

NEWSLETTER

Spring 2019



May 2019

EXCITING TIMES FOR SOUTH WEST SEEDS

HEADLINES

TOPIC 01

A big investment into a new Certified Seed Plant.

Welcome!

Here is our Spring newsletter. We hope you enjoy reading it and we look forward to keeping you up to date with our latest news and stories!

TOPIC 02

We are now in partnership with 3 leading R&D agricultural businesses.

TOPIC 03

Grass establishment- choosing the best varieties for your needs. Soil management is key for healthy, vibrant crops.

WHAT WE DO

With 40 years' experience, South West Seeds (Cornwall) Ltd, takes pride in its fantastic customer service by supplying high quality products and services that are always value for money. We offer a large range of high quality cereal seed from our new certified seed plant and by working with a large independent seed house in the UK, we strive to provide an exceptional service for our customers.

South West Seeds is entering a new and very exciting period. We are expanding our business enabling us to give our

valued customers an even better service than before! We are achieving this by developing new partnerships who have access to excellent research and development (R & D) programmes. We are 100% committed to ensuring that we help our corner of agriculture to be as sustainable and environmentally friendly as possible.

We are now in a position to offer our customers some product 'packages' which are backed by strong R&D resources. These are proven and tested to be some of the best in the UK.



Meet the Team!

Richard Jones
Managing Director

Stephen Pearce
Director

Stephen Kettle
Seed Manager
01208 881198

Richard Carlisle
Sales Development
Manager
07747613871

Trevor Dunn
Area Manager: N.Devon
07966209670

Bryony Berry
Area Manager : S.Devon
07549790035



01 INTRODUCING OUR NEW STATIC SEED PLANT.

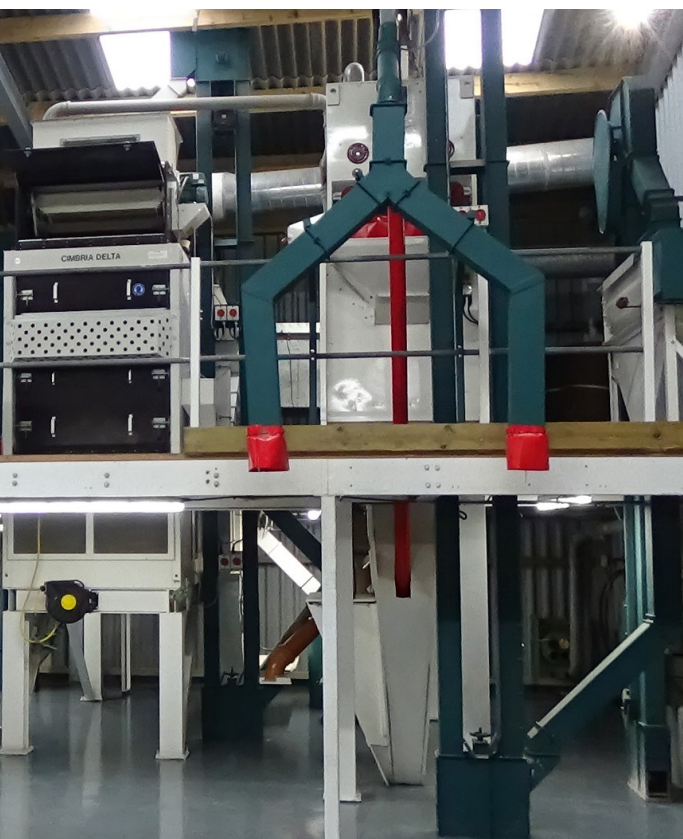
During the summer of 2018, South West Seeds constructed a 'state of the art' static Seed Production Plant.

Our new Seed Plant is producing top quality Certified Seed. We aim to process all our seed to Higher Voluntary Standard (HVS) and above.

We achieve this quality by using local and professional seed growers who are monitored by our own qualified staff to obtain top purity and germination results from our Seed Plant.

We are producers of both Conventional and Organic seed that meets the needs of our customer base, not only in the South West but throughout the whole of the UK.

Meanwhile, we maintain our Mobile Seed Cleaning processes that reach standards beyond the norm, in both quality and service. Furthermore, all our Farm Saved processed seed comes with a 100% guarantee (subject to satisfactory germination tests).



