

# ACTION UPDATE

50  
YEARS

ACT  
1962-2012

## ACTOLICK SHEEP HIGH ENERGY

25kg & 100kg Buckets

A high energy pre-lambing supplement designed to meet the needs of both pregnant ewe and unborn lamb.



- All natural protein mainly from soya
- Energy from high inclusion of Megalac
- Fish oil added for improved lamb survival
- 1,000 iu/kg Vitamin E added for easy lambing and thrifty lambs

**SPECIAL  
OFFER**



- Order 1 tonne or more for January delivery
- £50 per tonne discount
  - Pay April 2012
  - And get a Free ACT Bodywarmer



Also available  
**Actolick High Mag • Actolick Cattle High Energy  
Actolick Suckler Cow**

## ACTION Dairy Hygiene

### Getting the Best Results from your Circulation Cleaner



1. Choose the right product for your plant. In soft water areas **ACTOGLEAM Liquid** Circulation Cleaner is normally the product of choice. In hard water areas we recommend **ACTION SYSTEM 2000** Circulation & Filter Cleaner or **ACTOGLEAM POWDER** circulation cleaner because these products contain more water softening agents and higher levels of caustic. For night wash/day wash systems use **Action Acid Wash** in the evening.
2. Make sure that the water is at the correct temperature. Every 10°C drop in temperature will halve the speed of action of most chemicals, reducing cleaning effectiveness. Don't use water hotter than recommended as this can cause the chlorine to be released too quickly, reducing its effectiveness.
3. Make sure that the flow of solution through the plant has sufficient turbulence to provide a mechanical cleaning action. Where items such as flow meters slow the movement of the solution this can reduce cleaning effectiveness. This is best overcome by the use of an air injection system or a stronger chemical, such as **ACTION DX TANK CLEANER**.

Each of these three factors is of equal importance, if any one is reduced the others need to be increased to compensate.

**For further help and advice on circulation cleaning, bulk tank cleaning or mastitis control talk to your ACT Area Manager.**

Minimum Order 7 x 25L, 1 x 200L or 1 x 1000L IBC, any mix of Circulation Cleaners, Bulk Tank Cleaners, Teat Dips and Disinfectant.

**Special Quarterly Ordering Scheme January deliveries Pay April**

## 3 Ply Dairy Wipes

Extra strong and absorbent – bonded to give a cloth like feel - the perfect udder wipe



**Case of 6x114m Rolls (300 wipes per roll)**

Price per case

5-9 Cases	<b>£20.50</b>
10-44 Cases	<b>£19.50</b>
45 Cases (1 pallet)	<b>£16.50</b>

## ACTION Minerals

**Take advantage of bulk discounts on all Action Minerals. Order the balance of your winter and early spring requirements NOW.**

**Nothing to pay until April**

*Don't Forget to order your Salt Licks and Milk Powders with your minerals to take advantage of the combined quantity discount rate.*



## Calf Milk Powders



### Action Super Calf + Greenline 22% Protein 18% Oil

A high fat whey-based milk replacer which reconstitutes easily in warm water. Formulated using carefully selected milk solids with maximum nutritional value. Fully supplemented with vitamins, minerals and trace elements.

### Action Super Rearer 22% Protein 17% Oil

A high spec powder, ideal for contract rearers or situations where price is critical. Action Super Rearer is a high fat milk that reconstitutes easily in warm water.

### MD Super Herdbuild + Greenline 23% Protein 17% Oil

Recommended for cool ad-lib feeding systems. Ideally suited for the professional calf rearer or large-scale dairy units looking for high performance.

### MD Supreme Heifer + Greenline 27% Protein 17% Oil

A high protein nutrient-rich milk replacer for use in accelerated heifer rearing systems where extra early frame growth is expected.

### MD Once-a-day + Greenline 20% Protein 25% Oil

A high quality, high energy product specially designed to provide the high energy density needed for successful once a day feeding.

	Price per 25kg bag		
	10-19 bags	20-39 bags	40+ bags
Action Super Calf	£42.15	£39.55	£38.25
Action Super Rearer	N/A	£38.25	£36.95
MD Super Herdbuild	£45.65	£43.05	£41.75
MD Supreme Heifer	£49.65	£47.05	£45.75
MD Once-a-day	£51.40	£48.80	£47.50

### Greenline

a blend of natural ingredients to help optimise growth by removing harmful bacteria, activating natural immunity and encouraging feeding.

