

MINISTERIO DE AGRICULTURA
FUNDACION FONDO DE INVESTIGACION AGROPECUARIA. FIA.
INSTITUTO DE DESARROLLO AGROPECUARIO. INDAP.
DECIMA REGION DE LOS LAGOS

GIRA TECNOLOGICA

AGROPECUARIA

A

FRANCIA

INGLATERRA

IRLANDA

ANEXOS

SEPTIEMBRE 1996

MINISTERIO DE AGRICULTURA
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AGROPECUARIA

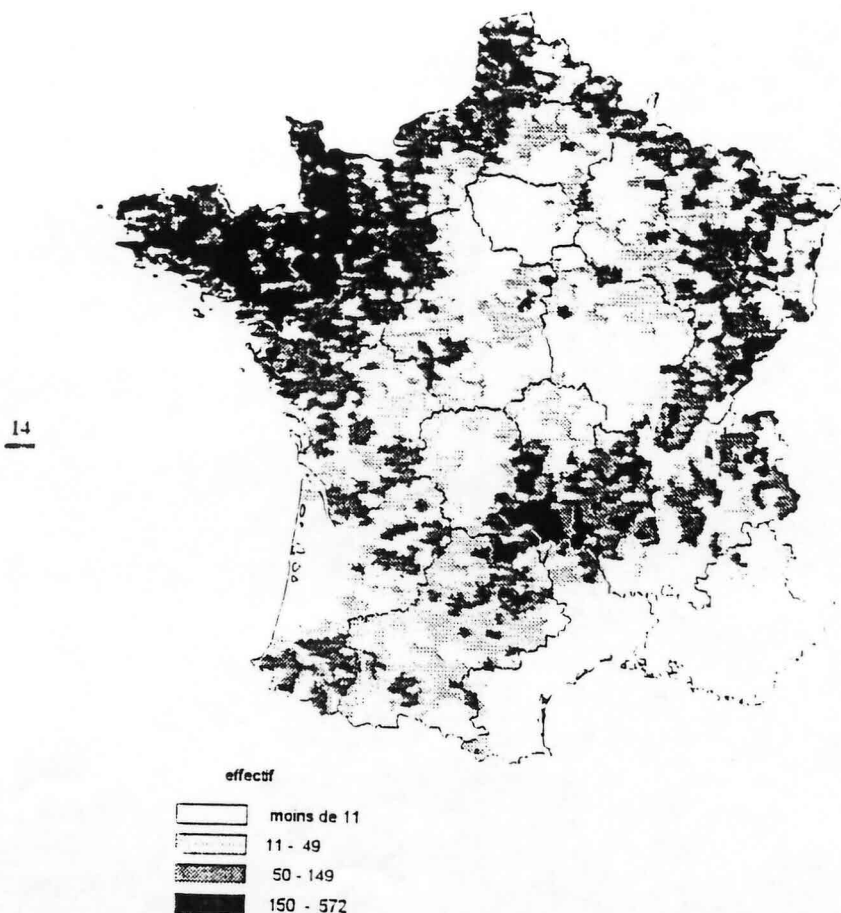
ANEXOS
FRANCIA

SEPTIEMBRE 1996

CIFRAS PRINCIPALES DEL GRAN OESTE

1. Uso del terreno :
2. El suelo y las explotaciones por provincias : En todas las provincias, el número mayor de explotaciones agrícolas se sitúa en el grupo de las de menos de 20 Has. El número de explotaciones con una superficie superior a 100 Has es insignificante.
3. Las estructuras familiares : En el 80 % de los casos, los jefes de explotación son hombres. Alrededor de un 50% trabaja solo, sin la participación de su conyunte. Y solamente en un 20% de los casos, existe un tercer miembro del grupo familiar que trabaja (hijo y/u otro)
4. La edad promedio de los jefes de explotación es de 45 a 54 años. Solamente un 15% tiene entre 55 a 59 años, pero casi un 20% tiene más de 60 años. En general alrededor de un 15% tiene menos de 35 años.
5. El nivel de formación : En un 73% de los casos, correspondiente a los agricultores de más edad, el nivel de formación es 8vo básico técnico agrícola. En un 17% el nivel es de técnico agrícola, en un 9% el nivel técnico superior y en 1% de los casos, el nivel es de ingeniero agrónomo.

