

## FEATURED PRODUCTS

### DAIRY & CATTLE (PAGES 2 & 3)

NEW ACT  
BUFFER MINERAL RANGE

- ACID BUF
- HYDRAMIX
- MOLASSES
- SWEET ENERGY
- MICROSAFE MAX

### SHEEP (PAGE 4)

SHEEP FEEDING

• ACTOTRACE  
EWE BOLUSES

### FORAGE MAIZE (PAGE 5)

GLORY

### FERTILISER (PAGE 6)

COMPOUND VS BLEND

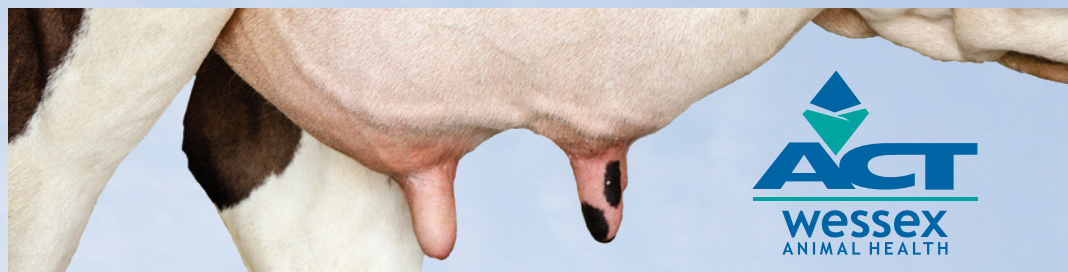
• SUSTAIN FERTILISER

### FARM MAINTENANCE (PAGE 7)

### ANIMAL HEALTH (PAGE 8)

"6 OF THE BEST" OFFER

## ACTOCILLIN UDDER HEALTH BOLUS



**The Non-Antibiotic Udder Care Bolus For High SCC Dairy Cows**  
(zero milk withdrawal)

### Target cows with:

- ✓ Somatic cell counts of over 200,000 OR
- ✓ Fresh clotting cows OR
- ✓ Those with poor appetite



SCC (Somatic Cell Count)	Product Guidance - Early experience with the product suggests
200,000 - 500,000	Give 2 boluses per cow
500,000 - 1,000,000	Re-treat with a further 2 boluses 21 days after first application
1,000,000+	Likely you will need a third application 21 days after the second

PACK SIZE - 12 BOLUSES  
(enough for 6 treatments)

**£32**  
per treatment  
(£192 per pack)

**Very competitive and  
NON-ANTIBIOTIC**

**FOR FURTHER ADVICE CALL  
ACT WESSEX ANIMAL HEALTH DIRECT ON 01425 474455**

# DAIRY & CATTLE

NEW!

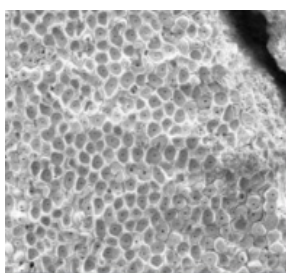
£50/Tn  
discount  
Pay April '20

## introducing... **ACTION** Buffer Minerals

Combine the proven benefits of using a high specification mineral with the added performance boost created by adding a buffer, to minimise the adverse effects of Rumen Acidosis. This is certain to be more of an issue this winter with the increased use of cost effective cereals in rations.

ACT have developed a range of minerals incorporating **ACID BUF** and the great news is that by taking advantage of the mineral content of the **ACID BUF** the cost of using this combined product can be less than using a mineral and a buffer separately. Also it is one less job to do and one less lot of plastic bags to deal with.

The unique honeycomb structure increases the surface area which improves acid neutralisation and means that **ACID BUF** has twice the buffering capacity of sodium bicarbonate. It also breaks down more slowly giving a slow release long term benefit.