## Turn slurry into liquid gold

Volatile fertiliser prices are making slurry an even more valuable resource, however **80% of its nitrogen value is lost** before plants can use it.

Slurry Action is an effective, easy to use bacterial treatment which reduces these losses and stores the nitrogen in a plant friendly form, thus giving:

- Increased nitrogen content
- Better re-growth
- Less scorching
- Fewer odours
- Reduced surface crust

Slurry Action makes slurry easier to pump and is proven to **REDUCE FUEL COSTS.**

**Usage: 1 Kg slurry Action treats up to 44,000 gallons.**

For best results start using Slurry Action when the pit is relatively empty.

**Slurry Action £22.50/kg**

**Slurry Action Organic £27.17/kg**

**Minimum order 6 x 1kgs**

## Cattle Vaccines

### Leptavoid-H



Don't let Leptospirosis threaten the productivity of your herd – by reducing fertility, dry matter intake and milk yield, as well as posing a risk to human health.

Talk to your ACT Animal Health Advisor today about **Leptavoid H** - the only vaccine to control both strains of Leptospirosis identified in the UK.

Give 2 x 2ml 4-6 weeks apart in the first year, 1 x 2ml once a year 2 weeks before turnout thereafter.

	1 pack	2-4 packs	5 + packs
20ml glass bottle	£32	£30	£28
50ml flexi-pack	£65	£62	£59

### New Turnout Pack

**4 x 50ml  
+ vaccinator (worth £25)  
£295**



### Rotavec Corona

Protects against calf scours caused by Rotavirus, Coronavirus and E.coli K99.

Vaccinate in-calf cows and heifers to boost the level of antibodies in the colostrum. Single injection primary dose. Wide dosing window (3-12 weeks pre calving), allowing all cows calving within a 9 week period to be vaccinated on the same day. Dose 2ml.



	1 pack	2-4 packs	5 + packs
10ml	£50	£48	£46
40ml	£181	£177	£174

## Watch Out for Mycotoxins

**Mycotoxins are an invisible enemy produced by moulds and are often found in stored grain and silage.**



When eaten by the animal mycotoxins can

cause a number of problems. Most of these are unspecific and often attributed to other causes. Common symptoms include loss of animal performance, reduced fertility, due to cows not cycling or early embryo loss and abortions, higher cell counts, general ill thrift, swollen hocks and teats, scouring, variable milk yield and fluctuating dry matter intakes.

The only effective way to combat mycotoxins is to use a binder to lock onto and remove the mycotoxins from the gut. MicoSafe Max contains two binders so gives better control of a wider range of mycotoxins than conventional products. It also contains beta-glucans, an ingredient known to help improve the immune response of the animal.

**Dairy Cows - feed 50g/head/day for first 7days then 25g/head/day**

### 25kg Pack

### Price each

1-5 bags	<b>£60.00</b>
6-14 bags	<b>£53.00</b>
15-29 bags	<b>£49.00</b>
30+ bags	<b>£48.00</b>

## Reducing Environmental Mastitis



Many of the bacteria that cause mastitis come from the bedding, not the cow. Keeping cubicle beds clean and dry can reduce the risk of environmental mastitis.

Using **Dri-Li Extra** will significantly reduce moisture and bacterial levels, to give you lower somatic cell counts and healthier more comfortable cows.

**Dri-Li Extra** is non-hazardous and easy-to-use. Just sprinkle 50g/m2 onto the bedding every day.

**£680/tonne**



## ACTION Sheep Health

### Wormers

Buy 2 or more packs (any mix) for best prices.



#### Albenil SC

Controls all major stomach worms plus lungworm and tapeworm. Added selenium and cobalt to help prevent deficiencies of these vital trace elements.

	Price per pack	
	1 pack	2+ packs
10L	<b>£74</b>	<b>£69</b>
12.5L + Gun	<b>£94</b>	<b>£89</b>



#### Levacide Low Volume

Fast acting and economical.

