



Jameson Lamb Colostrum Optimise Lamb Survival Rates

The first few hours of a lamb's life are critical. Research from AHDB shows that a strong, healthy lamb that is up and sucking within 15 minutes of birth has a 90 – 95% chance of still being alive at 90 days. Getting colostrum right at birth remains one of the most effective ways to protect lamb health and performance.



Jameson Lamb Colostrum is formulated with a high IgG concentration, providing a reliable and consistent source of antibodies to support effective passive transfer of immunity. Lambs are born without immunity of their own and depend entirely on colostrum to protect them against early-life disease challenges.

AHDB research* shows that nearly three-quarters of flocks are giving lambs less colostrum than they need. When lambs don't get enough good-quality colostrum in the first few hours of life, they miss out on vital antibodies, leaving them far more likely to get sick or die before weaning.

Jameson Lamb Colostrum helps reduce this risk, particularly where ewe colostrum quality or availability may be compromised. Common risk factors include ewes not at target body condition, inadequate pre-lambing nutrition, assisted lambings and delayed or insufficient colostrum intake.

As well as immune support, Jameson Lamb Colostrum provides a readily available energy source, helping lambs maintain body temperature, get up quickly and establish a strong suck reflex. A targeted gut health package supports gut integrity and nutrient utilisation in the newborn lamb, helping them make the most of early milk intake.

To ensure consistent quality, IgG levels are measured in every batch, with ingredients sourced from EBL - and Johne's-free certified sources, giving farmers confidence in reliability at lambing time.

By supporting early immunity, energy and vigour from the first feed, Jameson Lamb Colostrum helps lambs get off to the strongest possible start.



**Call 01765 689666 to order or shop online
Jameson Lamb Colostrum**

*www.ahdb.org.uk/development-of-an-integrated-neonatal-survival-and-sustainable-antibiotic-plan

A Note from Graham Support for Lambing and Cattle Preparation

As we move towards spring, attention turns to lambing, and the Jameson team is here to support you through this key stage in the season.

In this issue, you'll find practical guidance on colostrum management and meeting the nutritional needs of ewes in late pregnancy, along with the essentials you may need at this time of year.

Many of you will also be preparing cattle for turnout, and Peter McGill, our Ruminant Nutritionist and Dairy Specialist, shares useful insights in this month's issue.

Graham Jameson
Managing Director



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One of the most critical periods in its production cycle.

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Grazing strategy can save money and boost grass growth all season.

Lambing Essentials

Prepare for a successful lambing season with our range of tried and trusted products.





Cake of the Month Jameson Super Lamb 17%

Available in pencils

This versatile lamb pellet supports steady, efficient growth from weaning right through the growing and finishing stages.



It contains a balanced blend of cereals, including wheat, barley and maize, providing good starch levels to stimulate rumen development in young lambs while remaining safe and effective for older growing stock. Energy is released steadily through a combination of cereals and digestible fibre sources, helping to maintain consistent intakes and reduce the risk of digestive upsets.

Protein is included at sensible levels to support frame and muscle development without overdoing it, allowing the pellet to be fed flexibly across a wide range of systems.

Fibrous ingredients and molasses encourage intakes and keep lambs eating evenly, while added live yeast helps support rumen stability, particularly during key transition points such as weaning, housing or increases in feeding rate.

Minerals are carefully balanced for sheep, with no added copper, alongside limestone and salt to support bone development and intake control. Ammonium chloride is included to help reduce the risk of urinary calculi where concentrates form a larger part of the diet.

Overall, this is a straightforward, adaptable lamb pellet that simplifies feeding by carrying lambs smoothly from weaning through growth and on to finishing.

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 20 February 2026 and we will pick a WINNER at random! *Good Luck!*



Congratulations to

Philippa Fawcett-Prescott

Who spotted Storm in the January Newsletter in the **Parasite Watch: Liver Fluke** article Image

Immu-Convert Reliable growth for dairy and beef calves

Immu-Convert calf milk replacer is designed to provide consistent early growth, digestive stability and efficient nutrient use for both dairy and beef calves during the first few weeks of life, when nutrient demand is high but intake capacity is limited.

The formulation focuses on delivering energy that calves can digest and utilise effectively, alongside high-quality protein to support balanced growth and robust development.

