

Aurivo

SERVICES at your FINGERTIPS

Aurivo  *Farm* profitability
programme

 **Nutrias**
The science of animal nutrition

 **Homeland**



Giving you the very **BEST SERVICES**
to **MAXIMIZE YOUR POTENTIAL**

We provide a wide range of nutritional advice for all stages of livestock systems to aid livestock performance.



Fodder management plans



5 Essentials of Animal Nutrition

- Energy • Protein
- Water • Vitamins
- Minerals



Mineral nutrition



Forage analysis interpretation and supplementation



Calf rearing advice



Tailored nutrition plans



Nutrition for the next generation

Calf Rearing

Because your calves are the most efficient animals at converting feed, availing of feed curves and nutritional support for the rearing phase is an integral part of successful calf management.

Heifer Rearing

Heifer rearing targets and advice are available through our Nutrias team to ensure heifers enter the lactating herd on target which improves their longevity on the farm.



For a complete forage analysis, Aurivo provide a range of services to cater for a variety of systems.



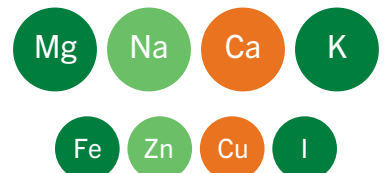
Fresh Grass Analysis

This service enables you to get the most from your grass through key components such as crude protein, dry matter and dry matter digestibility.



Mineral Analysis

We provide a mineral profile of your forage which outlines the major and micro element status of your grass/silage.



Forage Quality Events

Silage Quality Seminars

We focus on topics such as cutting dates, ensiling techniques and subsequent supplementation.

Specialised Grass Group Talks

Each year we focus on grassland management and utilization strategies to get the most from your grass.

Sustainability Management and Technology Adaption

Our Farm Profitability Programme focuses on a sustainable and efficient future with the use of modern day technologies on your farm.

Reseeding Events

We host a series of practical demonstrations covering all aspects of reseedling whilst incorporating market leading mixtures.

Did you know?

The average Irish dairy farmer is reseedling 3% of their land annually.

Pre-Ensilability Testing

We provide this service to enable you to manage the nitrogen content of your grass whilst achieving optimum ensilability.



Silage Analysis

At Aurivo, we provide Grass/Maize Silage and Wholecrop Testing

- Our forage analysis gives you a simple and accurate report guideline on forage quality and supplementation strategy for your animals

Your forage report also provides in depth results including:

- Fermentation characteristics (pH, Ammonia, Lactic Acid)
- Chemical composition (Crude protein, Ash, Dry Matter)
- Nutritional feed value (Metabolizable Energy, Dry Matter Digestibility)

The benefits of silage testing include:

- To budget and prioritise forage
- To improve animal performance and feed efficiency
- To provide sustainable usage of home grown forages



Target Silage Dry Matter Digestibility	
DMD %	TYPE OF LIVESTOCK
66%	Dry Suckler Cows
68%	Dry Dairy Cow (Good BCS)
70%	Dry Dairy Cow (Poor BCS)
72%	Young Stock + Growing/Finishing Beef Cattle
74%	Spring Calving Cows in Milk
75%+	Fresh Autumn Calving Dairy Cows



When to test your silage:

- At least 6 weeks after silage is harvested to ensure that fermentation has been completed
- Before choosing a supplementation type/strategy

How the sample should be taken?

- Samples should be 15-20cm behind the face of the pit/bale
- Mouldy/contaminated silage should be avoided.
- Place the sample in a bag and squeeze out any excess air + seal carefully

Making Quality Silage

For the highest digestibility, silage swards must be cut early while the grass is still leafy and before heading starts. Once 50% of the sward has started to head, DMD value is likely to be below 70% DMD

- As digestibility decreases, protein content will also decline, by around 3% a week
- Grass protein levels are influenced by nitrogen applications as well as stage of maturity
- Uptake of nitrogen and protein formation can also be restricted by soil deficiencies in potash (K) and sulphur
- It is important to match the heading dates of your grass varieties to suit your cutting dates to maximise quality

Did you know?

Each week post heading date, DMD decreases by 2.5-3 units

Give your sample to your local Homeland store or Farm Commercial Specialist



Why analyse soil?

