“I’m really impressed with AGGRAND,” Zuber said. “I’m enthusiastic about what it’s going to do in the future. I think it’s going to be great.”

AGGRAND Division Adds R & D Manager



Richard Holappa, research and development manager

Rapid growth in sales and markets created the need last year not only to expand the AGGRAND manufacturing plant but to add new personnel.

Richard Holappa Jr. recently was named AGGRAND research and development manager. "Richard brings an agricultural degree to our knowledge base, as well as previous work experience in laboratory settings," said Chris Orr, AGGRAND business manager. "Richard's knowledge and efforts in the lab and field will inevitably improve our product line."

Holappa has been at AMSOIL for nearly six years. Originally, he was the filtration administrator. He most recently held the position of technical product manager of filtration and aftermarket products.

Holappa holds a bachelor of science degree in agriculture from the University of Wisconsin-River Falls, as well as a bachelor of science degree in chemistry from Augsburg College in Minneapolis, Minn.

Prior to coming to AMSOIL, Holappa worked as an industrial chemist for 3M company and was co-owner of a generator sales and service company that serviced small gas engines as well as large diesel engines.

His personal interest in agriculture made the switch to AGGRAND even more pleasant for him, Holappa said. For the past five years, he has used AGGRAND products on his home gardens.

"I really believe in the AGGRAND product line because it encourages the sustainable and organic philosophy instead of putting chemicals into the ground," Holappa said.

The future is bright for AGGRAND fertilizers, which have experienced exceptional growth in sales and popularity in the past three years.

"Growth plots are under construction for 2010 to improve our product application knowledge and compare AGGRAND to other leading brands," Orr said. "Richard also oversees the newly-formed AGGRAND Technical Department staffed by longtime AGGRAND employee Walt Sandbeck in his new role as fertilizer specialist. These concrete improvements demonstrate again AMSOIL management's increased and continuing



INNOVATIVE AGGRAND SPRAYER — Dealer Dave Richards Jr. of Maryland uses a 25-gallon tank with a Demco Sprayer to apply AGGRAND Natural Liquid Fertilizer. The sprayer is equipped with folding booms that allow Richards to spray 12 feet at a time. He uses #5 floodjet tips, driving at four miles per hour. It also has a hand gun with a 50-foot hose for trees and shrubs that spray 25 to 30 feet. He mixes one or two gallons of AGGRAND Liquid 4-3-3. Richards mixes one or two gallons of AGGRAND 4-3-3 Liquid Natural Fertilizer and AGGRAND Liquid Lime in the tank for per-acre application. The sprayer is mounted on the back of a 31 horse power Ventrac Diesel that has AMSOIL Synthetic Tractor Hydraulic/Transmission Fluid in the transmission and Series 3000 5W-30 Synthetic Heavy Duty Diesel Oil in the engine, with an EAO09 oil filter.

investment in the AGGRAND line. It's truly a great time to be involved in AGGRAND Fertilizers."

With the improved facilities and increase in personnel, AGGRAND is positioned to examine and fine-tune the already exceptional quality of AGGRAND products, Holappa said.

"Walt is very knowledgeable and has a very keen interest in agriculture and growing," Holappa said. "It's his love, too. He has great insights into plant nutrition and facilitating the AGGRAND products. He has vast experience with the products. He's a good man to have on the team."

Plans for the future include development of new products, growth studies with universities, local farmers and comparison studies against competitors, as well as ongoing development of the AGGRAND Technical Service Department.

Sunflower Hills Greens Up With AGGRAND

The summer of 2009 brought greener greens to Sunflower Hills golf course near Kansas City, Kan.

Frank Barthol, golf course superintendent, supplemented the usual fertilization program with AGGRAND 4-3-3 on the greens.

He used five quarts of AGGRAND an acre about every two weeks. "We are very pleased with the results we have seen," Barthol said. "The color and density of the turf has been excellent this season. I will definitely recommend this product as a supplement to our program next year."

Direct Jobber Tom Gorby said "they definitely saw improvements with AGGRAND that they wouldn't have seen with only chemical fertilizers. It was a very wet year."

Barthol anticipated problems with dollar spot fungus, 4 -to -6-inch straw-colored patches that appear as circular, blotchy areas and can combine to form large patches in a severe infestation, and purchased a barrel of fungicide for \$500. "He never had to use it," Gorby said.

Managers at the golf course plan to use AGGRAND Natural Kelp and Sulfate of Potash (0-0-8) next fall after they discovered it is \$200 less expensive than the chemical fertilizers applied, Gorby said.



17TH HOLE — Sunflower Hills Golf Course in Kansas City, Kan. took on this luxuriant look with help from AGGRAND 4-3-3 Natural Liquid Fertilizer last summer.

AGGRAND fertilizers will be used in a wider range of applications at Sunflower Hills this coming summer. The plan is to use it for flower gardens and other plants.

AGGRAND Issues Online **Your Source for In-Depth Information**

There's more to farming, gardening or landscaping than simply putting seeds in the ground and letting them grow. Those plants need nutrition, the soil needs to be balanced and you need to know how much AGGRAND fertilizers to use for all of these different applications.

Nothing makes it clearer than a well-told story of "How it Works." *AGGRAND News* is a quarterly publication designed to give you in-depth insight into what type of AGGRAND fertilizer to use and how to apply it. It is available online at 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 *AGGRAND News* 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.

Send in Your AGGRAND Stories & Photos

AGGRAND News readers look for real-life stories of successful applications of AGGRAND fertilizers, mix ratios and tips for getting the most from these natural liquid fertilizers. Your experience can be part of the AGGRAND literature read by others who share your interests and goals as agricultural, farm and plant growers.

Send your testimonials along with photos of your crops or flowers to info@aggrand.com.

New AGGRAND Field Sign Helps Spread the Word

AGGRAND introduces a new AGGRAND sign (G2739) — a marketing tool for Dealers to place in agricultural fields, garden plots, anywhere AGGRAND fertilizers are used.

These attractive signs feature:

- Size — 12 inches wide x 16 inches tall
- Weather-resistant lettering on light weight corrugated plastic for stiffness and water resistance
- Attaches to stake with screw, bolt, stapler or roofing nail
- Section for Dealer's name, phone number



Prices:

US Dealer: 2 for \$15; 6 packs \$42

Canadian Dealer: 2 for \$20.75; 6 packs \$57.75

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AGGRAND



Al Amato, President and CEO, AMSOIL, INC.

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

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