

— ACT —

Minerals, Actolicks & Feedblocks



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Call your Area Manager for more information



Our Products & Services

Agricultural Central Trading (ACT) is a farmer-owned co-operative supplying essential inputs across England, Wales and Scotland.

Established in 1962, ACT provides independent, practical advice and competitively priced products to support every area of the agricultural business.

Our strength lies in our buying power and low operating costs, allowing us to deliver excellent value on leading brands as well as our own trusted ACT range. Everything we do is guided by a simple principle: value for money without compromising on quality, service or integrity.

ACT offers independent advice across feed, fertiliser, minerals, animal health, seeds and crop inputs, helping farmers make informed decisions for their individual businesses.

Our experienced team works closely with customers to develop practical, results-driven solutions, from crop nutrition planning and soil health to feed strategies, mineral supplementation and animal performance.

Technical support services include:

- » Forage analysis
- » Mineral audits
- » Bespoke ration planning
- » Crop input advice

All supported by reliable nationwide delivery.





The people behind ACT

ACT combines national buying power with local, on-farm support.

Our structure is built around specialist product managers, product teams and a nationwide network of Area Managers who work directly with farmers every day.

Wherever you are, you'll have access to expert advice, responsive customer service and a dedicated local contact.

Product Specialists

ACT's product expertise is led by a team of six dedicated Product Managers, each specialising in key product areas across the range.

Together, they provide in-depth technical knowledge, practical advice and product support to both Area Managers and customers.

Supporting them are our office-based specialist teams:

» **Feed Team**

supported by our Feed Product Manager and Feed Technical Specialist

» **Fertiliser Team**

supported by our Fertiliser Product Manager and Fertiliser Technical Specialist

» **Animal Health Team**

supported by our Animal Health Product Manager

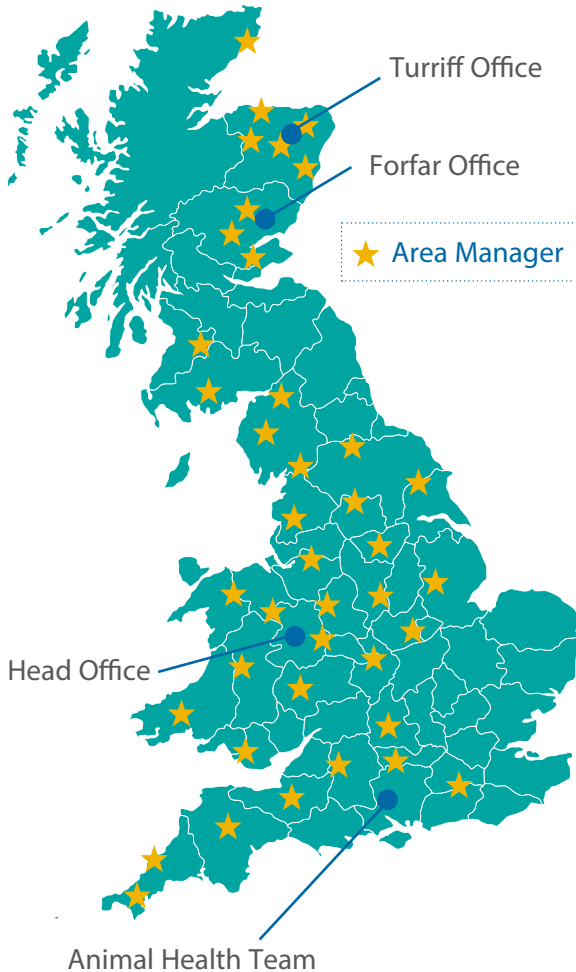
These teams handle technical queries, product coordination and customer support, working closely with Product Managers and Area Managers to deliver practical, tailored solutions.

Our Head Office is home to:

- » Accounts Team
- » Customer Services Team
- » Feed and Fertiliser Teams
- » Senior leadership

Customer Services can take orders, answer enquiries and connect you with your local Area Manager.

Scotland-based customers are supported by our Turriff office alongside their local Area Manager.



Area Managers

Our Area Managers combine extensive farming experience with in-depth knowledge of ACT's full product range and services. They provide practical, on-farm support tailored to each business, helping customers make confident, informed decisions.

Many of our Area Managers are Feed Advisor Registered, FACTS and AMTRA qualified, ensuring professional, up-to-date advice across feed, nutrition and animal health products.

Each Area Manager is supported by a Team Leader and backed by our specialist Product Managers and customer service teams, providing local service with national expertise.

Team Leaders are strategically based across the country, each supporting a group of Area Managers within their region.

Action Minerals

The ACTION ADVANCED range of mineral and vitamin supplements are scientifically formulated to meet the nutritional requirements of cattle and sheep at every stage of production.

Using the latest research and quality raw materials, our minerals help balance forage deficiencies and support health, fertility and performance all year round.

