

# AGGRAND<sup>®</sup> NEWS

## AGGRAND Natural Fertilizers Turn 'Green' Into 'Gold'

Turn fertilizer into money or "green" into "gold."

Direct Jobbers David and Carol Bell, along with DJ Ken Morehead recently featured AGGRAND at the 3i (Industry, Irrigation and Implements) Farm Show in Great Bend, Kan. AGGRAND Manager Greg Sawyer also was on hand to answer questions.

It was the first time the Bells have primarily marketed AGGRAND fertilizers at a show.

During the three-day show, the group registered 46 new customers, most of them new commercial accounts. These professional farmers work large tracts of land for growing wheat, corn, soybeans, alfalfa, sunflowers and other crops. Some of them also raise cattle. The Dealers also registered Retail-on-the-shelf accounts, Preferred Customers and Dealers.

The booth was outfitted with an AGGRAND banner, posters, lime green velvet tablecloths, 2 1/2-gallon jugs of AGGRAND Naturally Organic Fertilizer, quart bottles of all the AGGRAND products, as well as colorful brochures of vegetables and fruits grown with AGGRAND products.



**FARM SHOW** – Direct Jobbers David and Carol Bell, left, along with DJ Ken Morehead, right, at the 3i Farm Show in Great Bend, Kan. AGGRAND Manager Greg Sawyer, center, surprised them by attending the show and talking with many of the farmers who showed an interest in AGGRAND Natural Fertilizers.

The Dealers were able to demonstrate the savings farmers could see using AGGRAND versus chemical fertilizers, as well as explain to them the benefits of lower cost per acre, increased yields, higher quality crops, improved soil quality, the advantage of using the natural organic approach.

"Many of the farmers were willing to use AGGRAND on a "test plot" area to see the results and improvements side by side with what they are doing now," David Bell said.

Several new customers registered who already use all natural organic products, and one of these raises "certified" organically grown beef cattle. This father/son team has about 2,000 acres, and the fertilizer they use is very important as a part of their organic program. AGGRAND is a perfect choice for this business.

"There are many, many of these organic growers all over the country, already using natural products, and AGGRAND will have a strong appeal to many of them," Bell said. "We suggest AMSOIL/AGGRAND Dealers seek out organic growers in their area and contact them about AGGRAND."

Several people were interested in becoming AMSOIL Dealers in order to sell AGGRAND products. Two Dealers were registered at the show. One of them is a seed salesman as well as a farmer, and the other sells farm products and farms more than 2,500 acres of alfalfa.

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***"AGGRAND is one-third of the cost of chemical fertilizers. It's more economical than anything around and it's organic."***

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# Sales Tips for AGGRAND Dealers

- Use AGGRAND products at home on your yard, plants, garden or flowers. Save the empty bottles to display at shows.
- Order the AGGRAND Literature Kit, G1380, and study the material carefully.
- Order the various AGGRAND brochures, decals, soil test kits, price lists, cap, letterhead, envelopes and other supplies that are available right now.
- Display an AGGRAND banner, G1108, and AGGRAND posters at shows or other events.
- Be sure to prominently display the organic seal logos so your customers know the high quality of the materials they are buying.
- Write a list of local farmers, gardeners, golf courses, greenhouses, nurseries, organic garden clubs or organizations, flower clubs, ranchers and other businesses that are potential customers for AGGRAND products. Keep the list handy and add to it as you get new ideas.
- Set up a booth display at farm shows, farmers markets, tractor events, ranch or cattle shows, or garden and flower club events. All of these places attract large numbers of people who are in the market for AGGRAND Natural Fertilizers.
- Establish retail-on-the-shelf accounts at fertilizer and seed businesses, nurseries, hardware stores, farm co-ops, florists, or any type of business that sells outdoor supplies.
- Contact the people and businesses who spray fertilizers or other products on agricultural land as well as residential and commercial property. These people and businesses are prime candidates to become Dealers.
- Host an AGGRAND meeting to review the products and business opportunity with your team of AMSOIL Dealers. Send information to your established commercial and retail accounts, Preferred Customers and Dealers.
- Review past AGGRAND newsletters. They are available online at [www.altrumonline.com](http://www.altrumonline.com). Click on the AGGRAND tab and find past issues of the newsletters in the left hand margin of the page.

## 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**  
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**1-800-777-7094**



# AGGRAND Produces Lush Plants and Cuts Costs for Growers

AGGRAND Natural Fertilizers are increasingly popular for their cost savings and safe, organic formulations.

Chemical fertilizer costs have become staggeringly high. Farmers paid an average of 65 percent more for fertilizer in April than they did the previous year, according to the U.S. Department of Agriculture.

AGGRAND Natural Fertilizers cost less than one-third of the price of chemical fertilizers.

AGGRAND Natural Fertilizers slowly release nutrients into the soil to produce high quality grain crops and vegetables. Customers report unprecedented yields of their crops, lush flowering plants and prolific green plants.

Now is the time for growers to cash in on savings and increase your yields with AGGRAND Natural Fertilizers.

## Dealer Gets Healthy Blooms, Prolific Strawberries

Dealer Ken Kerkman of southeastern Wisconsin put AGGRAND Natural Liquid 4-3-3 Fertilizer on his strawberries last fall after bearing and then shortly after he uncovered them this spring. (See photos below.)

"They are just white with blossoms and it looks like I will be busy picking berries," Kerkman said.

Kerkman also fed the peony bushes that were ailing last fall after a hot and dry growing season. (See photos below.)

"I put AGGRAND 4-3-3 on last fall and again this spring and they sure are healthy this year," he said. "I planted Calla Lillie bulbs a couple of weeks ago and tried different mixes of AGGRAND 4-3-3, Natural Organic Liquid Bone Meal, and Natural Kelp and Sulfate of Potash in the rows, so we will see what happens with them."

He has a climbing rose near his house that has borne no flowers for the past five years.

"I told my wife Lorna that I will either kill it or make it grow," Kerkman said. "I watered it several times last summer and again this spring with a mixture of AGGRAND 4-3-3 and it is full of buds."

*Kerkman promised to send in photos of the roses when the plant blooms so watch for them in a future issue of the AGGRAND News.*



# 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 offers a cap to keep the sun out of your eyes as well as start a conversation that could lead to a sale. The cap comes in AGGRAND green with an embroidered logo and Velcro closure.

Item No.	Descrip.	US	US Cat	PR	CA	CA Cat
G2527	AGGRAND Cap	\$13.00	\$14.50	\$14.25	\$14.75	\$16.40

Write to AGGRAND with your testimonials and suggestions. Email us at [info@AGGRAND.com](mailto:info@AGGRAND.com)

send to: **AMSOIL INC.**  
**Attn: AGGRAND Department**  
**AMSOIL Building**  
**Superior, WI 54880**  
 or fax us at **(715) 392-5225** or **(715) 392-5267**



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Post-Consumer Fiber  
 Minimum 10%



**Our Address**  
 To submit a testimonial or question, write to:  
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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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