



# Why Transition Cow Rolls Matter

Transition Cow Rolls are formulated to support dry and transition cows across a range of feeding systems, helping them prepare for a smooth, successful start to lactation.

## Balanced Nutrition for the Critical Pre-Calving Period

A high level of quality bypass protein, combined with balanced energy and effective fibre, supports rumen function and helps maintain body condition during the critical weeks around calving.

## Fully Mineralised for Dry & Close-Up Cows

Designed specifically for dry and close-up cows, Transition Rolls are fully mineralised to complement forage-based diets when fed at 2-3 kg per head per day, supplying essential vitamins, minerals and trace elements to support health, fertility and early lactation performance.

## Safmannan® for Gut Health & Immunity

Transition Rolls also contain Safmannan®, a premium yeast-derived ingredient that helps support gut health and immune function.

By helping to bind harmful bacteria in the digestive tract and supporting the cow's natural defences, Safmannan® helps cows stay healthier and more resilient during the challenging transition period.

## Product Spotlight Jameson Transition Cow Rolls



 **Call 01765 689666 to order**  
**Jameson Transition Cow Rolls**

## A Note from Graham

**As we move through May, on-farm attention turns to making the most of grass, managing seasonal demands and keeping livestock on track.**

*In this issue, we focus on key areas where small changes can make a real difference - from transition cow nutrition and grassland spraying to reseed decisions and managing health risks in creep-fed lambs.*

*As always, the team is here to provide practical advice and support to help you get the best from your system at this busy time of year.*

*Graham Jameson*  
Managing Director



## In this issue...

### Getting the Best from Your Grassland Sprays

Timing, conditions and product choice all matter. Get the basics right to protect sward quality and maximise the return from your grassland.

### Kidney Risk in Creep-Fed Lambs

Creep feeding brings benefits but also risks. Learn how to spot and prevent Pulpy Kidney before it impacts lamb performance.

### Reasons to Reseed

Reseeding can unlock better yields, healthier swards and improved performance. Discover why it's a valuable long-term investment for your farm.

### May Product Highlights

Stay prepared this spring with essential products for grazing, livestock health and grassland management.



# THE RULES HAVE CHANGED ARE YOU RODENT READY



## 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.**

**Wednesday  
24th June**

**CRRU APPROVED RSPH LEVEL 2  
IN THE SAFE USE OF RODENTICIDES**

**£150+VAT per delegate**

Cost includes 1 days full course with expert trainer, exam paper, lunch and refreshments.

Plus a chance to network with likeminded farmers

**Register interest by reply**





## Reasons To Reseed

By Mark Hodgson  
Seed Advisor

Grassland productivity is a key driver of farm profitability. Whether you're looking to increase yields, reduce input costs, or enhance biodiversity and soil health, high-quality grazed grass remains the most sustainable and cost-effective feed for livestock.

Grass is the cheapest and most nutritious forage for ruminant livestock, and the UK is fortunate to have the ideal climate to grow it abundantly. With around 70% of the UK's agricultural land dedicated to grassland, including 58% permanent pasture, properly managed grasslands can significantly boost productivity and profitability.

Well-managed grassland not only provides high-quality, nutrient-rich forage but also supports biodiversity, improves soil health, and reduces the need for expensive inputs. Grass effectively provides "free litres and weight" by enhancing animal health and overall farm productivity.

### The Financial Benefits of Reseeding

Maintaining your grassland at peak productivity (Grassland Index 5) through reseeding or overseeding can turn it into your farm's most valuable asset. High-performing grassland yields more energy, resulting in greater weight gain and higher milk production.

For example, upgrading from a Grassland Index 3 field to a Grassland Index 5 field can increase productivity by up to £17,449 per hectare.

### Rethinking the Cost of Reseeding

Many farmers approach reseeding with caution, often deterred by the initial cost. However, when viewed as a long-term investment with high returns, reseeding becomes an attractive proposition.

Grass varieties have evolved significantly, with advances in yield, disease resistance, drought tolerance, and winter hardiness. Barenbrug, for instance, has introduced 50 new grass varieties to the Recommended Lists over the past 40 years.



If your sward is more than eight years old, it likely contains a significant proportion of unproductive species, such as annual meadow grass. Reseeding with newer, more efficient varieties can dramatically improve yield, energy content, and nitrogen-use efficiency.

### Three Key Reasons to Reseed

The benefits of reseeding boil down to three primary improvements: better dry matter (DM) yield, better metabolisable energy (ME), and improved nitrogen efficiency.

**1 Increased Dry Matter Yield:** Older swards, with only 50% sown species, yield around 7t DM/ha. A newly reseeded sward can yield up to 15.5t DM/ha. With DM valued at £140/t, this could add £1,190/ha to your bottom line.

