

## CCF LAUNCH NEW CENTENARY RANGE

Again in a quest to provide a cost-effective solution to customers, CCF have launched a new range of 4 mineral products in their branches. They are manufactured by Trouw Nutrition and offered alongside the new Maxcare Range.

The Centenary Range has been formulated based on forage results across the CCF trading area. They take into account the low trace element levels we find in Wales, and as such offer a unique solution to mineral supplementation.

The four products are

1. **Centenary Cow Phos.**

This is high specification mineral designed to meet the requirements of the modern dairy and suckler herd. It has elevated vitamin and trace element levels to boost the immune system, whilst having a high level of phos and Magnesium.

2. **Centenary Cattle GP.**

A broad specification, multipurpose cattle mineral designed to provide a balanced supplementation throughout the growing cycle

3. **Centenary Sheep GP.**

A broad spectrum mineral to cover the majority of sheep and lamb diets. Typically offered free access or can be included in feed at a rate of 1 bag per ton

4. **Centenary Hi-mag Cattle.**

High magnesium mineral designed to help prevent against grass staggers associated with low forage magnesium levels

during the spring and autumn grazing period. This mineral contains 20% magnesium made up of highly available sources for maximum absorption.

Both the Maxcare (see page 6) and Centenary mineral ranges have access to the minlink mineral program to give correct mineral advice.

Centenary minerals are priced competitively collected ex store:-

**Centenary Cattle GP - £6.30/bag**

**Centenary Sheep GP - £7.15/bag**

**Centenary Cattle Hi Mag - £8.25/bag**

**Centenary Cow Phos - £8.90/bag**

**All bags are 25kg**

Special prices are available in October for contracted 1 tonne + lots delivered to farm over the winter. Ask your local branch for details.

# CENTENARY

## NEWS FROM BOCM PAULS

There seems to be three main areas of concern that have been expressed to all BOCM Pauls account managers by local dairy farmers. These are an increase in Somatic Cell Counts, problems with butterfat and increasing replacement costs due to poorer conception rates. BOCM PAULS have listened to these concerns and introduced some new products from 1st September specifically to address these concerns.

Somatic Cell Counts are increasing year on year which has a big effect on milk price particularly at higher levels. All BOCM PAULS parlour dairy feeds will contain a new additive for this winter called Extrasel. Extrasel contains elements that protect the cell structure of the cow's udder. There are two key parts to Estrasel that work within the udder's milk producing tissue. They protect from both inside the cell and around the outside to make sure nothing can get through. It's a little like double wrapping silage bales to keep the air out. Extrasel has been shown to significantly reduce both Somatic Cell Counts and cases of clinical mastitis.

Butterfat has a big effect on

milk prices and when depressed can be quite costly. We tend to think of low butterfat as being a summer issue but these days many herds have low butterfat all year round. BOCM PAULS Golden Churn was introduced in the spring to help increase butterfat by including a specific type of fat that directly affects the butterfat percentage of the milk. The fat included is exactly the same makeup as butterfat so has a direct effect. Winter versions of Golden Churn are now available for anyone who would like to increase their butterfat on a winter based diet. In most situations where the product was fed a minimum increase of 0.3% butterfat was seen.

Improving conception rates to reduce the cost of herd replacement is not an easy concept as it is affected by many areas. The dry period is a critical time for fertility in the next lactation. This is when the egg starts growing that will be fertilised when the cow is served for the first time. Unless the dry cow is fed and managed properly during this period the egg will not develop in a suitable condition to be fertilized. Once the cow calves, hormones control

the bulling and conception process. If the cow is short of energy, these hormones are not strong enough to control the process and the cow either does not conceive or loses the embryo shortly after service. BOCM PAULS have new products for both the dry period and early lactation that will help egg development in the dry period and hormone flow during early lactation.

BOCM PAULS continue to sponsor and carry out research into areas that are of most concern to our customers. From this work new products are then developed that will give dairy customers the benefit that they are looking for.

## WINTER FEEDING

Did you know CCF can supply you with compounds, straights, blends and moist feeds to balance any situation. All products are from UFAS approved sources. Phone David Evans - on 07970 002188, our straights trader Janet Lewis on 07970 002185 or your local CCF rep.

## **AUTUMN GRASS NEEDS SUPPLEMENTARY FEEDING**

Usually at this time of year stockmen are bemoaning the fact that their grass is not giving the results they expect or require.

This summer however the weather has been quite different to normal and even parts of the country, which burn off regularly have remained greener.

So what does this mean for producers with grazing animals looking to finish cattle and lambs or for cows calving down at grass.

