

AGGRAND® NEWS

Study Documents AGGRAND Quality

Official results of the inaugural AGGRAND growth plot experiment are now available in the *AGGRAND 2010 Vegetable Productivity Study* white paper (G2851).

“The idea was to perform an onsite experiment to determine if the AGGRAND fertilization program would outperform a leading inorganic chemical fertilizer in a home garden application,” said Richard Holappa, AGGRAND research and development manager.

The new document provides detailed technical information for comparison between AGGRAND fertilizers and an inorganic chemical fertilizer.



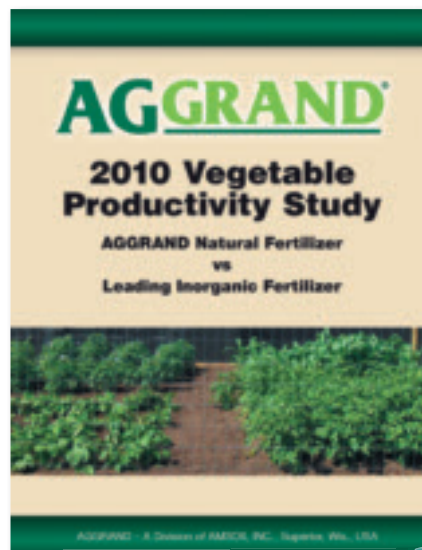
GREEN BEAN HARVEST — AGGRAND personnel harvest green beans grown in the inaugural growth plots at AGGRAND in Superior, Wis. during the summer of 2010. All of the results of the study are available in the *AGGRAND 2010 Vegetable Productivity Study* (G2851).

“The AGGRAND fertilization program outperformed the plots fertilized with the leading inorganic chemical fertilizer and the control plots where only water was applied,” said Holappa.

The growth plot study gives Dealers empirical data on four vegetables — tomatoes, green beans, potatoes and corn.

Results: AGGRAND Performs Best

The growth plot study details the process from building the growth plots and planting seeds and plants to fertilization rates and methods. Tables, photos and



charts document harvest comparisons for each of the crops.

“The plot receiving the AGGRAND fertilization program realized increased vegetable yields over the leading inorganic chemical fertilizer, and in some cases produced larger crops,” Holappa said. “In addition, after one growing season, the soil had more nutrients remaining when compared to the other two plots. Longer-term work will be conducted to determine soil fertility trends.”

Plans for the Future

Now that the growth plots are established, AGGRAND will continue to conduct research and development of AGGRAND products to ensure they are the best.

Holappa and Fertilizer Specialist Walter Sandbeck were not surprised by the results.

“Walt and I use AGGRAND products in our personal gardens with excellent results, and we know they are safe and environmentally friendly, too,” Holappa said.

The 2010 Vegetable Productivity Study is available in the revised AGGRAND Literature Kit (G1380).

AGGRAND Invests in Quality of Research

In conjunction with ongoing growth plot studies at AGGRAND, a weather station has been installed to further enhance the scientific nature of the results.

“The weather station is essential in monitoring temperature, relative humidity, rainfall and wind speed and direction during the growing season,” said Richard Holappa, research and development manager. “This spring we will install soil temperature and moisture sensors in each plot to ensure each growth plot is treated equally. This supporting weather and soil data is typically used in research.”



INFORMATION CENTER — The new weather station installed in the AGGRAND growth plots transmits all of the pertinent information to this console and is archived electronically.



WEATHER DATA TRANSMITTER — These photos (above and right) show the weather data transmitter installed in the AGGRAND growth plots.



Lawn Business Thrives With AGGRAND

Dealer Dave Richards of Manchester, Md. has developed a growing commercial lawn fertilization business using AGGRAND natural liquid fertilizers.

“AGGRAND just does a terrific job,” Richards said.

