

NEWS RELEASE

Genus Breeding



NEW SILAGE INOCULANT ADDED TO THE POWERSTART RANGE

Genus ABS have launched a new product to join the already successful Powerstart range. Using similar technology as Powerstart Original, Powerstart Xpress offers the same fantastic benefits but with only 2 ½ hours preparation time.

Since the introduction of Powerstart Original in 1999, Genus ABS have been helping farmers nationwide to maximise the potential of their grass silage, this has been with the help of the live fructan degrading, lactic acid producing bacteria AberF1 (developed by IBERS, formerly IGER at Aberystwyth and patented by Genus ABS).

Genus ABS has created a silage inoculant that is easy to use; only requiring 2½ hours to prepare without the need for a heater tray. Powerstart Xpress also contains 'live' AberF1 bacteria, providing access to all available sugars in the grass therefore speeding up the fermentation process.

"With the high demand for user friendly but effective products, we have created Powerstart Xpress. It has all the benefits of Powerstart Original, but takes a fraction of the time to prepare," commented Paul Nunn, Genus ABS European Business Development Manager for Products. "We are optimistic that our customers, both old and new will enjoy making fantastic silage with the latest addition to our Powerstart range," he concluded.

For the farmer who is short on time and needs a product which can be ready on the day at short notice, but who still prefers to use a live bacteria product, Powerstart Xpress provides a convenient solution.