There are currently three minerals in the range, which are designed to meet all the animal's mineral needs whilst giving the added benefits of using **ACID BUF**:

<b>Beef Buffer Mineral</b>	Ideal for intensively fed fattening animals particularly those on a high cereal diets
<b>Dairy Buffer Mineral</b>	Minimises the adverse effects of a high starch diet and/or feeding acidic forages
<b>Lamb Buffer Mineral</b>	Improves the feed intake and growth rate of lambs by reducing the harmful effects of acidosis

**ALL 3 FORMULATIONS ARE AVAILABLE WITH THE OPTION OF ADDED YEAST**

**ACID BUF** is also available separately to incorporate into your existing ration. See below.

**Ask your ACT Area Manager for more details about this exiting, highly cost effective new range of minerals.**

### Acid Buf for Growing and Finishing Cattle

By minimising the effects of rumen acidosis, many ACT customers have experienced the benefits of increased feed intake leading to improved growth rates enabling them to get animals finished and sold much quicker and at higher weights. Many have commented they didn't realise there was a problem until the appetite restriction was removed.

### Acid Buf for Dairy Cows

ACT customers Pete and Sheila Cox from Mearfield Farm in Cornwall felt that after changing their milk processor, they could benefit from increasing their butterfats. They found that by introducing Acid Buf into the ration, even when they were already feeding some alkalisied feeds, they were able to increase butterfats by up to 0.4% giving a very healthy financial return.

Any silage and cereal diets where there is a high acid loading will benefit from feeding **ACID BUF**.



#### The Benefits of feeding **ACID BUF** are:

- ✓ Prevents SARA (sub-acute ruminal acidosis)
- ✓ Maintains an optimum rumen pH
- ✓ Optimizes total VFA (volatile fatty acid) yield
- ✓ Provides Bio-available Calcium and Magnesium
- ✓ Creates dietary space

**At less than 5p/animal/day, this is a wise investment, giving up to a 10-1 return and is considerably cheaper and more effective than Sodium Bicarbonate**



### No.9 Protein Urea Concentrate

To balance cereal based diets.

**Mixing rate:** Add 1x 25kg bag of **Action No.9 Protein Concentrate** to 975kg of rolled barley to produce a low cost 13.5% protein fully mineralised beef finishing ration.

Or join the growing number of farmers now including yeast in their Beef Finishing diets, with **No.9 Protein Concentrate + XPC Yeast**, helping enhance rumen function and reducing the risk of acidosis. Only suitable for cattle over 12 weeks of age.

**By adding No.9 Protein Concentrate you will produce a fully balanced ration for finishing cattle for only £15 per tonne on top of the price of your rolled barley.**



Save  
£50/Tn  
Pay April  
'20



# DAIRY & CATTLE

## Microsafe Max The best insurance against Mycotoxins

Following the extreme unprecedented weather conditions at maize harvest autumn 2019 mycotoxins may be an issue this winter. Here is what two of our Mycotoxin Binder customers have to say:

### James Harrison - Dairy Farmer in Cheadle, Staffs

'We have been feeding **Microsafe Max** for the last four years after we had some maize silage that was a bit unstable at the face and we were worried about mycotoxins. At the time we had a few issues with clinical mastitis and feeding **Microsafe Max** has definitely reduced cases'



### The Whitehurst Family - Dairy Farmers in Uttoxeter, Staffs

'We feed wholecrop silage. As result of this we felt we needed to protect the milking cows from mycotoxins. We had tried various types of yeast products before settling upon **Microsafe Gain** (Microsafe Max + Yeast). After using **Microsafe Gain** for just 3 months we noticed that forage intakes had increased and that cell counts for the entire herd had halved. We briefly stopped using the product for a short spell in the summer and cell counts soon rose again. Since then we've kept **Microsafe Gain** in the diet all year round'

Feed **Microsafe Max** or **Microsafe Gain** to dairy cattle at 50g/hd/day for the first seven days, then at just 25g/hd/day.

Minimum delivery 5 x 25 kg

Ask your ACT Area Manager how **Microsafe Max** can protect your cattle this winter.

