



## IMPROVED MILK REPLACER RANGE FOR OPTIMUM PERFORMANCE

**Massey Feeds has reviewed and relaunched its range of calf milk replacers to take account of the latest science and deliver outstanding growth rates and healthy calves, whatever your system.**

Optimising early life nutrition in calves has always been key to boosting production, whatever your rearing purpose. With Arla's 'Every calf has a value' (ECHAV) scheme now underway, and other processors likely to follow their lead, calf numbers are set to increase on many farms. This will place increased pressure on both housing and management, at a time when the need to protect and nurture calves from birth is paramount.

### No single solution

Selecting the right calf milk replacer for your system has never been more important. Due to the different feeding options and management systems, there is no single solution for milk fed calves.

The feeding objective is often different for dairy heifer calves compared to beef calves, meaning that different nutritional parameters are targeted. For example, a higher level of protein may be preferable for dairy replacements.

If beef calves are being reared to sell, then you need a product to produce a shiny, outstanding looking calf that will attract buyers, in which case a lower protein, skim-based product may be more suitable. This would also be the best product choice for calves that have been purchased to rear on.

With the likelihood of increased calf numbers on many farms, housing systems are likely to come under more strain, leading to a greater risk of health issues including scour and pneumonia. In such situations, a skim-based milk replacer is often a better choice.

On the other hand, increased calf numbers may allow you to review your housing system. For example, group housing could become an option, with the ability to fill pens quickly with calves of similar age and possibly even housing dairy and beef calves separately.

With any housing change, feeding protocols should be reviewed. Different feeding methods suit different systems. Selecting the correct milk replacer to compliment your system is vital for calf performance and productivity.

## THE NEW RANGE

### MASSEY FORMULA CMR

A versatile, precisely formulated whey-based milk replacer suitable for a range of feeding systems. It contains a balanced blend of vegetable fats and oils, homogenized and emulsified for optimum digestibility.

### MASSEY FiMLAC FORMULA SMP

A high quality, LifeStart endorsed skimmed milk based replacer which has been carefully formulated to support early growth and help calves realise their genetic potential. It contains a high level of dairy protein with a carefully balanced amino acid profile along with highly digestible fats and oils.

Both milk replacers contain highly bioavailable vitamins and minerals to support calf performance, development and health along with a specialised additive package which has been carefully designed to support the challenges faced on farms.

### MILKIVIT ENERGIZER ENERGIZED CALF MILK

The latest innovation in calf milk, specially adapted for the concept of high feeding intensity with guaranteed optimal nutrient supply, Energized Calf Milk (ECM) uses whole milk as a biological reference and is specially formulated to ensure optimal nutrient supply on high feed rate systems. ECM has 10% more metabolisable energy than a typical milk replacer. This is a big increase in energy, helping to exploit the exceptional growth potential of pre-weaned calves and set them up for life.

The ingredients in our milk replacers are pasteurized and then high-pressure homogenized and spray-dried to create miniscule fat molecules similar to the small fat molecules in cow's milk. As a result, they have improved solubility and stability in solution. Our Calf Milk Replacers are easy-mixing and are ideally suited to all bucket and most automatic calf feeders.

Feeding calves is an investment for the future, not just an immediate expense. You must ensure they grow well, are healthy and not hungry. Our updated range of milk replacers ensures there is a product to suit your system and objectives; backed by our expert knowledge and practical advice.

**To discuss our special offer or to find out more, speak to your sales specialist.**



**Rachael Kenneley**  
Ruminant and  
Youngstock Specialist  
07824 991641



## SPECIAL OFFER

During **February** and **March**, if you buy 40 bags or more of any of our calf milk powders we will give you a **calf jacket free**.

# FARMING THOUGHTS

**As expected, the trade deal between the UK and the EU went down to the wire with talks finalised on Christmas Eve. I feel this is positive news for British agriculture and will be a relief for farmers that rely heavily on the EU export markets, which will remain tariff free.**

However, our relationship with the EU has been tested through these negotiations and there will still be disruptions to trade at the borders and new regulations are bound to add extra cost.

What a few months we have seen in the raw material market. Hi-pro soya topped at over £450/t in January and there seems no let up on all raw materials at the moment. One thing is certain, good quality high specification diets put in the right situation are getting the results, whether that be better finish, extra live weight gain or more milk. Cheap and cheerful rations over the course of the winter can find you out! So, for me, it is feeding a bit less of a better-quality ration that will get the results and be more cost effective.

