

PRESS RELEASE

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Farmers urged to take part in key Grassland & Muck survey

A major grass management survey has been launched by the Royal Agricultural Society of England and Yara ahead of Grassland & Muck 2011.

The RASE is urging livestock farmers from across the country to take part to provide an up-to-date and accurate picture of on-farm grassland practice.

The multiple-choice questionnaire, which takes only minutes to complete, aims to throw more light on nutrient management and a range of other topics, including reseeding policy, variety choice and influences, and the effect of legislation.

“Grass management is an increasingly important topic, given rising fertiliser prices, environmental concerns and the need for bigger yields to offset the squeeze on margins,” says RASE assistant director of events, Alice Bell.

“The findings alone should make fascinating reading, but our key aim is to use the responses to tailor information during the lead up to, and at, the event so we can help farmers focus on key areas that can improve production and their bottom line.”

The survey, which can be accessed at www.grasslandevent.co.uk, will remain open until 18 February.

As an extra incentive to get involved, every respondent has a chance to win a slurry/manure analysis worth almost £50, donated by event partner Yara.

Each of 10 farmers whose names are drawn out of the hat after the survey closes will win a free analysis and a pair of tickets to the event, which takes place on 18th and 19th May 2011, at Stoneleigh Park, Warwickshire.

“There is a real need to balance the nutrients available from organic manures and the soil with the correct fertilizer from the bag, both to optimize grass production and to maximize margins,” says Yara’s marketing manager Rosie Carne.

“The prize we are offering will give farmers a valuable insight into the nutrient potential of the farm’s manure and slurry and help them use it to the best effect. We will provide a bottle/bag for the sample and a prepaid envelope to post it to the laboratory so it can be used at any time”

More than 12,000 farmers and contractors from Great Britain and Ireland are expected to visit the two-day Grassland & Muck Event where over 200 exhibitors will be on hand to discuss all things grass. Leading manufacturers will also put hundreds of mowers, tedders, foragers, balers, wrappers and telehandlers through their paces on 65 working plots across the 160-acre dedicated demonstration site.

Tickets can be booked in advance via the website from February, and will cost just £13 each for a standard adult ticket, a £3 saving on the gate price. Please note that student tickets, priced £12, are only available in advance.

For further details on tickets and everything else Grassland & Muck, go to www.grasslandevent.co.uk

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Notes for editors

Grassland & Muck 2011

Grassland & Muck 2011 is the triennial event for the industry. Proudly presented by the Royal Agricultural Society of England and partnered by Yara UK limited.

The RASE

Since 1838, The RASE has played a leading role in the development of British agriculture and a vibrant rural economy through the uptake of good science, the promotion of best practice and a co-ordinated, impartial approach to wide-ranging rural issues.

Yara UK Limited

- Yara UK is the only company to market and distribute the complete range of plant nutrition products for agricultural, horticultural and amenity and protected crops for farmers and growers.
- Parent company Yara International, based in Oslo, Norway, has 8000 employees, operates in 120 countries and has a turnover in excess of £6.5bn.
- The name Yara is taken from a Nordic word meaning 'good harvest'.

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