Effectifs des exploitations laitières par canton au 1er avril 1995



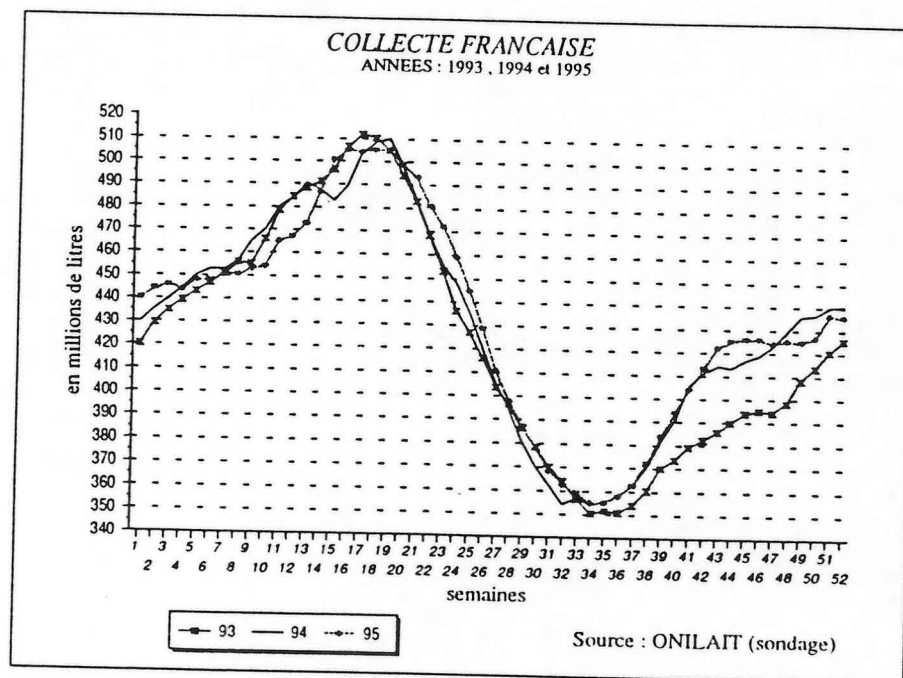
La collecte en France

Collecte régionale de lait de vache (milliers de litres)

Régions	1983	1990	1991	1992	1993	1994	1995	% 95/94
Alsace	272 795	236 083	231 602	223 030	221 509	210 521	210 175	- 0,2
Aquitaine	676 181	596 094	571 265	564 305	567 844	607 597	396 465	- 34,8*
Auvergne	892 743	972 660	950 401	908 882	937 926	994 295	959 968	- 3,4
Basse Normandie	2 950 051	2 777 196	2 715 458	2 639 104	2 593 709	2 645 882	2 627 353	- 0,7
Bourgogne	431 158	468 166	461 064	450 303	447 912	457 172	469 251	2,6
Bretagne	5 137 170	4 627 946	4 475 503	4 440 173	4 402 951	4 460 807	4 488 871	0,6
Centre	591 786	356 565	356 677	365 948	368 190	377 616	376 081	- 0,4
Champagne-Ardenne	694 364	632 485	599 304	571 203	561 864	580 855	582 852	+ 0,3
Franche Comté	1 039 738	1 101 017	984 571	979 964	934 926	943 775	985 392	4,4
Haute Normandie	966 340	788 547	756 957	750 343	731 191	747 272	737 408	- 1,3
Ile de France	38 322	12 461	10 273	10 486	12 581	13 567	15 283	11,9
Languedoc-Roussillon	62 629	84 264	81 533	80 537	79 348	87 233	53 809	- 38,3*
Limousin	198 190	170 360	173 162	166 144	165 410	166 537	166 411	- 0,1
Lorraine	1 433 484	1 408 238	1 337 043	1 334 602	1 322 981	1 320 107	1 343 005	1,7
Midi-Pyrénées	1 161 731	1 030 626	1 039 452	990 925	1 006 529	1 032 110	1 269 471	22,9*
Nord-Pas de Calais	1 296 064	1 233 516	1 176 956	1 155 803	1 160 831	1 148 441	1 163 123	1,3
PACA	47 888	40 384	33 723	24 626	23 537	24 667	25 682	4,1
Pays de la Loire	3 983 663	3 625 719	3 496 994	3 602 053	3 487 046	3 569 582	3 550 691	0,5
Picardie	929 043	905 604	859 002	841 186	849 593	876 472	895 448	2,2
Poitou-Charentes	980 843	905 056	933 957	889 534	870 087	833 255	844 109	1,3
Rhône-Alpes	1 531 577	1 469 907	1 451 475	1 385 518	1 401 744	1 449 304	1 502 817	3,7
France entière	25 315 830	23 442 901	22 698 401	22 374 697	22 147 715	22 547 080	22 663 665	0,5

Source : SCEES/Onilait

* En 1995, les résultats publiés par le SCEES font apparaître de fortes évolutions pour ces trois régions. Celles-ci s'expliquent par la modification de la région d'affectation de la collecte de certains producteurs.