Take our 2021 sheep diets. It's important that we get the ewe nutrition right. Feeding good quality raw materials such as maize, cereals, sugar beet, hi-pro soya to name a few will help achieve this. Yes, it may cost more per tonne, but because it reduces the reliance on cheaper fillers this will undoubtedly give you the best returns.

It's now almost 12 months since the Covid-19 virus first surfaced in the UK and we have all had to come to terms with lockdowns and new restrictions. I think it has enabled all businesses to re-evaluate and review the way we go about our business, hopefully for the better.

I am delighted to welcome Michael Parkinson and Mark Gorst to our Preston sales team. They both come with a wealth of agricultural knowledge and will enhance our sales team going forward.



**Phil Stirk**  
Sales Director  
07787 104 565

## PLANET DAIRY WILL HELP GET MOST FROM GRAZING

**Getting the most from grazing requires precise supplementation to balance the grass and maintain good rumen health. Our new no soya: no palm sustainable Planet Dairy range will help optimise production from grazing.**

To help maximise production from grass it is important to consider rumen flow. Grazed grass contains plenty of chemical fibre but very little physically effective fibre, meaning energy sources pass through the rumen quickly. To improve rumen efficiency, Planet Dairy contains physically effective fibre sources to reduce passage rate through the rumen.

Another challenge when balancing grass is protein levels. Spring and well-managed grazing provides high quantities of rumen degradable protein. The nitrogen is converted to ammonia which the rumen microbes use, but when the rumen is unable to utilise all the ammonia it is absorbed through the rumen wall. However, ammonia is toxic, so the cow sends it to the liver to be converted into urea. From here it is excreted in the urine and milk while some of it is recycled via saliva.

### **Protein efficiency**

Removing surplus ammonia by the liver takes energy which means less energy is available for the immune system and milk production. Excesses of ammonia can result in cows not holding well to service, due to the high uterine pH commonly seen in association with high milk urea levels.

To help improve efficiency of protein use at grass, the Planet Dairy range contain Novatan, a blend of essential oils which has a direct effect on protein digestion in the rumen.

It reduces the rate of protein breakdown which means less ammonia is produced in the rumen and that more protein bypasses the rumen altogether. Secondly, it stimulates protein syntheses by the rumen micro-organisms which then use up more ammonia. This means there is less surplus ammonia and consequently lower blood urea and reduced energy wastage. Novatan will improve protein digestion and help ensure the energy in grazing is diverted to milk production and not wasted.

The other thing farmers must keep a close eye out for is signs of Sub-Acute Rumen Acidosis (SARA).

Maintaining rumen health and ensuring a stable rumen pH is vital when cows are grazing spring pastures as the grass will be high in sugar but very low in fibre. The high sugar content makes the grass highly fermentable, passing through the digestive tract quickly. This, coupled with reduced fibre levels, can result in sub-optimal rumen pH leading to an increased risk of acidosis and milk fat depression, potentially hitting milk prices too.

### **Optimum rumen pH**

With SARA, prevention is the only strategy, so if you are concerned about rumen health the Planet Dairy range can include pHix-Up, a rumen buffer to give cows a helping hand to maintain rumen pH at optimum levels.

Being a blend of three different grades of magnesium that degrade at complementary rates, pHix-Up also gives complete protection from grass staggers while avoiding scours associated with feeding high levels of calcined magnesite.

Finally, as grazed grass does not contain a balanced supply of essential trace minerals and can leave cows at risk of a shortfall, the Planet Dairy range includes the FiMLAC mineral premix, containing key trace minerals in highly bioavailable forms to help keep cows productive, healthy and fertile.

The Planet Dairy range complements grazed grass to optimise rumen function, maintaining milk yields, quality and fertility at grazing while also helping reduce your carbon footprint.

**For more information, talk to your feed specialist.**



**Dai Lewis**  
Technical Commercial  
Manager  
07973 881573



**MASSEY HARPERS**  
**PLANET DAIRY**



# FEED THE EWE FOR STRONG HEALTHY LAMBS

**After all the time and effort put into getting your ewes ready for lambing, it's now time to plan the feeding period between lambing and weaning to ensure lambs get off to a good start and grow quickly.**

The most important factor is ensuring a plentiful supply of good quality milk to maximise growth rates. A lowland ewe, with twins, will produce around three litres of milk in the first month of lactation. Will you have enough high quality grass to support that level of production and maintain ewe body condition?