	Price per pack	
	1 pack	2+ packs
2.5L	<b>£34</b>	<b>£31</b>



#### Noromectin Drench

Controls stomach worms plus lungworm and nasal bots, including white drench resistant strains.

	Price per pack	
	1 pack	2+ packs
5L	<b>£51</b>	<b>£48</b>
10L + Gun	<b>£83</b>	<b>£79</b>

### Fluke & Worm Control



#### Levafas Diamond

Controls roundworms and lungworm plus adult & immature fluke

	Price per pack	
	1 pack	2+ packs
4L	<b>£63</b>	<b>£59</b>



#### Cydectin TriclaMox

Controls roundworms and lungworm plus adult, immature and early immature fluke. Dose 1ml/5kg

	Price per pack	
	1 pack	2+ packs
2.5L	<b>£102</b>	<b>£99</b>
5L	<b>£160</b>	<b>£157</b>

### Fluke Control



#### Triclafas 5% Sheep

Controls mature, immature and early immature fluke.

	Price per pack	
	1 pack	2+ packs
2.5L	<b>£41</b>	<b>£37</b>
5L	<b>£72</b>	<b>£68</b>

### Pre-Lambing Vaccination



#### Bravoxin 10

10 in 1 clostridial disease vaccine. Use 1ml initial dose, 1ml booster dose.

	Price per pack		
	1 pack	2-4 pks	5+ pks
50ml	<b>£21.50</b>	<b>£17.50</b>	<b>£15.50</b>
100ml	<b>£31.00</b>	<b>£27.00</b>	<b>£25.00</b>



#### Covexin 8

8 in 1 clostridial disease vaccine. Use 5ml initial dose, 2ml booster dose.

	Price per pack	
	1 pack	2+ packs
100ml	<b>£23</b>	<b>£20</b>
250ml	<b>£33</b>	<b>£29</b>
500ml	<b>£49</b>	<b>£45</b>

### Scab Control



#### Cydectin LA for Sheep

Controls and prevents Sheep Scab in a single injection, giving at least 60 days persistent activity against Sheep Scab. Also controls all major roundworms, including benzimidazole resistant strains, with up to 111 days persistent activity against major stomach worms.

	Price per pack	
	1 pack	2+ packs
200ml	<b>£64</b>	<b>£61</b>
500ml	<b>£134</b>	<b>£131</b>

**LONG ACTING**

### Actolick Suckler Cow Jumbo



One 500kg Actolick Jumbo will feed 30 cattle for up to 6 weeks for less than 25p/cow/day with nothing to pay until April\*

- Provides extra energy and a range of proteins to improve the value of home grown feeds and forages
- Contains Protected Copper and other essential nutrients
- Ideal for cows and heifers to improve body condition for better bulling performance

Also available in 25kg and 100kg buckets



**FREE**  
ACT bodywarmer with an order for a tonne

\* Based on a 1 tonne order of two x 500kg Actolick Suckler Cow Jumbos @ £651/tonne. Discounts available for larger orders

# Magnesia-Kainit®

## Have you ordered your Kainit yet? IF NOT, WHY NOT?

- A fertiliser containing Potash, Sodium, Manganese and Sulphur
- Highly cost effective grassland fertiliser
- SODIUM for palatability and better forage utilisation
- POTASH with SODIUM allows full grass yield with low risk of metabolic disorders
- MAGNESIUM combined with above reduces the risk of 'Staggers'
- SULPHUR low levels of Sulphur is one of the biggest restricting factors in grass yields.



NEEDS TO BE APPLIED DURING LATE WINTER - EARLY SPRING

## Can you afford not to use Kainit 'The Stockmans fertiliser'

CONTACT YOUR AREA MANAGER NOW

## GRASS Blueprint for Growth

Enclosed with this Newsletter is the latest edition of GrowHow's Grass Recommendations. We are offering a prize of Soil Samples to the value of £100.00 to the winner of a simple quiz, the answers can be found in the booklet.

Answer the questions below and return with the address label from envelope to: **Fertiliser Quiz ACT Ltd. 90, The Broadway Chesham Bucks. HP51EG**



- 1) What is a FQA .....
- 2) Target Index for K.....
- 3) Analysis of Cut and Graze.....

