



Actisaf® – Supporting Rumen Efficiency



Maintaining rumen stability through winter can make a big difference to daily performance, especially where cattle are on higher-starch diets or variable forages.

ActiSaf^{Sc 47}® Actisaf® live yeast helps support a steady rumen environment by encouraging fibre-digesting bacteria and reducing the dips that cause cattle to back-off feed.

This latest offering from Phileo is an updated version of the Actisaf® Farm Pack — more than twice the concentration.

We are recommending customers transition onto a base feed rate of 20g/h/d (previously 50g/h/d)

It's a simple addition that helps cattle make better use of winter rations, supporting condition, intakes & overall feed efficiency.

Review how Actisaf® could fit into your current diet or blends, our team are always happy to talk through the options.

 **Telephone your Jameson Sales Representative or the Country Store on 01765 680215**

Shop online at www.wejameson.co.uk – Actisaf® Rumen Efficiency Pack 25KG

Service Spotlight

Faecal Egg Count

At Masham, our Micron faecal egg count (FEC) service helps you stay on top of worm control on your farm.

By analysing how many worm eggs are present in a fresh dung sample, we provide an accurate picture of the current worm burden — **all within the hour.**

A FEC helps you:

- Decide whether a group or individual animals need treating
- Check whether a previous wormer has been effective
- Prevent unnecessary worming
- Protect against anthelmintic resistance.

Simply drop a fresh sample into the store and we'll carry out the test, talk you through the results, and advise on the best course of action.



A Note from Graham Happy New Year from everyone at W.E. Jameson

With the new year comes a new look to our newsletter — bringing you the latest updates and advice for the months ahead.

Inside, we cover the increasing winter pressure from liver fluke, the heightened mycotoxin risks many farms are reporting, and why muck sieving remains a valuable task for checking how diets are really performing, plus plenty more.

Wishing you a successful start to the year.

Graham Jameson
Managing Director



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Mycosorb A+ EVO

With variable forage quality this winter, many farms are seeing increased risk

Get Rodent Ready in 2026

Lodi UK is supporting farmers with rodenticide training in February **Book Now**

Parasite Watch: Liver Fluke

A growing winter challenge — what farmers need to know

Muck Sieving – Toolkit for Success

Common challenges seen on the farm





Mycosorb A+ EVO

– Advanced Mycotoxin Protection

With variable forage quality this winter, many farms are seeing increased risk from mycotoxins such as DON, fusaric acid and Penicillium-derived toxins.

Even at low levels, these can reduce intakes, disrupt rumen function and affect overall performance.



Mycosorb A+ EVO provides advanced protection for livestock by using a next-generation blend of **four different mycotoxin-binding components**, offering broader, more effective defence against the range of challenges commonly found in conserved forages and feed.

It is particularly valuable where mycotoxin pressure is high or where animals are more sensitive — including breeders, youngstock and high-performance ruminants.

As stock rely heavily on silage at this time of year, supporting rumen stability and protecting feed efficiency can make a real difference. If you'd like to review your forage results or discuss whether mycotoxin management is appropriate for your system, our team are always happy to help.

Shop online at www.wejameson.co.uk

Mycosorb EVO A+ FarmPak 25 kg

Can you find Storm?

WIN a £20 VOUCHER

Find Storm the Spaniel in our newsletter, simply circle where she is, and send a photo with your name and address to farmsupport@wejameson.co.uk by the 25th of January 2026 and we will pick a WINNER at random! *Good Luck!*



Congratulations to

Julie Corner

Who spotted Storm in the December Newsletter on the **Front Cover!**

SUPPORTING BRITISH FARMERS

LodiUK



GET RODENT READY FOR 2026

Get Trained

Lodi UK are supporting farmers with rodenticide training. Successful completion of this qualification will enable you to **purchase professional baits for 5 years**.

Get Certified

New legislation and new regulations surrounding the purchase and use of professional rodenticides are coming into force **by 2026** and you **must be certified to manage rodents**.

Training Day Tuesday 3rd February - Contact us to book

CRRU approved RSPH
LEVEL 2 in the safe use of rodenticides



Cake of the Month

EWEDALE GOLD

Our top-selling ewe cake is available in pencils or rolls.