MAJOR (MACRO) MINERALS Amounts required are measured in g/day, g/kg or %

Ca	Calcium Structural (bone & tissue)
P	Phosphorus Structural (bone & tissue)
Mg	Magnesium Structural (bone & tissue), plus nerve & muscle function

S	Sulphur Protein component
Cl	Chloride Osmotic pressure and acid-base balance
Na	Sodium Body fluid components
K	Potassium Body fluid components & nerve and muscle function

TRACE (MICRO) MINERALS Found in diet in less than 100ppm (mg/day, mg/kg)

Mn	Manganese Connective tissue and bone development, good growth rates and fertility
Cu	Copper Energy utilisation, immune system function and fertility
Fe	Iron Blood haemoglobin formation and oxygen transport
Se	Selenium Linked to vitamin E, immune system function, growth and fertility

Co	Cobalt Required by rumen bugs to produce Vitamin B12, energy utilisation and vital for body's nerve and blood cells
I	Iodine Thyroid function and controlling energy metabolism
Zn	Zinc Immunity, tissue health and immune system function
Mo	Molybdenum Antagonist - not generally supplemented

UFAS Accredited

Quality you can trust.



In-feed & Free-access

Options for all systems and management styles.

Chelated Minerals

Improved bioavailability for better results.

Dust Controlled Formulations

Palatable and easy to use with dust minimised.

Premium Additives

Including buffer and yeast where appropriate.

Bespoke Formulations

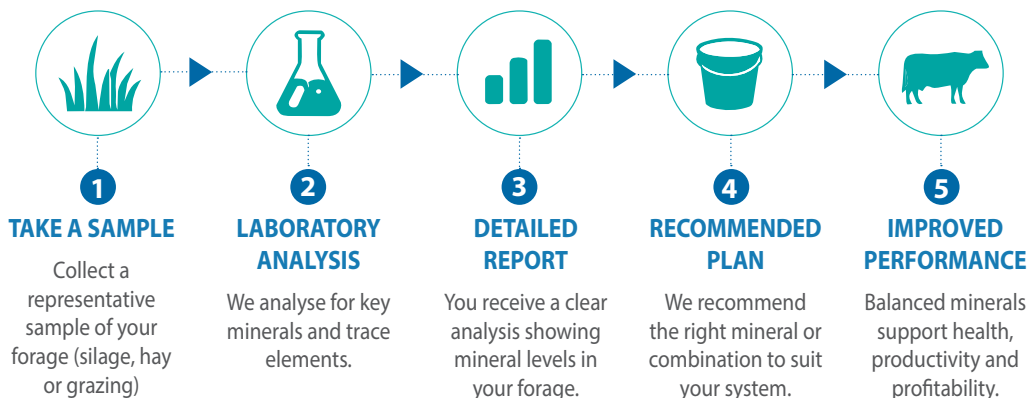
Custom minerals made to suit your forage and livestock.

FORAGE MINERAL ANALYSIS

Forage quality and mineral levels vary throughout the year and between farms.

Analysing your forage helps identify potential mineral deficiencies so we can recommend the most appropriate mineral programme for your livestock.

OUR 5 STEP PROCESS



MINERALS HAVE THREE KEY FUNCTIONS



1. BUILD

Structural components of body organs and tissues, such as bones, fleece and muscle.



2. BALANCE

Constituents of body fluids and tissues as electrolytes, maintaining fluid balance and pH.



