



SOIL SAMPLING IS THE KEY

With fertilizer cost's accounting for nearly 20% of the variable costs on our dairy farms and even higher on tillage farms, correct usage of fertilizer has never been more important.

- ✚ Official figures show that lime usage has been cut by 45% since 2003 and that the use of chemical fertiliser P and K is at its lowest since the 1950's.
- ✚ Current samples indicate that the average PH of Irish soils are only 5.4
- ✚ Low PH reduces the effectiveness of P and K by up to 50%

These type of statistics mean that we are not reaching our potential on our farms from incorrect usage of fertilizer

The first step to sorting this problem is having a current soil sample.

Soil sampling costs €1.50 per ac verses €21 per bag of (27/2.5/5)

McDonnell bros are offering a free soil sampling service to our customers,

We will cover the cost of taking the samples by sending a member of our staff to your farm to take the sample.

Your sales rep will then be on hand to go through the results to recommend the right fertilizer and lime programme for the coming year to help you save money

To avail of this offer please contact the office **02531166** or your rep before the 15th of November with your details.

We are looking forward to working with you to increase efficiency on our farms.



REVOLUTIONARY FORAGE ANALYSIS

McDonnell Bros have just purchased the first in the south of Ireland “*real time*” forage analysis equipment. This is a **new** exciting development in the line of analysis of all your fodder on farm.

We can now test your silage/ maize etc. on farm or in the office in under **5 minutes** and give instant results. It allows you to analyse your forage, optimise your ration & maximise your yield. This unique technology gives you the power to take control, it enables you to feed your livestock the most effective ration based on real-time analysis

➤ *With the average silage sampling coming back at 65-67 DMD and 11% Protein*

This type of forage is only maintenance and must be balanced for top results in fattening cattle and milk yield in cows.

McDonnell Bros are offering to call to your farm or bring your sample to the office, we will test and discuss the dietary requirements.

At a small cost per sample it gives you the direction needed this winter.

To avail of this new and exciting service phone our office on **025 31166** or contact your sales Representative.

McDonnell Bros

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