David Thornton, Technical Manager of Rumenco reviews the nutritional consequences of the green summer and relates the experience of some of his most recent farm calls.

Grass, in common with cereal crops, goes through its growth stages during the year and varies widely in its nutritional composition. Its digestibility is highest in spring and lowest in autumn and winter as its structural composition changes from a vegetative state to a seed production state.

Nothing new there. But this year, because we have had good levels of summer rainfall the plant has continued to remain vegetative for longer, so it appears. Consequently, grass has more leaf because it has not been stressed into seed produc-

tion and has remained green. The nutritional value of grass, from a nutritionist's point of view, has also held up for longer this year. There are many instances of lack lustre performance from lambs and growing cattle, which I believe are due to an imbalance between energy and protein in the grass. Protein is located largely in the leaves of the grass plant and with more leaf available this year animals will be requiring supplementation with a high energy supplement in order to get the best results. This is the reverse of the usual situation when grass from September onwards usually needs extra protein in order to get improved performance.

Another reason for disappointing results this year is the high moisture level in the grass coupled with increasing fibre content. Cattle and sheep are having to cope with higher intakes of moisture (water), which has no feed value, and has a diluting effect on their rumen activity and contents. The fibre level in grass is increasing because it is that time of year and any useful sugars (a valuable energy component) are being washed out of the system.

Our advice is to offer supplementary forage such as hay, straw or dry baled silage at grass, plus Rumevite High Energy or the new Centenary feed block and see the difference.

Both supplements will encourage intake and better digestion of the forage and grass well into the autumn and early winter. Offer the blocks to ewes at tupping as well for a well-proven response of more lambs, less barren ewes and a shorter lambing season. Growing cattle getting blocks grow quicker (+0.24kg DLWG) and lambs will reach marketable weight sooner without the need for trough finishing.

The other major concern at this time of year is for minerals and especially magnesium for dry cows and suckler cows. This mineral has an important role in aiding prevention of milk fever and grass staggers, which can both be common problems on lush green grazing. Rumevite High Magnesium feedblocks are a convenient and easy way to help prevent these problems at grass.

**David Thornton**  
**Technical Manager,**  
**Rumenco Ltd**

## **WELSH FEED PRODUCERS MILL** **CARMARTHEN by Richard Francis**

In 1998, CCF Ltd. purchased a 1/3 share in the mill, with the aim of securing tonnage in this part of the world. Welsh Feed Producers (WFP) was formed in partnership with Wynnstay Farmers and ABN, but for various and complex reasons, the venture never gave the return on investment that was envisaged at the outset.

Two years ago, ABN sold their share in the mill to WFP, giving CCF Ltd., an opportunity to increase their stake in the business to 50%. ABN sold their National Compound business to Pye, Pye Bibby was formed, and WFP undertook the manufacture of Pye Bibby South Wales tonnage on a contract basis from the mill. This was a positive move in theory, giving the mill the tonnage to adequately cover overhead costs and starting to show a useful return on capital. However, some 18 months later, Pye Bibby went into administration, with reputedly the largest debt ever seen in the Agricultural sector in Britain. WFP were left with a modest debt, but out of this shambles arose an opportunity that will at last make this mill crucial to the fortunes of both WFP and its shareholders, and also benefit the farmers in the area.

WFP have joined with Carrs Billington to purchase the

goodwill and salesforce of the Pye business in Wales and the West, and part of this deal gives a guaranteed tonnage through the Carmarthen mill. This tonnage will be sold under the Bibby name.

For the first time since the purchase in 1998 the mill will have a guaranteed throughput, transforming the investment this society has made. Like all manufacturing processes, maximum return on investment coincides with significant volume throughput, and this deal will guarantee that. The negotiations over the last two years, from the demise of Pye to the new deal with Carrs has put great demands on management time at a time when Agriculture was starting the process of massive change which we are now all experiencing. However, for those shareholders who are live-stock farming, particularly those in the dairying sector, this investment should show significant and immediate benefits. The board of CCF is committed to offering choice and price advantage to you the shareholder. There are now three routes to market which we can offer:

1. B O C M Pauls. We have a 50 year relationship with this established brand, with full support from BOCM sales-

2. WFP brand, with sales support as before.
3. CCF Centenary brand launched 18 months ago, with full percentage ingredient declaration, at very competitive prices.

For those farmers who choose to deal with other compounders, we are confident that our significant investment in WFP will force stabilisation of pricing in South West Wales.