Ewes need 60% more energy and 44% more protein after lambing to support the requirements for milk production, at a time when the voluntary feed intake is limited. Dry matter intake increases from lambing to a maximum of 3% of the ewe's body weight around three weeks post-lambing depending on her body condition score at lambing.

Ewes in good condition (BCS 3) give more milk but lose more body fat than thin ewes. Thinner ewes (BCS 2) will have a better appetite and will lose less body fat, provided there is plenty of good quality feed available. Over-fat ewes have a poor appetite and tend to produce less milk.

This is why it is important to monitor body condition score up to and at lambing and feed accordingly.

Grazed grass needs careful management. For ewes to get sufficient dry matter to meet their requirements, sward height should be



6-9cm. If sward height is less than 4cm then supplementation with compound feed is required. If it is less than 3cm, extra forage is required as well.

Feeding compound such as our Elite or Specialist Ewe sheep nuts/roll to lactating ewes to supplement grazing will help maintain milk supply to the growing lamb and reduce the risk of grass staggers.

Another way to manage grazing availability to ewes is to creep feed lambs.

At six weeks old, twin lambs require 10MJ of energy per lamb per day. Milk will supply about 6.5MJ leaving a gap of 3.5MJ to be made up from grass or creep feed.

The target for weaning lowland lambs is 30kg at 90 days old. If they don't reach this target they will continue to struggle after weaning. Feeding Massey's Lamb Creep Feed will help hit target while taking pressure off grazing, especially when the ewe's milk is declining and grazed grass is in short supply.

Feeding Hi-Gain lamb pellets and marketing them early when the spring lamb price is high, also releases more grass to the rest of the flock.

Masseys ewe feeds are formulated to support a good supply of quality milk and our lamb creep and Hi-Gain lamb pellets ensure maximum growth, together ensuring lambs have the best start.

**For more information, talk to your feed specialist.**



**Paul Drake**  
Beef and Sheep  
Commercial Manager  
07900 270 233

## PLANNING FOR GAME BREEDING



**At the beginning of each year we turn our attention to our range of Game Breeder Feeds, reassessing our formulations to ensure that our diets will achieve maximum egg production and hatchability.**

Due to the Covid-19 pandemic, the situation that our game feed customers and we as game feed manufacturers find ourselves in is unprecedented. The suspension and cancellation of shooting could possibly change the market place for breeder feeds. There will be a large number of birds left on shoots which are still being fed and these birds could potentially be used for breeding. Out of financial necessity these birds could possibly be sold on or used by shoots who would normally buy in chicks or poults. However, there is a risk attached to breeding from caught up birds.

As a company we supply a wide range of game farms and hatcheries and we understand and appreciate the amount of investment and management that goes into producing healthy, vigorous chicks and poults. The selective breeding and vaccination programmes used ensure that the birds produced are as healthy and disease free as possible. However, it is possible to successfully breed from caught up birds especially given the circumstances we find ourselves in currently. But it needs a planned approach.

The starting point should be a discussion with your vet who can advise you regarding a worming programme and other potential problems such as Mycoplasma. It is also worth remembering that the whole game industry is under continuing pressure to reduce antibiotic usage.

We can add the following medicant products to our game feeds on presentation of a prescription:

### **For Mycoplasma**

a) Aivlosin                      b) Tylan G 250

### **For Worming**

a) Flubenvet                      b) Gallifen

If you need any advice on the feeding or management of game breeding birds please ring Dawn Jones at Holmes Chapel or myself.

We would be pleased to draw up a tailored feed plan for you and give you an estimated feed cost.

Our comprehensive Game Breeder range includes products that allow high egg production and hatchability.

Game Pre Breeder Pellets

Game Breeder Pellets

Game Breeder 20 Pellets  
(recommended for Partridges)

Duck Breeder Pellets

**We look forward to working with you in the coming game season**

**Stephen Howes** 07715 495472

**Dawn Jones** 07787 104588



**Stephen Howe**  
Game Sales Manager  
07715 495472

# NEW ADDITIONS TO PRESTON SALES TEAM

**We are delighted to announce two new sales specialists in our sales team working from the Preston Mill.**

**Michael Parkinson** joined us in December and will become a familiar face to customers and farmers in Lancashire and Fylde.

He has 39 years' experience of breeding, feeding and managing dairy cattle of all breeds and joins us from ForFarmers where he had been a Dairy Specialist for the last five years. Before ForFarmers he worked for Holstein UK for 15 years working in breed development and the classification of cows. Prior to that he gained extensive practical farming experience.

