



Magenta Direct

April 2025

Visit our shop in Enniscorthy Y21 Y9E4
Phone us directly on (053) 923 6256
Order online: magentadirect.ie

Heat Detection

Heat detection methods can vary from farm to farm, but the goal remains the same, to stay in control of the breeding season and minimise missed heats. Magenta Direct offers a range of reliable heat detection aids to suit every system. Here are your options:



€57

AVAILABLE IN
RED & BLUE

Available in Red &
Blue



€148

Shoof marking
harness and liquid



Buy 10 Get 2 FREE

€20



€74



€137 100
PACK

€22 10 PACK

Available in Red ,
Green & Yellow



€210 1 COLOUR
REFILL

€275 2 COLOUR
REFILL

Available in 1 & 2
colour refills



€43

Available in Pink,
Orange & Green



€33

Dasiy paint for the
Tail Painter

Hormone vs Systemic grassland sprays

Hormone Sprays

- Typically selective herbicides targeting broadleaf weeds like docks, thistles, and buttercups.
- Work by mimicking plant hormones (usually auxins), causing abnormal growth that kills the weed.
- Fast-acting with visible results in a few days.
- Best used when weeds are actively growing (usually spring/summer).
- Can drift in warm conditions, so care needed near sensitive crops or hedgerows.

Systemic Sprays

- Can be either selective or non-selective (like glyphosate).
- Absorbed through leaves and translocated throughout the whole plant, including roots.
- Slower to act but ensures complete kill, especially on deep-rooted perennials.
- Often used for reseeding or clearing swards before new grass leys are established.
- More effective in killing the whole plant, reducing regrowth.

Dock Control

Pat's Expert Recommendations

Pat's dock control Tips

Get on top of weeds early this spring with these tried and tested tips from Pat Doran, our grassland spray specialist.

Tip 1: Weeds need to be actively growing

For sprays to work effectively, make sure weeds are actively growing. Avoid spraying in cold or droughty conditions you want good growth for good results.

Tip 2: Timing is everything

Don't let weeds get too advanced. If docks have matured, you're better off topping them first and spraying the fresh regrowth.

Forefront T

- Excellent long-term weed control for grazing fields lasting up to 18 months.
- Controls everything but grass: docks, thistles, nettles, chickweed, ragwort, buttercups, dandelions, and more
- Not clover friendly
- For grazing land only

Minstrel

- A value for money option for short term weed control in grassland and silage ground.
- Treats docks and chickweed only
- Use at full rate: 5L covers 6.25 acres
- Not clover friendly

Eagle

- Clover safe herbicide, ideal for use in grassland to control docks
- Effectively targets cleavers and other annual broad leaved weeds
- Rainfast within 1 hour of application
- Livestock exclusion: Keep animals off treated land for at least 7 days
- Cutting interval: Grass can be cut 21 days after application
- Treats 5 acres



*For dairy farmers who are **serious** about managing their herd & **lowering** business costs*

Grassland Sprays - The range we supply & what they cover



PRODUCT	Weeds controlled @ Rec Rate	Pack Size (L)	Clover Safe	Grazing Interval (Days)	Cutting (Interval (Days)	Rate Ac/Pk
Eagle	Docks	120g	Yes	7	21	5
Prospect	Docks	45g	Yes	7	21	5
ProClova	Docks, Buttercup, Chickweed, Dandelion, Hogweed, Plantain	250g	Yes	7	21	5
Minestral	Docks & Chickweed	5	No	3	7	6.25
Forefront T	Docks, Thistles, Nettles, Ragwort, Chickweed, Buttercup, Dandelion	2	No	7	N/A	2.5
Casper	Docks, Thistles, Nettles, Ragwort, Chickweed, Buttercup	1Kg	No	21	21	7
Dockleen Ultra	Docks, Chickweed, Dandelion,	5	No	7	21	12.5
Doxstar pro	Docks, Chickweed, Dandelion,	2	No	7	21	2.5
Pastor Trio	Docks, Thistles, Chickweed, Daisy, Buttercup, Dandelion, Plantain	3	No	7	7	3.75
D50	Ragwort*, Buttercup, Chickweed, Horsetail, Plantain	10	No	14	14	7.5
MCPA 500	Thistles, rushes, buttercup, Horsetail, Plantain	10l	No	14	14	9.25
Lupo	Ragwort, Docks, Thistle's, Nettles	10	No	14	7	6.25
Scrubkiller or Nettleclear Ultra	Docks, Nettles, Thistle's, Chickweed, Dandelion, Brambles, Gorse, Hogweed	1	No	7	7	2.1
Grazon Pro	Docks, Nettles, Thistles, Chickweed, Dandelion, Brambles, Gorse, Hogweed	1	No	7	7	2.1
Rodeo	Burn off old pasture	20L	No	0	0	8