3. SUPPORT

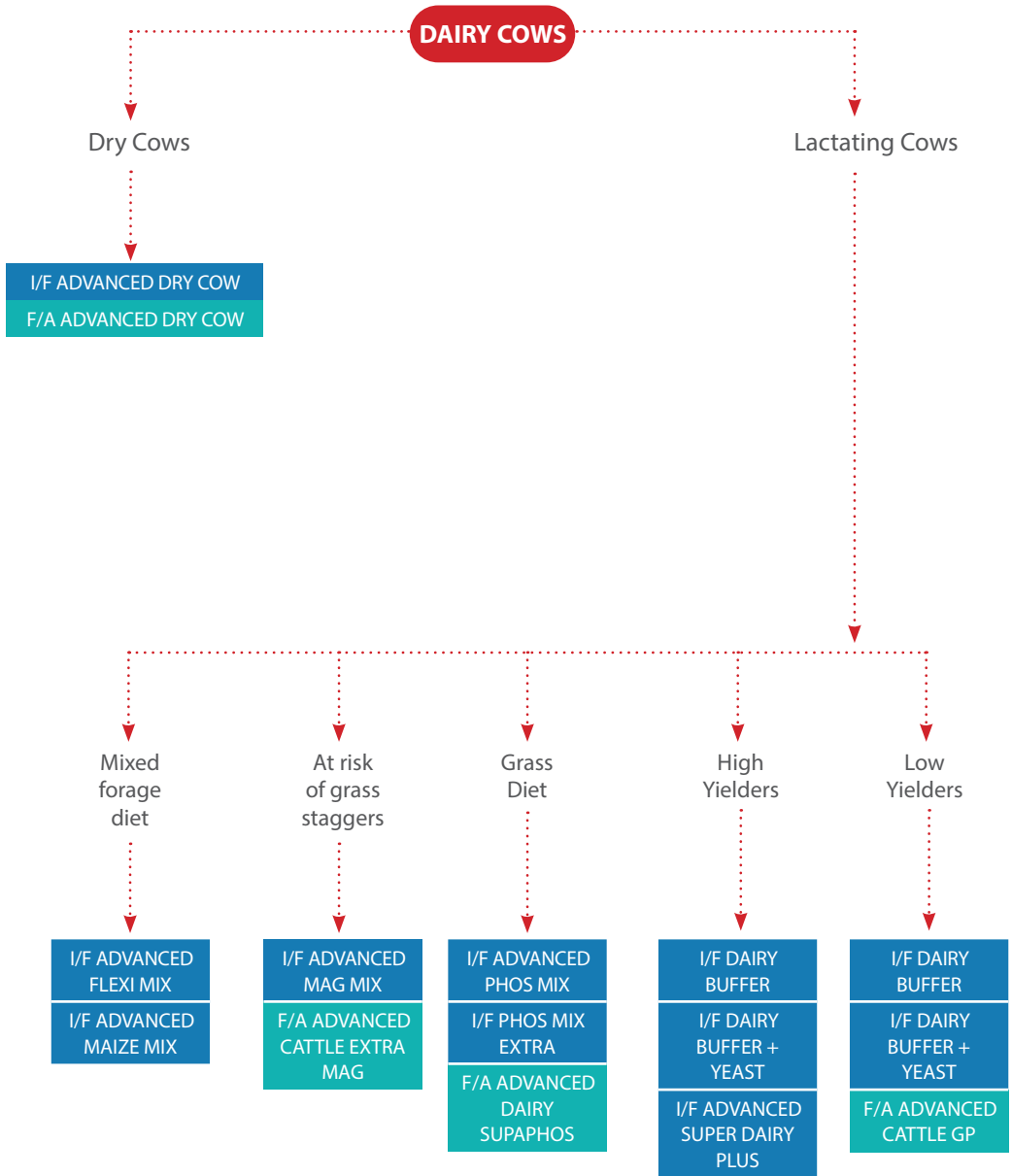
Catalysts in enzyme and hormone systems essential for growth, reproduction and feed efficiency.



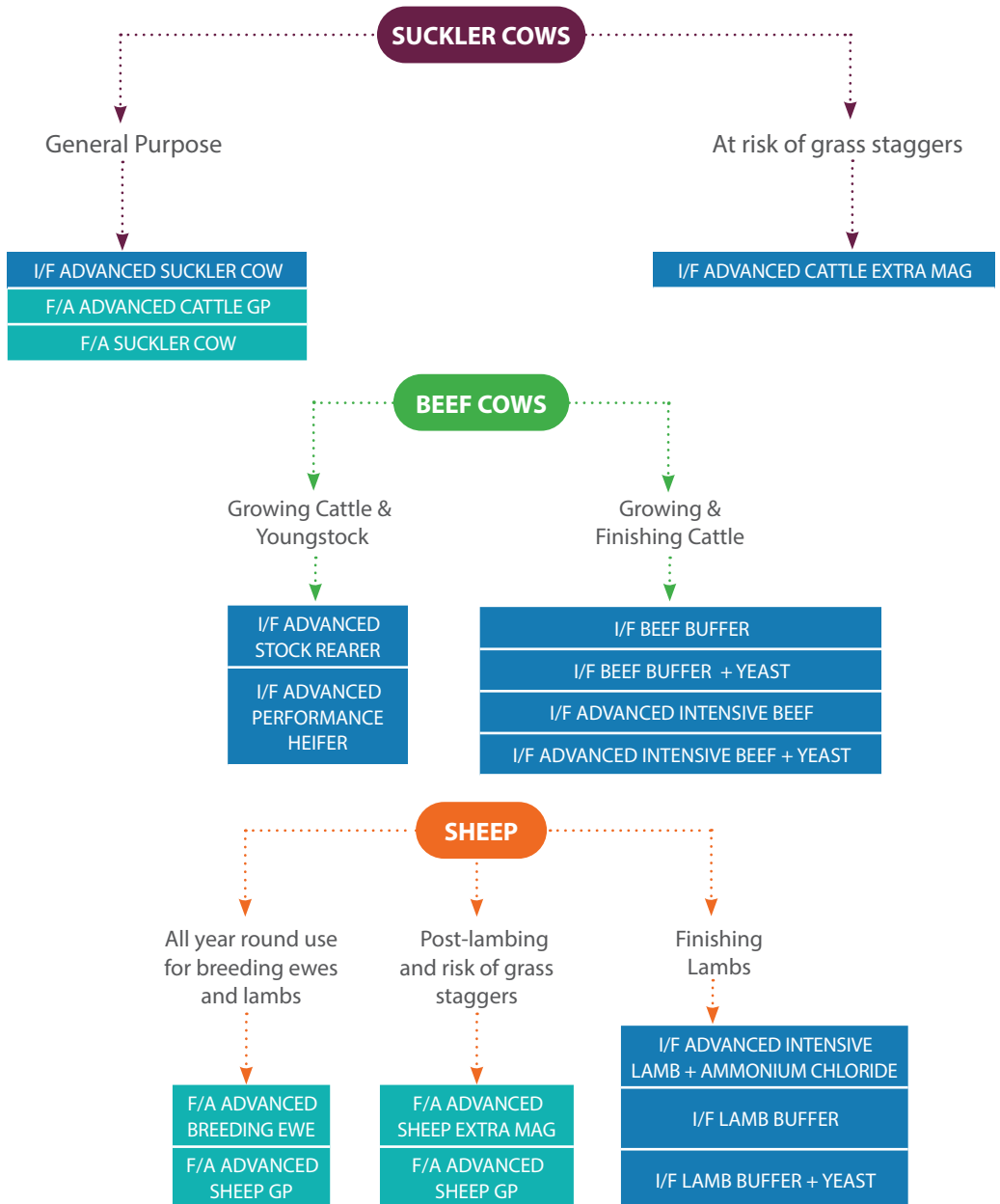
NEED A BESPOKE MINERAL?