**2 More Energy from Grass:** Each additional tonne of DM can generate approximately 11,000 MJ of energy, which translates into 2,000 litres of milk or 234kg of lamb or beef – all without relying on expensive bought-in feed.

**3 Improved Nitrogen-Use Efficiency:** Sown species, like ryegrass, are far more efficient in using nitrogen than weeds like annual meadow grass. Ryegrass swards use nitrogen 100% efficiently, compared to just 17% efficiency in annual meadow grass. Given today's high nitrogen prices, this efficiency alone makes reseeding a valuable strategy.

By viewing reseeding as a strategic investment rather than a cost, you can enhance the productivity of your grassland, reduce reliance on external feed, and improve nitrogen efficiency, making your farm more resilient and profitable in the long run.

## 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](mailto:farmsupport@wejameson.co.uk) by the 24 May 2026 and we will pick a WINNER at random!

*Good Luck!*



## Congratulations to Joanna Nixon

Who spotted Storm in our April Newsletter, hidden in the **article image** with "When Cows Start Complaining About The Weather"

Discover our extensive range of premium grass seed in the **NEW Jameson Seed Catalogue 2026**. [Click here to download your copy](#) from our website or give us a call on **01765 689666**



# Pulpy Kidney Risk In Creep-Fed Lambs

By **Sally Cornforth**  
R-SQP, BASIS

As lambing season progresses and creep feeding begins, it's important to stay alert to the risk of Pulpy Kidney (*Clostridium perfringens* type C and D) - a condition that can cause sudden and significant losses if not managed correctly.

We had a case where a farmer lost some lambs shortly after introducing creep feed. On discussion, it became clear that the lambs had not been vaccinated for clostridial disease, making Pulpy Kidney the most likely cause, this was confirmed with a post mortem.

## Why Does This Happen?

Pulpy Kidney is typically triggered by a sudden change in diet and excessive amounts of highly fermentable carbohydrates, particularly when lambs move onto:

- Creep feed
- Lush spring grass
- Or a combination of both

This sudden rise in starch intake encourages the rapid growth of naturally occurring gut bacteria (*Clostridium perfringens*), which produce a toxin that can lead to sudden death -often with little or no warning.

## What Should You Look Out For?

One of the challenges with Pulpy Kidney is how quickly it strikes. In many cases, the first sign is simply finding a lamb dead. However, warning signs can include:

- Lambs recently introduced to creep feed
- Animals that are thriving and growing well, then suddenly lost
- Distended abdomens
- Recent changes in diet or grazing
- No clostridial vaccination in place

Often, it is the best-performing lambs that are most at risk, which is why your best lamb can suddenly be found dead.

## High-risk scenarios to look out for:

- Introducing creep feed for the first time
- Moving lambs onto lush grass alongside creep
- Sudden or inconsistent changes in feeding
- Periods where lambs go hungry followed by gorging
- Lack of clostridial vaccination



## Prevention: Protecting Lambs This Spring

The good news is that Pulpy Kidney is largely preventable with the right management:

**Clostridial vaccination is essential** where creep feeding is used. Options include:

- Ovivac® P
- Covexin®
- Bravoxin®
- Heptavac® P

Without vaccination, lambs are at significantly higher risk of sudden losses.

## Gradual introduction of feed:

- Start with small amounts of creep feed
- Build intake steadily
- Avoid sudden increases in starch consumption

## Consistency is key:

- Ensure lambs have regular access to feed
- Avoid fluctuations that lead to gorging - running out of feed

## Key Takeaway: Act Now to Reduce Losses

Pulpy Kidney remains a risk in creep-fed lambs, particularly where vaccination has not been carried out.

With cases already being seen this spring, now is the time to ensure you are aware, prepared, and protected - helping to avoid unnecessary losses at a critical time of year.



# Getting The Best From Your Grassland Sprays

By Sally Cornforth  
R-SQP, BASIS

At W.E. Jameson, we're big believers that getting the fundamentals right delivers results, and grassland spraying is no exception. Good timing, correct conditions, and the right product choice will make the difference between a clean sward and a missed opportunity.

## Why Time of Day Matters

One of the most important (and often overlooked) factors is timing within the day. Plants follow circadian rhythms, which are effectively a sleep-wake cycle. In the evening, weeds shut down; in the morning, they become active again. This means early morning applications, once the dew has dried, give far better results than spraying later in the day, especially with phenoxy products like MCPA and 2,4-D.

## Spraying in the Right Conditions

Conditions must be right too. It is essential to always spray when weeds are actively growing above 10 °C. Avoid drought stress and disease, and avoid spraying when flowering. Also aim to treat before the sward exceeds 25 cm. Please remember - you need 4-6 hours of rain-free time for effective uptake.