02 FORMING NEW PARTNERSHIPS.

FERTILISER



South West Seeds is now working in partnership with the major fertiliser company YARA. This company is considered to be one of the largest world trading companies.

YARA is driven by research and development and prioritises animals' health. The quality of YARA's products is exceptional. They are now offering a range of new products for the grassland farmer. Our partnership with YARA enables us to offer any grade of fertiliser. Fertiliser grades can include trace elements that are blended using top quality raw materials.

SILAGE INOCULANTS



We are also privileged to be working with one of the most advanced forage and feed preservation businesses in the industry, Micron Bio-Systems. Their Inoculant consists of four key components; Lactic Acid Bacteria, Microbial Stimulants, Enzyme Cocktail and Acetic Acid Bacteria. These new advanced products can add real value to your business.

By using Micron inoculants, you are assured you are using the best products to maintain the quality of your silage and the health and wellbeing of your animals.

GRASS, GAME COVER, WILDFLOWER AND AMENITY

We are now offering a large range of high quality seed. Working with one of the largest independent seed houses in the UK, we are able to deliver an exceptional service, great advice and better value for money. Please see our new brochure or visit our website to find out more: www.swseeds.co.uk

03 GRASS ESTABLISHMENT AND SOIL MANAGEMENT.

GRASS MANAGEMENT



“Get the basics right first time and you will reap the rewards”.

Seed bed preparation and the correct pH are the two most important factors in grass establishment and production. Grass leys are a very valuable crop to all livestock farmers and must be treated as such to get the best results in quality and quantity. Fertiliser is costly and is not likely to drop in price long-term. When using fertiliser, it is important to be utilising it 100%. However, this is not the case and unfortunately much of the usage is being wasted.

When speaking about different grass leys, there is a lot to consider. We have put together what we believe are they key factors in order to grow the best varieties for any grass ley. These are:

- Soil profile/type. Fertile or less fertile.
- Intensive or extensive production. High input or low inputs.
- Extensive or intensive stocking.
- Grazing, silage or both.
- Short term or long term.
- With or without clover.
- With or without herbs.
- Climate.
- High protein/ high fibre.

pH and soil testing is key to successful grass production. A low pH is the biggest cause of

financial loss and happens to be found in around 70% of the soil in the South West. Furthermore, 50% of the fertiliser will not be used or will be wasted, this will result in the production and the quality of grass being reduced.

SOIL TESTING

Testing your soil is so important. There are plenty of soil and plant tissue tests available. To understand your soils in health and nutrient value we recommend two important tests:

- Broad Spectrum Extra.This covers P, K, Ca, Mg ,S,B. Cu, Fe, Mn, Zn, Na, CEC, pH, organic matter, soil classification.
- Soil Health- Soil Biology Extra - the best test any farmer can do. This covers the real heart of soils, Total Bacteria, Total Fungi, Active Bacteria, Active Fungi – these organisms are the life blood of goods soils.

We must all start to think how we can reduce the killing of Micro Fauna in our soils and how to increase them. This is of course not easy, but with the right advice, it is very achievable. We can reduce the harmful inputs such as fertilisers and chemicals and replace them with natural products such as beneficial microbes, natural bio-stimulants and seaweed extracts. This way, the yields will not be compromised, in fact you are likely to see an increase. Additionally, you can expect to see an improvement in your animals' health.

For further information please contact either Richard Carlisle on 07747613871 or Stephen Kettle on 01208 881198.





YOU ARE INVITED

We will be at all the major South West Agricultural shows this year and we invite you and your families to come and learn more about South West Seeds, our future programmes, products we offer and to meet our new team members!

We hope to see you there!

Devon County Show: 16th-18th May
Royal Cornwall Show: 7-9th June

If you have any questions or queries then please get in touch. You can ring Richard Carlisle on 07747613871 for fertiliser enquiries. Or please ring the office on 01208 881198 and speak to Stephen Kettle for seed advice. Our friendly, experienced staff will be more than happy to help.

In the meantime, why not check out what we have to offer on our website: www.swseeds.co.uk and keep up to date with the latest news and goings on of South West Seeds by following our Instagram, Twitter and Facebook pages!

Wishing you a successful season.

From all the team at South West Seeds.

