

## Customer Comments:

### Malcolm and Gillian Dockeray, Abbeytown

*"We used to feed a high quality coarse mix to our young calves but decided to try Biostarter pellets. We have seen young calves start eating them at a few days old, they like them, eat more than the coarse mix and we have been able to wean calves off whole milk earlier as a result. Growth rates have also improved."*

### Paul Wadsworth, Whauphill

*"We used New Breeds Biostarter calf feed for the first time last year, our calves never looked back. They ate it straight away and continued to thrive right through weaning and onto their rearing cake."*

### Joseph Harrison, Kirkbride

*"We have used Bio-Mos for a considerable period of time and completely removed scours overnight, and definitely wouldn't be without it. We are rearing around 100 calves per year and before Ian introduced us to the product, we were using on average one Electrolyte Sachet per 10 days on the calves, to now not using any, one of the few products that actually work."*

### John Ferguson, Blencogo

*"I have fed Bio-Mos for a few years, mixed in with milk replacer to help calves immunity through the first few weeks of life. When I heard that Biostarter pellets had Bio-Mos in as well I thought I would try them. We found calves used to sort the coarse mix we were on, but since going on to these pellets we found they like it, eat plenty and are doing really well."*

As part of our continued growth and development we are pleased to announce that our first New Breed wagon has now been on the road for nine months.

As you are aware the majority of our feeds are produced to our own formulations, which are then either contract manufactured by NWF Agriculture or Dugdale Nutrition. The team has always desired that the feed could be delivered in our own wagons. With your support and that of NWF plc this has become a reality.



To celebrate this moment we are holding a competition for the first person who sees the wagon on the road, during September 2017, to ring in to Ruth with the registration, location and time of sighting. The prize will be a £20.00 M&S voucher.

So keep your eyes peeled. Ruth's number is **07860 852763** or the office number is **01524 542600**.

# NB-UK

NEW BREED (UK) LTD  
INDEPENDENT NUTRITIONISTS  
Tel: 01524 542600

## NEWSLETTER

September 2017

### Maxcare Reviva Offer



We have sourced a limited number of **FREE** Buckets and Whisks from our supplier!!

Don't miss this opportunity  
- place your  
**Maxcare Reviva** order now!

It is with pleasure we can share with you several firsts for the company in this Newsletter. With our sister company's acquisition of Jim Peet Agriculture last year we now have the use of two new manufacturing sites in Cumbria. This is the first time New Breed customers in Cumbria can source our unique diets that are manufactured and delivered within the county. This is a positive for all, providing new jobs, whilst reducing our carbon foot print and providing customers with locally manufactured feeds at competitive prices.

As this goes to press the whole of the sales team will have or are in the process of completing their FAR (Feed Advisory Registration) Certification. This is a government led initiative and gives you the customer the confidence in our team to understand your needs and provide the correct and rational advice.

Finally as of July 2017 we have welcomed our first twelve month placement student from Harper Adams University, Ruth Wilkinson who is the newest member of our team. Mark and I realise the importance of investing in our team and Ruth will allow us to not only pass on our knowledge but also help us to steer NBUK into the future. Ruth will be out and about with the team on a regular basis and she is looking forward to meeting our customers.

Regards, Richard and the New Breed UK team.



As part of my new role at New Breed UK I shall be involved in collating and distributing a bi-monthly newsletter. I would therefore like to take the opportunity to

introduce myself. I am a dairy farmer's daughter from Cheshire and have spent the past two years at Harper Adams University studying BSc (Hons) Animal Science particularly focussing my studies on Ruminant Nutrition. I have a practical knowledge of farming, being involved in milking and calf rearing on our family farm from a young age. Calf rearing is a vital component for any business and is an area I will be involved with over the coming year. I shall be reviewing calf milk replacers with our suppliers with the aim of offering and supplying a range of products on behalf of New Breed UK. Time is already flying and I am excitedly looking forward to the coming year with New Breed UK.

Ruth Wilkinson

Our Bio-Starter calf and Nutra heifer diets have been carefully developed over the past 12 months to provide the right feed at each stage of the next generation's growth.

Bio-Starter calf feeds are available in both a calf coarse mix and pellet, we also successfully trialled our Bios-Starter calf nut. All of these diets have a sound nutritional base, using a careful balance of highly digestible fibre, synchronised starch and sugars and high DUP content protein sources. The outcome of this balance is superior development of the rumen papillae through increased absorption and utilization of butyrate and propionate.

A key ingredient in these diets and one that makes our Bio-Starter diets unique in the market place is the inclusion of yeast and sugars. This scientifically proven combination has a positive effect on the young calves digestive tract, by helping to reduce bad bugs in the gut and leave the good ones, supports the immune system, improves antibody production, improves feed intake, improves average daily gains and decreases scours and movement stress.



Our customer comments (overleaf) provide real life experience of this exciting new development.

Mark Borthwick