



Roles Marketing International, Inc.

Service is the heart of our business

CELL 561-644-3511 | FAX 561-753-3880

WHAT IS AGRI-GRO ?



A Natural Bio-Stimulant and Soil Fertility Booster

- **Agri-Gro®** is a unique product that offers numerous benefits to commercial growers.
- **Agri-Gro®** has been used in commercial agriculture for over 20 years. Test results are available from growers as well as Universities and other Independent bodies.
- **Agri-Gro®** stimulates root development by 30-50% further improving nutrient uptake and overall water efficiency.
- **Agri-Gro®** increases soil tilth, friability and porosity while decreasing sodium levels making previously anemic or unproductive soils more productive.
- **Agri-Gro®** can increase the healthy indigenous microbial activity in the soil or growing medium by as much as 2000% within 3 days after application.
- **Agri-Gro®** is a source of essential micronutrients, proteins, enzymes, amino acids and complex carbohydrates not available in ordinary fertilizers.
- **Agri-Gro®** is a liquid product that can be easily applied in conjunction with most pesticides, herbicides, fungicides and fertilizers through ground or aerial spray rigs or fertigation systems.
- **Agri-Gro®** is derived from many different types of beneficial bacteria; including aerobic and anaerobic microorganisms, making the product effective in oxygen rich as well as oxygen deprived environments.
- **Agri-Gro®** when stored properly has a shelf life of 4 years without losing efficiency

Regardless of Soil or Crop Conditions, Agri-Gro™ works!

- increases yields and crop quality
- increases fertilizer uptake and efficiency
- builds humus, speeds up the breakdown of organic matter
- reduces salt buildup and chemical carry-over
- increases root development, mycorrhizal activity
- improves plant resistance

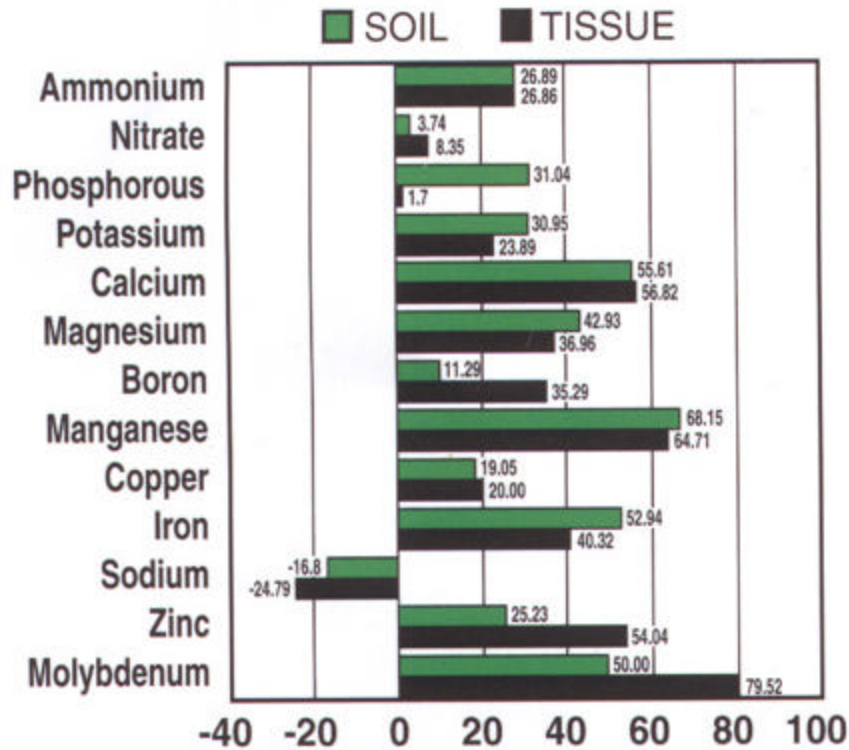


Get What You're Paying For!

In a detailed University study, the addition of Agri-Gro significantly increased the uptake and availability of 12 macro and micronutrients while lowering the levels of sodium in the soil and plant tissue.

Conclusion: Agri-Gro not only improves yield and plant growth, but has the potential to reduce environmental pollution by more efficient utilization of fertilizer nutrients and thus the potential reduction of applied fertilizers.

Figure 1: % of Change in Nutrient Availability and Uptake using Agri-Gro



Research conducted by Lincoln University,
 Jefferson City, MO / Dr. David Sasseville, PhD.

How Agri-Gro Works for You

Agri-Gro has a wide range of benefits for growers concerned with creating a healthier, more efficient growing environment, and maximizing their return on investment.

