



BULLETIN

November 2010

Keepers Choice Game Feeds
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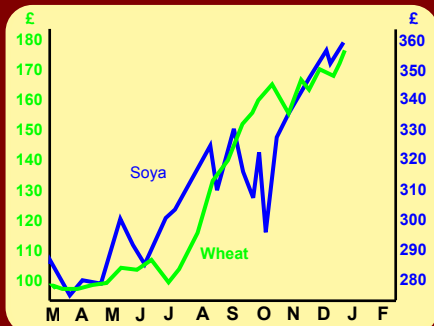
Over Winter Feeding

With likely increases coming next year in feed prices, says Joe Appleby, game farms will be looking even closer to reduce costs and increase profitability – two areas that often don't come together! However, Keepers Choice MAINTENANCE rations are a cost effective route to ensuring breeding birds are fit and not fat, which is absolutely essential when trying to achieve top hatchability rates and maximise profits!

Keepers Choice is also able to offer complimentary and alternative feeds such as CUT MAIZE and GROUND FEED.

Wheat Prices Rocket

At the early part of 2010 all seemed good with stable wheat and protein prices, although proteins were at historic highs.



So what on earth happened? The major effect of the rise in prices has been the speculators who pulled

out of currency and invested in commodities. The graph shows the trend in the prices of wheat and soya bean meal from January to November of this year. Similarly, other feed ingredient prices have also risen further. Given the growing world demand for starch (maize and wheat for ethanol) and soya for human food there is little likelihood of prices dropping to more reasonable levels in the coming year.



WELCOME HOME

John Brooks 01237 451206

We welcome the return of John into the fold. John, who lives in Devon, will cover sales and advice in the South West of England.

Game Cover Growing

Even the best reared birds do not provide the best day's sport if the environment in which they live is not right, writes Steve Irish. The quality and quantity of the cover and the feed are important factors for good birds after release. It is imperative to have the right quantity and quality of

cover. It is also vital to ensure that feed is part of that cover. Game cover seeds are a new venture for Keepers Choice.

The experience has been with Keepers Choice for many years. We offer top quality seed, sound advice from FACTS registered advisers and competitive prices. Before you decide on your game cover cropping this year give Keepers Choice a call to discuss your needs and find how we can help plan and nurture your crop.



Keepers Choice 21% Working Dog

Since the launch of Keepers Choice 21% Working Dog just over a year ago sales have soared. Entering a highly competitive market with a new upper end nutritional product is a risky business but, priced to compete, the market share of the dog food has improved month on month.

Formulated for adult working dogs using the finest of ingredients, Keepers Choice 21% Working Dog is proving its worth in value and nutrition.

Available all year round the product is very palatable and excellent value for money.

Call Pam on 01489 780033 for full details and delivery volumes.

