



Setting Calves Up For Success: Why early intake makes all the difference

Getting calves off to a good start is crucial in any operation, but weaning can often be the real hurdle. A calf weaner pellet should be high in starch, highly palatable, and contain balanced levels of protein and fibre to ensure rumen development happens quickly and safely.

Early intake of solid feed is key to accelerating rumen development

The sooner calves begin consuming concentrate, the sooner rumen papillae are stimulated, supporting a smoother transition from milk to solid feed. Palatability plays a major role here, as a fresh, appealing pellet encourages calves to start eating earlier and maintain consistent intakes, helping reduce weaning stress and supporting steady growth.

The Jameson Calf Weaner Pellet ticks all the boxes

With **wheat** as the principal ingredient, it gets straight to work stimulating rumen development and supporting rumen papillae growth.

It also includes **SafMannan**[®] **Postbiotic** to encourage immune function, **Actisaf Yeast** to support a healthy gut microbiome, and **Xtract**, a natural essential oil, to help increase dry matter intake and drive improved liveweight gain, preparing calves for the next stage of life.



Cake of the Month Jameson Calf Weaner Pellet



A Note from Graham

April brings a fresh set of priorities on the farm, and this month's Journal is full of practical support for the season ahead.

We look at the importance of early calf nutrition with our calf weaner pellet, and we spotlight two key spring essentials, Tri-Mag Buckets for turnout and Secure Covers[®] for protecting silage quality.

You'll also find expert guidance on soil improvement from Longcliffe and timely advice from Peter McGill, our Ruminant Nutritionist & Dairy Specialist, on managing heat stress as temperatures rise.

I hope this edition helps you plan for the busy weeks to come.

Graham Jameson
Managing Director



In this issue...

Tri-Mag Buckets & Secure Covers[®]

Two spring essentials: reliable magnesium support at turnout to reduce grass-staggers risk, and durable Secure Covers[®] to protect silage quality and cut waste.

Think Lime First

Longcliffe's guidance on optimising soil pH, improving nutrient availability and choosing the right lime for long-term soil health.

Heat Stress: Early Action Matters

Peter McGill explains how humidity affects cattle, the signs to watch for, and practical steps to protect fertility, yield and cow comfort.

April Fencing Supplies

A round-up of essential products to keep spring maintenance on track.



Call 01765 689666 to order Jameson Calf Weaner Pellet



Product Spotlight

Jameson Tri-Mag Buckets

Essential Support For Turnout Season

As we move into spring turnout, magnesium becomes one of the most important minerals in both cattle and sheep nutrition.

Rapidly growing spring grass may look lush and full of goodness, but it is typically low in magnesium and high in potassium and nitrogen, which can reduce magnesium absorption. This creates a real risk of hypomagnesaemia (grass staggers), particularly in lactating cows and ewes.

That's where Jameson Tri-Mag Buckets come into their own.

Why magnesium matters now?

Magnesium plays a vital role in:

- Nerve and muscle function
- Preventing grass staggers
- Supporting milk production
- Maintaining appetite and grazing behaviour

Unlike some minerals, livestock cannot store magnesium effectively, so they require a consistent daily intake, especially during periods of rapid grass growth, cold snaps, or stress.

Why choose Jameson Tri-Mag Buckets?

They provide:

- High levels of available magnesium
- Controlled, steady intake
- Weather-resistant formulation for field use
- Convenient supplementation

The buckets are suitable for both cattle and sheep, making them ideal for mixed farms where both are turned out together.



For cattle at spring turnout, they offer a practical safeguard during the highest-risk period

For sheep, particularly lactating ewes with young lambs, they help maintain health, milk supply, and steady grazing patterns.

A sensible turnout strategy

Magnesium supplementation should start before or at turnout, not after problems appear. Buckets are a simple, low-labour way to ensure coverage across the group.

At W.E. Jameson, we always recommend assessing grass, risk factors and stock class to determine the most appropriate magnesium strategy.

The Jameson Tri-Mag Buckets remain one of the most reliable and straightforward tools at this time of year.





Product Spotlight Silostop Agri® Secure Covers®

Protect your silage, protect your profits

Bird and wildlife damage to silage sheets can quickly turn into lost yield, higher waste, and poorer-quality forage. Secure Covers® are designed to protect both your clamp and your bottom line by keeping your silage sheet intact and your clamp airtight.

What are Secure Covers?

Silostop Agri® Secure Covers® (protective silage cover) are tough, interlocked knitted HDPE nets that sit on top of your silage sheets and are held in place using Secure Gravel Bags. Their finely knitted mesh helps prevent bird damage to the silage sheet and, when pulled down over the clamp, stops birds from feeding on the silage face.

By keeping the silage film tight against the surface, Secure Covers® help you maintain an airtight seal across the whole clamp – reducing surface waste and dry matter losses.

Why use Secure Covers® on your clamp?