Our Feed Team can formulate a custom mineral to suit your forage, livestock and production goals.

MINERAL SELECTOR



I/F In-Feed **F/A** Free Access



All products include a balanced package of minerals, trace elements and vitamins to support health, fertility and performance.

I/F In-Feed

F/A Free Access



Advanced Flexi Mix

Best for

Grass and forage-based diets

- » Complete mineral, vitamin & trace element package
- » Multi-source copper to support fertility
- » Zinc to support hoof and udder health

Typical intake: up to 150g/head/day

I/F

Advanced Super Dairy Plus

Best for

High-yielding dairy cows

- » Chelated copper, selenium and zinc support fertility, immunity and hoof health
- » Added vitamin B12 supports energy metabolism
- » Premium specification for high-performance cows

Typical intake: up to 150g/head/day

I/F

Dairy Buffer

Best for

High starch diets or cattle at risk of acidosis

- » Buffer helps stabilise rumen pH
- » Complete mineral and vitamin package
- » Copper, selenium and zinc support fertility, immunity and hoof health

Also available with added yeast to support rumen health and performance

I/F

Typical intake: up to 150g/head/day

Advanced Maize Mix

Best for

Maize and wholecrop silage diets

- » Replenishes minerals commonly lacking in maize-based rations
- » Complete mineral, vitamin and trace element package
- » Multi-source copper supports breeding performance

Typical intake: up to 150g/head/day

I/F

Advanced Phos Mix

Best for

High-yielding dairy cows or low-phosphorus diets

- » High phosphorus supports lactation performance
- » Copper supports fertility
- » Zinc supports hoof health
- » 'Extra' version available which includes additional vitamin E.

Typical intake: up to 150g/head/day

I/F

Advanced Mag Mix

Best for

Grazing cattle at risk of grass staggers

- » High magnesium helps balance grazing diets
- » Complete mineral and vitamin package
- » Copper and zinc support fertility and hoof health

Typical intake: up to 150g/head/day

I/F



Advanced Cattle GP

Best for

General-purpose mineral for all cattle

- » Complete mineral package for year-round use
- » Copper and selenium support fertility and immunity
- » Zinc supports hoof, tissue and udder health

Typical intake: up to 150g/head/day

F/A

Advanced Cattle Extra Mag

Best for

Grazing cattle at risk of grass staggers

- » High magnesium helps reduce the risk of grass staggers
- » Balances mineral deficiencies in grazing diets
- » Copper and zinc support fertility, hoof and udder health

Typical intake: up to 150g/head/day

F/A

Advanced Dairy Supaphos

Best for

High-yielding dairy cows or low-phosphorus diets

- » High phosphorus supports lactation performance
- » Multi-source copper supports fertility
- » Zinc helps maintain hoof health and reduce mastitis risk

Typical intake: up to 150g/head/day

F/A

DRY COW RANGE

All products include a balanced package of minerals, trace elements and vitamins to support health, fertility and performance.

