



Meet our newest team member!

We are delighted to introduce ACT's new Fertiliser Product Manager Amy Vickers. Amy has worked in the fertiliser industry now for approximately 17 years, with a background in both Grassland and Arable farming. Working directly with farmers to build Nutrient Management Plans, operating in the trading sector, following global markets and handling purchasing. During that time she has gained the FACTs qualification whilst taking a position in AIC Agricultural & Environmental Committee and working on sustainable farming initiatives.

"I am very excited to be on board here at ACT. On first impression I can see we have an excellent partnership with our farmer customers, and I am looking forward to working at a company that values those personal relationships and bringing my experience and knowledge of all areas of fertiliser to the role."



Amy Vickers

ACT Fertiliser
Product Manager

Why choose ACT for your fertiliser requirements?

- ◆ We have an excellent network of **FACTS qualified Area Managers**
- ◆ We offer **competitive pricing** without compromising on the quality of our products, giving you the best value for your investment
- ◆ With deep understanding of British farming practices and regulations, we provide solutions that are tailored to **local conditions** and **compliance needs**
- ◆ Our product range includes environmentally friendly fertilisers that help you maintain **sustainable** farming practices
- ◆ Our satisfied customers across the country are a testament to the **reliability** and **effectiveness** of our products and services



Contact
your local
Area
Manager

FERTILISER

Are you making the most of your seed investment?

THE IMPORTANCE OF “STARTER FERTILISER”

“Starter fertiliser” is a small quantity of nutrients applied in close proximity to the seed at planting.

It enhances the development of emerging seedlings by supplying essential nutrients in accessible locations near to the roots.

Rapid crop establishment is desirable as plant development and yield can be influenced during the early growth stages.

Also, fast growing young plants generally are more resistant to insect and disease attacks and compete with weeds more effectively.

Readily available nutrients near young plants help to ensure rapid early growth and the formation of large leaves, which are necessary for photosynthesis, subsequent growth processes, and earlier crop maturity.

Before applying any fertiliser, it is recommended that the soil be tested to determine the fertility status of the field.

A starter fertiliser can be used to supply a portion of the crops nutrient needs, with additional fertiliser applications made before or throughout the season to meet the remaining crop requirements. In certain situations, a starter fertiliser can meet the entire P & K needs of the crop and eliminate a second trip over the field later in the season.

With copious amounts of rain this year, it is highly likely we will have lost nutrients from the soil, particularly Nitrogen and Phosphorous paramount for crop establishment.

To make sure they are making the most of their investment, Farmers who have purchased seed need to be preparing their soils and seeds for the best success.

ACT can supply **Lime** for pH correction, and a large variety of starter fertilisers suited to combat most on farm situations.

Solid and **liquid N, P & K** options, as well as specialist **micro-granular** products.

Please speak to your Area Manager for more details.



SECURE YOUR MAIZE SEED FOR 2025



JARDINERO

- Strong ultra early yield performance with 18.4t/ha DM (NIAB)
- Class leading starch content (37.2%) to elevate your forage rations
- No compromise short season leader – high yields from an early sowing
- Excellent flexibility for late sowing and early harvest to beat variable seasonal conditions
- Strong early vigour (7.2)

NEW
to ACT for
2025 and
currently in
National List
Trials

Ask your Area Manager how a short season maize variety will help in your forage management.

DIGNITY

Maturity
Very Early

Site Type
Less Favourable

Sowing Type
Open

Dry Matter Yield
18.8 DMT / Ha

ME Yield
220,000 MJ / Ha

Starch Yield
6.57 tonnes / Ha

Value of Milk*
£16,612 / Ha

LWG
3,386 kg / Ha

**Get there
faster with
Dignity!**



EXELON

Maturity
Very Early

Site Type
Less Favourable

Sowing Type
Open

Dry Matter Yield
18.5 DMT / Ha

ME Yield
216,000 MJ / Ha

Starch Yield
6.63 tonnes / Ha

Value of Milk*
£16,325 / Ha

LWG
3,328 kg / Ha

**Improve
the
performance
of your
maize!**



*Data from UK Maize Descriptive list 2025 using 40ppl milk.

ACT have a range of new varieties that can be considered the natural upgrades for those who have grown Ambition or Glory looking for an increased yield from early varieties.

All our top performing varieties will give you:

early harvest • higher yield • improved digestibility • increased starch yield

FEED



ORDER YOUR ACTOLICKS BEFORE GRASS QUALITY DROPS!

Using the most recent research on animal requirements, the ACTOLICK range contains optimum levels of minerals and vitamins to help support fertility, health and stock performance of your cattle and sheep.