University and Independent research as well as field trials by growers around the world has shown that regular use of Agri-Gro contributes to better fertilizer utilization, more vigorous plant growth, improved soil conditions, increased root development, improved mycorrhizal activity, less insect and disease pressure, and increased yield and crop quality.

Increased Yields & Crop Quality

If your soil is like most, you probably have an abundance of tied up nutrients that are not available to your crops. Many of these nutrients are fertilizers that you have paid for but are receiving no benefit from.

The increased enzymatic and microbial activity stimulated by Agri-Gro works to release these unavailable nutrients in the soil and convert them into a soluble form, which the plant can utilize. By improving the uptake and availability of applied fertilizers and those nutrients presently in the soil, Agri-Gro helps you "Get What You're Paying For" (see [Figure 1](#)).



This tremendous **increase in the availability and uptake of nutrients** has a direct influence on the growth and development of the plant, resulting in higher quality and better yields. By improving nutrient uptake, the quality of forage and feed crops is improved considerably. Increases in Relative Feed Values (RFV) by 20 - 50 points are common with Agri-Gro.

The benefits of Agri-Gro are not limited to its effect in the soil. Agri-Gro also offers tremendous benefits when applied to the foliage of growing plants. Agri-Gro contains micronutrients, growth hormones, enzymes and amino acids that when applied at certain stages of plant development can significantly improve plant growth and yield. Increasing the number of tillers on crops such as rice and wheat and improving flowering and boll set in cotton are just a few of the benefits from foliar applications of Agri-Gro.

Applying Agri-Gro to the foliage increases photosynthesis and the plant's ability to metabolize carbohydrates, proteins and other growth compounds contained in the leaves and transfer them to the root system. From the root system these compounds move out into the rhizosphere, feeding bacteria, algae, fungi and protozoa which in turn produce beneficial enzymes, organic acids, antibiotics, growth hormones and other nutrients. These growth stimulants are then re-absorbed by the roots and transported back through the plants system producing higher yielding, healthier crops.

Figure 2: Agri-Gro™ Test Results

- A. An analysis of the Agri-Gro treated plot indicated a 35% increase of root growth and penetration over the untreated plot.
- B. An analysis of the Agri-Gro treated plot indicated a 33% reduction in nematode population within a 120 day period.

Tests conducted by Dr. Arvel H. Hunter of: Agro Services International, Inc., Orange City, Florida.

Improved Soil Conditions

Agri-Gro energizes the biological life of the soil and stimulates the production of beneficial bacteria (see [Figure 2](#)). The benefits produced by these bacteria are numerous. Being living organisms, they are capable of producing massive amounts of CO₂ in the soil profile. CO₂, being a gas, expands in the soil breaking down clods and improving soil structure. CO₂ also combines the soil moisture to produce Carbonic Acid, which stimulates root development.

By stimulating the microbial life of the soil, the decomposition of crop residue is increased which releases nutrients and adds organic matter to the soil. This biological process helps the soil to be better aerated and mellow, which improves water percolation, drainage and tilth.

Improved Root Growth and Plant Resistance

Growers commonly notice a reduction of pest, disease and nematode related problems with the regular use of Agri-Gro (see [Figure 2B](#)). The beneficial bacteria stimulated by Agri-Gro help fight soil-born pathogens and their effects.

Agri-Gro is also proven to significantly increase root mass (see [Figure 2A](#)) and mycorrhizal fungi in the root zone. This can be contributed not only to the increase in available nutrients caused by Agri-Gro, particularly phosphorous, but also to the gibberellins, auxins and fungi contained in the product.

Mycorrhizal fungi colonize and extend the root system into the surrounding soil. This is very important in that the plant enjoys improved nutrient and water uptake, disease resistance and superior survival and growth. When root mass is increased, the plant's ability to draw nutrients from the soil and its yield potential are increased accordingly.

Stress relief is also a key to increased production. By increasing root mass and improving soil structure, the plant can better tolerate adverse weather conditions involving heat, cold, moisture and drought.



Figure 3: Microbial Test Results

Sample 1.

Non-treated soil sample checked for microbial activity.

Results: 31,800,000 SPC/GM

Sample 2.

Same soil as sample #1 except treated with AgriGro Bio-Stimulant 72 hours prior to analyzing for microbial activity.

Results: 600,000,000 SPC/GM

THE AGRGRO BIO-STIMULANT PRODUCED A 2000% INCREASE IN MICROBIAL ACTIVITY WITHIN 72 HOURS!

