

AGGRAND® NEWS

Farmer Realizes 50 Percent Increase in Profit With AGGRAND Fertilizer

Dealer Steve Redelman of Decatur, Ind. has been a farmer since he was 14 years old.

"I love farming," Redelman said. "That's my first passion. I love animals and I love working with the soil." Growing up in southern Indiana, he learned farming from his father and uncles.

Redelman used AGGRAND Natural Fertilizer 4-3-3 to plant corn, hay and soybeans in the 2008 growing season.

He tested AGGRAND Liquid 4-3-3 fertilizer on a 20-acre field that had never been planted. The field had to be cleared of trees and shrubs, plowed and fertilized, he said. "The ground was nothing but grass, so it was good for plow-under," Redelman said. "We never thought it would do anything, but it sure did. I harvested 250 bushels of corn an acre last year in that field. That's an increase of 95 percent in overall yield over the previous year for a **50 percent increase in overall profit for the season.**"

He mixed one gallon of AGGRAND 4-3-3 to 20 gallons of water on a 20-acre alfalfa hay field. Typically, the yield for hay is 99 to 100 bales per acre.

*"I harvested 250 bushels of corn an acre last year in that field. That's an increase of 95 percent in overall yield over the previous year for a **50 percent increase in overall profit for the season.**"*

— Dealer Steve Redelman

"I got 102 bales per acre," Redelman said. "I was real happy about it. The hay was nice and green. When I cut the bale open it was nice and green and moist inside, even though the outside faded. All the protein stayed in the stems and leaves of the alfalfa and grass."



He plans to increase his use of AGGRAND 4-3-3. "We're thinking about bumping up the AGGRAND to two gallons per acre for the hay since I read in the *AGGRAND News* about the guy who put it on his corn field," he said. (See the *Winter 2007 AGGRAND News* online at www.aggrand.com.)



AGGRAND INCREASES YIELDS IN SOUTHERN INDIANA — Dealer Steve Redelman of Decatur, Ind., increased yields in all of his crops with AGGRAND fertilizer in the 2008 growing season and plans to use even more AGGRAND in 2009.

Farmers around him are asking why he is getting such high yields, Redelman said. "I have a customer who is an organic farmer and he plans to use AGGRAND on everything this year," he said.

Redelman's soybean yield increased in 2008 with AGGRAND. "That ground was low on nutrients," he said. "I sprayed AGGRAND on it a couple of times and my yield was up 10 to 20 bushels an acre. There were more pods on the beanstalks."

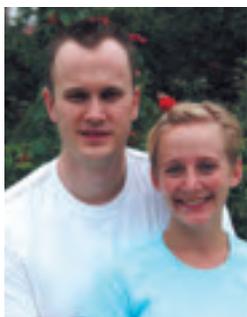
The plants developed strong roots. "We had to use a spade on the beans because the roots were down deep," Redelman said. "If the roots are shallow the stalks can blow down in high winds."

During the fallow time of winter, Redelman has continued to put nutrients in the ground with AGGRAND. He expects even greater yields of soybeans in the 2009 growing season.

"I usually get 55 to 65 bushels an acre, Redelman said. "I'm hoping to get 60 to 70 bushels with AGGRAND."

He has been a Dealer for the past five years and uses AMSOIL products in all of his vehicles. His success running AMSOIL lubricants in his machinery has earned him several local customers. "They're all happy with the AMSOIL products," he said.

DJ Works to Improve Environment, Enjoys Increased Profits With AGGRAND



Jesse and Tina Hull

AGGRAND sales are booming for Direct Jobbers Jesse and Tina Hull of Prairie Village, Kan.

“Our family business grew 309 percent from 2007 to 2008,” Tina said. “Last May we received a huge commission check. It was fun deciding as a family how to spend it.”

Jesse Hull became an AMSOIL Dealer several years ago. Tina had little interest in the oil side of the business. Then Jesse attended an AGGRAND seminar at AMSOIL University, and he realized the fertilizer was a perfect fit for Tina’s interest in an organic, all-natural lifestyle.

“AGGRAND has opened up a whole new world for me as a stay-at-home mom of three,” she said. “It has given me a chance to have a successful business that I can work at home with my children and also work together with my husband.”

“Sales of organic products have soared from \$5 billion nationwide a decade ago to \$24 billion today.”—

Organic Trade Association

Before AGGRAND, her only experience with fertilizer was the chemical fertilizer her dad put on his lawn that gave her dogs a bad rash. “The toxicity of chemical fertilizer became ingrained in my head when I saw my two cocker spaniels suffering because of it,” Hull said. “If it was doing this to my dogs, what was it doing to my kids? To me, healthy kids and pets are more important than a nice looking lawn or garden or flowers. Once I learned about AGGRAND, I realized I could have both. For the first time my house actually had flowers that bloomed and looked beautiful.

“The more AGGRAND fertilizer I sell the less chemical fertilizer ends up in our drinking water and other products we consume. Helping the environment and saving people money at the same time makes it even more rewarding.”

Sales of organic products have soared from \$5 billion nationwide a decade ago to \$24 billion today, according to the Organic Trade Association.

“People are looking for natural alternatives that work and will protect the environment, protect their children and their health,” Hull said. “The natural movement is just starting to explode. The best thing to sell is what people are already looking for. I’m selling what people are buying.

Whether they are homeowners with lawns and gardens or farmers with fields they all want similar things.”

What Customers Want

- Customers want higher yields, better quality plants with better tasting fruits and vegetables.
- Customers of all kinds are seeking natural products that are safe for kids and animals and good for the environment.

“The environmental movement is huge right now, and growing,” Hull said. “It’s a wave you can ride with AGGRAND organic fertilizer.”