It has a proven track record, having supported many thousands of ewes in the Dales over the decades.

Made from quality raw materials including soya, wheat distillers and wheat, its excellent starch and sugar levels support the ewe in the last weeks of pregnancy. Once lambed, these same important nutrients provide strong colostrum and plenty of milk, ensuring the ewe is able to support her young.

The diet of choice for sheep with high scanning percentages, this complete vitamin and mineral package, including 150 IU/kg of vitamin E, aids lambs' development in late pregnancy. Lambs are born alert and quick to start suckling.



Post lambing, the magnesium, calcium and phosphorus in the diet support the ewe at grass.

Parasite Watch: Liver Fluke By Sally Cornforth R-SQP Animal Health Advisor

A Growing Winter Challenge – What Farmers Need to Know

Liver fluke (*Fasciola hepatica*) remains one of the most damaging parasites in UK livestock.

It causes serious liver damage — **especially in sheep**, where even **a single fluke** can reduce growth rates, trigger sudden losses and impact overall flock performance.

The cost to the industry is huge, with losses estimated at **over £50 million in Scotland alone** through reduced production, poor fertility and livers condemned at slaughter.

Fluke risk has increased in recent years, spreading into areas previously considered low-risk. **Milder winters and wetter summers** favour both the parasite and its mud snail intermediate host, meaning more farms are now facing higher disease pressure.



Clinical signs – and why they’re sometimes confused with Haemonchus

Typical signs of fluke include **weight loss, dullness, reduced appetite and oedema** (“bottle jaw”) caused by protein loss, along with **anaemia** in more severe cases.

However, these signs can easily be confused with *Haemonchus contortus* (*Barber’s Pole Worm*) — a blood-sucking parasite that is becoming more common in the UK. *Haemonchus* causes marked anaemia and swelling under the jaw, often without diarrhoea, which can look very similar to fluke.

This overlap is important because the treatments differ:

- Closantel, a flukicide used for liver fluke, is also effective against *Haemonchus*
- Other flukicide actives are NOT effective against *Haemonchus*

This means choosing the wrong product could leave the true cause of disease untreated.

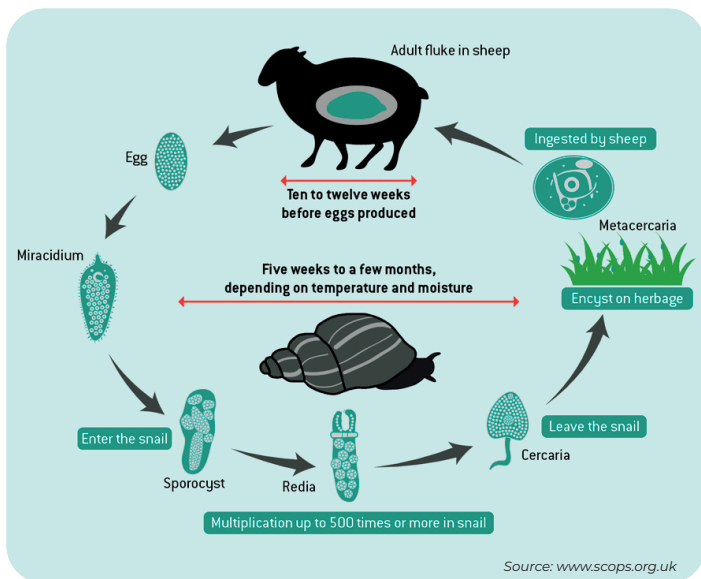
Always seek guidance from your vet or SQP to make sure you’re using the right active at the right time.

Test, don’t guess

With control becoming more complex, **diagnostics are essential**. Tools such as FECs, coproantigen tests, abattoir feedback, post-mortems and the monthly **NADIS Parasite Forecast** help build a clearer picture of risk.

Plan for your farm

The fluke situation changes every year, so combining **local knowledge, diagnostics and targeted treatment** is the most sustainable approach.