Energy is supplied through a balanced combination of digestible fat and lactose which provides readily available glucose and concentrated energy. This helps calves maintain performance during periods of cold stress, variable intakes or health challenges. High quality, digestible dairy protein supports muscle development and skeletal growth, helping dairy heifers develop the frame required for future milk production while supporting efficient, controlled growth in beef calves.

Immu-Convert is formulated for consistent mixing, good solubility and controlled osmolality to support smooth abomasal emptying and stable digestion when fed correctly. This reduces nutritional stress, helps maintain uniform intakes and lowers the risk of digestive upsets. This consistency is critical for maintaining growth rates and minimising setbacks during the pre-weaning period.

Immu-Convert performs well at standard feeding rates common in both dairy and beef systems and supports higher plane feeding programs where faster early growth or long-term productivity is desired. This flexibility allows producers to optimise feeding strategies without changing products. The formulation encourages early starter feed intake stimulating rumen development, promoting microbial colonisation and supporting smoother weaning and efficient growth in both dairy and beef calves.

Efficient nutrient utilisation translates into predictable daily liveweight gains and improved feed efficiency supporting better control over rearing costs per calf. Strong early growth is closely linked to improved lifetime outcomes including age at first calving and milk yield in dairy calves and robust growth and feed conversion in beef calves.

Immu-Convert calf milk replacer provides a practical, performance-focused solution for producers seeking consistent growth, reliable digestion and confident calf rearing across both dairy and beef systems.



Call 01765 689666 to order or shop online
Jameson IMMU Convert calf milk replacer

To place an order or for help and advice call **01765 689666**

Service Spotlight

By Mary Stones
Farm Support / R-SQP

Why Soil Testing Pays on Your Farms

A simple practice that protects profit, productivity and the environment

Rising fertiliser prices, changing weather, and new environmental schemes mean farmers are under more pressure than ever to make every input count. One of the most cost-effective tools available is regular soil testing.

Know what's in your soil

Soil testing gives a clear picture of what your fields actually need. Standard tests measure **pH, phosphorus (P), potassium (K), and magnesium (Mg)** which are the foundations for good crop and grass growth. Without testing, fertiliser decisions are often based on guesswork, which can waste money and limit yields.



Save money on inputs

Applying nutrients where they are already sufficient brings no benefit. Soil tests highlight fields that don't need extra fertiliser and identify where nutrients or lime are genuinely required. Many farmers find that testing quickly pays for itself through more targeted use of fertiliser and lime.

Improve yields and consistency

Correct pH and balanced nutrients help crops use nitrogen more efficiently, develop stronger roots and withstand stress more effectively. For grassland, this means better utilisation, higher protein, and improved stock performance. For arable crops, it supports yield and quality.

Support environmental schemes and compliance

Soil testing underpins nutrient management planning and supports compliance with **NVZ rules**. It also fits well with actions under the **Sustainable Farming Incentive (SFI)** and other schemes, showing evidence of good land management. Soil organic matter is a test that we can do.

Look after soil for the future

Regular testing every 3–5 years helps track changes over time, spot emerging issues early, and protect long-term soil health.

In short, soil testing is far more than a routine task. It's a practical, proven way to cut costs, improve performance, and make confident decisions in increasingly challenging conditions.

Call **01765 689666** for help and advice with soil testing

For more information and to book a soil test, please contact our Farm Support expert, Mary Stones.



Managing Spring Grass for Better Production and Profit

By Peter McGill
Ruminant Nutritionist
& Dairy Specialist

Winter can feel like it drags on forever, so the day you finally let cows out is a real mood-booster. But turn-out isn't just about opening the gate and hoping for the best. Poor management can cost milk solids, disrupt feed plans, and leave you feeling like the herd is running the show. With a bit of strategy and a good eye, spring grazing can save money and set grass up for strong growth all season.

Feeding: Balancing grazing and buffering

Trying to graze and buffer-feed at the same time is a real balancing act. Too much buffer before grazing and cows won't work the grass properly, wasting a cheap and valuable feed. Too little buffer and they can overdo it on lush spring grass or under-eat when strip-grazing.

Grass is still one of the lowest-cost feeds on the farm, so even small amounts of waste add up. Getting the balance right pays back quickly in herd performance and overall profitability.

