

# MAGENTA DIRECT

# MAY NEWSLETTER

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# Silage Essentials



Rhino Bird NET 15 x 20m



Silage Bags 50 pack



Silage Protection Cover Available in 10 x 12m 10 x 15

# Rhino Silage Wrap

### **Dimensions and colour:**

750mm x 1500m x 0.025 micron, Black

### **Benefits:**

Due to its improved mechanical properties, e.g. higher ultimate elongation, the film guarantees maximum reliability during the wrapping process on the stretcher.

### Structure of film:

Multi Layer blown Film – outside highly adhesive PE-LD in combination with polyethylene resins on basis of metallocene and EVA-copolymers.





# Grass Seed - What Works Best for Your Farm?







|                         | High Digestibility Dual Mix  | Cut & Graze Mixture   | Diamond High<br>Density Mix   |
|-------------------------|--|---|---|
| Primary Use             | High digestibility grazing mixture   | Dual purpose silage<br>and grazing mixture  | High density low input grazing mix  |
| Key Varieties           | Glenfield,<br>Astonenergy,<br>Astonconqueror,<br>Clodagh (Clover),<br>Dungloe (Clover).  | Astonconqueror, Tollymore, Oakpark, Meiduno, Crusader (Clover), Dungloe (Clover).   | Glenfield, Oakpark, Astonking, Crusader (Clover), Dungloe (Clover).   |
| Clover                  | Highest performing white clover varieties 2025   | Highest performing white clover varieties 2025  | Highest performing white clover varieties 2025  |
| Heading Date            | 50:50 Intermediate<br>and late heading<br>varieties  | Predominately late<br>heading varieties   | Late Heading Varieties  |
| Sowing Rate             | 14kg/acre or 1<br>bag/acre   | 14kg/acre or 1<br>bag/acre  | 12kg/acre or 1<br>bag/acre  |
| Suitability for Silage  | Higher Sugars for<br>better fermentation,<br>Faster regrowth after<br>cutting  | Greater sward density giving better ground cover and higher tonnages. Lower lodging risk with high sugars for better fermentation | Well suited to heavier<br>soils with excellent<br>yield under minimal<br>fertiliser application   |
| Suitability for Grazing | 5 Star Graze out<br>varieties form softer<br>leaves, improved<br>palatability and higher<br>sugars. Leading to<br>greater clear out of<br>paddocks | Containing 4 star<br>graze out varieties<br>with high digestibility<br>and sward density  | Contains 5 star graze<br>out rating variety with<br>high sugar and<br>digestibility   |
| Take Home Message       | Unbeatable grazing<br>clear outs and grass<br>utilisation. Higher<br>sugars and protein<br>leading to greater milk<br>production and DMI           | Varieties with the<br>highest silage figures<br>on the 2025 PPI with<br>excellent sward<br>density and full<br>season production  | Premium mix for<br>heavier soils with low<br>fertilizer application.<br>Increased sward<br>density for<br>persistence and<br>ground cover |

### **BURN OFF**



ROUNDUP POWERMAX



MIZR 20L



### **GENERAL SPRAY**

#### **DOCKLEEN ULTRA 5L**

Targets weeds such as docks, dandelions, daisies, and chickweed.



### PRO CLOVA XL



Clover friendly
herbicide than
can be used on a
new reseed or on
established
grassland. It is a 2
pack product that
is mixed into the
sprayer treating
3HA of a reseed
less than 1 year
old of 2HA of
established
grassland.

#### THISTLEX ILTR

For both creeping and spear thistle



#### **SCRUBKILLER ULTRA ILTR**



Spot treatment of weeds in established grass control of broadleaved dock, curled dock, creeping thistle, spear thistle, common nettle, bramble, broom and gorses

### **GRAZON PRO ILTR**







Meet the team, James, Lorna and Niall started with us this month, each bringing valuable expertise to better serve our farmers

In addition, we've revamped our offices to streamline communication and improve how we support our customers day to day. These updates are part of our continued commitment to providing reliable, responsive service and strengthening our role as your trusted agricultural partner.

### What is Summer Scour?

Essentially Summer scour is a managment issue and can be prevented or limited by ensuring that the claves transition well from a liquid diet to a forage and concentrate diet

- Affects calves up to 12 months old, often within a month of turnout to grass.
- Symptoms: scour, weight loss, lethargy, weakness, poor rumination, ulcers.
- Not caused by infection; usually non-responsive to treatment unless removed from pasture.
- Linked to immature rumen development and lush, high-protein/low-fibre grass.
- Suspected cause: high nitrate/NPN intake → ammonia buildup and unstable rumen pH.

# Tips for managing summer scour

- Build up calves' Dry Matter Intake (DMI) gradually over time.
- Ensure calves are weaned properly and slowly they should consistently consume 2.5 kg/day along with straw and plenty of water.
- Avoid lush or low-cover grass that is high in oils, sugars, and nitrates, as it can reduce rumen function.
- Avoid recently fertilised pastures or areas where slurry has been applied as high nitrate levels can be harmful to the calf's digestive system
- Dose calves accurately after a faecal egg test is completed.
- Monitor calves for 4–6 weeks after turnout for signs of issues such as poor appetite and diarrhoea.