Magenta's Grass Seed Options 2025

HIGH DIGESTIBILITY DUAL MIX

Recommended grazing mixture

Perennial Ryegrass – Glenfield: 4.00KG

Perennial Ryegrass – Astonenergy : 4.00KG

Perennial Ryegrass – Astonconqueror : 5.40KG

White clover –Clodagh: 0.30KG

White clover –Dungloe : 0.30KG

New 14.00 KG bag – 1 Acre pack



Tetraploid : 60%

When grazing is the main focus, maintaining good grazout, quality and yield grazing block

Glenfield : Late tetraploid with excellent yield value on the 2025 PPI, with 5 stars for grazeout

AstonEnergy: A Excellent variety for grazing with leading quality renowned by farmers for easy management

Aston Conqueror : A true duel variety – 4star grazout figure – one of the highest silage yields – excellent seasonal production

Clodagh/Dungloe:

- The highest performing white clover available in 2025
- Clodagh is the highest yeilding large leaf / Dungloe is the highest yielding medium leaf clover
- Both bring a new level of yield/natural nitrogen/ persistence and ground cover
- More feed – less nitrogen better animal performance = increased profitability

Magenta's Grass Seed Options 2025

CUT & GRAZE MIXTURE

Recommended general purpose mixture

Perennial Ryegrass – Astonconqueror: 3.90KG

Perennial Ryegrass – Tollymore : 2.50KG

Perennial Ryegrass – Oakpark : 4.00KG

Perennial Ryegrass – Meiduno : 3.00KG

White clover –CRUSADER : 0.30KG

White clover –Dungloe : 0.30KG



New 14.00 KG bag – 1 Acre pack

Tetraploid : 39%

When cutting silage and grazing are both priority with greater focus on yield , Out farm/aways from farmyard

Astonconqueror : A true duel variety – 4star grazout figure – one of the highest silage yields – excellent seasonal production

Tollymore: The highest silage figure on the 2025 pasture profit index – with good quality, production and grazout

OakPark :Oakpark high performing late diploid, bred at teagasc oakpark for irish farmers, excellent seasonal production, good digestibility, unmatched sward density

Meiduno: Really good for seasonal production for a late variety, good silage yield and four stars for grazout

Clodagh/Dungloe:

- The highest performing white clover available in 2025
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Diamond High Density

OAKPARK: 4.56KG

ASTONKING: 3.25KG

GLENFIELD: 3.35KG

DUNGLOE: white clover 0.35KG

CRUSADER: white clover 0.40KG

- Suited to heavy land
- Low rate of fertilizer
- Suited for high rainfall areas

12KG PACK

Diamond Red Clover silage

MOIRA: 3.50KG

TOLLYMORE: 4.00KG

FEARGA- Red clover : 2.00KG

MILVUS- Red clover : 2.00KG

12KG PACK

- Intensive silage mixture designed for 3-4 years
- White clover will fill spaces created by red clover dying out
- Produces high protein and high digestibility silage
- Can be grazed but important not to over graze red cover
- Department approved

Diamond Multispecies *DEPARMENT OF AG Measure 2025

PERENNIAL RYEGRASS-ASTINENERGY: 3.30KG

PERENNIAL RYEGRASS-OAKPARK: 4.30KG

TIMOTHY : 0.70KG

MILVUS- Red clover : 1.50KG

CRUSADER: white clover 1.50KG

PLANTAIN - tuatara: 0.50KG

PLANTAIN - captain : 0.50KG

CHICORY -commander : 0.70KG

12KG PACK

- Ideal mix to reduce use of artificial nitrogen
- Plantain and chicory are deep rooted plants so they pull nutrients deep in the soil and grow well in dry conditions
- Chicory also offers some anthelmintic benefits - chicory is a herb that controls worms