He looks forward to using his experience to help customers manage healthy and productive herds to drive cost-effective production.

Michael can be contacted on **07917 845862**.



**Mark Gorst** will be well known to farmers and game breeders in North Lancashire and while this is his first role in selling to farmers, he brings a wealth of practical experience to the position, having turned his hand to a wide range of activities including rearing calves, milking goats and milking cows.

He now has his own flock of 32,000 laying hens and 30 pedigree Texels. He hopes to bring his all-round experience to benefit customers' businesses, helping them improve performance using the wide range of feeds and other products we supply.

Mark can be contacted on **07917 533059**.



# RAW MATERIALS UPDATE

**We have had all the scenarios for a perfect storm in global raw material markets.**

Soya has led the way on the bull run and has traded at £460/t into the mills. China has got its hog herd back to around 80% of pre-Asian Swine Fever levels and they have been replenishing raw material stocks at an alarming rate.

Argentina is on a slow soya crush rate due to their terrible currency. Farmers are keeping beans and only crushing what they need to function, leaving stocks short in other parts of the world.

Other mid proteins are strong, with rape trading at over £300 in December. However, this is one product which looks reasonable value for the summer at the moment. Distillers production has been compromised by the fall in ethanol sales resulting in a decline in production. It is feasible that distiller production plants will be losing money at the moment.

Soya hulls and palm kernal are running at £205/t and £195/t respectively.

## Cereals

On March and January futures wheat is trading at £201.50/t putting grain into the mill at £216/t. UK farmers still have the barn doors shut leading to tight local supplies and we are net short in the UK but imports are coming in. Prices will remain strong and may increase further until we decide we have enough wheat to get through until harvest.

This will be influenced by maize and barley consumption of which the latter is very strong. With barley exports kicking in again the big price differential between wheat and barley must close.

Brexit has been done and at time of print sterling is at 1.10 against the euro and 1.35 against the dollar. So there has been no great currency boost from completing the deal but thankfully tariffs on imported raw materials have been avoided.

## Raw Material price comparison Jan 20/21

	15/01/20	15/01/21	Diff.
Barley	£137	£172	+£35
Wheat	£148	£220	+£72
Maize	£173	£216	+£43
Wheatfeed	£132	£211	+£79
PK	£159	£198	+£39
Beet Pulp	£177	£226	+£49
Soya Hulls	£172	£201	+£29
Gluton	£191	£242	+£51
Distillers	£206	£290	+£84
Rape	£213	£304	+£91
Hi Pro Soya	£307	£461	+£154



**Neil Warburton**  
Raw Material Director  
07471 902538

# REDUCE TWIN LAMB DISEASE WITH MOLASSES

**Ewes in late pregnancy are particularly prone to twin lamb disease, arising from the high nutritional demands placed on the ewe in the last two months of pregnancy when 70% of lamb growth takes place. This results in additional stress for both ewe and farmer.**

Twin and triplet bearing ewes have a particularly high demand for energy, especially glucose, and as they get closer to lambing this demand increases. If these energy demands are not met, ewes can suffer from twin lamb disease. They can begin to metabolise their own body fat to try and meet these high energy demands, leading to an excessive build-up of ketones to toxic levels in the body along with body condition loss.

Feeding a high energy, nutrient dense molasses-based liquid feed can help reduce the risk of twin lamb disease. A low feed rate liquid feed offers an easy feeding system via a wheel lick feeder. This helps encourage intakes particularly with shy feeders, as well as reducing competition and stress at feeding.

Molasses based feeds are available from one tonne upwards, supplied in an IBC or delivered in bulk. A wide range of free access wheel lick feeders are available from 35-250 litres. Liquid feeds should always be fed as part of a well-balanced diet.

**For more information, speak to your Feed Specialist.**



**Kate Rooke**  
Trainee Sales Specialist  
07423 648945



**MASSEY FEEDS**  
Focused on nutrition

www.masseyfeeds.co.uk

## MASSEY FEEDS

**Cranage Mills,**  
Holmes Chapel, Cheshire, CW4 8EE, 01477 536300

**Walton-le-Dale,**  
Preston, Lancashire, PR5 4JJ, 01772 206200

@masseyfeeds  
 masseyfeeds  
 massey\_feeds

**Sheffield House,**  
Longnor, Staffordshire, SK17 0PA, 01298 83234