- **Protect against bird and wildlife damage** – The finely knitted mesh helps to prevent bird damage to the silage sheet and when pulled down, stops birds from feeding on the silage face.
- **Maintain an airtight seal** – The flexible, non-fray knit sits snugly on the silage surface, following the contours of the clamp to improve sealing and reduce spoilage.
- **Reduce wind lift** – Patent-protected square thread technology cuts wind lift so sheets stay in place and silage quality is protected.
- **Knitted, not woven** – Strong, interlocked knitted HDPE that will not fray or ladder, unlike simple woven nets.
- **Built to last** – Tough, interlocked knitted construction delivers long service life; many customers have used the same covers for over 10 years.
- **Gravel Bag Belts** – Securely fix your gravel bags in place.



FAQ's

Is Secure Covers® a woven or knitted net?

Secure Covers® is a knitted net – much stronger and more durable than a woven net.

Do Secure Covers® fray?

No – Secure Covers® netting does not fray due to its unique knitted structure.

How long do Secure Covers® last?

Many farmers have been using the same Secure Covers® for more than 10 years, making them a long-term investment in silage quality.



Call **01765 689666** to order
Silostop Agri® Secure Covers®
or for help and advice

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 24 April 2026 and we will pick a WINNER at random! *Good Luck!*



Congratulations to

Harry & Freddie Gregg

Who spotted Storm in our March Newsletter, hidden on the **front cover image** with the article "My Vaccine Isn't Available"

Service Spotlight Fresh Grass Analysis

At W.E. Jameson, we offer a fresh grass sampling service designed to give you a clear picture of your forage quality at any point in the season.

Our comprehensive analysis measures key nutritional indicators, including dry matter, crude protein, metabolisable energy (ME), sugars, neutral detergent fibre (NDF), acid detergent fibre (ADF), Oil A, and free nitrates.

By accurately assessing these vital components, we help you make informed decisions on grazing management, silage-cutting timing, fertiliser use and concentrate feeding.

This is key to maximising performance, efficiency and profitability from your grass.



Call **01765 689666** to book
your Fresh Grass Analysis

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

Think Lime First For Soil Improvement

Longcliffe
AGRICULTURAL PRODUCTS

Information kindly supplied by:
Longcliffe Calcium Carbonates

Planning for the farm year increasingly requires soil analysis, particularly with new farm assurance rules. However, results must be properly interpreted before making fertiliser decisions to avoid inefficiencies and wasted investment. The focus should shift from “fertiliser budgets” to “nutrient budgets,” considering not just NPK but the wider range of nutrients essential for soil and plant health



Ground limestone

Ground limestone offers high-quality bulk correction, with around 40% passing a 150-micron screen—the fraction most active in neutralising soil acidity. It is suitable for significant pH correction but less practical for frequent, smaller applications due to spreading limitations. Accurate rate calculation is essential.

Granulated lime

Granulated lime provides a precise and flexible alternative. All particles pass a 150-micron screen, giving high reactivity (around 98%). It can be applied using a standard fertiliser spreader, allowing rates to be tailored and enabling precision application across variable pH zones.

Regular use of granulated lime—annually or every couple of years depending on nitrogen use—helps maintain a consistent pH of 6.5 and prevents levels falling below 6.

Optimising soil pH

At an ideal pH of 6.5, nutrient availability is maximised while antagonistic elements such as iron and aluminium are reduced. Soil acidifies from the surface down as beneficial cations like calcium, magnesium and sodium move beyond the root zone. This is driven by rainfall, slurry applications and nitrogen fertilisers.

Applying lime ahead of fertiliser helps correct pH around plant roots, improving growth, respiration and nutrient exchange. Soils at pH 6 and above also support increased microbial activity and earthworm populations, both vital for nutrient cycling.

The importance of calcium

Strong root development underpins crop performance. Calcium, alongside boron and phosphorus, is essential for root growth, yet it is often deficient. Calcium also regulates soil pH, supports microbial activity and aids organic matter breakdown, improving soil structure.

Choosing the right lime

Traditional advice to apply lime every five years is now outdated. Modern farming requires a more targeted approach, using soil analysis to guide decisions. While price matters, selecting the correct type and quality of lime is key to achieving a return on investment.

Summary

Maintaining optimal soil pH and calcium levels is essential for maximising fertiliser efficiency and crop yields. Applying the right lime product ahead of fertiliser ensures nutrients remain available to plants, supporting productivity and profitability.



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

When Cows Start Complaining About The Weather

By Peter McGill
Ruminant Nutritionist & Dairy Specialist

With warmer temperatures on the way over the coming months, it's worth getting ahead of heat stress before the cows start telling you about it themselves. While a bit of sunshine is good for grass growth and morale, prolonged warm, muggy conditions can quickly become a problem for dairy and beef cattle, especially when kept indoors.

Recognising early signs before performance drops

Cattle are tough and quite happy anywhere between about -5°C and 15°C. Once it gets hotter than that, though, things start to unravel. When cows are heat-stressed, they behave much as farmers do in a heatwave - they slow down, avoid unnecessary effort, and generally look fed up with life.