Kiln Dried Posts

- 5' x 4" kiln dried,
- 15 year guarantee
- NSAI grant approved
- Top quality post
- 109 in a bundle



€7.75 EACH

Clipex Posts

USED FOR PERMANENT ELECTRIC FENCING

CLIPEX FEATURES

- Longevity – Minimum 30 year service life
- Clipex Fencing Solution – 50% quicker to erect.
- Surprisingly cost effective – Over 50% cheaper life time costs achieved

€9.50 EACH



Pigtail Posts



- 10 inches of white plastic insulation gives you extra room to move them without getting shocked
- Top of the insulation is capped to prevent shocks from above
- The Foot is crimped to the post to keep it securely in place and prevent slipping

€2.00 EACH
BUY 57 GET 3 FREE

Fencing Essentials



Geared Reel



Polywire



Cheetah Super
Mains fencer
100 acres



High Tensile Wire



Insultube rolls
3 Inch lengths



Gripples



Bungee Rope 50m



Compression spring
with gate handle



Large Gate Handle



Ring Insulators

For dairy farmers who are **serious** about managing their herd & **lowering** business costs

Copper Deficiency



€47



€43

Cell Count/Pain Relief



€150



€70

Mineral Supplements for Young Stock



€105



€93

Iodine Deficiency



€410 20L

€59 2.5L



€60

The Importance of Fertility Boluses

Breeding Season: Give Your Herd the Best Start

With breeding season underway, now's the time to focus on fertility and herd health. Ensuring your cows and heifers have the right trace elements in their system can make all the difference when it comes to conception rates and overall performance. That's where All Guard Boluses come in.

All Guard Xtra Bolus

A powerful, slow-release fertility and health support:
Packed with Copper, Iodine, Selenium, Cobalt & Zinc
Designed for key stages: calving, breeding, growth & thrive
High Iodine content – 50% more than many standard boluses



€60

All Guard Iodine Max

Premium quality with maximum Iodine support:
Combats deficiencies and strengthens immune function
Helps prevent fertility issues and supports overall cow health
Delivers consistent mineral release for up to 6 months



€58

Why it matters:

Trace element deficiencies – especially in Iodine, Selenium and Copper – can lead to silent heats, poor conception rates and weak calves. A quality bolus like All Guard helps maintain optimal mineral levels providing cows and heifers with the best chance of a successful and productive breeding season.

Dairy Detergents

At Magenta Direct, we're committed to offering top-quality products at competitive prices because we know that what you use in the parlour matters. Check out our products

Peracetic Acid – 25L | 200L

Chlorine Free Detergent – 25L | 205L

Coldwash Powder – 25kg

Descale – 25L | 205L (Usage rate: 0.5%)

Why Choose Buyrite Chlorine Free?

Buyrite chlorine free detergent **contains 29% caustic**, compared to other brands on the market with as little as 11%. The higher caustic content ensures a stronger, more effective clean and better value in the long run. When choosing a detergent, always check the caustic level. With Magenta you're choosing performance, reliability and great pricing.



Top Teat Care



★★★★★
TOP QUALITY



DUAL DIP RTU

AVAILABLE IN

25L

205L

1000L



BLUE BARRIER

AVAILABLE IN

205L

1000L



DUAL DIP SUPREME

AVAILABLE IN

25L

205L

1000L

PHONE OUR OFFICE OR VISIT OUR SHOP FOR PRICES

For dairy farmers who are **serious** about managing their herd & **lowering** business costs

The DipSensor Milk Test Helps Dairy Farmers Avoid Penalties

- Results in Just 10 Minutes
- Quick, easy, and reliable milk testing at source
- Detects beta-lactams (incl. cefalexin) and tetracyclines
- Easy to read results
- No equipment needed
- Fully manual test – no machines or extra costs
- Everything you need is included in the kit



HOOF CARE

BIGGEST SELLERS – PHONE OUR OFFICE OR VISIT OUR SHOP FOR PRICES



Healmax 20I



Copper sulphate



Heal Max Gel



Heal Max Paste



Intra Hoof Fit Gel

Hoof Care Bandage



Cow Slips



Intrahoof Footbath



**Formalin Available in
25l
200l
1000l**



**Formaldehyde blend Available in
25l
200l
1000l**