The winner from all correct entries will be drawn on 29th February 2012.

## Maize Seed Varieties for 2012



### GARLAND

New on the 2012 NIAB list. A natural successor to Sapphire, with a slightly higher yield, more starch and ready to harvest 5-6 days earlier.



### ACTIVATE

A new maturity class 12 variety, predicted to have the highest ME of any hybrid on the NIAB list – 11.8MJ/kg. Excellent early vigour and standing power make it ideal for the most marginal sites.



### AMBITION

A brand new early maturing (MC 9) variety with one of the highest dry matter yields. This together with its high starch content is predicted to produce more starch than any other variety on the NIAB list.

### KASPIAN

One of the earliest ever varieties (MC13), which matures quicker than other varieties to provide high feed value forage in the most marginal areas.

### KROFT

A new early maturing variety with excellent early vigour and standing power. Produces large well-filled cobs on a semi-compact plant. Good cob maturity gives a high starch content and high ME.

### KOUGAR

The biggest selling variety in the UK with the highest yield of the early maturing (MC 8-13) varieties. Performed exceedingly well on farms in 2011.

### KONTENDER

An excellent value maturity class 8 variety. Produces high yields of high quality forage, with a better ME rating than Kougar.

### KONSENSUS

Very high yielding and with excellent (over 71%) whole plant digestibility to produce one of the highest ME yields. Can be harvested for silage, grain or crimping. Ideal for the more favourable sites.



## Fuel Stations

We always recommend Tuffa UK tanks because they're brilliantly designed and manufactured, fitted with top quality equipment and are very well priced.

- 240v Mains Pump – Approx 60 litres per minute (12v available same price)
- Flowmeter
- 4 metre hose (longer can be factory fitted), with Auto shut-off nozzle & holster
- Particle Filter (10 micron) with 2 FREE spare cartridges
- Clock Type Contents Gauge
- Gas Strut Assisted Lockable Lid



**£50 OFF UNTIL FEB 29th!**



1350 Litres	<del>£1275</del>	<b>£1225</b>
2500 Litres (pictured)	<del>£1495</del>	<b>£1445</b>
3500 Litres (pictured)	<del>£2249</del>	<b>£2199</b>
2500 Litres (pictured)	<del>£2899</del>	<b>£2849</b>

## Electric Fencing

**Hotline**

**SPECIAL NEW YEAR DISCOUNT!**

**25% OFF ALL ENERGISERS, WIRE & TAPE, UNTIL FEBRUARY 29TH**



## Galebreaker Products

**we give 17.5% discount**

on all **Galebreaker** PRODUCTS

### ROLLERSCREEN



Easily raised and lowered for quick access

### BAYSCREEN



Fast-fit clip-on panels

## Enduramaxx Water Storage Tanks

**Ideal for Rainwater Harvesting Filter Kits etc available**



**GET 10% DISCOUNT OFF LIST AND FREE DELIVERY**

- Extremely high quality extra strong and durable one piece moulding
- Virgin Food Grade Polyethylene
- Can be made fully "Potable" at no extra cost on request
- Moulded Lifting Lugs
- Large Access Point (18" or 24") and 2" BSP outlet (others available)
- 10 Year guarantee

**CAPACITIES FROM 1250 LITRES TO 24000 LITRES**

4000 Litres	7000 Litres	9500 Litres	12000 Litres
<del>£560</del>	<del>£980</del>	<del>£1280</del>	<del>£1600</del>
<b>£499</b>	<b>£879</b>	<b>£1149</b>	<b>£1439</b>

## Scarecrow Bio Acoustic Bird Scarers

These are amazingly effective, using **DEDICATED NATURAL DISTRESS CALLS**

Typical applications include:-

- Pigeons on OSR (birds have risen up to 2 miles away!)
- Starlings in Dairy / Livestock Units
- Rooks and Crows on Silage Clamps and towards Grain Harvest

There is a choice of units available with a power source option (incl. Solar) to suit all locations.

**PLEASE ASK FOR THE DISTRIBUTOR'S EXPERT TO CONTACT YOU WITH FULL DETAILS, AND SPECIAL ACT PRICES.**



## Essential Fuel Additives

### ELIMINATE "DIESEL BUG" KILLER

Your storage tank and tractor tanks are almost certainly infected!