## Don't Overlook Water Quality

Water quality is another key factor. Hard water can reduce the effectiveness, so adding a water conditioner can improve performance and ensure more active ingredient reaches the target.

## Know Your Weeds

Understanding your weeds is half the battle. A single dock plant can produce up to 60,000 seeds, many surviving silage and even passing through livestock. Creeping thistle spreads via an extensive root system, making it harder to control. This is why early, well-timed applications are always more effective.

## Product Choice – Old vs New Chemistry

From a practical W.E. Jameson point of view, our advice is straightforward: Whilst the new chemistry is good, restrictions have removed some of the most effective actives, so make the most of the older, proven chemistry whilst you still can.

For broad-spectrum control in both grazing and cutting systems, you would be hard pushed to beat Thrust® at 2.5 l/ha alongside Gal-Gone at 1 l/ha. These phenoxy-based options remain reliable, flexible, and give the fast, visible "twist and die" effect many farmers like to see.

For bracken, with products like Asulox disappearing, there are still options available. A practical approach includes Thrust at 2.5 l/ha with 60 g/ha Squire Ultra (EAMU-type / off-label). However, we are now seeing a shift in chemistry across the industry.

## Thistlex® vs Thistlex® Pro

Take Thistlex® vs Thistlex® Pro - the new version gives with one hand and takes away with the other.

- Thistlex® Pro introduces Arylex™, improving activity on weeds like buttercups and dandelions.
- But it loses triclopyr, meaning reduced effectiveness on tougher weeds such as nettles.

## Changes to Forefront®

A similar change is happening with Forefront®.

- Forefront® T (aminopyralid + triclopyr) is being phased out due to environmental concerns—it does not meet birds and mammals risk assessments.

### Key dates to note:

- Sale and distribution ends 31 May 2027
- Use of existing stocks ends 30 September 2027

Going forward, the focus shifts to Forefront® Pro (aminopyralid + fluroxypyr). While this offers flexibility, it again reflects the move away from triclopyr-based chemistry.

## The New Kid on the Block

One of the most exciting new products is ProClova® (Corteva), particularly as a clover-safe option. However, it comes with tighter application rules:

- Minimum 10°C for 3 days before and after application
- Best on seedling docks, not established root systems
- Slower results—around 21 days to see weeds dying back from the roots

So, if you're after a quick visual result, phenoxyes still deliver. If you're planning longer-term control and working within tighter conditions, newer chemistry has its place.

## Final Piece of Advice

**Spray at the right time, spray in the right conditions, and choose the right tool for the job.**

If you want fast, visible results — stick with the tried-and-trusted. If you're adapting to changing chemistry, understand the compromises.



**Call 01765 689666 for help and advice**  
We're here to help you get the best from your grassland.



# May Product Highlights

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

## Weed Control

Call **01765 689666** for more information and advice for optimum results.



### ProClova® XL

New Clover Safe Herbicide.

**£114.00 +VAT**

### Thrust® 5 Litres

Can be used alone or mixed to give even broader control.



**£62.00+VAT**

## IMMU-GAIN

From **£56.00 +VAT**

- **SUPPORTS** immunity, growth and condition
- **HIGH** in Cobalt & Selenium
- **BOOSTS** immunity during stress or transition
- **PROMOTES** faster growth and better condition
- Available in **2.5 & 5** litre sizes



## Horner Strike Clippers

**£275.00 +VAT**



- Cordless shearing machine
- Ideal for dagging, belly clipping or tailing sheep
- 1 standard comb, 1 cutter and Quick clip belt
- Supplied with 3 batteries
- Heavy duty aluminium case

## Fly Control

The sooner you start, the better you can control the breeding flies.

For help and advice selecting the right product, call **01765 689666** to speak to a Jameson RAMM/SQP



## Bateman Lamb Creep Feeder

- Available in 4 foot and 8 foot lengths.
- High quality feeding solution for the needs of young lambs
- Ample space for multiple lambs to feed, reducing competition and stress



**4 ft £370.00 +VAT**

**8 ft £515.00 +VAT**



**£3,150.00 +VAT**

## Ritchie Combi Clamp

- Fully adjustable width for different sheep sizes
- Easy to use for dagging, drenching, vaccinating and tagging
- Left or right-hand operation
- Non-return hock bar & rubber floor

## Jameson Shearing Hoodie & Shorts

- Two tone design
- Embroidered Jameson logo
- Practical & comfortable, everyday wear



**£22.50+VAT**

**£38.50+VAT**

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



**Focused On Farming**

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<b>Alison Brewster</b> (Nutritionist)	<b>07936 943202</b>

## 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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