Control  
mycotoxins  
from just  
4.8p/head/day

*Cubicle lime with a difference*

## Nadins Hydramix

Just as effective as traditional hydrated lime but **far less dusty** and **will not burn the cows teats**

- Effective against E.coli.
- Helps prevent mastitis and digital dermatitis
- Highly absorbent, helping keep cubicle beds dry
- Apply to any type of housing surface or mix with sawdust, shavings or straw
- Can be disposed of straight into the slurry, helping to neutralise acidic effluents



Apply as required at 500g per cubicle, or mixed with straw, shavings or sawdust 250g per m<sup>2</sup>

Supplied in 1 tonne lots (40 x 25kg bags) or 1 tonne bulk bag

Ring us now to see how much you could be saving on cubicle lime.

Also  
ideal for  
calf and  
lambing  
pens

- Feed costs too high?
- Cows not performing?
- Plenty of home-grown feed?
- Poor fertility?
- Poor intakes?



## ACTION SWEET ENERGY

(A sweet tasting, palatable meal)

IMPROVES PALATABILITY AND INTAKES OF HOME-GROWN FEEDS

•  
IMPROVES LIVEWEIGHT GAIN

•  
HIGHER MILK YIELDS

To find out how Action Sweet Energy could save you money please contact us today.

01743 762708 | [straights@actionfarm.co.uk](mailto:straights@actionfarm.co.uk)

ED&F  
MAN  
EST. 1783

Liquid  
Products

## Molasses Blends

The essential  
Ingredient



- ✓ Unlock the full value of home grown forage
- ✓ Add sugar to improve fibre digestion
- ✓ Maximise feed intake and reduce ration sorting
- ✓ Flexible delivery and storage options

Molasses Blends -  
your key to  
success this winter



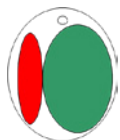
01743 762708  
[straights@actionfarm.co.uk](mailto:straights@actionfarm.co.uk)

# SHEEP

## Pregnant Ewes Need **Concentrated** Nutrients

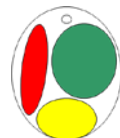
The pictures below are a representation of a cross section through a ewe at various different stages of pregnancy and clearly demonstrate the dilemma faced by a heavily pregnant ewe. You will see that her energy requirement, compared to a non-pregnant ewe, has almost doubled whilst at the same time the rumen is only a third of the size due to the space taken up by the growing foetus(es). This will severely restrict the amount of nutrients being supplied by bulky feeds like forage, making it vitally important to supply **concentrated** nutrients.

**A 70 Kg EWE REARING TWINS HAS PRO RATA THE SAME NUTRITIONAL REQUIREMENTS AS A 625Kg COW GIVING 6000 LITRES OF MILK**



### A Non Pregnant Ewe

Rumen Capacity 100%  
Energy requirement 9MJ/day



### 100 days gestation

Rumen Capacity 70%  
Energy Requirement 12MJ/day



### Full Term (145 days)

Rumen Capacity 35%  
Energy Requirement 17MJ/day

Energy requirement in early lactation rises to approximately 28MJ/day

■ RUMEN ■ VITAL ORGANS ■ WOMB

The best possible solution for meeting the pregnant ewes' need for **concentrated** nutrients is to feed a very high energy supplement little and often. The best and most convenient way to achieve this is with Actolick Sheep High Energy buckets. These are highly palatable and available 24/7, giving a constant drip of vital nutrients which can easily fit into the confined space.

## ACTOLICK SHEEP HIGH ENERGY

25kg & 100kg Buckets



**£75/Tn discount!**  
with nothing to pay until  
**April 2020**

- All natural protein mainly from soya
- High Energy boosted by a high inclusion of Megalac
- Fish oil added for improved lamb survival
- 1,000 iu/kg Vitamin E added for easy lambing and thrifty lambs
- All this for around 7p/ewe/day

Also during early lactation the rumen will not have recovered to full size immediately and the energy demand has increased yet again. Quite simply if the necessary nutrients are not supplied, firstly the unborn lambs will not grow and then when the lambs are born the ewe will not be able to produce sufficient high quality milk to get them off to a good start.