Volumes hebdomadaires (millions de litres)

Prix du lait (1) (francs par litre)

Régions	1990	1991	1992	1993	1994	1995	% 95/94
Alsace	2,0003	1,9082	1,9271	1,9326	1,9164	1,9178	0,07
Aquitaine	1,9515	1,9045	1,8892	1,8964	1,8834	1,8800	- 0,18
Auvergne-Limousin	1,9064	1,8499	1,8858	1,8939	1,8889	1,8913	0,13
Basse Normandie	1,9414	1,8925	1,9073	1,9164	1,9128	1,9200	0,38
Bourgogne	1,9653	1,9347	1,9702	1,9824	1,9651	1,9639	- 0,06
Bretagne	1,8800	1,8494	1,8907	1,8933	1,8889	1,8926	0,19
Centre	1,8786	1,8111	1,8871	1,9101	1,8951	1,8902	- 0,25
Champagne-Ardenne	1,9289	1,8623	1,8969	1,9058	1,8530	1,8643	0,61
Franche Comté	1,9377	1,8998	1,9894	2,0277	1,9674	1,9925	1,27
Haute Normandie	1,9686	1,9163	1,9528	1,9733	1,9642	1,9600	- 0,22
Lorraine	1,9905	1,9195	1,9470	1,9460	1,9377	1,9374	- 0,02
Midi-Pyrénées-PACA	1,9092	1,8519	1,8641	1,8882	1,8764	1,8827	0,34
Languedoc-Roussillon							
Nord-Pas de Calais	2,0392	1,9356	1,9375	1,9538	1,9251	1,9252	0,01
Pays de la Loire	1,9105	1,8537	1,8995	1,9053	1,8968	1,9031	0,33
Picardie-Ile de France	1,9801	1,8975	1,9393	1,9441	1,9202	1,9300	0,51
Poitou-Charentes	1,8957	1,8275	1,8697	1,8851	1,8808	1,9015	1,10
Rhône-Alpes	1,9467	1,8869	1,9043	1,9174	1,9055	1,9035	- 0,11
France entière	1,9300	1,8753	1,9086	1,9184	1,9057	1,9107	0,26

Source : ONILAIT (sondage hebdomadaire)

Taux de matière grasse (grammes par litre)

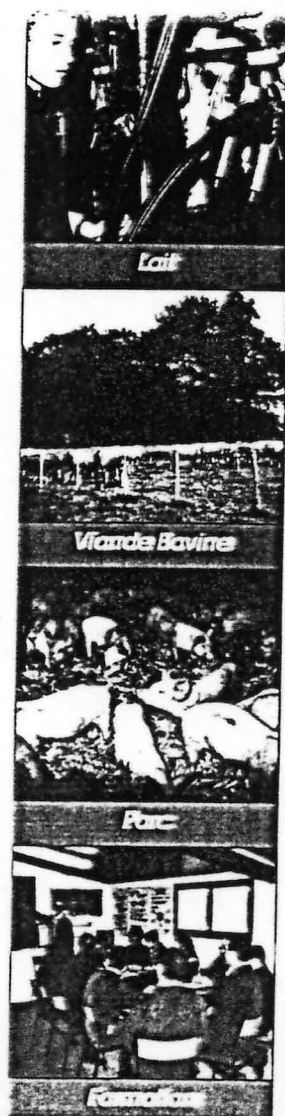
Régions	1990	1991	1992	1993	1994	1995	Ecart 95/94
Alsace	40,10	40,42	40,62	41,07	40,86	41,16	0,30
Aquitaine	40,09	40,42	40,83	41,03	40,83	41,54	0,71
Auvergne-Limousin	39,10	39,47	39,91	39,95	39,99	40,48	0,49
Basse Normandie	41,83	42,55	42,67	42,88	42,84	42,94	0,10
Bourgogne	38,71	39,09	39,28	39,76	39,52	39,93	0,41
Bretagne	41,90	42,50	42,87	43,34	43,12	43,31	0,18
Centre	41,18	41,37	41,71	42,51	42,09	42,22	0,13
Champagne-Ardenne	39,91	40,37	40,38	40,68	40,33	40,77	0,44
Franche Comté	38,93	39,29	39,30	39,89	39,53	39,76	0,23
Haute Normandie	40,45	41,23	41,50	42,31	42,07	41,93	- 0,14
Lorraine	39,87	40,32	40,27	40,86	40,74	40,88	0,14
Midi-Pyrénées-PACA Languedoc-Roussillon	39,42	39,78	40,12	40,24	40,26	40,80	0,54
Nord-Pas de Calais	40,35	40,97	40,81	41,21	41,27	41,29	0,01
Pays de la Loire	41,76	42,19	42,53	43,04	42,74	42,89	0,15
Picardie-Ile de France	40,22	40,97	40,84	41,42	41,17	41,12	- 0,05
Poitou-Charentes	39,96	40,16	40,27	41,13	40,88	41,17	0,30
Rhône-Alpes	39,68	40,04	40,46	40,53	40,27	40,93	0,66
France entière	40,75	41,25	41,49	40,90	41,71	41,94	0,23