I/F In-Feed

F/A Free Access



SUCKLER COW RANGE



Advanced Dry Cow

Best for

Dry cows in the transition period before calving

- » Low calcium and high magnesium help prepare cows for lactation
- » Chelated copper, zinc, selenium and vitamin E support immunity, fertility and hoof health
- » Ideal for the transition period to support cow health before calving

Typical intake: up to 150g/head/day

I/F

F/A

Advanced Cattle GP

Best for

General-purpose mineral for all cattle

- » Complete mineral package for year-round use
- » Copper and selenium support fertility and immunity
- » Zinc supports hoof, tissue and udder health

Typical intake: up to 150g/head/day

F/A

Advanced Suckler Cow

Best for

Suckler cows on forage and grass-based systems

- » Complete mineral package with extra magnesium for grazing cattle
- » Chelated copper supports fertility and liveweight gain
- » Zinc helps maintain hoof health and overall performance

Typical intake: up to 150g/head/day

I/F

F/A

Advanced Cattle Extra Mag

Best for

Grazing cattle at risk of grass staggers

- » High magnesium helps reduce the risk of grass staggers
- » Balances mineral deficiencies in grazing diets
- » Copper and zinc support fertility, hoof and udder health

Typical intake: up to 150g/head/day

F/A

Advanced Intensive Beef

Best for

Finishing beef cattle

- » Balanced mineral package for finishing rations
- » No added magnesium or phosphorus to help reduce the risk of urinary calculi

Also available with added yeast to support rumen health and performance.

Typical intake: up to 150g/head/day

I/F

Advanced Stock Rearer

Best for

Growing cattle and replacement heifers

- » Designed for low-input, forage-based systems
- » Complete mineral, vitamin and trace element package
- » Supports healthy growth and development

Typical intake: up to 150g/head/day

I/F



Advanced Performance Heifer

Best for

Dairy heifers

- » High phosphorus supports growth and development
- » Chelated copper, selenium and zinc support fertility, health and hoof condition
- » Ideal for developing replacement heifers

Typical intake: up to 150g/head/day

I/F

Beef Buffer Mineral

Best for

Finishing cattle on high cereal diets

- » Buffer helps stabilise rumen pH and reduce the risk of acidosis
- » Complete mineral, vitamin and trace element package

Also available with added yeast, which helps stabilise rumen pH and increase fibre digestion to support maximum animal performance.

Typical intake: up to 150g/head/day

I/F

Advanced Breeding Ewe

Best for

Breeding ewes

- » Chelated zinc, selenium and vitamin E support hoof health and immunity
- » Cobalt and vitamin B12 help maintain performance on cobalt-deficient pasture
- » Added vitamin B1 supports where there is a risk of CCN

Typical intake: up to 30g/head/day

F/A

Advanced Sheep GP

Best for

General-purpose mineral for sheep

- » Complete mineral, vitamin and trace element package
- » Selenium supports overall health and immunity
- » Zinc helps maintain hoof health

Typical intake: up to 30g/head/day

F/A



Lamb Buffer

Best for

Intensively finished lambs on high cereal diets

- » Buffer helps stabilise rumen pH
- » Zinc and vitamin E support hoof, muscle and skin health

Also available with added yeast, which helps stabilise rumen pH and increase fibre digestion to support maximum animal performance

Typical intake: up to 20g/head/day

I/F

Advanced Intensive Lamb + Ammonium Chloride

Best for Intensively finished lambs

- » Ammonium chloride helps reduce the risk of urinary calculi
- » High vitamin E and zinc support hoof, muscle and skin condition
- » Added vitamins B1 and B12 support energy metabolism and help where there is a risk of CCN

Typical intake: up to 20g/head/day

I/F

A range of protein meals specifically designed for mixing with cereals for intensively reared cattle.

Products also contain a balanced package of minerals, trace elements and vitamins to help counteract any potential deficiencies in cereals.



Action Cereal Balancer

Best for

Home-mixed cereal finishing cattle rations

A specialist urea-based complementary feed, formulated to provide a balanced supply of protein, minerals, trace elements and vitamins when mixed with cereals for intensively reared cattle.

- » Provides a high level of protein from urea to complement cereal-based diets
- » Formulated without magnesium to help reduce the risk of urinary calculi
- » Available with buffer, yeast, or a combination of both to support rumen health and performance
- » Ideal for home-mixing with cereals to produce a balanced finishing ration

Feeding Guide

- » Do not mix with other rations already containing urea
- » Include one bag per tonne of cereals to produce approximately 14% crude protein
- » Do not feed to ruminants under 12 weeks of age

Pack Size: 25kg

Action Cattle Booster 50

+ Yeast

Best for

Growing and finishing cattle on cereal or forage-based diets

A complementary feed suitable for use as part of a mixed ration alongside forage. Combining protein, energy, minerals and live yeast to support rumen function, growth and performance.