Sooner or later, "sludge" will start blocking your filters, bringing your tractors etc to a standstill.

It's imperative you kill the bugs before that happens, as removing the sludge from tractor tanks is difficult and costly.

An inexpensive **annual** treatment with ELIMINATE will keep your storage tank, tractor tanks and fuel-lines sludge-free.

CASE OF 4 x 0.5 LITRE BOTTLES (treats 8,000 Litres) **£110**

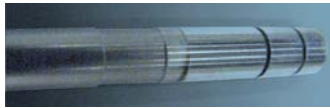
### MULTIPLANT HD DIESEL TREATMENT

- Enables you to store diesel for at least a year without degradation
- Chemically removes the water entering the tank from condensation and attracted by the hygroscopic nature of the biofuel content.
- Replaces lubricity previously provided by Sulphur in the fuel
- "Eco- Clean" content cleans fouled injectors, and keeps them clean

Injector condition after 3000 miles use



Standard Diesel



Treated Diesel

Improves Cetane rating and reduces fuel consumption.  
**SAVES YOU MORE THAN THE TREATMENT COSTS!**

CASE OF 6 x 1 Litre Bottles  
(treats 9000 Litres - 0.94p per litre treated) **£85**

CASE OF 12 x 1 Litre Bottles  
(treats 18000 Litres - 0.83p per litre treated) **£149**

20 Litre Drum  
(treats 30000 Litres - 0.66p per litre treated) **£199**

### NEW SMALL USER STARTER PACK

4 x 1 Litre Bottles Multiplant HD (treats 6000 Litres)  
2 x 0.5 Litre Bottles Eliminate (treats 4000 Litres) **£119**



## FUCHS Lubrication Oils



In 2012 we celebrate not only ACT's 50th Anniversary, but also 50 years of very successful trading with our Lubricants supplier, Fuchs (formerly Silkolene)

To mark the event, we are offering an **amazing £50 off** two very special products until the end of February.



### FARMGOLD 4000 FULLY SYNTHETIC SUPER UNIVERSAL FARM OIL 10w/40

The most versatile oil ever, offering superb performance and extended oil change intervals in many applications.

- ENGINES - excellent API CG-4 spec. so is ideal for virtually all tractors, loaders etc. The very long lasting synthetic base oil allows a doubling of normal oil change intervals if desired.
- TRACTOR TRANSMISSIONS Meets or exceeds every manufacturers requirement for the gearbox, final drive, hydraulics, wet brakes and turbo clutches
- AXLES, HUBS & LIMITED SLIP DIFFS Full API GL5 LS gear oil performance so may be used in all applications where an 80w/90 or 90LS gear oil is called for.

205 Litres ~~£459~~ **£409** **£50 OFF!**

### NEW AGRIFARM ENGINE MOT 15w/40

Many customers prefer to use specific engine oils rather than a Super Universal.

AgriFarm MOT (formerly Titan T Plus) is probably the only one you'll ever need. Perfect for all your heavy diesel engines, it's ultra wide ranging specification also makes it highly suitable for virtually any 4 stroke engine in cars, 4WD etc, Diesel or Petrol.

LONG DRAIN INTERVAL e.g tractors 500 hours.

205 Litres ~~£359~~ **£309** **£50 OFF!**

## ICI Topanol for Agas and Rayburns

Vapourising Boilers are extremely sensitive to the specification and cleanliness of the fuel they are fed, and most owners have found an additive is essential to achieve a clean burn.



### ICI TOPANOL

A powerful antioxidant that keeps your fuel in "as new" condition for many months. YOU CAN SAVE A LOT OF MONEY BUYING BY THE CASE.

Our price is £13 per litre (£20 - £25 from fuel suppliers).

CASE OF 15 x 1 LITRE BOTTLES  
(treats 15,000 Litres 1.3p per litre treated) **£195**



## Silo Action



### Silo Action, silage enhancer

#### Do you want more milk from forage?

The old myth that the only additive you require is sunshine has been proved wrong in recent years with the development of complex efficient bacterial additives, but not all additives are the same. Silo Action has been developed using the very latest bio-technology and has proved itself nationwide over many years, giving you **MORE MILK FROM FORAGE**.