- Cost savings – AGGRAND natural fertilizers are considerably less expensive than chemical fertilizers.
- Convenience – AGGRAND liquid fertilizer is easy to apply with a hose-end sprayer or spray rig.

“Plus, they want to know that it works, that others have been successful using it,” Hull said.

Last growing season was the best for sales of AGGRAND the Hulls have experienced. “AGGRAND is about 75 percent of our business,” she said. “It’s a more consumable market, so there’s better potential for sales. Selling AGGRAND keeps us at the Direct Jobber level more consistently.”

Her experience selling AGGRAND has taught her what works to attract new customers. “The biggest thing for me is just understanding the organic market and what people want,” Hull said.

Tips for Growing Your AGGRAND Business

- Let the literature and the stories in the *AGGRAND News* do the talking. You don’t have to know everything about fertilizer and how to grow every plant. Order the AGGRAND literature pack (G1380) and spend some time reading through it all. It has information on how to grow just about everything, plus field trials and testimonials. Also read through all the previous *AGGRAND News* issues (available online). If someone asks you how the fertilizer works for corn or tomatoes or hay, refer them to the stories in the *AGGRAND News*.
- Use the product yourself on your lawn and garden or on your farm. Learn the benefits first hand.
- Think big and find leverage points in your business. Find inexpensive ways to get people to call you. Advertise locally, set up a booth at the local farmers’ market, use the Internet.

“There are so many potential customers and ways to grow the business using the AGGRAND products,” Hull said. “Dealers are really missing out if they are only selling AMSOIL. The summer 2008 *AGGRAND News* had some really great sales tips. I have only implemented a fraction of the suggestions and my business is booming.”

New **AGGRAND** Website: Your Source for Crop, Garden and Lawn Info

AGGRAND introduced a new website early on March 17. The address is: www.aggrand.com.

“AGGRAND Dealers will find a well-organized site with instructions and mix ratios for growing everything from commercial crops to houseplants,” said AGGRAND Manager Greg Sawyer. “Many of the publications have been updated, and more will be added in the near future.”

The website provides Dealers with comprehensive information and pricing.

“Dealers now have a tool that is directed solely to the AGGRAND Dealer,” Sawyer said. “At your fingertips you have: resources, testimonials, rate guides, mix ratios, garden and production guides, agriculture recommendations, studies, explanations, etc. Years of information has been gathered into one source. The beauty of this is we can add to it all the time. It is your best source for quick answers to most questions about AGGRAND Natural Liquid Fertilizers.”



The website is a milestone for AGGRAND and AGGRAND Dealers and will fuel the enormous growth seen in the past couple of years in AGGRAND sales.

Get Ready for Spring Planting

It's Time to Order Your AGGRAND Natural Liquid Fertilizers

AGGRAND Natural Liquid Fertilizers are more popular than ever. It's not too early to place your orders for the 2009 growing season.

“Because of the overwhelming sales of AGGRAND fertilizers in 2008, we have doubled our manufacturing capabilities,” said AGGRAND Manager Greg Sawyer. “We don't foresee any back order problems for this season, but it's still wise to order early to make sure you have your AGGRAND fertilizers available when you need them.”

Sawyer attributed increased sales of AGGRAND to several factors. “Not only are more consumers learning the benefits of natural fertilizers, costs of chemical fertilizers

have more than tripled in today's volatile market,” he said. “Sales more than doubled what they were last year in February of this year, so it's important for Dealers and customers to order now and help us help them get the products they count on for outstanding crops, gardens and lawns.”



AGGRAND fertilizers can be stored in a cool, dry area for an extended length of time.

AGGRAND Initiates New Online Program for G1374 Soil Sample Kit

The AGGRAND Soil Fertility Guide now is available online at www.aggrand.com. Download the 19-page guide, insert the appropriate information from the Midwest analysis in the blanks provided, and follow the planting and fertilizing instructions in each section. This gives AGGRAND Dealers a comprehensive crop management plan for the appropriate AGGRAND products.

Dealer Shares Insight for AGGRAND Application

“My AGGRAND 4-3-3 fertilizer sales in 2008 were very good,” said Direct Jobber Stephen Beckett of Virginia.

During the first application of AGGRAND Natural Fertilizer 4-3-3 in the spring of 2008, he encountered intermittent spraying problems. “After some research and trial and error, I determined the solution to the problem,” Beckett said.

The boom sprayer nozzles needed to be changed from the Standard (TeeJet) Flat Fan spray nozzles (*pictured at the center*) to the TeeJet Turbo Floodjet nozzles (*pictured below, right*). “The sizes of the TeeJet Turbo Floodjet will be from TF-4, TF-5, or TF-7.5,” Beckett said. “This is based on pressure and speed that you can safely drive the tractor/



TeeJet Flat Fan

sprayer in your fields. For those building a sprayer from a 275 gallon tote, a pair of (XT043) Hypro Boom X Tender nozzles (pictured below, left) are a great, economical boom-less nozzle applicator. Two Hypro Boom X Tender nozzles can be used, or extend the spray swath by adding one or two TeeJet Turbo Floodjet (TF-7.5) nozzles in the middle of the XT043 nozzles. This set up will allow application of 26 to 32 gallons of AGGRAND per acre. These nozzles, with screens removed, will spray all of the AGGRAND products with no clogging. These nozzle applicators, along with AGGRAND Fertilizer 4-3-3, give farmers/ranchers the economical advantage in today’s agricultural market.



Hypro Boom X Tender with Diaphragm Check Valve/Nozzle Body



TeeJet Turbo Floodjet

Minimum 10% Post-Consumer Fiber



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Al Amatozio President and CEO, AMSOIL INC.

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



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