- This gives a detailed analysis of your soil. Guidelines and advice are also provided on an individual basis as to how you should treat your soil following the test
- Results include pH, lime requirement, P&K, with mineral options also available
- Soil Analysis can be organized through your local Homeland Branch or Farm Commercial Specialist. (See page 13 for your local FCS contact)



Did you know?

One third of soils tested are sub optimum for pH.

N, P & K availability/uptake at different soil pH					
	pH 4.5	pH 5.0	pH 5.5	pH 6.0	pH 7.0
Nitrogen (N)	30%	43%	77%	89%	100%
Phosphorus (P)	23%	31%	48%	52%	100%
Potassium (K)	33%	52%	77%	100%	100%

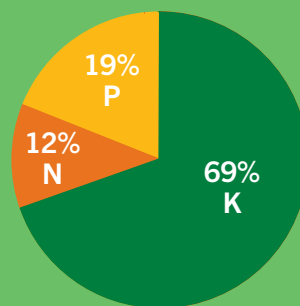
Available N, P & K values for a range of organic manures			
Manure type	Units/1,000 gallons		
	N	P	K
Cattle slurry (7% DM)	6	5	30
Dilute cattle slurry (3.5% DM)	5	3	15
Pig slurry (4% DM)	19	7	20
Farm Yard Manure	Units/tonne		
	N	P	K
	3	2.4	12

In collaboration with soil testing, we also provide fertiliser plans for our customers:

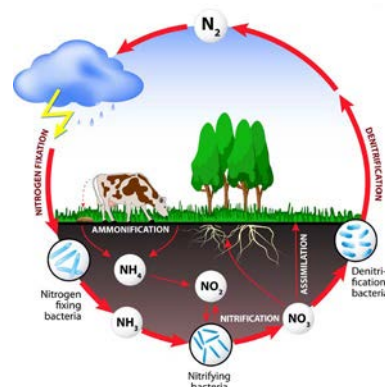
Benefits of fertiliser plans:

- To tailor a farm specific plan for the grass growing calendar
- To prioritise a liming programme and help achieve a soil pH of 6.3 - 6.5
- To build the soil index to 3 and above through factors such as application rates, timing and product type
- Enhancing nitrogen efficiency through addressing any underlying soil fertility issues on farm
- Correcting trace element balance in the soil for larger yields, increased forage quality and palatability

Cattle Slurry



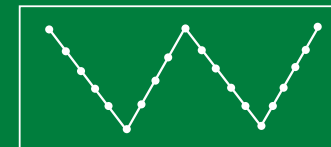
Nitrogen Cycle



How to Soil Test:

- Aim to soil test every 3-4 years, usually in the late Autumn or early Spring
- Avoid sampling gateway entrances, dung patches or poached areas
- Use a soil auger to sample a 10cm depth on average
- Aim to have 15 cores per sample for accurate representation

Soil sampling path



Soil Sampling using a W shaped path gives a uniform representation of the field being sampled.

pH

Target a pH of approximately 6.3-6.5

- The maximum annual application is 2.5 – 3 tonne of ground lime/acre
- If the requirement is greater than this, split this application over 2 years
- For a faster response, apply 2 bags of granulated lime annually



Index type	Description of soil	Soil test for k (Potassium)	Soil Test for p (Phosphorus)
1	Very Low	0-50	0-3.0
2	Low	51-100	3.1-5.0
3	Target Status	101-150	5.1-8.0
4	High	>51	>8.1



“Only 1 in 10 farms has optimum soil fertility.”

“Increasing the pH of soils with lime can give 20% more grass.”

“Increasing the P index from 1 to 3 over three years will increase grass yield by 35%.”



Working together
Growing stronger

Partnering with the farmers in our region to improve family farm income and sustain future generations.

The Farm Profitability Programme is all about sustainability, both in terms of profitability and work-life balance; providing an enjoyable and sustainable life for the next generation to take on.