Key takeaway points for farmers

- **Even very low burdens matter** – one fluke can impact growth and feed efficiency in sheep.
- **Diagnosis isn’t straightforward** – FECs only detect adult fluke; other tests can’t separate past from current infection.
- **Resistance is increasing** – strategic, targeted treatment is essential to protect flukicides long-term.
- **Mixed grazing increases risk** – cattle can carry and spread infection, so both species must be included in control plans.
- **Not all wormers kill fluke** – and not all flukicides kill all stages. Product choice and timing are critical.
- **Biosecurity matters** – buying-in stock or returning outwintered animals can introduce fluke or resistance onto clean farms.
- **Management helps too** – drainage, fencing wet areas and housing can all reduce exposure.



Our SQP team can help advise on the right product and timing for your system this winter.

Muck Sieving

By Andrew Grayshon
Sales Representative

Toolkit for success

Practical assessment

Knowing how well your cows are digesting their diet is key to improving performance.

Manure analysis by muck sieving gives us a great indication of what's happening inside the animal – helping to finetune diets, reduce waste and get the best output from your cows.

Common challenges seen on farm can be:

- Average Daily Gain is lower than expected
- Struggling to obtain intakes (Grain or Silage related)
- Loose manure
- Flighty behaviour when housed
- Variable muck consistency within group
- Inconsistent feed intakes
- Foamy manure



These signs often point toward issues with rumen health, fibre digestion or diet balance, making muck sieving a practical and reliable way to see what's really going on.



What are we looking for in the muck sieve?

When muck sieving, two common things to look out for are:

Mucin casts

These come in many shapes and sizes, with a stringy, clay-like texture that stands out from solid manure. Their presence signals hind gut fermentation, usually caused when the rumen drops below the optimal pH. When this happens, material flows through the small intestines too quickly and removes the mucus membrane, causing damage to a primary site of absorption.



Fibre digestion

A muck sieve has three tiers, each with differing hole sizes. The pattern of fibre in each layer tells us how effectively the diet is being digested.

What does a good muck sieve look like?



The fibre in the bottom sieve should have a "cotton wool" texture, showing excellent digestion of the fibre. If either of the top two sieves holds more than 15%, it suggests too much undigested fibre, which equals wasted feed value!

Using your results:

What to consider next

Muck sieving is most valuable when paired with ration checks and silage analysis. Several on-farm factors can influence digestion:

Acidosis risks

Acidosis can be a real challenge in beef. With so many ration options, from forage-based or barley beef systems to using different co-products and by-products such as distillery by-products. Understanding what affects rumen pH helps you respond fast.

Animals on maize or grass silage

Watch for the lactic acid content on silage results. Lactic acid is an indication of a strong acid, which will upset the pH balance in the rumen and can be very challenging for the fibre-digesting bacteria.

(Cont) **Using your results:**

What to consider next

Struggling with DMI

Challenging diets can lead to a decrease in dry matter intake (DMI). This year's barley, for example, was incredibly dry, which may also affect palatability.

Diet changes

Products like distillery co-products, potatoes or bread can vary in composition by batch, which can influence rumen pH.

Mycotoxin challenges

Make sure to note any moulds or unfavourable clamp conditions. When there's risk like this, use a rumen buffer to help keep rumen pH within the optimum range.

A real-life example

Overall, this is a very decent sieve from a recent farm visit (October 2025) showing:



Points to note

Silage at the point of sieving was round-bale silage with high NDF and long, stemmy fibrous parts. We would expect to see improvement when the group move onto clamp grass silage. Increasing Equaliser usage (rumen buffer) was recommended to support the rumen environment and further improve fibre digestion.

Why is it good to use a rumen buffer?

Using a good-quality, wide-spectrum buffer really helps to maintain the rumen pH above 6 where the rumen microbes thrive.

It's important to use a buffer that isn't just fast-acting, like sodium bicarb; a long-lasting buffer will continue to support rumen pH over a longer period and help keep the rumen in a stable pH range.

The better the cows' rumen and intestinal health, the more performance we can expect to see – improving productivity and making the most of the strong beef market we are currently experiencing.

Ultimately, maintaining rumen pH within the optimum range supports better digestion, better use of feed, and better results.

Forage Analysis Report

W E Jameson & Son Ltd Contact
 Farm Additive
 Material Type Received Date
 Variety
 Lab Report No.



