

AGGRAND[®] NEWS

AGGRAND[™] 4-3-3 Increases Yields and Profits



Why should you use AGGRAND[™] Liquid Natural Fertilizer 4-3-3? To improve your bottom line.

Dealer John Gore, Bedford, Ind., saw an increase in the number of bales of hay this past summer that raised his income by nearly \$3,000. Gore bales and sells his hay to local farmers.

“Producing large quantities of high quality hay can often be difficult, but I’m convinced that the addition of AGGRAND[™] Liquid Natural Fertilizer 4-3-3 has made it much more profitable,” Gore said. “Plus the improved plant health, stronger roots, and better drought tolerance when moisture is an issue all add up to a long list of reasons to use more AGGRAND.”

In late summer, Gore cut an 11-acre field of alfalfa and grass mixture – a field that in the past has produced 400 to 500 50-pound bales. “I knew it was going to be good but I was thrilled when it made 979 bales,” he said.

Although the season brought plenty of rainfall, Gore said past experience convinces him commercial fertilizer couldn’t come close to that kind of production.

Gore was especially happy when he did the math on his increased hay yield. He charges \$6 per bale.

“After using AGGRAND on just this one cutting I produced more than 23,950 pounds more hay,” Gore said. “That means I’ll earn an extra \$2,874. When you figure that the cost of the AGGRAND was much less than the commercial fertilizer which is more than \$100 an acre in our area, along with the increased production, it is certainly a winning program.”

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– Dealer John Gore



AGGRAND SUCCESS – This Indiana hayfield produced 979 extra bales of hay this past summer after Dealer John Gore used AGGRAND Liquid Natural Fertilizer 4-3-3 on it. Gore’s young son, Jackson, proudly displays a bottle of 4-3-3 as his dad looks on in front of the newly-stacked bales.

Gore followed directions from AGGRAND literature that will help his production remain high for next year. “I applied AGGRAND 4-3-3 about 10 days after the last cutting at the rate of one-and-a-half gallons of 4-3-3 in 20 gallons of water per acre using large flood type nozzles,” he said.

Gore plans to use AGGRAND on more of his fields next year to continue to increase his yields and his profits.

AGGRAND natural fertilizers not only cost significantly less than chemical fertilizers, they improve soil conditions by providing necessary nutrients that cause organisms and microorganisms to re-establish themselves and greatly increase their numbers, accelerating the natural process that increases fertility, nutrient availability and water-holding capacity in the soil. AGGRAND natural fertilizers bear the USDA Organic Seal, which signifies the products meet USDA-NOP (National Organic Program) approval for organic crop production.

AGGRAND Booth Draws Dealers at AMSOIL 35th Convention



RESIDENT AGRONOMIST MEETS THE CROWD –
AGGRAND representative Walt Sandbeck talks with Dealers at the AGGRAND booth during the 35th ANNUAL AMSOIL Convention in July. The booth drew record numbers of Dealers interested in AGGRAND products.

This past summer AMSOIL marked 35 years in business, and hundreds of Dealers traveled to corporate headquarters in Superior, Wis. to celebrate and learn more about the company.

AMSOIL synthetic motor oils and lubricants have come into their own in world markets. Likewise, AGGRAND Natural Liquid fertilizers have gained attention as consumers increasingly seek ways to save money in tough economic times, as well as preserve the environment.

“I was totally overwhelmed by the response we got at the convention,” said ALTRUM Manager Greg Sawyer. “AGGRAND has definitely become a player in the fertilizer market, and it’s only going to get better. Customers save money and the environment with AGGRAND and Dealers increase their profits. It’s a win-win situation.

“AGGRAND 4-3-3 and 0-0-8 are now approved for organic use, which gives Dealers another dynamic market to penetrate.”

AGGRAND Natural Fertilizers

- **Greater Yield**

AGGRAND fertilizers nourish your soil.

“I harvested five hay cuttings.” – Dealer Edward Myers

- **Lower Costs**

Don’t let fertilizer costs leave your fields empty.

“AGGRAND sales have risen 300 percent.” – AGGRAND Manager Greg Sawyer

- **Environmentally Friendly**

AGGRAND is safe for ground water.

“AGGRAND has opened me up to a better way of living.” – Dealer Ches Cain

Order Now
www.altrumonline.com
1-800-777-7094



Organic Fertilizers Help Maintain Natural Balance

Traditional fertilization practices have certainly caused surface and groundwater pollution, but banning the application of certain nutrients is not the answer.

The application of both nitrogen and phosphorus can be problematic. Chemical fertilizers that are highly concentrated cause water pollution even when they are applied at the recommended rates when followed too soon by a heavy rain or too much irrigation.