5 BENEFITS OF ACTION MOIST MIXES

ACTION POWER MIX

High-energy feed to enrich forage-based diets.

ACTION BOOST MIX

Energy-rich, versatile feed for finishing and grazing.

ACTION STARCH PRO MIX

Palatable energy feed to boost protein and intake.

- 1. Highly palatable and aromatic**
Boosts intake and encourages consumption of the full diet, improving nutrient absorption.
- 2. Enhances rumen efficiency**
Well-balanced mix with yeast to promote microbial activity, aiding fibre digestion.
- 3. Cost-effective**
Increases the intake of homegrown feeds, reducing overall feed costs.
- 4. Consistent quality**
Reduces sorting, and includes a preservative to maintain feed quality on the farm.
- 5. Balanced nutrition**
Combines fermentable fibre, starch, and protein for improved milk yield and supports underperforming silages.

ACID BUF

- More Milk
- More Solids
- More Profit



ENQUIRE ABOUT OUR SPECIAL OFFERS!

Acid Buf has been proven to:

Dairy:

- Increase milk yield by an average of 2 litres/cow/day!
- Increase milk components – Butterfat by 7% average!
- Increase feed efficiency by 8-10%!

Beef:

- Increase FCE by 5.2%!
- Improved temperament & meat quality!

Contact your local ACT Area Manager

MICROSAFE MAX

This dual action mycotoxin binder attaches itself to mycotoxins and carries them harmlessly out of the animal's body.

Cattle respond within seven days of treatment so you can actually see it working!

The low dust formulation is easy to measure handle and use.

Costs from just 5.9p per head per day

Use at half the rate of most mycotoxin binders so lower cost per head.



DUAL ACTION MYCOTOXIN BINDER

'We are mindful of a mycotoxin challenge within the herd as we use three different forages, including wholecrop and maize'
says Malcolm Fell.

'We had a drop in milk yield over a 3-4 week period. After speaking to ACT, we added Microsafe Max to the diet and the cows reacted in a matter of days, forage intakes went up and milk increased.'

We have been using Microsafe Max ever since, the low inclusion rate means that it doesn't compromise the rest of the TMR'.

FEED

ACTION FEEDS FOR ALL YOUR NEEDS!

Our independence is our strength.

We don't have an expensive compound mill to run or blend site to fill, so we can sell you the right feed for your requirements.



Whether it's Beef, Dairy or Sheep, we ensure your herd gets the perfect balance every time.



COMPOUND FEEDS

Premium compound feeds tailored for all livestock.

CUSTOM BLENDS

Bespoke blends for your farm's unique needs.

LIQUID FEEDS

Specialising in quality liquid feeds for all systems.

COARSE CALF MIXES

Start calves strong with our balanced feed mix.

STRAIGHT FEEDS

Direct-source straight feeds to meet farm needs.

MOIST FEEDS

High-energy, sustainable moist blends for better production.



**CALL THE
FEED TEAM ON
01743 761048**

FARM MAINTENANCE

NEW PRODUCT LINES FROM JFC!



Large Calf Crib
CC-02
£449



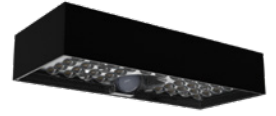
Saber Solar Floodlight
4800LM
SOLAR-01
£199



Mini Saber 15W Solar Floodlight
SOLAR-02
£84.99



Helios 30W Solar Floodlight
SOLAR-03
£91.99



Flare 6W Solar Brick Light
SOLAR-04
£29.99

CORDLESS ELECTRIC GREASE GUN

For perfect greasing with no arm-ache!

- Includes 2 batteries
- Pumps at ideal 6000psi
- Each charged battery will discharge up to 8 grease cartridges or a similar quantity of "bulk" grease



Nicad 12v Battery Operated Grease Gun
£110.00

Lithium 14v ve Battery Operated Grease Gun
£166.00

Quick Release Grease Coupler:

74mm long x 30mm high with 6 intgral jaws. Saves time!
Only **£21.00** when bought with the grease gun.

MEGAPUMP



£129

Adblue also available

SILO ACTION - The Ultimate Bacterial Silage Enhancer

Maximum animal performance for grass silage, with three fast acting bacteria, including a fructan degrading bacteria for low sugar scenarios.