He started using it about four years ago when he became interested in natural fertilizers to help protect the environment in the Chesapeake Bay area where he lives. The bay is heavily polluted with chemical fertilizers from farmers and lawn companies. “About 92 percent of the nitrogen ends up in run-off in the wells and streams and eventually Chesapeake Bay,” Richards said, “which endangers the thriving seafood commerce there.”

“AGGRAND is only 4 percent nitrogen and is 20 percent more effective than chemical fertilizers,” he said.

He developed his own spray rig (see Winter 2010 AGGRAND News) and uses it to fertilize lawns and horse pastures for his customers. “They keep coming back,” Richards said.

His customers get an individualized fertilization plan based on soil analysis, which tells him exactly what each lawn or pasture needs for the best result. “The development I’ve gotten from these lawns and pastures is just fantastic,” Richards said. “They hold up in the heat and drought, cold, stress and against disease.”

A season of drought and high temperatures in 2010 put AGGRAND fertilizer to the test. Lawns that were not treated with AGGRAND burned up in the dry, hot conditions, whereas the lawns he fertilized with AGGRAND needed no special care. “They just held up,” Richards said. “Just one application of AGGRAND and



LIQUID CONVENIENCE — Dave Richards uses AGGRAND Natural Fertilizer and this sprayer for his thriving lawn fertilization business in Manchester, Md.

the lawns and pastures stayed so nice. They produced a stronger, healthier plant.”

One customer had been plagued with thin grass for many years until Richards did a soil analysis and fertilized with AGGRAND Natural fertilizer. His customer told him, “Our lawn has never looked this good in 20 years.”

His business has grown by word of mouth. “My lawns and horse pastures have come along so beautifully in the last three years,” he said. “I expect that within the next two years I’m going to have a very nice business. I had a very good fall.”

Nothing beats the convenience of using the liquid fertilizers, he said. He uses the 2.5-gallon containers and simply pours it into his tank.

New AGGRAND Literature Available

Stock No.	DATE	DESCRIPTION	Qty.	PRICE
G2789	09/10	Converting to Sustainable Crop	(1)	\$0.55
G2790	09/10	Foliar Feeding w/ AGGRAND	(25)	\$3.10
G2792	09/10	Soil Fertility Guide	(1)	\$2.00
G1380	02/11	AGGRAND Literature Kit	(1)	\$12.50
G2851	01/11	AGGRAND Growth Plot Study	(1)	\$1.50

AGGRAND News Issues Online

AGGRAND News is a quarterly publication that offers detailed information on AGGRAND fertilizer use and application available online at www.aggrand.com in the “Articles” section of the website. Dealers gain access to the AGGRAND archive back to 2001 by logging into the AGGRAND Dealer zone “Articles” section. Most issues include testimonials of how Dealers and customers apply AGGRAND fertilizers. You’ll also find helpful growing tips and general horticulture information.



AGGRAND Improves Natural Liquid Lime Formulation

The new AGGRAND Natural Liquid Lime (NLL) formulation incorporates pure calcitic limestone. The improved formulation boasts an average particle size 600 percent smaller than the previous formulation and nearly doubles the available calcium. Because calcium plays a critical role in overall plant nutrient uptake, it should be part of any long-term fertilization program. In fact, approximately 90 percent of the soil analyses received by AGGRAND need calcium. In addition, the new formulation's suspension agents reduce product separation for longer shelf-life.

AGGRAND Natural Liquid Lime pricing remains unchanged for the new formulation. For more information visit www.aggrand.com/lime.aspx.



AGGRAND application rates and experiences featured here have been submitted by sources independent of AGGRAND. Your experiences may vary. Optimal application rates can vary due to soil condition, crop type, weather patterns and many other factors. AGGRAND recommends and supports soil analysis to determine optimal application rates.

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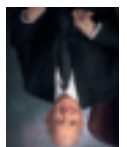
Minimum 10% Post-Consumer Fiber



Our Address
 To submit a testimonial or question, write to:
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Al Amatozo, President and CEO, AMSOIL INC.

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



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