The answer to this dilemma is to start using more sustainable practices and natural products, such as AGGRAND fertilizers. The recycling of nutrients through the return of grass clippings (using a mulching mower) stimulates soil biological activity and supplies at least two pounds of nitrogen per 1,000 square feet per year without causing any pollution. The application of low levels of AGGRAND fertilizers that contain fish, kelp and humates, plus adding corn gluten meal, stimulates the proliferation of microbes and earthworms, which readily fix these forms of nutrients before they ever get into lakes, rivers or streams. As the creatures in the soil multiply, they excrete nutrients and die or are eaten and digested and excreted by other organisms, which releases nutrients slowly as plants need them.

An actual comparison of two types of fertilizer, AGGRAND 4-3-3 and one that is chemical, illustrates the difference. One homeowner applies 30-5-10 fertilizer to his or her lawn at 20 pounds per 5,000 square feet and a neighbor applies one quart of AGGRAND 4-3-3 (2.3 pounds) of fish-kelp humate fertilizer per 5,000 square feet. The natural fertilizer puts .0184 pound and .013 pound of phosphate per 1,000 square feet into the soil. The naturally fertilized lawn is more drought and pest resistant and uses less water so it needs less frequent irrigation. The AGGRAND fertilizer stimulates biological

activity, which creates stable soil aggregates enabling the roots to go deeper and become better developed, keeping nutrients in the root zone.

The chemical fertilizer puts 1.2 pounds of nitrogen and .2 pound of phosphate per 1,000 square feet into the soil (65 times more nitrogen and 15 times more phosphate than the natural fertilizer). The chemically fertilized lawn and/or pasture is water hungry and needs constant irrigation because the grass relies on the chemical to supply the nutrients. The chemical toxifies the soil, inhibiting biological activity, which results in compacted soil and an unhealthy root environment. Most of the nutrients are free to flow over the compacted surface into the surface water or past the restricted root zone into the ground water. Research shows that up to 96 percent of high analysis chemical fertilizers are not taken up by plants.

Fertilization is not inherently bad, but the type and amount of fertilization is the key to producing healthy lawns and pastures and eliminating water pollution. Remember, nitrogen and phosphate are present in all ecosystems, but nature knows how to hold them and make them readily available when they are needed.



AGGRAND IMPATIENS – Dealer Steve Smith of Topeka, Kan. sent in this photo of his Impatiens in early September. This overflowing pot is the result of fertilization with AGGRAND Liquid Natural Fertilizers. He uses a mixture of AGGRAND Natural Kelp and Potash and AGGRAND All Natural Organic Liquid Bonemeal throughout the summer. "Most times it was just what was left after using the 8 gallon sprayer on our tomato and pepper crops," Smith said. "The impatiens turned out much harder than ever before."



Lawn and Garden Products

AGGRAND Natural Fertilizers



- Multi-purpose for flowers, fruits, vegetables, lawns, trees and crops
- 100 percent organic materials
- Increase nutrients in the soil
- Effective foliar feed or soil application
- Plants resist disease and stress
- Convenient liquid concentrate
- Cost less than chemical fertilizers

AGGRAND Promotional Items



AGGRAND cap is AGGRAND green with an embroidered logo and Velcro closure.



AGGRAND Polo Shirt is constructed of 100 percent combed cotton pique with embroidered AGGRAND logo on left chest. Sizes S-XXXL.

Item No.	Descrip.	US	US Cat	CA	CA Cat
G2527	Cap	\$13.00	\$14.50	\$14.75	\$16.40

AGGRAND Reports Available Online
Dealers who visited the AGGRAND side of the ALTRUM booth eagerly read the AGGRAND Report made available to them at the convention. Those reports now are available online for anyone who wanted one and didn't get one, or for Dealers who need more copies to share the information with their customers.

Item Number	Description	US Price	US CAT Price	PR Price	CA Price	CA CAT Price
G2579	AGGRAND Polo Shirt - Sm	29.50	33.00	32.00	33.50	37.25
G2580	AGGRAND Polo Shirt - Med	29.50	33.00	32.00	33.50	37.25
G2581	AGGRAND Polo Shirt - Lg	29.50	33.00	32.00	33.50	37.25
G2582	AGGRAND Polo Shirt - XL	29.50	33.00	32.00	33.50	37.25
G255	AGGRAND Polo Shirt - XXL	31.25	34.75	34.00	35.25	39.25
G2559	AGGRAND Polo Shirt - XXX	32.75	36.50	35.50	37.00	41.25

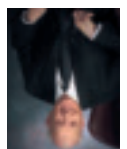
Minimum 10% Post-Consumer Fiber



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Al Amazio President and CEO, AMSOIL INC.



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

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