Farm Profitability

Labour Management

Technology Adaption

Work-Life Balance

Farming For The Future

We guide these topics through:

Farm Walks | Training Courses | Workshops | One to One Farm Advisory Service

At Aurivo, we are committed to the highest standards for our national and international customers. Along with routine testing, we also offer:

Antibiotic Testing

Individual Somatic Cell Count (SCC) Testing

Water Quality Testing

Milk Urea Testing

Financial Support Schemes



FINANCE
IRELAND

Milk Flex:

This loan scheme assists our suppliers in tackling challenges within the industry.

On farm challenges within this scheme include:

- Milk price volatility
- Disease outbreak
- Cash flow Issues
- On farm asset investment
- On farm energy efficiencies

>> €25,000 - €300,000

>> 8-10 year periods

Fund Equip:

With recent weather conditions, the importance of generators, bulk tanks, milk cooling equipment and meal bins have risen dramatically. This innovative financial scheme provides finance to purchase critical infrastructure on dairy farms.

Features of this loan include:

- Seasonal payments to suit milk production
- Repayments made through monthly milk receipt
- Farmers must be supplying to Aurivo Co-op for 12 months+

>> €3,000 - €75,000

>> 3-5 year periods

Both schemes have seasonal payments with variable and competitive interest rates.

Milk Recording

Aurivo encourage all milk suppliers to milk record. Milk recording leads to better herd management and increases the profitability and environmental sustainability of herds. Contact your local milk advisor for more details.

Aurivo Farm Services Contacts:

Paul Cullinan.....	Donegal.....	(0872470803)
Simona Ciorita.....	Mayo.....	(0872982051)
Tommie Devine.....	Sligo/Leitrim.....	(086 0760603)
Killian Bannon.....	Galway/ East.....	(0860101884)
Allister Erskine.....	Northern Ireland.....	(00447825441464)
Office.....		(0949860143)
Out of office.....		(0864104217)

Aurivo Milk App

The app provides easy access for suppliers to their milk results after each collection.



At Aurivo we offer programmes & services to improve the performance and sustainability of your farm.



Programmes & Services Offered

Johnes
Johnes programme is available to all suppliers and is a national programme run by AHI to control the disease on Irish farms.

ASSAP
ASSAP (Agricultural Sustainability Support and Advisory Programme) – water quality. The programme is an advisory service to help all farms improve and protect water quality.

Culture & Sensitivity
Culture & Sensitivity testing is available to all suppliers. The test will identify which bacteria is causing mastitis on farms and also which antibiotic is the most effective on the bacteria.

Cell check
Cell check programme is coordinated by AHI and works with milk suppliers to control mastitis and SCC on farms.



The Farm Profitability team runs a Focus Farm Programme in association with Teagasc.

This includes focus farms where farmers are able to track their progress over a three year period.

You can get access to this information through our newsletter, social media platforms and public farm walks.

Key Targets for the Spring Rotation Planner	
DATE	% OF TOTAL FARM GRAZED
7th Feb	Start grazing
1st Mar	30% grazed
17th Mar (St. Patrick's Day)	66%
7th Apr	Begin second round
Figures can be adjusted forward by a week for heavier farms	

Thrive Calf to Beef Program

In association with the Irish Farmers Journal

Here we look at all aspects of dairy calf to beef production such as genetic traits including carcass weights, carcass conformation, gestation length and calving difficulty.

This also focuses on the following to sustain a viable and healthy system for beef farmers in the future:

- Animal Health
- Animal Nutrition
- Improved sire selection
- Calf rearing principles with emphasis on animal welfare
- Financial budgets
- Feed management



Strong Links with other stakeholders

The Farm Profitability Programme has built strong links with other stakeholders including Animal Health Ireland, IFAC, Irish Farmers Journal and FRS to provide a wide range of support to our farmers.



Supporting Local

Based in the heart of the community, we pride ourselves on our team's focus on customer service and expert advice across a full range of products to suit all our customer needs.

1.6 Million
customer transactions
per year



Homeland Rewards Scheme

Our Homeland Rewards Card rewards our customers for their loyalty

- Collect and Save at our 34 Homeland stores and online at www.homeland.ie earning points for every euro spent
- Registration is easy and can be done at your local store or online at www.homeland.ie
- Collect points on all of your purchases on Fertiliser, Feeds, Agri Supplies, Building Products, Fuel and more.



