

# **NEWS RELEASE**

## **Genus Breeding**



## **Powerstart gives more than just fantastic silage**

**The Ranson family of Bowlhead Green Farm, Sussex, have been the lucky winners of a Mini Cooper Convertible, worth £15,000, thanks to Powerstart, the silage inoculant from Genus ABS.**

Mr Ranson purchased Powerstart to treat his silage inoculant, which automatically entered him into a draw to win the Mini. The draw took place in August with the Ranson family being pulled out as the lucky winners. The Mini was presented to Robert Ranson and his wife Sue, at their home this week, by Mark Armstrong, Breeding Unit Director for Genus ABS. Mr Ranson said, "We are really pleased and surprised to have won especially when we found out that it was a convertible!"

Robert and Sue along with son Nick, run 230 cows plus followers and 100 cow Sussex suckler herd, on 700 acres. They mainly operate a homebred cow system, with an emphasis on maximising milk from forage, with their herd average being 6,800 litres, of which they produce 4,500 litres from grass and maize. Butterfat stands at 4.50% with protein at 3.50%, the only form of concentrates used is straights, which equate out at less than a tonne per cow.

The Ranson family has been using Powerstart for four years now, which they use to make all their grass silage. They silage 1,200 tonnes of grass, with a further 100 acres of maize which is harvested to supply enough forage to feed all of their dairy and beef cows.

