



## KEEP HEIFERS GROWING AT GRASS

**Maintaining good growth rates right through to bulling is crucial if heifers are to calve in close to two years old.**

Heifers need to be around 60% of mature bodyweight when they are served at 13-14 months old so, on average, they need to be growing at approximately 0.8kg/day to achieve this.

While achieving adequate growth at grass with in-calf heifers is not usually a problem, it can be more of a challenge with heifers in the run up to bulling if grass quantity and

quality decline as we saw earlier this spring. We could also see problems if we have a drought such as last year. A failure to achieve adequate growth will delay age at first calving and could impact on fertility.

A typical Holstein Friesian heifer targeted to calf at two years old, will need to weigh 200kg at six months old, 300kg at 10 months and 400kg when served at 14 months. While heifers with adequate access to grazing should be capable of growing sufficiently, they will require supplementation if grass growth is compromised.

Supplementing grazing with Massey's 16% Calf Grower will ensure heifers hit the bulling target and help compensate for variable grass growth. Supplementation with Calf Grower will also ensure heifers receive a balanced supply of trace elements and minerals. Where heifers are not being fed any concentrates then we recommend giving access to mineral licks such as Massey General Purpose.

**For more information of our growing heifer feeds, speak to your Feed Specialist.**



**Rachael Kennerley**  
Ruminant Formulator  
07824 991641

## LET THE BIN TELL YOU WHEN IT NEEDS REFILLING

**Running out of feed can have serious consequences. At Massey Feeds, we always endeavour to ensure you have the right product at the right place at the right time, and now can offer a new system which pre-empts when bins need refilling.**

Our offices run predicted orders each week which highlight any farms which may require another order in the next seven days, based on the average usage from the last three orders received. Our calls to customers are a timely reminder that an order may be required, but it still needs someone to physically check the bin and the levels of feed. Bin probes, which we have been trialling with several customers, can remove this need for a physical check.

The easy to install probes can be placed at either low-level or mid-level in the bin with multiple probes installed in one bin if required. The probe is set to alert when the feed level

drops below a specific level, with the alert set according to the farm's specific requirements.

The alert can be sent to up to three mobile numbers, one of which could be the feed specialist. All that is required is a 240v power source and a current mobile number. Once the feed has been delivered, another message is sent to the mobile numbers linked to the probe to confirm it has arrived.

The obvious benefit is not having to constantly check the feed bin and its levels. But probes have other advantages too. Constantly topping up the bin and never letting it get low means old feed can build up in certain parts of the bin depending on how the feed lies. Going down to the probe level and then filling the bin up helps to make sure the feed still in the bin is fresh. It can also reduce the accumulation of fines which can potentially block the auger on farm.

**Contact your Feed Specialist for more information.**



**Robin Bartlett**  
Sales Manager Preston  
07817 257 740





# WHOLECROP CAN FILL THE FORAGE GAP

**Faced with reduced first cut yields and a potential forage shortfall this winter, it could pay to look closely at making fermented wholecrop this summer.**

Wholecrop provides a highly digestible, fermentable starch energy source, while its high straw content provides physically effective fibre.

Wholecrop can provide a valuable forage and is more flexible than many people imagine. Spring and winter crops are equally suited to wholecrop silage and barley, wheat and triticale produce an excellent feed. By allowing a range of harvest dates, it can be cut strategically as the season unfolds. Varying the cutting date makes it possible to manipulate the yield, dry matter and nutritional value of the crop.

Dry matter content in wholecrop silage averages 30-45%. Fermented wholecrop winter wheat typically yields 12tDM/ha when harvested early, rising to 18-20tDM when harvested later, with ME consistent at around 10.4MJ/kgDM. Harvesting 10 hectares of Wholecrop would give 120-200tDM.

Because of the higher dry matter and straw in wholecrop, it can be much harder to compact during ensiling than grass silage, meaning there is a higher risk of residual oxygen causing fermentation problems as well as oxygen penetration and aerobic spoilage when the crop is being fed. So it is important to use an

effective crop and condition specific inoculant.

If there are pockets of oxygen in the clamp, yeast and mould can survive and become active, causing spoilage, so it is crucial to use an inoculant that is specifically designed to inhibit yeast and mould. Traditional silage inoculants only provide acidifying bacteria that produce lactic acid, but this is not enough for wholecrop.

**Magniva Platinum Wholecrop** provides a unique combination of antifungal bacteria (*L. hilgardii* CNCM I-4785, *L. buchneri* NCIMB 40788) and homofermentative bacteria (*P. pentosaceus*), designed to inhibit yeasts and moulds and produce a rapid fermentation respectively. This combination of bacteria produces lactic, acetic and propionic acid.

Adding the incorrect silage inoculant to wholecrop can potentially make things worse when feeding the silage. Without the antifungal bacteria there to inhibit yeast and moulds during fermentation and feedout, they will become active once the clamp is opened and will use the lactic acid produced by the homofermentative bacteria as a feed source.

**For more information about making wholecrop and Magniva inoculants, talk to your Feed Specialist.**



**Sam Wellock**  
Feed Specialist  
07468 697679

# PROTECT BUTTERFAT LEVELS TO MAXIMISE MILK PRICE



**Dai Lewis**  
Technical Commercial Manager  
07973 881573



**Following the welcome rain and warmer weather, grass growth rates are improving quickly. With better grazing conditions comes the risk of reduced butterfats.**

Achieving high milk quality has a massive impact on milk price, so it is important to maximise the milk price potential. The onset of SARA and the milk fat depression that can occur with rapidly growing grazing is a challenge, but we have several different ways to help reduce the risk, maintain butterfats and maximise milk price.

RumenSmart helps improve rumen function to mitigate diet induced milk fat depression, helping maintain fatty acid synthesis and enhance rumen microbial protein production to optimise milk fat production.

Maintaining favourable rumen conditions allows cows to utilise the diet properly. pHix-Up is a magnesium rumen buffer proven to lift rumen pH to higher levels than other buffers and maintain stable rumen pH levels for longer. pHix-Up has a neutralising capacity three times greater than sodium bicarbonate.

Butterfat Extra is a rumen protected fat high in C16 fatty acids, which helps boost milk fat production. It is highly palatable and contains 99% pure vegetable fat combining very high levels of rumen protection with excellent levels of absorption in the small intestine.

Levucell SC TITAN is a live yeast which helps increase fibre digestion and stabilise rumen pH, reducing the risk of SARA. It has been shown to increase both milk yield and milk constituents.

**Speak to your Feed Specialist about how we can help you maintain butterfats and milk price.**



## ROLLER COASTER MARKET CONTINUES

**We must be in some of the most volatile times when it comes to raw materials. Just as things were settling down in Brazil, maize starts to struggle with dry weather increasing the price by £70/t from winter contract prices and dragging wheat back up with it.**

Barley seems to be getting very tight before next harvest, shooting up to £200/t delivered to mills for spot loads. US soya plantings are going well but the next 2-3 months will be critical for the growing season. If we get a weather market in this period then proteins will increase dramatically again from today's £380/t mark.

Rape is very tight in Europe, affecting our pre-harvest prices at around £300/t. Fibres are strong with beet pulp currently trading in the mills at £232/t, which means soya hulls look better value. Wheatfeed should be readily available this time of the year but the late spring has kept prices firm.

Going forward the UK grain harvest should be in better form now the rains have come and this will be the only sign of any give in the market for late summer into the autumn.



**Neil Warburton**  
Raw Material Director  
07471 902538



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