**Remember spending an extra £10/T on a top quality ewe feed will only cost around 30-35p/ewe extra in total for the whole feeding season.**

**Contact your ACT Area Manager for details of the top quality Action Ewe and Lamb feeds available in your area.**

## ACTOTRACE Ewe Bolus Range

- ✓ Administer 4-6 weeks prior to lambing to provide all essential trace elements to the pregnant ewe
- ✓ Highest levels of Cobalt & Vitamin E in any ewe bolus and contains maximum levels of Selenium & Iodine (Copper if required)
- ✓ Ewe boluses slowly release over 6 months and cost from just 0.5p per ewe per day (no copper)

**£250**  
per box  
(250 boluses)

Discounts available for  
larger quantities





# A RELIABLE MAIZE CROP IN ALL ITS GLORY

# FORAGE

## GLORY

- Maximum starch yield from an early harvest with rock solid performance, whatever the weather.
- **Glory** is very early maturing and has shown to be suitable for all sites & locations sites or for later sowing.
- **Glory** continues to be THE maize variety to beat, a consistent performer over several years and has given reliable results in all years and conditions.
- In both NIAB trials and on farm **Glory** is the one of the best early varieties available for starch yield, it's very high starch content and improved digestible fibre which all combine to produce you a full clump of superb quality silage
- **Glory** has proven to be a variety that gives reliable on farm performance so you can be confident it will provide high yields of quality silage

2020  
NIAB  
1st Choice  
List



Don't gamble  
with your  
maize prospects -  
rely on Glory

### 2021 1<sup>st</sup> CHOICE DESCRIPTIVE LIST

Maturity Class	Early Vigour	Lodging	DM Yield	Starch Yield
10 (FAO 190)	7.3	1.7%	18.49T	103%
Very Early	Superb	Superb	High	Very High

#### Kevin Broomfield Choon Farm, Cornwall

"We used to grow 3 or 4 varieties but now we only grow Glory as it suits us - it's early, reliable and always yields well. Its performance has been very good these past 3 very different years and copes with all weather patterns. Driving around the area I didn't see any neighbours crops I would like to have swapped with.

**Glory suits here, it suits me and we know what we are going to get!"**

#### Richard Pennock Myton Hall Farms, North Yorkshire

"We always grew later varieties to ensure we got that extra yield we need, but since moving to Glory we are now able to achieve the yields required from an early maturing variety. It copes well with the variable weather conditions we can get in North Yorkshire and cob formation is always good no matter what the season has been.

**Glory has been the main maize variety at Myton for the past 6 years and its always been a consistent performer producing us high yields of maize silage at 30% Starch and 30% dry matter – at least. Just what we want."**

#### Ed Bate Heath Farm, Cheshire

"We have been growing Glory for the past 5 years and it's always been a consistent performer. It grows a big cob in all years. Yields very well and ripens early which is very important to us here in Cheshire.

**We continue to grow it as it always outperforms other varieties in its group."**

#### John Rogers Condurrow Farm, Cornwall

"We have been growing Glory for 5 years as it's a consistent performer over all of the farm and has done well in every season whatever the weather brings that year. We have to spread out sowing over the farm and the later sown Glory has never failed to catch up with the rest - its early harvest is very important to us.

**Glory is a reliable variety that always retains its green leaf and delivers us a good amount of starch and a good amount of energy."**

# FERTILISER & SPRAYS


**Fertiliser is too expensive to waste and gone are the days of excessive usage. The emphasis now should be on efficiency, soil health and balance. So consider the following...**

## What Are the pH Levels in Your Soils?

The prime consideration before any fertiliser application should be pH. When considering this there are also other elements to monitor. Calcium, Magnesium, Potassium and Sodium all influence the pH result of a soil test. It is possible to have a pH of 6.5 and still be low in Calcium. Frequently results show high levels of K & Mg which are having a significant influence on pH.

