

NEW FORAGE SEED AGREEMENT SIGNED

Grainfarmers UAP is to sell a new range of high quality grass seed forage ley mixtures from leading plant breeder, Advanta Seeds.

Under the exclusive agreement with Advanta, the Agriseed Forage Range will be produced by Advanta on behalf of Grainfarmers UAP and comprises 14 mixtures tailored for maximum grazing and silage productivity.

The new marketing agreement builds upon that established last summer which saw Grainfarmers UAP introduce a range of environmental and game cover mixtures from the plant breeder's portfolio.

So successful was the initial partnership that, on the back of ELS, Grainfarmers UAP, sold the equivalent of 9 million square meters of environmental mixtures last autumn.

That is almost enough to plant a 6m environmental pathway stretching from Lands End to John O'Groats.

According to Grainfarmers UAP forage and environmental seeds manager, Toby Green, the new Agriseed Forage Range builds upon and strengthens the company's existing range.

"The mixtures are based upon sound agronomic and economic values and are carefully selected from Recommended Varieties to answer the needs of most UK farms," he says.

Seed quality is based on standards well above EC and Higher Voluntary Standards for germination and purity - Agriseed purity standards are 95% and germinations are a minimum of 92%.

In addition, all of the new forage mixture range will be treated, at no extra cost, with Integral Seed Treatment. Based on beneficial bacteria, this bio-stimulant has improved establishment by up to 30% in trials, boosting root growth by up to 85%.

"As a result, growers can expect the best possible establishment and performance from the range which is backed by the technical expertise and R&D support of Advanta," says Toby Green.

To complete the range, Grainfarmers UAP will also be selling two horse and pony paddock mixtures based on Advanta's varieties.

"As the partnership develops we expect our customers to gain faster access to improved varieties as soon as they are available," confirms Mr Green.

If you would like further information on the Agriseed Forage Range and a copy of the new leaflet, please contact Toby Green on 01962 794605 or email him on toby.green@grainfarmersuap.co.uk.

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