- » Provides 50% protein from urea and natural protein sources
- » Chelated fat supplies additional energy to help maintain body condition and growth
- » Contains a specially selected live yeast to help support a healthy, stable rumen
- » Ideal for cereal-fed cattle or where additional dietary protein is required

Feeding Guide

- » Inclusion rate depends on the required protein level of the finished ration
- » Introduce gradually over 7–10 days
- » One bag supplies approximately 1.25% additional protein when mixed with cereals
- » Do not feed to ruminants under 12 weeks of age

Pack Size: 25kg

ACTOLICK buckets are feed and mineral molassed supplements formulated to improve the value of home grown forages and feeds, whilst also supporting production for cattle and sheep.

ACTOLICK buckets contain quality ingredients and micro-nutrients to ensure you get the best performance from your livestock. Using the most recent research on animal requirements, the ACTOLICK range contains optimum levels of minerals and vitamins to help support fertility, health and stock performance.



The Benefits

- » 12 formulations to suit all livestock systems all year round
- » Improves forage digestibility and utilisation
- » Helps balance potential mineral deficiencies in grass and forages
- » Palatable and easy to use, available in 22.5kg or 100kg tubs

Intake Guide:

Typical intake levels are a guide only and will be affected by:

- » The quality of grazing available
- » Animal age and liveweight
- » Proximity to water
- » Weather conditions
- » Number of feeding sites

Feeding Recommendations:

- » Allow one 22.5kg bucket for every 15 cattle or 35 sheep
- » Allow one 100kg tub for every 50 cattle or 90 sheep

Sheep High Energy

Best for

Ewes from tupping through to lambing, and finishing lambs at grass

- » High energy (14MJ ME/kg DM) supports ewes when nutritional demand is greatest
- » 12% Protein supplied from all natural sources (no urea)
- » High vitamin E, selenium and omega-3 fatty acids support fertility, easy lambing and lamb vitality
- » Ideal where there is a risk of twin lamb disease

Typical intake:

75–150g/head/day

Available Sizes:

22.5kg & 100kg



Cattle High Energy

Best for

Growing cattle and dairy heifers on forage-based diets

- » 16% protein from urea and natural sources, plus 13MJ ME/kg DM help maximise liveweight gain and lean tissue growth
- » Ideal for dairy heifers to support target weights and frame development
- » Chelated copper supports fertility and efficient energy utilisation (not suitable for sheep)
- » High selenium and vitamin E help maintain immunity and overall health

Typical intake:

200–400g/head/day

Available Sizes:

22.5kg & 100kg



Universal

Best for

Mixed grazing systems with cattle and sheep

- » High energy with 16% protein helps balance forage and roughage diets
- » Protein from urea and natural sources for additional energy and performance
- » Copper-free formulation makes it suitable for mixed grazing
- » Complete mineral and vitamin package helps balance forage deficiencies

Typical intake:

Sheep: 75–150g/head/day

Cattle: 200–400g/head/day

Available Sizes:

22.5kg & 100kg



Suckler Cow

Best for

Suckler cows and heifers before and after calving

- » High energy with 18% protein helps maximise forage utilisation
- » Balanced natural and urea protein sources complement lower quality grazing and forage
- » Chelated copper supports fertility and breeding performance (not suitable for sheep)
- » Added vitamin E helps maintain health and productivity

Typical intake:

200–400g/head/day

Available Sizes:

22.5kg & 100kg



Cattle High Mag

Best for

Cattle at risk of grass staggers

- » 15% magnesium from multiple sources helps support magnesium intake at grazing
- » Added salt helps improve magnesium absorption
- » High zinc supports hoof health and immunity
- » Added copper helps maintain health and fertility (not suitable for sheep)

Typical intake:

50–150g/head/day

Available Sizes:

22.5kg & 100kg



Cattle Mineral Balancer

Best for

Balancing mineral deficiencies in grazing and forage

- » Complete mineral and vitamin package for year-round use
- » Chelated copper, plus selenium and vitamin E support fertility, immunity and overall performance (not suitable for sheep)
- » High zinc helps maintain healthy feet and supports immune function
- » Ideal for all cattle on grass and forage-based diets

Typical intake:

50–150g/head/day

Available Sizes:

22.5kg & 100kg



Sheep High Mag

Best for

Sheep at risk of grass staggers

- » 10% magnesium from multiple sources helps maintain magnesium intake at grazing
- » Added salt improves magnesium absorption
- » High zinc supports hoof health and immunity
- » Ideal for grazing sheep where additional magnesium is required

Typical intake:

20–60g/head/day

Available Sizes:

22.5kg



Sheep Mineral Balancer

Best for

Balancing mineral deficiencies in grazing and forage

- » Complete mineral and vitamin supplement for sheep throughout the year
- » Selenium and vitamin E support ewe health and lamb vitality
- » Chelated zinc helps maintain healthy feet
- » Added vitamin B1 helps support against the risk of CCN

Typical intake:

20–60g/head/day

Available Sizes:

