

- ◆ Produces outstanding energy and protein levels
- ◆ It contains a high proportion of the new generation high sugar grasses
- ◆ A high percentage of late perennials allows greater flexibility in cutting date
- ◆ Varieties have been selected for high D values and the late heading characteristics
- ◆ Excellent ground cover and persistency
- ◆ Available with or without clover

### Successfully establishing a new ley

- ◆ Burn off old sward with Glyphosate
- ◆ Lime field if necessary to achieve a pH of around 6.2
- ◆ Check drainage, weed grasses like waterlogged fields
- ◆ Analyse soil, clover is sensitive to phosphate and potash
- ◆ Prepare a firm, fine and weed free seedbed
- ◆ Roll prior to seeding to close gaps
- ◆ Broadcast or cross drill and then roll or very lightly harrow to ensure the seed is no deeper than 6mm.
- ◆ Sow when the soil is warm and moist.

A light early graze by young stock or sheep when the grass is 3-4 inches will consolidate the field and encourage it to tiller out.

Please note that we also have an agency for Sinclair McGill Grass seeds which we sell in



Cumbria and Lancashire only. For more information on reseeding and our full range of grass seeds give your local New Breed Technical Sales Advisor a call.

John Hodgson.

### Your Personal Data and the new GDPR rules

The new General Data Protection Regulation (GDPR) rules will come into effect on the 25th May, replacing the existing Data Protection Act. We are updating our Privacy Policy and Terms & Conditions to ensure we comply fully with these new rules.

We have your details on our system as you are, or have been, a customer of New Breed UK Ltd in the last 6 years.

The details we have about you on our system are your trading name and address(s), your contact information telephone numbers and email address if supplied.

We use this information for our internal records and give the required information to our suppliers for delivery purposes only. We will not sell, distribute or lease your information to third parties.

We have put in place suitable physical, electronic and managerial procedures to safeguard your information.

We would like to continue to send you our bi-monthly newsletter and the occasional promotional offer; however if you don't want to receive information from us in this way, you can contact us by phoning our office on 01524 542600 or by emailing [janet.piercy@newbreeduk.co.uk](mailto:janet.piercy@newbreeduk.co.uk) and you will be removed from our marketing list immediately.

702 Cameron House, White Cross Industrial Estate,  
South Road, Lancaster LA1 4XF  
Tel: 01524 542600  
email: [ruth.wilkinson@newbreeduk.co.uk](mailto:ruth.wilkinson@newbreeduk.co.uk)  
website: [www.nb-uk.co.uk](http://www.nb-uk.co.uk)

# NB-UK

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

## NEWSLETTER

May 2018



On behalf of the New Breed team we would like to welcome Tom Stephenson, who joined in April and will be covering South Cumbria and North Lancashire. This is an exciting growth and highlights our commitment to you our customers; and our desire to grow as a company.



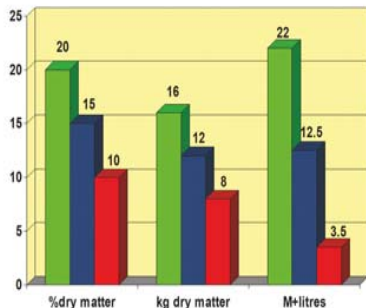
### A little Bit About Tom...

I am very proud to be joining the New Breed team. I have an extensive background and experience in practical dairy and livestock production, having worked with a number of dairy producers both at home and abroad.

I have always been keen to work with cows from a young age, as I grew older this passion led to me focusing on lameness, fertility and young stock. My desire for knowledge grew to feeding cows for better production and management, aiming to improve overall herd health and performance.

I entered the feed supply industry as a Dairy Specialist and enjoy the challenges this has brought, increasing my technical knowledge and helping farmers achieve their goals is extremely enjoyable. You can contact me on 07522 238843.

### What's grass worth?



A question often asked and usually answered in a variety of ways. In straight forward terms the total dry matter intake and the energy content of the grass will determine what its M+ potential is.

This simple chart (left) shows as the dry matter intake of fresh grass rises and falls so does the milk potential. On well managed grazing systems high teens of milk production are been achieved, though looking at a lot of published data many farms achieve a M+ from grass of 8-12litres.

Variables like weather, ground conditions, eating time, walking distance, water supply all have an impact on how well cows will perform when grazing grass. Other factors such as stocking rate, sward height and density, type and palatability of grass, soiling of the sward impact as well.

Early season grass has protein levels varying from 27 to 18%, the exact protein content does vary from farm to farm, depending on amount of fertiliser applied, timing of application, length of grazed/ cut grass and overall sward condition and type.

Our carefully formulated diets ensure grazed or zero grazed grass is fully utilised by the cow, high quality functional fibre sources are used such as Sugar Beet Pulp, Toasted soya hulls balanced with slow release starch from maize meal and field beans. Optimised with higher DUP sourced protein to balance the rumen degradable protein found in grass. Maize Max and Beet Max are two diets out of our range of compound feeds that compliment grazed or zero grazed grass, working with the grass to get the most production potential from it.

Mark Borthwick



### How are your fields looking?

Grass has had a difficult time; a wet summer in 2017 followed by a wet autumn/ winter in 2017/18. This wet weather prevented late summer/ autumn reseeds, now is the time to be considering which fields can be reseeded after 1st cut silage.

Weed grasses build up in older worn out pastures year on year and give a very poor response to applied Nitrogen and can be as little as 7% compared to ryegrass. In addition, weed grasses are much less palatable to stock, leading to lower intakes, and are less digestible resulting in lower production of both milk and meat.

Trial work has shown that a good silage ley can cost around 10p/kg of Total DM, whereas a poor silage ley can cost 17p+ /kg of Total DM produced. Quality grass seed is only around 30% of the total reseeding costs, so it is not worth compromising on quality of seed sown.

New Breed has a long association with Watson Seeds. We have 2 ranges, the Castle Range which encompasses all the latest varieties and our unique Saltire range. A good analogy describes the saltire range is, similar to looking at a new car "here we have last year's model", still a good mixture but may be without cruise control.

For every product in the Castle Range there is a Saltire equivalent. For example, our best-selling Castle mixture these days is Duart and in the Saltire Range the equivalent product is S11.

We find that Duart works very well in our trading area because it is a dual purpose long term mixture with the following attributes. It is a leafy, high energy all ryegrass mixture which;