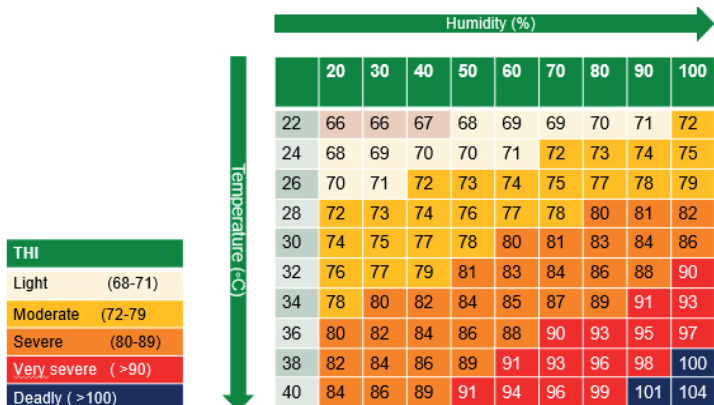
Hot cows tend to stand about with their heads down, panting away as if they've just been chased by the dog. Oddly, they will often bunch together as well, which makes about as much sense as huddling around a heater in August.

Protecting fertility, yield and growth rates

High temperatures do not just knock milk yield in dairy cows or growth rates in beef cattle; they also upset fertility, affecting sperm quality and embryo survival right when breeding should be straightforward.

Understanding THI: Why humidity changes the whole equation

Humidity is where it really gets uncomfortable, and referring to the Temperature-Humidity Index (THI) can prove very useful. In the UK, it is often not the heat but the damp air that finishes off cows. When it is warm and muggy, cows can suffer heat stress at much lower temperatures than you would expect. Feed intakes fall, milk drops, growth slows, and immunity takes a hit, with mastitis waiting in the wings. A 10% drop in intake is a big warning sign, although spotting it at grass is not always easy.



Minimising summer performance losses

Dry cows close to calving often get the short straw. Summer calvers are already eating less and potentially losing condition, and heat stress just adds fuel to the fire. Poor energy at calving, lower colostrum yield, and cows struggling to bounce back before bulling are all common consequences.

So, what helps? First and foremost, water – plenty of it, clean and close by

If the trough is a long walk away or slow to refill, they will just do without. And if you are thinking of moving cows in the heat of the day, think again. In hot weather, cows will drink 10–20% more water, part of this is to aid in their own internal cooling system. When a cow pants, air moving over moist respiratory surfaces causes evaporation that absorbs body heat, providing cooling and accounting for about 15% of its total heat loss. This internal cooling method is strongly influenced by humidity.



Maintain energy intake in hot weather

Feeding strategy matters too. When cows eat less, what they do eat needs to pack more punch. Good-quality forage produces less heat in the rumen, but during periods of low intake, it often pays to feed more nutritionally dense rations, using concentrates or suitable by-products to maintain energy intake. Feeding more in the evening or overnight, when it is cooler, can really help intakes. Just do not overdo the concentrates, or you will trade heat stress for acidosis.

Ventilation and shed management

Finally, airflow is king. Open sheds up, swap solid doors for gates, trim back hedges, and avoid overcrowding. Fans and sprinklers can be very effective, especially in collecting yards, but they should support good ventilation rather than replace it. Even at grass, shade, and easy access to water can make a big difference.

If the cows look like they are wilting, they probably are. A few simple tweaks can keep them cooler, healthier, and performing better.

Call 01765 689666 for help and advice
We're here to support you in keeping your cows cool, comfortable, and productive this summer.



April Fencing Supplies

Jameson fencing supplies available in store and in stock

Wire Stock Fence

Tornado Wire R8/80/22

Fencing for livestock - reduces the risk of sheep getting their heads stuck.

- High tensile and mild steel
- Available in 50m / 100m / 250m rolls



Plain Wire

Strong and durable.

- Mild steel & high tensile
- Available in 2.5mm and 3.15mm

Barbed Wire

Protects fencing from downward pressure by animals.

- Mild steel & high tensile
- Available in 200m rolls



Electric Fencing

Patura Electric Fence Polywire

Available in various sizes and reel sizes.

- Lightweight and easy to install
- Red & white high-visibility wire
- Ideal for cattle, sheep and horse fencing



Patura Electric Fence Polytape

Available in various sizes and reel sizes.

- High visibility white tape electric fencing
- Ideal for horse paddocks and visible fencing lines



Plastic Fence Posts

- Available in packs of 10
- Ideal for a wide range of livestock



Energisers

Battery powered and solar in store

- 3 year warranty



Various Electric Fencing Accessories



Reels

- For winding / unwinding wire quickly and efficiently
- Smooth handling & storage



Timber products

All available in tanalised or creosoted.

Posts

Available in

- 2-3 inch, 3-4 inch and 4-5 inch diameter
- 5 Foot 6 and 6 foot lengths

Strainers

Available in

- 8 foot lengths
- 6 inch up to 8 inch diameter

Gate posts

Available in

- 8 foot length
- 3 inch square to 8 inch square



To place your order or for help and advice please call 01765 689666



Focused On Farming

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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