Analysis (Dry Matter)	Unit	Result	Low	High
Dry Matter	%	18.9	15	25
Protein	%	19.0	17	19
D Value	%	76.1	66	72
ME	MJ/kg	12.2	11.2	11.8
pH		3.9	3.4	3.8
Ammonia N as % Total N	%	3.5	3	3
Sugars	%	0.3	0	2
Ash	%	7.8	5	10
NDF	%	40.3	35	45
ADF	%	24.6	20	30
Oil B	%	5.1	1.5	3.5

Fermentation Characteristics

VFA's	g/kg	30.0	0	20
Lactic Acid	g/kg	111.3	0	100
Intake	g/kg BW ^{0.75}	107.2	70	100
Rumen Stability Value		229.2	200	250
FIMPAL	meq/kd	925.3	400	700

Need a Hand Interpreting Your Results?

Our Jameson feed specialists can walk you through your muck sieve findings, review your ration and help you pinpoint practical steps to improve performance.

On farm, hands-on, and ready to support you.



Contact your Jameson Sales Representative



New Year Offers

For advice please call **01765 680215**

Offer T&Cs: All prices are excluding VAT. Offers valid until 31 Jan 2026. Prices & product availability are subject to change. Offers based on collection only.

Bateman Heavy Duty Calf Creep Feeder

- 320kg capacity
- Heavy-duty galvanised construction
- 3 Point linkage and forklift channels
- Easy-lift lid, wide opening hopper for quick filling



£1450
+VAT

RRP ~~£1893.00~~ **NOW £1450.00** +VAT



Penderfeed Barley Beef Hopper

- 10ft-wide, single-sided
- Lid flap to prevent feed spillage
- Adjustable slides for controlled feed flow
- One-tonne capacity
- Creep gates available

£2150
+VAT

RRP ~~£2250.00~~ **NOW £2150.00** +VAT

Ritchie Extended Continental Crush

- Fully automatic head yoke with auto reset facility
- Complete access to both sides of the animal
- Rubber floor
- Ratchet-type rump bar operation
- Easy adjustable neck yoke widths, allows easy handling of calves to bulls
- Hot dipped galvanised finish.

£5350
+VAT



RRP ~~£6552.00~~ **NOW £5350.00** +VAT

Vink Static Cow Brush

- High-quality grooming tool to enhance the health and well-being of livestock
- Easy to install
- Keeps your cows clean, healthy and happy.

£125
+VAT



WAS ~~£150.00~~ **NOW £125.00** +VAT

Lambing Event

Join us for an informative and engaging evening focusing on lambing and production.

At Leyburn Rugby Club on the 9th February 2026

- Quality speakers
- Great deals
- Top-quality FREE supper!

Call us to **Book Now**

Struthers Men's Smock

Hoggs Struther Men's Smock field jacket is ideal for outdoor activities.

- ¾ length coverage
- Fully waterproof
- Practical front pocket, two zipped side pockets and adjustable hood.

£52
+VAT



RRP ~~£99.00~~ **NOW £52.00** +VAT

Stanley Flask

- One litre capacity
- Stainless steel flask keeps drinks hot or cold up to 24 hrs
- Leak-proof stopper
- Heavy-duty handle.

£35
+VAT



£35.00 +VAT

Jameson Complete Adult Working Dog Food 15 kg

- High-protein – 21%, energy-rich formula
- Contains vitamins & minerals for health
- Supports shiny coat & healthy skin
- For active & working dogs.

£19.50
+VAT



WAS ~~21.50~~ **NOW £19.50** +VAT



Focused On Farming

Your Local Jameson Sales Representative Contact Details:

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John Ordidge	07597 371512
Mark Marley	07739 614999
Tom Rayner	07761 511656
Peter McGill (Nutritionist)	07802 429253
Alison Brewster (Nutritionist)	07936 943202

Opening Times.

Monday	8am – 5pm
Tuesday	8am – 5pm
Wednesday	8am – 5pm
Thursday	8am – 5pm
Friday	8am – 5pm
Saturday	8am – 12pm
Sunday	Closed

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