Preparation: Setting up for smooth grazing

Ideally, cows should be strip-grazed with a fresh allocation every 12 or 24 hours. Some farmers use grass-measuring tools alongside software like AgriNet to stay on top of cover.

But even without gadgets, simply giving cows a controlled, consistent area each day makes a big difference in utilisation and regrowth and it won't take long for you to train your eye for what the cows will eat.

Post-grazing: Mind the residuals

A key part of good spring grazing is leaving the right residual: aim for 4–6 cm. This keeps regrowth leafy and high-quality for the next round.

After the first grazing, and if fields aren't too soft, a light fertiliser dressing can give plants a boost while soils are still cold and nitrogen uptake is sluggish.

Paddock management: Use what you have

If cows can reach silage ground, taking an early grazing off it is well worth doing. The grazed grass has excellent feed value, and the early clearing usually leads to a cleaner, better-quality first cut. With forage stocks tight on many farms, an early bite of grass can be a real bonus.

Handy tips to keep things running smoothly

● Water access

Big fields work better with more than one trough. It keeps cows grazing instead of wandering and helps protect vulnerable areas.

● Back-fencing

For multiple grazings in the same field, fence cows off areas already grazed. This encourages quicker regrowth and prevents unnecessary poaching. Often, it's as simple as pulling a fence reel behind them when they move to the next break.

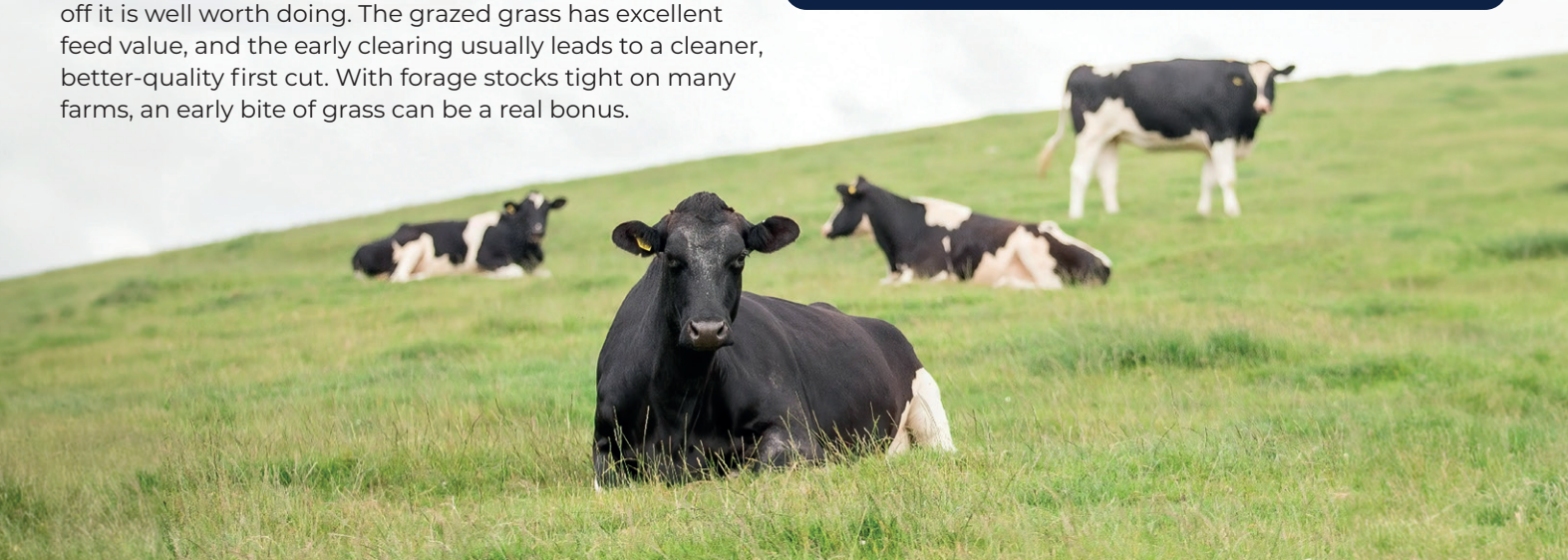
● Gateways - more options, fewer problems

If possible, have cows enter through one gate and leave through another. Repeated traffic over a single gateway can damage a surprising chunk of a paddock — often 10% or more. Damaged ground then grows coarse, unpalatable grass and tends to get plastered with muck, meaning cows avoid it and you lose productive grazing area. Aside from needing to overseed later, the hidden cost of lost spring grass, especially when it's far cheaper than concentrates, adds up faster than most people realise.