22.5kg



Pre-Calver

Best for

Dairy and beef cows during the final 6–8 weeks before calving

- » Feed bucket with high energy and protein from soya to balance rations pre-calving
- » Low calcium and elevated magnesium help prepare cows for calving
- » Chelated selenium, zinc and copper plus vitamin E support cow and calf health
- » Designed to support a smooth transition into lactation (not suitable for sheep)

Typical intake:

200–400g/head/day

Available Sizes:

22.5kg & 100kg



Dry Cow Mineral Balancer

Best for

Dry cows and in-calf heifers during the transition period

- » Low calcium and high magnesium help reduce the risk of milk fever
- » Chelated selenium, zinc and copper plus vitamin E support immunity, fertility and hoof health
- » High-energy, protein-rich formulation complements pre-calving diets (not suitable for sheep)

Typical intake:

50–150g/head/day

Available Sizes:

22.5kg & 100kg



Buzz Off

Best for

Grazing cattle and sheep during periods of increased insect activity

- » Garlic helps discourage biting insects
- » Complete mineral, vitamin and trace element supplement
- » Suitable for both cattle and sheep at grass

Typical intake:

Sheep: 20–60g/head/day

Cattle: 50–150g/head/day

Withdrawal period:

Milk: 7 days

Meat: 21 days

Available Sizes:

22.5kg



Feet & Fertility

Best for

Breeding cattle and sheep at grass

- » A high specification mineral bucket fortified with essential minerals, vitamins and trace elements including chelated selenium and zinc to support hoof health, fertility and good overall health
- » High magnesium helps reduce the risk of grass staggers
- » Complete mineral package with omega-3 to support breeding performance

Typical intake:

Sheep: 20–60g/head/day

Cattle: 50–150g/head/day

Available Sizes:

22.5kg



ACTION Feedblocks are high-quality protein and energy supplements, designed to complement forage and grass-based diets for cattle and sheep.

As a convenient forage extender, they provide a consistent source of nutrients to help maximise animal performance while reducing labour requirements.

Formulated with essential minerals, vitamins and trace elements, the ACTION Feedblock range helps balance forage deficiencies, improve feed utilisation and support health, growth and productivity throughout the year.

Why Choose FeedBlocks?

- » Maximises forage and grazing utilisation
- » Provides 24/7 access to supplementary nutrition
- » Labour-saving, weatherproof and easy to feed
- » Fortified with essential minerals, vitamins and trace elements
- » Cost-effective alternative to additional concentrate feeding
- » Available in convenient 25kg blocks

Feedblock Guide

- » Designed for feeding alongside forage and grass-based diets
- » Suitable for cattle and sheep (product dependent)
- » Weatherproof for year-round outdoor feeding
- » No troughs or additional equipment required
- » Always provide access to fresh, clean water

Feeding Recommendations

Typical intake:

Cattle:

Up to 500g/head/day

Sheep:

Up to 300g/head/day

Placement guide:

Cattle:

1 block per 12 cattle

Sheep:

1 block per 25 sheep



Action Ewe Booster Feedblock

Best for

Supporting ewes around tupping, pre-lambing and post-lambing

- » High specification energy and protein block to support ewe performance and milk production
- » 18% protein from a blend of urea and natural protein sources
- » High energy supply from fermentable starch and protected fat
- » Contains essential minerals, vitamins, trace elements and omega-3 oils to support fertility and lamb survival

25kg block

Action Sheep Feedblock

Best for

Mid-pregnancy feeding and maintaining ewe condition

- » Contains proteins from urea and natural sources
- » Economical 20% protein block for in-lamb ewes before moving onto higher specification pre-lambing feeds
- » Provides a balanced supply of minerals, vitamins and trace elements to support overall health
- » Supports forage utilisation and helps maintain condition through winter grazing

25kg block



Action Mag Booster Feedblock

Best for

Cattle and sheep at risk of grass staggers during periods of lush spring grazing

- » High magnesium feedblock containing 10% highly available magnesium
- » Palatable formulation to encourage consistent intake at grass
- » Provides essential minerals, vitamins and trace elements to support animal health
- » Helps reduce the need for concentrates when grazing quality forage is available
- » High protein from urea and natural sources to help complement lower quality grazing/forages in order to support feed digestion and animal performance.

25kg block

Action Cattle Booster Feedblock

Best for

Cattle grazing quality forage where additional protein and minerals are required

- » Feed and mineral block containing high levels of protein from urea and natural sources to support health, fertility and production
- » Provides a balanced supply of minerals, vitamins and trace elements to complement grass and forage diets
- » Supports daily liveweight gain by improving forage utilisation
- » Suitable for dairy/suckler cows, breeding youngstock and stores

25kg block

WHAT PRODUCT SHOULD I FEED TO CATTLE?

