

Game^{talk}

Issue 2 • April 2022

AT THE TOP OF OUR GAME

As we develop our game feed range, I want to tell you what we have done to make ourselves more efficient and our products and services even better.

Our modern feed mill at Holsworthy operates as part of the Massey Harpers Feed Group, one of the leading manufacturers of game feed in the country. With the manufacturing, purchasing and formulating strengths of the group, supported by local delivery and technical back up, we have a unique offering. Added to this, our work developing the ABC range of game feeds, for those customers wishing to reduce both environmental impact and usage of antibiotics, ensures we have a range of feeds for all requirements.

Experience

To this, we are delighted to welcome Andy Phillips as an agent within our game team. His experience of the practicalities of managing birds, the supply of rearing equipment through his own business, and the quality and service of our feeds will give you a complete package.

To ensure our production and service remain at the top level, we have continued to develop our mill and invest in transport. We

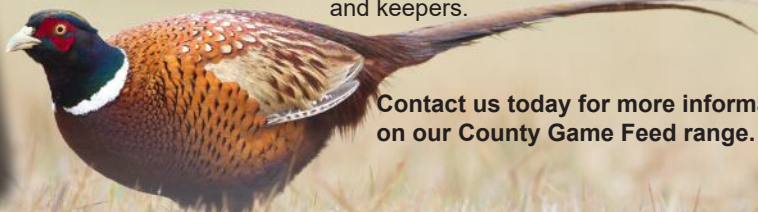
have reconditioned the crumb rollers, refined the screening process, added extra capacity through a second line and taken the Sluggettes fleet of lorries under our control, further enlarging our delivery system. Also allowing us to be even more reactive to the pressures on the ever-changing industry. Our team are passionate about what they do and go the extra mile to deliver feed on time for your birds. Giving you the confidence that your birds will not go hungry. We pride ourselves on being agile on our feet, by turning orders around efficiently and delivering promptly.

Knowledge

Our company's Game Nutritionist, Ian Mackinson, operates at the leading edge of poultry nutrition and keeps our diets at top standard. As one of the most experienced Game Feed Nutritionists in the country, we have a level of control that ensures a high level of performance from your birds.

Advice

A final word on the development of our very own Myles Jones, who is now in his fourth game season with us. His commitment to his customers is total, he lives and breaths the game shooting scene and has developed a great relationship with shoot owners, rearers and keepers.



Contact us today for more information on our County Game Feed range.

THE IMPACT OF UKRAINE INVASION

While our thoughts are with the people of Ukraine, the invasion of Ukraine has had huge ramifications on raw material prices.

As most of you know Ukraine is known as the breadbasket of Europe, producing and exporting crops, some of which are required in the manufacture of game feed.

The focus is wheat, with the Ukraine producing more than 30 million tonnes of wheat, which is the 9th biggest global producer, but more importantly is the 5th biggest exporter, exporting approximately 20 million tonnes. Russia and Ukraine combined, produce 14% of the world's wheat and are the biggest exporters, exporting 26% of global wheat.

Most of the Black Sea wheat exports go to North African destinations, predominantly Egypt. With the disruption of Black Sea exports, global prices have inflated as those imported are having to source wheat elsewhere. Before the invasion global

wheat stocks were at record lows and with the UK still trying to rebuild stocks from the poor harvest two years ago, this has only exaggerated matters.

Ukraine is the largest producer of sunflower seed, producing 30% of global production, which has become a key ingredient in game feed diets.

As the conflict continues there are so many unknowns that will affect prices going forward, depending on how long the conflict goes on and how badly infrastructure is damaged, mainly export facilities. Winter wheat crops are planted, but will they get the husbandry they require? Will spring crops such as maize and sunflower get planted? As the war continues prices are likely to remain firm, but as we all hope when a resolution happens, prices should ease.