**Using a broad spectrum soil analysis is vital to understand the soil chemistry on the farm and provide accurate information for nutrient recommendations.**

It is essential that the soil analysis is properly interpreted, taking all nutrient interactions into account rather than focusing on just NPK. **Your ACT Area Manager can help with this.**

By far the quickest and most efficient way to correct pH is to use **Calcifert Lime®**  then consider the best way of applying N,P+K

## 34.5% Ammonium Nitrate or 46% Granular Urea?

It is now generally accepted that there is a risk of volatilization to the atmosphere when using Urea. It is proven that up to 50% of the N in the form of Ammonia can be lost.. 2 impacts, loss of yield and air pollution that we are desperately trying to reduce.

We anticipate the use of 'untreated' urea will be restricted sometime soon. Going forward all urea products will need to be 'treated' with an inhibitor to prevent volatilization.

We have sold Origin **SUSTAIN** for a number of years and see this as a cost effective option that works. It is granular urea treated with a proven inhibitor.

However, CF **NITRAM** Ammonium Nitrate would be our product of choice and is proven to perform consistently throughout the UK, in all weather conditions.

## Granular Compound's or Blends?

With all the essential nutrients in each granule, a CF true granular compound fertiliser will spread better and improve yield by an average of 15%. Our own trials have seen yield benefits of up to 25%.

All CF Compound fertilisers have an increased number of landing sites versus their blended equivalent. This is vital when you consider that Phosphate only moves 2-5mm and Potash only 2-3cm in the soil, in the year it is applied.

In practice... CF compound fertiliser will distribute granules each containing N, P, K + Sulphur more evenly over an area than a blend, which could contain at least four different components, potentially leaving areas of your crop under nourished.

**So for accuracy of application, best value, better yields - use a Granular Compound**

## Use the Winter to plan for Spring Grassland Soil Structure Repair

Well managed grassland soils generally have a good structure thanks to strong root development that encourages stability. Most damage is done by poaching the compaction of soil by hooves of livestock, leaving depressions that can be 10-12cm deep. These can form an almost continuous layer of anaerobic soil. The extent of the damage relates to the rainfall, existing soil condition and the timing and density of grazing. Poaching reduces subsequent grass growth and provides sites for weeds to occupy. It also increases soil impermeability and waterlogging. Ill-timed slurry spreading and silage

harvesting can cause significant traffic compaction damage to grassland soils. Excessive slurry applications that often lead to waterlogging issues and anaerobic conditions can have a negative impact on soil biology such as earthworms. Compaction in grassland can cause significant reductions in grass growth restricted drainage, poor rooting and reduced nutrient uptake. It can also increase the weed burden and result in greater risk of run off and erosion. The surface of healthy grassland soil will demonstrate an intact sward with no poaching and few wheelings. The surface of a moderate soil will often show some surface poaching, wheelings in places and often more weed species. The surface of a poor sward will often show surface capping, exposed soil, severe poaching and poor soil quality.

Prevention is better than cure for maintaining grassland soil health.

- ✓ Keep livestock off wet fields after heavy rainfall
- ✓ Manage stocking density
- ✓ Keep off wet fields until at least 48hours post heavy rain
- ✓ Reduce ground pressure with larger tyres and lower inflation pressures
- ✓ Consider Controlled traffic systems

**For an expert-led on-farm soil health consultation and to gain access to our newly developed in-depth soil health analysis and action planning Soil Health Offers please contact your local ACT Area Manager or Agrovista Agronomist.**



# FARM MAINTENANCE

## How is your Gasoil this year? Have you experienced problems in the last few months?

**Biodiesel is moving from 7% B7 to 9.7%, B10 in Jan 2020, which could lead to even more problems. ACT are prepared, are you?**

There are pros and cons to the FAME (Fatty Acid Methyl Esters) content in biodiesel. FAME reduces greenhouse gas emissions, reduces our dependence on fossil fuels and can help reduce air pollution but, there are negative issues associated with the increased FAME content in the fuel on your farm.

Basically FAME is a hygroscopic solvent (that enables the microbial growth) with a lower energy content and lower lubricity than "old school" gasoil. Add that to the removal of sulphur and you get;- fuel contamination from the solvent stripping the tanks clean; **"counteract the negative effects of FAME in Biodiesel"** increased wear and tear on the fuel pumps, injectors, seals and fuel pipes; reduced power output, lazy starting, increased fuel consumption and frequent filter changes.