Tests conducted by: Morning Star Laboratories Inc., Moorpark, CA

Certified Results

Agri-Gro has been extensively researched on a wide variety of field, fruit and vegetable crops. For a complete listing of all field and laboratory research, visit our [test results](#) and [lab results](#) pages or click on the individual test results links below.

- [Cotton](#) — Agri-Gro plot produced 119 pounds additional lint/acre over check plot (test replicated 4 times). University of Missouri, 1998.
- [Cotton](#) — A single in furrow application of Agri-Gro produced 77 pounds additional lint/acre over check plot (test replicated 4 times). University of Arkansas, 1999.
- [Corn](#) — In a five year Independent study, the Agri-Gro plot with a 15% reduction in N and 33% reduction in P & K rates, increased corn yields by an average of 9 bushels/acre compared to the check plot which received full rates of NPK. Missouri research, 1994-1998.
- [Rice](#) — In a five year Independent study, Agri-Gro increased rice yields by an average of 11.4 bushels/acre despite a 25% reduction in fertilizer rates compared to the check plot which received full rates of NPK. This represents an average of \$55.81/acre more net profit each year. Missouri research, 1994-1998.
- [Soybeans](#) — In a five year Independent study, the Agri-Gro plot, with a 33% reduction in P & K rates, increased soybean yields by an average of 8 bushels/acre compared to the check plot which received full rates of P & K. This represents an average of \$51.03/acre more net profit each year. Missouri research, 1994-1998.
- [Tomatoes](#) — Agri-Gro increased yields by 122% in weight and 104% in numbers in "Husky" tomatoes (test replicated 4 times). SEMO State University, 1998.
- [Watermelon](#) — In 'Jubilee' and 'Crimson Sweet' varieties, Agri-Gro produced 243 more melons/acre weighing an additional 5,940 pounds over the check plot (test replicated 6 times). University of Tennessee, 2000.
- [Carrots](#) — Agri-Gro increased yields by 113% in weight and 16% in numbers in 'Fullback' Carrots over the check plot (test replicated 4 times). SEMO State University, 1998.
- [Onions](#) — In a study comparing 16 different growth additives, Agri-Gro came out on top in all areas, producing the highest yield, grade and profit of \$633/acre more than the check plot (test replicated 6 times). Oregon State University, 1999.
- [Snap Beans](#) — In Roma II and Hialeah varieties, Agri-Gro increased yields by 17.4 bushels/acre over the check plot. This represents an increase of \$144.25/acre in net profit (test replicated 6 times). University of Tennessee, 2000.
- [Potatoes](#) — Agri-Gro increased premium potato yields by 36.8% and grade A potato yields by 26% compared to the check plot. This represented an increase of \$815.00/acre more profit. University of Florida/Wetumpka Fruit Co.
- [Onions](#) — Agri-Gro increased yields by 93% over the check plot (test replicated 4 times). SEMO State University, 1998.



The Bottom Line

Farmers today are searching for ways to reduce production costs without sacrificing yields. A tall order in an industry which has seen production costs soar while the return to the grower has remained unchanged.

There is no question that technology has increased over the last 15-20 years, but this technology has come at a tremendous cost to the grower. Ask yourself one simple question, has the 'Bottom Line' of your operation increased as well?

Our goal at Agri-Gro Marketing is to develop products that protect the environment, reduce costs and most importantly, improve production. Universities and Independent researchers have verified that we are accomplishing this goal.

At Agri-Gro we will work for you, customizing programs to maximize the profits of your growing operation. Your success will be our success. See for yourself what growers around the world have discovered:

Agri-Gro improves 'THE BOTTOM LINE.'

HOW DO I USE AGRIGRO?

GENERALLY YOU WOULD USE A GALLON PER ACRE OVER THE GROWING SEASON. WE CAN TAYLOR THE USE TO YOUR CURRENT PRACTICES TO SAVE TRIPS OVER THE FIELD. WE WOULD LIKE TO KNOW YOUR IRRIGATION PROCEDURES AND SPRAY PRACTICES TO INCORPORATE OUR PRODUCT.

WE ALSO HAVE FOUND A SYNERGISTIC EFFECT IN USING SUPER-CAL OUR LIQUID CALCIUM PRODUCT WITH AGRIGRO.

FOR PRODUCT INFORMATION

**CONTACT— RICHARD ROLES
ROLES MARKETING INTERNATIONAL INC.
PO BOX 210759
ROYAL PALM BEACH, FL 33421
CELL 561 644 3511
FAX 561 753 3880
EMAIL RICHARD@RMIINT.COM**