Source : ONILAIT

Taux de matière protéique (grammes par litre)

Régions	1991	1992	1993	1994	1995	Ecart 95/94
Alsace	31,79	31,78	32,01	31,97	32,64	0,67
Aquitaine	30,69	30,77	31,01	31,12	31,56	0,44
Auvergne-Limousin	31,31	31,29	31,49	31,65	32,04	0,39
Basse Normandie	32,76	32,61	32,57	32,55	32,79	0,24
Bourgogne	31,50	31,44	31,62	31,74	32,17	0,43
Bretagne	32,19	32,27	32,45	32,56	32,79	0,23
Centre	32,12	32,07	32,16	32,15	32,36	0,20
Champagne-Ardenne	31,33	31,31	31,39	31,49	31,93	0,44
Franche Comté	32,70	32,74	32,91	33,28	33,58	0,30
Haute Normandie	32,84	32,29	32,50	32,68	33,00	0,33
Lorraine	31,43	31,45	31,64	31,61	31,83	0,22
Midi-Pyrénées-PACA Languedoc-Roussillon	30,75	30,63	30,86	30,98	31,46	0,47
Nord-Pas de Calais	31,49	31,08	31,29	31,88	32,18	0,31
Pays de Loire	31,96	32,27	32,25	32,36	32,62	0,26
Picardie-Ile de France	31,89	31,67	31,82	31,94	32,26	0,33
Poitou-Charentes	31,44	31,28	31,34	31,46	31,68	0,22
Rhône-Alpes	31,87	31,91	32,07	32,22	32,60	0,39
France entière	31,92	31,92	32,04	32,18	32,46	0,30

Source : ONILAIT



**UNE
STATION
EXPÉRIMENTALE**

**UN
CENTRE DE
FORMATION**



**CHAMBRE
D'AGRICULTURE**
MAINE-ET-LOIRE

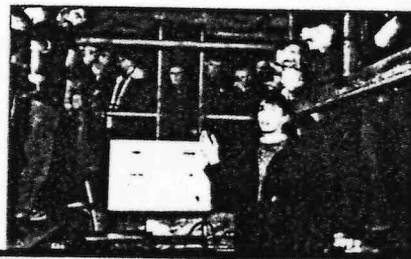
Le Centre des Trinottières
49140 MONTREUIL-SUR-LOIR

Tél. 02 41 76 60 22

Fax 02 41 76 22 12

UN RÉSEAU DE FERMES EXPÉRIMENTALES EN PAYS DE LOIRE

DERVAL - 44



Traite, qualité du lait,
bâtiments, fourrage,
environnement.

Ferme expérimentale de Derval
La Touche
44590 Derval
Tél. 02 40 07 72 83

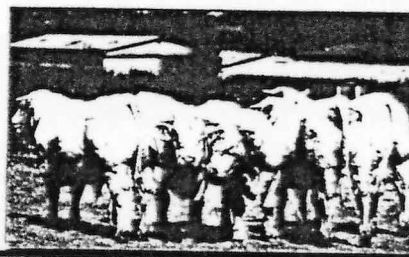
LES TRINOTTIÈRES - 49



Alimentation des vaches
et génisses laitières,
vaches allaitantes, porcs,
productions végétales.