Our feed blending plant at Glanrhyd has been a great success and again offers an alternative or an enhancement to compound feeds, at very competitive rates. So, whatever your winter feed needs, CCF has the answer. We are determined that as the squeeze on our industry gets tighter, we adapt this business to serve you, the shareholder. Please take the time to check the quality and value of the products we have to offer, and make your Coop work for the benefit of your business.

I am aware that the comments above are aimed at, and to the benefit of shareholders in the South. However, we are working to secure similar benefits in the rest of our trading area.

## **FREE MINERAL CHECK**

Are you feeding too much mineral? Over the last 4 years many of our customers have benefited from the Minlink computer system from Trouw. This state of the art programme is the only system that evaluates diets on the availability of elements in the animals total diet.

Trouw are offering a free diet check, just fill in a minlink request form the next time you are in the branch and the results will be sent back to you. It is not how much does your mineral cost, but what do you actually need!! To date 85% of diets checked are either feeding too much or the wrong mineral.

## **NEW CENTENARY FEED BLOCK**

New for 2005/6, Centenary Energy block is ideal for both cattle and sheep where extra protein and energy are required. Contains 18% protein, with full complement of mineral and vitamins including good levels of Vitamin E. Ask your local branch for further details and prices

## **CCF MACHYNLLETH WIN PRESTIGE LAMB DISPLAY**

The staff at Machynlleth recently won the BOCM P A U L S Prestige lamb display competition held at all B O C M P A U L S stockists.

Dai Foulkes, branch manager at Machynlleth was thrilled to win and said "the display had encouraged sales of Prestige lamb, however the key reason sales had shown a large increase this year was the success of the product on our customer farms"

## **CCF STAFF PASS AMTRA EXAMS**

Over the last few months a number of CCF staff have been undertaking their Animal Medicines (AMTRA) qualifications in order that CCF can continue to sell and advise customers on their animal health requirements. Four members of

staff were successful in the examinations and they are:-  
Emma Evans - Gaerwen  
Gareth Jones - Felinfach  
Martin Griffiths - Cardigan  
and Carys Daniels from Aberystwyth.

**Congratulations to them all!**

## **LIFELINE—BOOSTING COLOSTURM AND THE HEALTH OF YOUR STOCK.**

Problems around calving or lambing time are extremely frustrating and are costly to rectify and the long-term reductions in an animal's performance can be even a greater loss to you enterprise. The most profitable animals in the future will be those who receive no setbacks from the day they are born.

Because prevention is usually cheaper than the cure, as with vaccines, LIFE-LINE, from Uniblock, has been designed to help ensure the birth of healthy vigorous calves and lambs and to vastly improve colostrum quality and antibody levels. In independent

trials carried out using rotavirus vaccinated cows the groups with access to LIFE-LINE have substantially more rotaviral antibodies in their colostrum and their calves absorbed almost twice the level of antibody compared to the non treated groups. This was true for all the antibodies in the cow's colostrum and gave each calf twice the protection they would have received without LIFE-LINE. Lifeline has also been developed for sheep; ewes colostrum was found to have 25% more antibodies again compared to control group. This means 25% more protection for the

lamb from vaccinations or natural immunity from the ewe.

What amazes most farmers is the price of this hugely beneficial product. To use LIFE-LINE for 30 days costs as little as £2.10/cow or 7p/day. LIFE-LINE is available as a mineral lick and there is no need to feed any other mineral or vitamin supplement with LIFE-LINE.

Lifeline lamb & ewe is available as a bucket lick. The cost of using Lifeline lamb and ewe is 2-3p/ewe/day and needs to be fed for at least 3-4 weeks before lambing.

## **EVEN MORE IN MAXCARE**

The Maxcare Range from Trouw Nutrition, has increased even more unique features to all its minerals. Firstly CUPREX has been added to all minerals. CUPREX is a five source copper pack including chelated sources, which provides a phased release throughout the feeding day. This is beneficial as it helps overcome copper lock up problems associated with high Molybdenum levels and other antagonists.

Secondly all Maxcare Minerals now have ZINPREX. Zinprex is a blend of 3 zinc sources including chelated (Protected) Zinc. Zinc is an important component of body tissue and many enzymes. It is associated with tissue repair and Keratin supply. This phased release of zinc has been found to improve hoof hardness and lead to improvements in somatic cell counts.

Finally another first! Trouw Nutrition are the 1<sup>st</sup> Mineral

supplier to include a Natural Vitamin E in their minerals. Vitamin E is an important component of the immune system response and the source now used in Maxcare is twice as much biologically active than traditional types. Therefore improving the animal's ability to fight infection whilst raising the general health status. In line with this all selenium levels have also been raised.