SPEND &
SAVE

With your **Homeland Rewards Card**
See www.homeland.ie

Bonus shares

We offer our members Homeland Rewards Points on Nutrias manufactured feed and fertiliser as follows:

- **Nutrias manufactured feed** to the value of 1% of purchases
(e.g. €100 of feed = 100 points)
- **Per tonne of fertiliser** purchased to the value of €1 per tonne
(e.g. 1 tonne of fertiliser = 100 points)

Points allocating during the calendar year will be issued to the Homeland Rewards Card the following January, e.g. points for 2022 purchases will be issued in Jan 2023.

Points can be redeemed against purchases in Homeland Stores or online at www.homeland.ie



34
Homeland
Stores



AGRI GARDEN CLOTHING FUEL HOME PETS BUILDING

[f homelandretailstores](https://www.facebook.com/homelandretailstores) [@Homelandretail](https://twitter.com/Homelandretail) [i homelandretailstores34](https://www.instagram.com/homelandretailstores34)

Shop in-store or online at www.homeland.ie

Farm Commercial Specialists

Your Farm Commercial Specialist provides access to a wide range of feed, fertiliser, detergents, animal medicines and essential farm inputs.



Your local Farm Commercial Specialists



Gary Keane.....087 1854535.....Killala, Ballina, Swinford, Ballaghaderreen
 Micheal Varley.....086 6001400.....Rathscanlon, Screen, Easkey, Belmullet
 Colm Duffy.....087 0929434.....Longford/Cavan, Gurteen, Boyle, Mobil, Kiltoghert, Castlereah
 David Whelan.....087 3674073.....Ballinrobe, Castlebar, Claremorris, Westport
 Mark Whelan.....087 6082036.....Athleague, Ballyhaunis, Galway/Tuam, Williamstown/Dunmore/Glenamaddy
 Jonathan Smyth.....0783 3380089.....Letterkenny, Lifford, Creeslough, Kerrykeel, Omagh
 James Kelly.....087 2723636.....Athlone, Athleague, Offaly, South Galway
 Emer Reilly.....087 1738249.....Sligo, Ballinful, Riverstown, Achonry, Kinlough, Kilbarron, Ardara, Ballymote



Store Listing

HOMELAND PLUS

SLIGO Deepwater Quay,
Co. Sligo
071 9161879

WESTPORT Co. Mayo
098 27535

HOMELAND

BALLAGHADERREEN
Co. Roscommon 094 9860081

BALLINA Co. Mayo
096 73588

BALLINROBE Co. Mayo
094 9541134

BALLYHAUNIS Co. Mayo
094 9630166

BELMULLET Co. Mayo
097 81109

CASTLEBAR Co. Mayo
094 9022311

CLAREMORRIS Co. Mayo
094 9371292

LETTERKENNY
Ballyraine, Letterkenny
Co. Donegal
074 9113314

MOHILL Co. Leitrim
071 9631194

RATHSCANLON
Tubbercurry, Co. Sligo
071 9185571

SWINFORD Co. Mayo
094 9251360

HOMELAND AGRI

ACHONRY Ballymote,
Co. Sligo
071 9184127

ATHLEAGUE
Co. Roscommon
090 6663322

ATHLONE Dublin Rd,
Co. Westmeath
090 6465652

ARDARA Co. Donegal
074 9541888

BALLINFULL, Co. Sligo
071 9163154

BALLYMOTE, Co. Sligo
071 9183452

BOYLE Co. Roscommon
071 9662427

CASTLEREA
Co. Roscommon
094 9620162

CREESLOUGH Co. Donegal
074 9138078

EASKEY Co. Sligo
096 49043

KERRYKEEL Co. Donegal
074 9150179

HOMELAND AGRI

GURTEEN Co. Sligo
071 9182007

KILBARRON
Ballyshannon, Co. Donegal
071 9851296

KILLALA Co. Mayo
096 32044

KILTOGHERT Co. Leitrim
071 9622113

KINLOUGH Co. Leitrim
071 9841413

LIFFORD Co. Donegal
074 9141558

LONGFORD
Athlone Road, Co. Longford
043 3336286

OMAGH Co. Tyrone
028 82244184

RIVERSTOWN Co. Sligo
071 9165103

SKREEN Co. Sligo
071 9166711



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