



## Welcome Spring!

Spring has officially sprung, and with it comes preparations for a prosperous growing season! With fruit and vegetable season upon us and the demand for commercial freight trucks greatly increased, we ask that our domestic customers allow an extra week for deliveries of Brookside Agra products. You can also expect an increase in trucking costs as a result of this busy season.

This quarterly newsletter features a couple of guest columns from three of our expert consultants: Ben Elliott, Dr. Kate Jackson and Dr. Fred Madsen. We would like to thank them for their informative contributions.

We are also excited to announce the 30th Anniversary of Brookside Agra and the launch of our new website! Our president Don Riesenberg founded Brookside with his wife, Margaret, from their basement in Highland, Illinois in 1985. We sure have come along way, and we thank Don for his efforts and dedication to building such a well-respected and successful global company. You can read more about Don and the history of Brookside Agra in this newsletter.

Sincerely,  
 Chad Vaninger, Brookside Agra General Manager  
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### In This Issue

[H2OExcel Helps a Variety of Soil Conditions](#)

[Brookside Celebrates 30 Years!](#)

[Get the Facts About ProMins](#)

[New Website Launched!](#)

[Trade Show Calendar](#)

## Product Alert!

Brookside Agra just received notice that pricing for all Yucca products is expected to increase significantly June 1, 2015 due to limited resources and increased demand.

Customers are encouraged to stockpile as much of the product prior to June 1 to take advantage of the current pricing.

For more information, please contact

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### Feature Article



## Expert: H2OExcel™ Offers More Benefits to Soil Than Just Water Conservation

By: Ben Elliott, Soil Microbiologist for Brookside Agra

Wonder how to sort through all the new chemicals and techniques on the market today for water conservation? Consider starting with the basics. We know we can't control how much water Mother Nature throws at us, and we understand how important each drop is, considering the uncertainty of our weather patterns these days. Going forward, we have to work towards getting more water in our soil profile at deeper depths and preserving that moisture for plants to use, even as supplies from the sky begin to dwindle. We have times when we just can't seem to get a pause in the rain, and others when we worry how the late crops will fare through the late summer when the rain is scarce.

I spend a lot of time with growers talking about application timing and what we can do to mitigate the effects of hydrophobic soils. These soils are often overlooked, yet there are practices we can put into place that will lead to some inexpensive yield boosts. An alternate bonus is that it helps us better manage nutrient run-off from our farms. After all, it should be our goal to get nutrients into the ground instead of the ditch.

One of the quickest ways to help with water management is to utilize a chemistry like Brookside Agra's natural H2OExcel™. This is a chemistry that simply baffled me as to its true mode of action. In my initial assessment of this chemistry, I saw characteristics that were similar to soil surfactants, penetrants, conditioners, etc. The effects on some of the growth analysis tests that I conducted in my own lab found me seeking new avenues to get this chemistry on the ground.



## ProMins™ Cooperate With the Animal's Unique Mineral Needs

By: Dr. Kate Jackson and Dr. Fred Madsen

How much confidence do you have that a "well-balanced" formula will meet the nutritional needs of the animal? Does this confidence level change during periods of stress, clinical and subclinical disease, growth spurts or toxicity?

Animal nutritionists and formulators have a variety of ingredients, nutrients and additives to help meet the nutritional needs of modern livestock and companion animals. Great strides have been made in recent years in increasing the accuracy of meeting the nutrient needs of animals and reducing excretion of harmful materials into the environment. However, limited progress has been made in understanding and meeting the needs of animals during stress and disease.

Animals are systems which regulate in various ways the amount and form of the nutrients and metabolites they absorb and utilize. Animal nutritionists have discovered that the more accurately they supply the needs of the animal in terms of diet and environment the more efficiently the animals perform and the friendlier they are with the environment. Widespread use of ideal protein, protein modeling and various methods for estimating energy needs has resulted in improved animal performance, less medication and reduced over-formulation.

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A very powerful depolarizer, H2OExcel could infiltrate soil samples as quickly as any of the concentrated synthetics I used. It simply changes the makeup of the water structure where it is not as bound to soil structures as untreated water and especially hard water.

H2OExcel simply cannot be pigeon-holed as a specific category of chemical. In addition to its ability to infiltrate soils more quickly, H2OExcel brings a humic acid to the mix, and adding carbon is always a bonus. There are countless reasons to boast about adding carbon to the soil, and in my opinion, humic should be going on all of our soils. Biological life is boosted because of an available food source of sorts that an otherwise deprived and weakened life structure takes a long time to find.

Also, there is a condition that we rarely talk about that H2OExcel can help with called soil capillarity. This condition is usually the reason we see a large amount of irrigation water run off or move away only to saturate a different part of the farm. Capillarity can be basically thought of as an outward pressure in the pathways that prevents water from entering and allowing carbon dioxide to escape the soil. H2OExcel can change some of this condition by allowing more water to soak into the soil and opening the once blocked pathways; releasing more carbon dioxide to growing plants. This is called increased Carbon Burst and shows promise for corn growth and development.

At the end of the day, Brookside Agra has found a very unique way to help us begin to actively manage water and nutrients. It is absolutely necessary for growers to look at including H2OExcel in their nutrient management plans, especially on irrigated ground.

*Ben Elliott has worked in the chemical formulating and research fields for the past 10 years, providing consultation services both nationally and internationally. He specializes in intensive management for growers adopting new practices based on biological aspects of decision making, data management and systems integration.*

## Brookside Celebrates 30 Years!

In 1985, Don and Margaret Riesenberg founded Brookside Agra in their Highland, Illinois home. After serving nearly 37 years in the U.S. Navy and having worked for several Fortune 500 companies, Don started Brookside realizing that he could achieve the same or better results using all-natural ingredients instead of chemicals in specialty feed additives and agricultural and environmental products.

For 30 years, Don has served as president and lead researcher for Brookside Agra. Because of Don's dedication to the development and research of all-natural and organic products for the agricultural and environmental markets, Brookside Agra has attained worldwide

## Check Out Our New Website!

We are proud to announce that we have launched a new website. Our new site makes finding our products easier based on four categories: Animal Health, Specialty Feed Additives, Commercial/Industrial/Home and Environmental/Agricultural. Each product description contains detailed information about its ingredients, research and applications.

The site also includes featured products, consultant bios, research, news, upcoming events and tips for using our products.

We will be adding e-commerce capabilities to the site soon which will allow customers to purchase some of our select products online.

[www.brookside-agra.com](http://www.brookside-agra.com)



recognition for its products.

With five generations of farming and feed manufacturing expertise, Brookside Agra is still a family-run business and boasts an impressive lineup of industry experts who continue to research and develop new products.

Don can be reached at [donr@brookside-agra.com](mailto:donr@brookside-agra.com) or 618-628-8300 ext. 22.



*Brookside Agra will be at the following trade shows. Stop by and see us!*

**June 3-5, 2015**

World Pork Expo.

Iowa State Fairgrounds

Des Moines, Iowa

**Booth #V808**

**Oct. 20-23, 2015**

ISSA/Interclean North America

Las Vegas Convention Center

Las Vegas, Nevada

**Booth #3857**

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