Call 01765 689666 for help and advice

We're here to support you in managing spring pasture and making every bite count.



Meeting the Demands of a Ewe in Late Pregnancy

By Annie Brittain
Feed Adviser

Late pregnancy is one of the most critical periods in a ewe's production cycle.

During the final six weeks before lambing, approximately 70% of foetal growth occurs, placing significant nutritional demands on the ewe. Proper feeding at this stage is essential to ensure healthy lambs, prevent metabolic diseases, and prepare the ewe for successful lambing and early lactation.

As pregnancy progresses, the growing uterus reduces rumen capacity, meaning the ewe cannot physically eat as much bulky forage as earlier in gestation. At the same time, her energy and protein requirements increase sharply — particularly if she is carrying twins or triplets. For this reason, feeding strategies must focus on nutrient density, not just feed volume.



Good-quality forage remains the foundation of the diet. Well-made grass silage or hay with high digestibility provides essential fibre, energy and rumen function. However, forage alone is often insufficient in late pregnancy, especially for multiple-bearing ewes and with forage quality and quantity lacking this year.

Supplementary feeding is usually required to meet rising energy demands. Jameson Ewedale should be introduced gradually during the final six to eight weeks before lambing, choosing correctly from our range of feeds to ensure the right one is selected to meet the ewes' needs. Sudden changes should be avoided to reduce the risk of digestive upset.

Protein is another vital component. Adequate protein supports foetal growth, placental development and colostrum production. A late-pregnancy ration should typically contain around 18% with some diets up to 20% crude protein, particularly for twin- and triplet-bearing ewes.

Minerals and vitamins are equally important and often overlooked. Calcium and phosphorus are required for skeletal development of lambs and milk production, while magnesium helps prevent metabolic disorders.

Trace elements such as selenium, iodine, cobalt, and copper (where safe) play key roles in lamb vigour, immunity, and thyroid function. Providing a balanced mineral supplement specifically formulated for pregnant ewes is strongly recommended. Vitamin E is particularly important for lamb vitality and reducing the risk of weak lambs.

All of the Jameson Ewedale range of feeds include a balanced mineral and vitamin profile to ensure the best of starts for both the lamb and the ewe. For those who feed only sugar beet, ensuring ewes receive adequate minerals and vitamins is crucial.

Maintaining correct body condition is essential. Ideally, ewes should lamb at a body condition score of around 3 to 3.5. Over-thin ewes lack energy reserves and may struggle during lambing and lactation, while over-fat ewes are at higher risk of pregnancy toxæmia and difficult births.

Here at W.E. Jameson we offer a range of ewe products, which are designed to meet different demands - from different breeds, lambing percentage, lamb health issues and ewe metabolic diseases.



Call 01765 689666 for help and advice

Your Jameson feed or nutritional adviser can provide tailored guidance on what will suit your sheep.

EVENT REMINDER A "BAA-RILLIANT" NIGHT! BIRTH TO BUTCHER!

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**RSVP call 01765 680215 or email
alaina.moore@wejameson.co.uk**



Lambing Essentials

To place your order or for help and advice please call 01765 680215

Life Drops

Herbal revival spray (30ml)

- Stimulates all major organs of the body.



Battles

Twin Lamb Drench (500ml)

- Fast-acting energy drench that protects against, and supports Twin Lamb Disease



Veloron

Lamb Supplement

- Booster for weak newborn lambs



Milk Replacers

- Provides optimum nutrition for young lambs.



Shepherdess 10kg
Shepherdess 20kg

Shine Ewe-Reka 20kg

Ewe-Go

Calcium and Mineral Drench

- Available in 1 litre & 500ml



Lamb Colostrum

Nettex Ultra Colostrum
10 or 20 Dose

W.E. Jameson Colostrum
40 or 80 Dose

- Provides energy to weak and small lambs



Gambrel Restrainer

Essential aid for birthing, holding, foot trimming and treatment

- Easy to use and quick to fit



Milk Feeders

Shepherdess & Heatwave
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Marksman

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Focused On Farming

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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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