Calving Lactation Bulling Grass
stagers Grazing Growing and
finishing cattle Herd
replacements



ACTOLICK Feed Buckets

Pre Calver

Cattle High
Energy

Suckler Cow

Cattle High
Energy

Suckler Cow

Feet & Fertility

Cattle High
Energy

Universal

Cattle High
Energy

Universal

Cattle High
Energy

Universal

ACTOLICK Mineral Buckets

Dry Cow
Mineral Balancer

Cattle Mineral
Balancer

Cattle Mineral
Balancer

Cattle High
Mag

Buzz Off

Cattle Mineral
Balancer

Cattle Mineral
Balancer

ACTION Feedblocks

Action
Cattle Booster

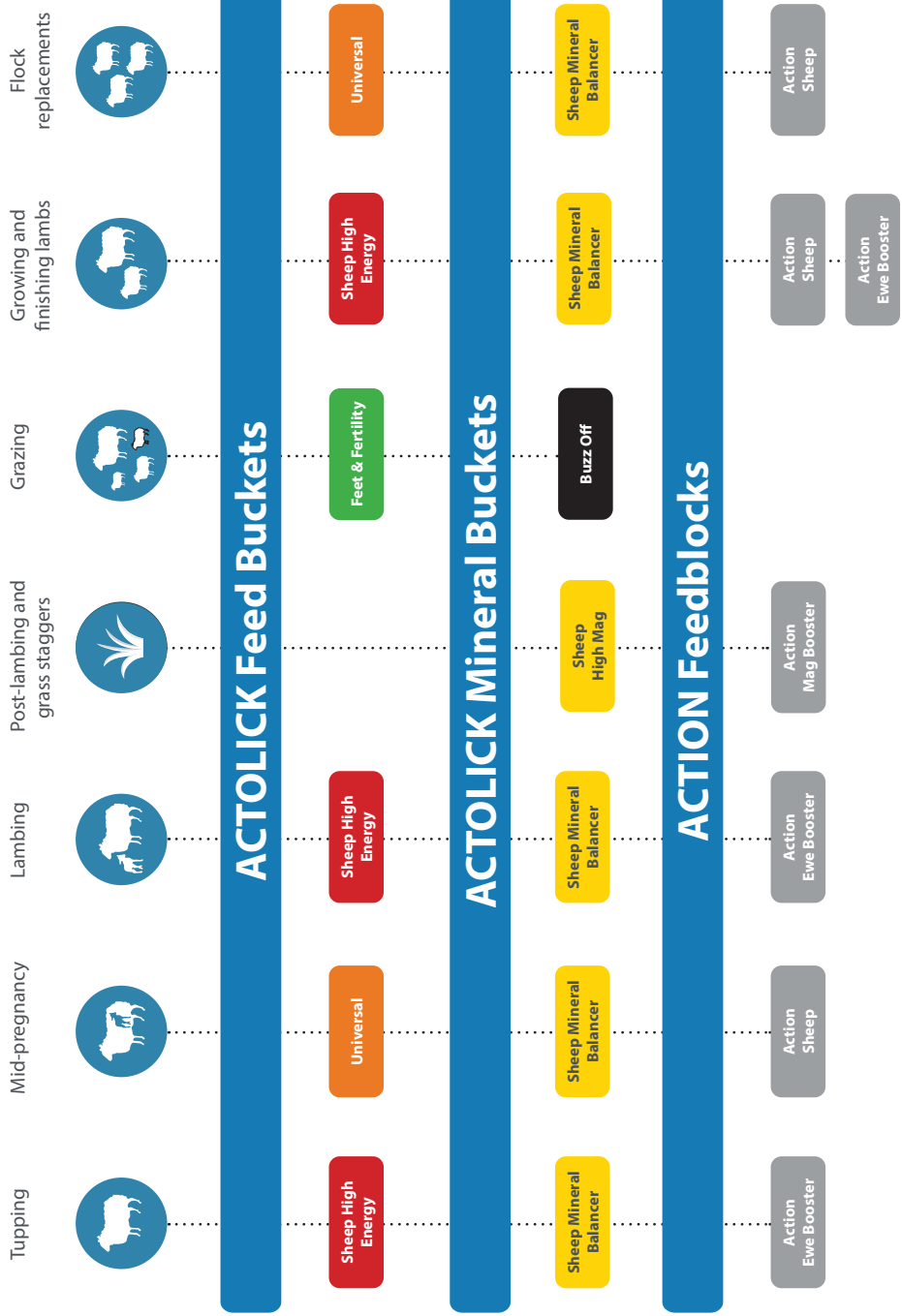
Action
Cattle Booster

Action
Mag Booster

Action
Mag Booster

Action
Cattle Booster

Action
Cattle Booster





Call your Area Manager for more information.

Alternatively contact Customer Services on

08000 275 276

Our team can put you in touch with the best person
to help with your enquiry.



your farming supplies people