Microbial sludge appears in the filters, contaminates the fuel lines and blocks the injectors. Even stored fuel oxidises, separates and goes off. The fuel refineries, working on extremely low margins, have no obligation to meet anything but the minimum required specification - so that's what they will do.

**ACT's Additive range has been developed specifically to counteract the negative effects of FAME in Biodiesel:**

<b>MULTIPLANT HD</b>	GASOIL (& derv) enhancer
<b>ELIMINATE</b>	powerful antimicrobial biocide
<b>ARCTIC 1000</b>	Antiwx cold flow promoter
<b>FUEL GUARD</b>	derv and petrol additive

## The solutions

You can cross your fingers and see what happens **or** you can install a housekeeping procedure:-

- 1) Use **ELIMINATE** twice a year
- 2) Use a water collection sock in the bulk tank
- 3) Enhance the BIOFUEL with **MULTIPLANT HD**



**MULTIPLANT HD**  
1 x 20L Drum treats 30,000L  
**COST £225**

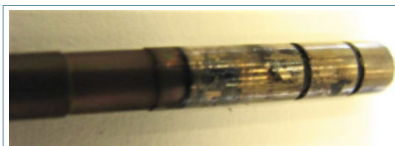


**ELIMINATE**  
8 x 0.5L Bottles treats 16,000L  
**COST £199**



**ARCTIC 1000**  
12 x 1L Bottles treats 12,000L  
**COST £139**

## DIESEL INJECTORS - BEFORE AND AFTER



3,000 miles  
**without additive**  
You don't want that  
in your engine!!



3,000 miles  
**with additive**



## Fuel Stations



We always recommend Tuffa UK tanks because they're brilliantly

designed and manufactured, fitted with top quality equipment and are very well priced.

- **Upgraded** to 6m hose
- **Upgraded** to water and particulate filter

**500 gallon (2,500L) station £1527**

**1320 gallon (6,000L) station £3156**

Also Available:

- Kerosene Tanks
- Waste Tanks
- AdBlue Tanks



## Clip on weather protection

**Critical for animal health, performance and profit.**

Affordable weather protection, ventilation and flexibility to maintain the flow of fresh air and natural light.

Call ACT now for superb seasonal deals, from clip on wind protection and roller screens to complete installation of automatic vertical screen systems.

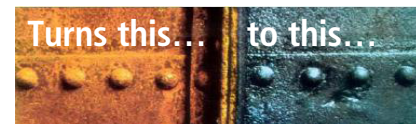
**For the very best deals call ACT before the end of December**



## Ferust 40

**EXCLUSIVE TO ACT**

Protect your investments, brush on to all ferrous metals



**Perfectly primed for a top coat of paint**

**5L treats 100m<sup>2</sup>**

**15L £79 each**

**2 x 5L £73 each**

**4 x 5L £70 each**



# PAY JUNE 2020

## It's back - '6 OF THE BEST'

After such a succesful promotion last year and the fantastic feedback we have had from you, we have decided to offer it to you again for 2020

Simply purchase a minimum of 6 individual packs from at least 2 different products from the list shown below to receive our most competitive prices and deferred payment.

\*Prescribing guidelines MUST be followed.

### YOU DON'T PAY UNTIL JUNE 2020!

This ensures that you have **2019 prices for 2020**, you have more control of your cash flow & it also ensures that you have stock **SHOULD** there be any product failings within the season.

**PAY JUNE 2020**  
Call your local ACT or Wessex Animal Health representative/office for your special pricing and to secure your next season's products.



5ltr Klik  
Pour On



5ltr Klik Extra  
Pour On



5ltr Klikzin  
Pour On



5ltr Dysect  
Sheep Pour On



5ltr Ectofly  
Pour On



Actotrace Ewe & Ewe with Copper



10ltr Endospec  
2.5% Drench



500ml  
Heptavac P+



Cydectin 2%  
injection

For the best animal health advice – call the Wessex team on 01425 474455