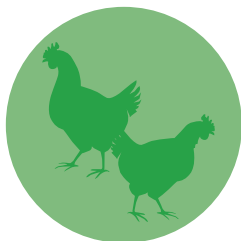




TAILORING FEED TO CHANGING DAILY REQUIREMENTS



Colin Gravatt

Key outcomes of feed advice

- Improved welfare
- Cost effective feeding
- Better manure

Background and area of expertise

Colin Gravatt grew up on a dairy farm in New Zealand before coming to the UK where he began work in a feed mill. The sales manager encouraged him to start meeting farmers and selling feed instead of making it. Colin focussed on the poultry sector, where he has worked for over 25 years. He has a passion for the free range egg and broiler sectors, and he has several organic customers. Each day, he makes between four and five visits in his area that stretches from the South West to Wales, advising farmers on management, production, and sharing his holistic view of optimising bird welfare.

reduced protein and increased calcium content, is focused on the shell development phase of daily egg production.

Mark installed an extra feed bin, and augers to one his houses, and he and Colin have been monitoring the flock's development. Despite the flock being in for less than 20 weeks, with another 40 weeks to go, Mark recorded his best egg production. He is also seeing improved egg shell colour, the birds are calmer, the muck drier, and the flock has maintained better than usual feather cover. The enduring test will be how shell quality holds up over the birds' life with daily nutrition split to focus on the changing requirements through the day.

Give an example of how your feed advice has made a measurable difference

Colin has been working with Mark Sanders of East Combe Farm, Devon for a number of years, and always admired Mark's exceptional attention to detail – 'he monitors and records everything'.

Humphrey Feeds has been keen to undertake trial work on split feeding – different feeds in the morning and afternoon for laying birds. The afternoon feed, with a

What difference does FAR make to you and to your customers?

Colin is delighted to see a professional standard and recognition for those trained in on farm nutrition. His FAR identity card provides assurance for farmers who want to understand his credentials to support famers, and particularly their birds' nutritional and welfare requirements.