Silo Action Bacterial Silage Enhancer:

- Ferments grass into silage in just two days
- Gives an additional 1.1 Litres milk/cow/day
- Protects true protein
- Reduces dry matter losses
- Gives you MORE SILAGE TO FEED

Apply at

1-2 Litres
per tonne

Conventional

10ml - 1 Litre
per tonne

ULV

Available in

100 tonne
packs

Ask us how you can save with our early delivery rebate offer!



FARM MAINTENANCE

PARLOUR REQUISITES

Order packs of towels and cases of 1000 nitrile gloves etc. in mixed pallets for best value.

Prices for mixed product full pallets of 40 cases.

BEST SELLING

Dairy towel, pack of 6

Sand top quality 3ply 54g bonded. 114m soft, strong & absorbent from £21.50



Green Tuffcell 2ply 56g bonded 140m. Wet strength & great value from £20.50



Skytech blue 2 Ply 38g bonded 150m. Good towel & highly absorbent from £17.20



Nitrile gloves

Ultrasafe, stronger, long 76mm (3") cuff. Ideal milker. from £44.20 per 500



Ultragrip, medium duty, textured fingers black or blue from £29.50 per 1000



Add various other items to make up your pallet quantity.

Toilet rolls Triple quilted, 40 rolls from **£12.70**

Concentrated detergent 2 x 5L, Green from **£14.30**

Thickened bleach 2 x 5L, 4.7% from **£9.50**

ENDURAMAXX WATER TANKS

Special Offer
£2100



ENDURAMAXX®

20,000 Litre Vertical Tank

- Seamlessly rotationally moulded
- Manufactured using UV stabilised polythene
- Rust, corrosion and impact resistant

Add rainwater filter kit, ideal for up to 450m² roof **FOR ONLY £360**



Price quoted is for a non-potable tank and excludes VAT. Offer valid for new orders placed by 20th December 2024.

CLIP ON WEATHER PROTECTION

For animal health performance and profit.

Ventilation and Weather protection with fresh air and natural light.

Call ACT now for clip on wind protection; roller screens or complete installation of automatic vertical screen systems.



ANTI-BIRD STACK NET



8m x 25m

buy two for **£44.00** each



"6 OF THE BEST" IS BACK

ORDER IN NOVEMBER OR DECEMBER AND PAY MAY 2025!!*

*Buy a minimum of 6 packs from at least 2 different types of product to qualify.



New look, same fantastic calf milk powder.

Now is the time to discuss your calf feeding plans as we have over 20 options to suit every need.



BEST OF BRITISH!

Stallion SC1 Single Teat Feeder

This is the best selling Stallion feeder which comes with the famous 'Peach' teat.



SPECIAL OFFER
Buy 5 for £100!

RAZOR Cordless Clipper

Perfect for dagging sheep or cleaning cattle.

Comes with a case, 2 rechargeable batteries, battery charger, holster, oil and a standard cutter & comb set.



SPECIAL OFFER
Buy the razor set for £225 & get an extra set of cutters & combs FREE (worth £25)

Did you know that an exposure to worms on the pasture can reduce your milk production by up to 3 litres per cow per day across the whole lactation?

That could be as much as 900 litres lost milk sales per animal due to the energy required to kill those worms!

Speak to your ACT or Wessex Area Manager and book a **FREE bulk milk test** to determine your potential production losses and to discuss a treatment plan.

The Intracare Hoof-Fit Range

Exceptional Hoof Health Solutions from Holland

The **Intracare Hoof-Fit** range has many university backed studies/results and is the only company to offer a 'Licenced' treatment for Digital Dermatitis!



Hoof-Fit Gel (Licenced product)

Proven to kill dermatitis within 7 days!

SPECIAL OFFER – Buy 5 pots @ £24.00 each and get 1 FREE



Hoof-Fit Repiderma

An aerosol version of the gel. Our best seller!

SPECIAL OFFER – Buy 12 cans @ £100.00



Hoof-Fit Bath

A completely unique copper and zinc chelate product, this product WILL penetrate the skin and get into the area where the bacteria are harbouring. A traditional walk through product.



Hoof-Fit Flex

Brand new product to the range. As above but designed for use in automatic footbaths.



Hoof-Fit Robot

As above but this time it is a 'ready to use' product. This gives the ultimate spray pattern and efficacy through robot sprayers.

For the best advice – call the Wessex Animal Health Team on 01425 474455

www.actionfarm.co.uk

All Prices correct at time of going to print and include farm delivery (Mainland) except where otherwise stated. VAT extra at ruling rate. Agricultural Central Trading Limited, 28 Atcham Business Park, Shrewsbury, Shropshire, SY4 4UG
Tel: 01743 762700 E-Mail: sales@actionfarm.co.uk