# **Dosing for Dairy Cattle**









# **Dosing for Dry Stock**









# Fly Control - Flies reduce milk yield & spread disease

| PRODUCT  | ACTIVE<br>INGREDIENT | COVER<br>PERIOD | PACK<br>SIZE | DOSAGE<br>RATE | ECTORPEC |
|----------|----------------------|-----------------|--------------|----------------|----------|
| ECTOSPEC | Cypermetrin          | 5-8 weeks       | 2.5 Litre    | 10ml           |          |
| SPOTINOR | Deltamethrin         | 4-8 weeks       | 2.5 Litre    | 10ml           | Spotinor |

# Establishing an Effective Footbath Routine on Your Farm

A well-planned hoof care footbath routine aims to prevent hoof infections like digital dermatitis and foul of the foot, clean off slurry, and kill surface bacteria while hardening the hoof and surrounding skin. Footbath routines should be proactive, not reactive to outbreaks.

### **Key Points:**

- Footbath Design: Optimal dimensions are 3.1m long x 0.6m wide x 12.5cm deep, holding about 230L of water to ensure sufficient hoof immersion—especially for hind feet.
- Step Height: A 10-inch (25cm) step-up improves hind leg immersion; sunken baths reduce effectiveness.
- Solution Change Frequency: Change footbath every 200–300 cow passes, depending on product and hoof cleanliness.

### **Product Guidelines:**

- Formaldehyde (5%): Effective, inexpensive, used 2–5 times/week; less effective below 10°C.
- Copper Sulphate (5%): Antibacterial and hardening; effective but neutralized by manure
- Zinc Sulphate (10%): Similar to copper sulphate
- Cleaning Agents (e.g., hypochlorite, peracetic acid): Loosen manure, used as cleaning baths in a 1:3 or 1:4 ratio with treatment baths.
- Healmax (2%): Safe, temperature-independent, lasts for 300 cow passes; effective during outbreaks and early lactation.

### **Recommended Routine:**

Use a 1:3 rotation—one Healmax bath followed by three regular treatment baths (e.g., formaldehyde or copper sulphate)—throughout the lactation period to control hoof health effectively.

# Range of Footbath's



Formaldehyde Blend is specially formulated from formaldehyde as a foot-bath disinfectant and hoof conditioner. Formaldehyde Blend is composed of a unique liquid blend of formaldehyde, copper and zinc sulphate. Formaldehyde Blend is one of the most powerful disinfectant hoof conditioners on the market.



Formaline is composed of formol or formalin: a solution of 35-40% of the chemical formaldehyde in water.

Formalin is used as a powerful disinfectant.



HealMax concentrate is a footbath solution designed to cure the cause and effect of digital dermititis, more commonly known as Mortellaro. Healmax is the proven, quick and effective way to treat and prevent outbreaks of digital dermatitis.

# Time to Change Your Milking Liners?



### We stock a wide range of liners to suit most milking machines.

But did you know the number of milkings before liners need changing depends on your herd size?

Check out the graph below for a simple guide based on a 20 unit milking parlour, it's a great way to make sure you're:

Maximising milk yield

Getting the most litres per milking

Reducing the risk of high cell count and mastitis

Keep your herd healthy and productive by replacing your liners on time.

### Change your liners every 6 months of 2500 milkings whichever comes first

|   | Herd Size<br>(Cows) | Milkings<br>per Day | Milkings per<br>Cluster/Day | Days to Reach<br>2,500 Milkings | Recommended Liner<br>Change Frequency |
|---|---------------------|---------------------|-----------------------------|---------------------------------|---------------------------------------|
| 1 | 100                 | 200                 | 10                          | 250 days                        | Every 6 months                        |
| 1 | 150                 | 300                 | 15                          | 167 days                        | Every 5.5 months                      |
| 2 | 200                 | 400                 | 20                          | 125 days                        | Every 4 months                        |
| 2 | 250                 | 500                 | 25                          | 100 days                        | Every 3.3 months                      |
| 3 | 300                 | 600                 | 30                          | 83 days                         | Every 2.75 months                     |

# **Fencing Essentials**







High Tensile Wire



Cheetah Fencers

Insultube rolls 3 Inch lenghts







**Gripples** 



Compression spring with gate handle



Large Gate Handle



**Ring Insulators** 

# **Pigtail Posts**





- 10 inches of white plastic insulation to give you more room to move them without getting shocked.
- The insulation is also capped at the top to prevent shocks from there too.
- The foot is crimped to the post to ensure there's no slip.



€2.00 BUY 57 GET 3 FREE

€9.50

## **Kiln Dried Posts**

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



## **Clipex Posts**

USED FOR PERMANENT ELECTRIC FENCING

#### **CLIPEX FEATURES**

- Longevity Minimum30 year service life
- Clipex Fencing Solution –
   50% quicker to erect.
- Surprisingly cost effective
   Over 50% cheaper life
   time costs achieved

# **Heat Detection Comparison**

|                       | Daisy Paint/<br>Detail paint              | Heat Seeker<br>Detectors              | Scratch Cards                       |
|-----------------------|---|---------------------------------------|-------------------------------------|
| Туре                  | Tail paint                                | Pressure-<br>sensitive patch          | Scratch-off card with adhesive      |
| How it Works          | Rubbed off during mounting                | Changes<br>colour with<br>pressure    | Scratched off during mounting       |
| Ease of Use           | Very easy                                 | Easy, with<br>simple<br>application   | Easy, but adhesive needed           |
| Durability            | Short-term<br>(reapply often)             | Lasts up to<br>several weeks          | Moderate (can last up to 3 weeks)   |
| Accuracy              | Moderate (false<br>positives<br>possible) | High (direct<br>pressure<br>required) | High (clear visual confirmation)    |
| Visibility            | Needs close<br>inspection                 | High visibility<br>from a<br>distance | High visibility<br>(colour reveals) |
| Durability            | High                                      | Low to<br>Moderate                    | Low                                 |
| Labour<br>Requirement | High (needs daily checks)                 | Moderate                              | Moderate                            |







