

PRESS RELEASE

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Topical seminars at Grassland & Muck

Topical seminars tackling a wide range of forage and muck issues to help producers secure better livestock margins will prove a popular draw at Grassland & Muck 2011, which takes place on 18th and 19th May at Stoneleigh Park, Warwickshire.

The programme, sponsored by livestock feeding systems specialist Keenan, also includes a headline debate on the first day to consider what the next decade holds for UK livestock production.

The six seminars will run on both days on stand 300, featuring a range of expert speakers providing concise, up-to-the-minute advice across a range of livestock production issues, namely:

- Importance of measuring grazing
- Economics and practicalities of contracting out
- Buffer feeds at grazing
- Forage harvester technology to maximise silage quality
- Reseeding - when, what with and how to manage new leys
- Making more of muck

“Grass is the core component of most ruminant rations in the UK so it is fundamental to production performance and margins,” says Keenan's Max Ford. “At Keenan UK we feel that there is much more that can be achieved by understanding the digestibility of grazed and ensiled grass.

"We will be using our sponsorship of the seminars to discuss the latest thinking in the 'eatability' of grass, the economic benefits of a perfectly combined total mixed ration (TMR) and using feed conversion efficiency as a management tool to deliver additional margin in volatile times."

The hour-long headline debate, *Future-proofing UK livestock production*, will assess the challenges and opportunities for the livestock sector over the next decade and beyond, and features an impressive panel.

This includes EBLEX board member Mike Powley, whose farm is ASDA's Beef Training and Educational Farm, and policy and market expert Richard King of farm management consultant Andersons. Dr Jonathan Scurlock is the NFU's chief adviser for Renewable Energy and Climate Change, Mark Tucker is Yara UK's head of agronomy, and Dick Sibley is principal of West Ridge Veterinary Practice whose 13 vets look after livestock health across mid Devon.

"Anyone who is serious about a future in livestock production will need to address a whole series of economic, political and technical challenges over the next few years," says RASE event manager Kate Rider. "But there will also be opportunities for those who prepare, so if this debate encourages both dairy and livestock farmers to start future-proofing their business, then it will have done its job."

Grassland & Muck 2011 is organised by the Royal Agricultural Society of England and partnered by Yara.

Tickets can be booked via the website for £13 for a standard adult ticket, a £3 saving on the gate price. Student tickets, priced £12, are only available online.

For further details on tickets and the event, go to www.grasslandevent.co.uk
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Forum Programme

Time	Title	Speaker
10.30	If you don't measure it, you can't manage it¹ Measuring grazing; a simple and effective farm tool for calculating potential milk production and its importance for performance.	Dr John Allen, Frank Wright Trouw Nutrition International
11.00	Contract out or DIY, what's best for your business? Economics, practical considerations and added value from contracting - what and when to contract out.	Charlie Baker, RC Baker Agricultural Contractors 2009 Farmers Weekly Contractor of the Year
11.30	Maximising rumen health at grazing¹ The correct presentation of buffer feeds to improve rumen health, production, feed efficiency and margins.	Bruce Forshaw, Keenan
12.00 * Running Wed18 th only	Headline debate: Future proofing UK livestock production Where will our industry be in 10 years time and what will be the greatest challenges for the UK livestock farmer? <i>Chaired by Cedric Porter</i>	Mike Powley, Farmer and EBLEX board member Richard King, Andersons Dick Sibley, West Ridge Veterinary Practice Ltd Jonathan Scurlock, NFU Mark Tucker, Yara UK
13.00	New technologies help maximise silage quality¹ Benefiting from developments in forage harvester technology; systems to improve silage quality, feed values, machine performance and fuel efficiency.	Chris Wiltshire, John Deere
13.30	Reseeding – getting it right and boosting production When to re-seed, choice of variety, management of new ley and financial returns from a reseeded ley.	Chris Duller, DairyCo
14.00	Making the most of muck Understanding the value of manures, calculating application rates and the benefits of different application methods.	Prof Brian Chambers, ADAS UK Ltd.

¹ Forum followed by practical demonstration on the Keenan stand.

Please note:

Pictures and biographies of speakers are available upon request

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.
- Yara International, based in Oslo, Norway, has 8000 employees, operates in 120 countries and has a turnover in excess of £3.5bn.
- The name Yara is taken from a Nordic word meaning 'good harvest'.

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