Silo Action adds **1 million** specially chosen bacteria per gram of grass silage including a unique strain of **FRUCTAN degrading bacteria**; these bacteria maximise the utilisation of all the sugar available in fresh grass. As a result the silage gains a rapid, cool fermentation which preserves the true protein and energy giving an extra **1.1ltr milk/cow/day** and an extra 90 grams LWG/hd/day in beef cattle. Silo Action can also save dry matter fermentation losses of up to 4.5%, giving you **an extra 45 tonnes of silage to feed per 1000 tonnes ensiled**.

Silo Action requires no preparation and can be mixed in 25 tonne lots, meaning no wastage and fast turnaround times.

**1 pack (4 x 250gram sachets) treats 100 tonnes**  
**25kgs tub treats 100tonnes**

### Silo Action ULV

Silo Action Ultra Low Volume (ULV) has all the benefits of Silo Action and is:

- Compatible with any applicator on the market (10ml-2ltrs application rate)
- Time saving and easy to use
- Suitable for large capacity foragers
- Available as 500ml bottle (treats 50 tonnes)

**Silo Action and Silo Action ULV are for use in both conventional and Organic systems.**

### Silo Action HD

Silo Action HD is specially formulated for high dry matter silage. The advanced bacteria enhance the aerobic stability of the clamp by producing a wide range of spoilage inhibiting acids (including acetic and propionic acids). Silo Action HD therefore reduces ensiling losses, greatly increases feed value and improves animal performance.

**1 pack (4 x 250 gram sachets) treats 100 tonnes**

**Also available in ULV formulation (500ml bottle treats 50 tonnes)**

**Contact your Area Manager for our special early order terms. Offer ends 27 Jan 2012.**



## ACT 50 YEARS OLD

ACT today is obviously very different from the company formed in 1962 as an amalgamation of individual buying groups in the UK. The aim then was to break the supplier stranglehold on prices farmers paid for their inputs where for many products "retail price maintenance" was common practice. The Company grew rapidly in the 1960's and 1970's, restructured in the late 1980's, and has adapted throughout its history in response to customer needs and a changing farming environment.

Today we have a business with a turnover in excess of £100m redistributing a substantial proportion of its overall profits every year to its trading farmer shareholders. Over the course of 2012 we will be planning many "Anniversary Offers" to you, our customers, and in addition will sponsor the charity "**Lawrence's Roundabout Well Appeal**". Suppliers, staff and you, our customers, will be given the opportunity to donate and further details will be presented over the course of the year. In the meantime if you would like further information visit the website [www.lawrenceroundaboutwellappeal.org](http://www.lawrenceroundaboutwellappeal.org).

Finally, may I take the opportunity of wishing you a very Happy and Prosperous New Year.

*John Hamilton*  
 John Hamilton *Managing Director*

## Straight Feeds Update

Straight feed and cereal prices continue to be influenced as much by Eurozone and World Economic turmoil as by supply and demand. All feed commodity prices have been falling slowly since last summer.

At the time of writing **Cereal prices** are holding up, more because of sellers being unwilling to accept lower prices, than due to strong demand.

**Soyameal** – prices have fallen to their lowest levels for about three years with ex store prices in bulk down to around £250.00 per tonne. This is due to a record acreage of soya beans being planted in perfect conditions in South America for harvest this spring, and a recent reduction in soya imports by China.

**Rapemeal** – prices have responded downwards to compete with lower soyameal prices, with next summers' ex mill new crop prices quoted at under £140.00 per tonne.

Imported **U.S. Maize Gluten and Maize Distillers** prices are staying firm, because supplies and imports from USA are expected to end shortly due to the EU failing to approve the new genetic modifications in last summers' U.S. maize crop.

However, prices of EU produced **Wheat Distillers** are unlikely to increase as significant quantities of home produced material is expected to start becoming available this Spring or Summer.

**Sunflower Pellets** (28% protein) continues to be the cheapest source of protein with ex store prices under £135.00 per tonne.

**Contact your Area Manager for up to date price quotes for delivery to your farm.**