Below is a comparison of raw material prices for key ingredients of game diets from last year to this year, demonstrating the huge increases we have seen:

Raw Material	24.03.21	24.03.22	Difference
Wheat	210	320	110
Hi Pro Soya	370	505	135
Rapessed Meal	290	455	165
Sunflower	260	370	110
Wheatfeed Pellets	190	290	100
Soya Oil	1020	1500	480
Lysine	1650	3100	1450



Andrew Davies
Operations Director

DELIVERING ON ADVICE, NUTRITION AND TRANSPORT

After what has been a very successful shooting season for most, we now find ourselves in very uncertain times again of which none of us have seen before.

As you will read in Andrew's article, the war in Ukraine is having a huge impact on raw material prices and this combined with soaring fuel and energy costs will unfortunately have a big knock-on effect ahead of the coming season.

With the ongoing trouble of Avian Influenza in France, it now looks as though the rearing season will be a long and late one with pheasant poults being delivered in September for shoots that are willing to accommodate this. As a result, many breeders are being encouraged to set more hens to try and fill the gap caused by the import restrictions.

This may help to negate some of the problems, but it is still important to follow strict management procedures and disease preventions to avoid future issues.

Mycoplasma is still a risk in caught up hens, so it is important to continue blood testing to prevent this being passed to the eggs and chicks further down the line.

However, the industry must remain positive going forwards. We are focused on doing all we can to help you be as successful as possible. Our game diets are formulated to meet the specific requirements of both breeding and growing game birds, always considering the latest nutritional research. All feeds are manufactured to a fixed formulation, using the highest quality raw materials to achieve the best results from your birds.

Our own dedicated fleet of Bulk and Flatbed lorries enables us to provide an excellent delivery service to all our game feed customers. With transport costs rising we are asking that customers play their part and give us as much lead time as possible before taking delivery to allow us to become more efficient. Storage can sometimes be an issue but where possible we ask that customers also take larger amounts per delivery to help negate costs seen by both businesses.

For more information on how we can help you this season, please talk to your Game Feed Specialist or call us on 01409 254 300.



Myles Jones
Game Feed Specialist

FORMULATING QUALITY DIETS

All gamebirds require a supply of protein, energy, minerals, trace elements and vitamins in their diet.

Our range of Game feeds are carefully formulated to meet the bird's requirements for all key nutrients for each life stage, whether it be for an adult hen in lay or a newly hatched pheasant chick.

This process starts with routine analysis of all incoming deliveries of ingredients to ensure diets are formulated using the most up to quality control data, as key materials such as wheat and soybean meal can vary in their composition over time.

The correct balance of nutrients is also essential in maintaining bird health and productivity. For example, the supply of protein is determined by levels of individual amino acids, which are the fundamental building blocks of all proteins. Diets are formulated to precise levels of amino acids, such as lysine and methionine, which are critical for normal

growth, development and reproduction. Under supply of protein and amino acids, or an imbalance, will potentially compromise bird health and performance. Over supply or imbalance will likely reduce efficiency of utilisation and lead to excess excretion of nitrogen thus increasing the carbon footprint.

The overriding emphasis is to provide well balanced, consistent quality feeds that adequately meet the bird's requirement for its life stage, whilst minimising the impact on the environment.

For further information, please speak to your Feed Specialist.



WHAT ARE OUR CUSTOMERS SAYING?

“ As a cooperative of shoots, we started looking for further ways to reduce disease and medicine use. Together with ABC, a range of

health targeted feed was developed. We have used it on our rearing facilities and all of our shoots, and have seen a significant reduction

in medication used and a larger and fitter poult overall. ”

Pete Day, Loyton Sporting

Harpers Feeds

Office: 01409 254 300 | www.harpersfeeds.co.uk | harpers@harpersfeeds.co.uk

Waldon Way, Holsworthy Industrial Estate, Holsworthy, Devon, EX22 6ER

Myles Jones • Game Feed Specialist • myles.jones@harpersfeeds.co.uk • 07817 161 681