Centre des Trinottières
Montreuil/le Loir
49140 MONTREUIL-SUR-LOIR
Tél. 02 41 76 60 22

LES ETABLIÈRES - 85



Vaches allaitantes,
vêlage d'automne,
taurillons.

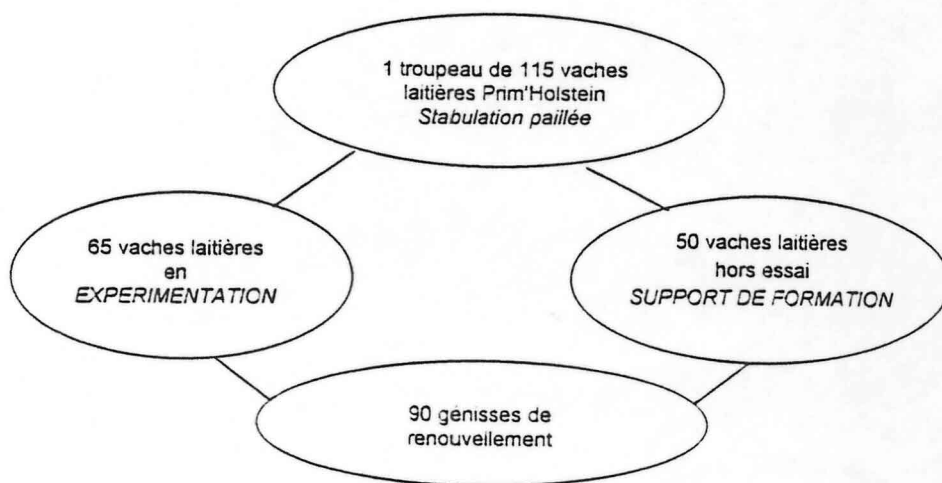
Ferme des Établières
Les Établières
85000 LA ROCHE-SUR-YON
Tél. 02 51 36 82 68 - 02 51 37 47 03



CHAMBRE
D'AGRICULTURE

ATELIER VACHES LAITIÈRES

Responsable Alain ECALE
Agents Techniques Etienne JOUANNIN, Denis ROINE



170 UGB / Lait S.F.P = 69 ha
Chargement = 2,4 UGB/ha de SFP

LES THEMES EXPERIMENTAUX 95-96

Coordination réseau lait EDE - P. KERNEN & I. MONTFORT

- ♦ Expérimentations en début lactation, sur la réduction de l'écart TB-TP, en partenariat avec la société PRODEX, l'INSTITUT de l'ELEVAGE, la CHAMBRE d'AGRICULTURE 49.
- ♦ Expérimentations en milieu de lactation sur la Digestibilité de la Matière Organique de 2 variétés de maïs (AGPM-SEPROMA, L'INSTITUT de l'ELEVAGE, la CHAMBRE d'AGRICULTURE 49).
- ♦ Observations sur génisses laitières. Optimisation de l'utilisation du foin dans les régimes hivernaux (Chambre Régionale, CHAMBRE d'AGRICULTURE 49), avec objectif vêlage 24 mois.

Des résultats en nette progression

LES RESULTATS TECHNICO ECONOMIQUES					
	1995	1994		1995	1994
Effectif moyen	115	122	Qté de concentré/en kg/VL	1 500	1 650
Prix moyen par litre	1,95	1,99	Qté de concentré/litre (g/litre)	206	225
Matière grasse	40,97	43,39	Coût de concentré/litre (cts/litre)	0,31	0,36
Matière protéique	32,36	32,02	Taux réussite à la 1ère IA (%) - VL	60	70
Moyenne économique (I/VL)	7 860	7322	Intervalle Vélage-Vélage (j) - Gén.	390	383
Moyenne C.Laitier (kg/VL)	8 400	7800	Taux de réussite à la 1ère IA (%)	73	73
% de réforme	26	25	Coefficient d'utilisation de paillettes	1,46	1,38
Prix moyen des réformes (F)	4 750	5405	SFP Lait (en ha)	68,5	74,8
Frais vétérinaires (F/UGB)	288	297	Nombre UGB	170	167
Paille (F/UGB)	782	786	Chargement : UGB/SFP	2,4	2,2
			* Marge brute/UGB (F)	7 508	7505
			* Marge brute/ha SFP	18 635	16 711
			hors frais de récolte		

COHERENCE DE L'ATELIER - CHARGES EN % DU PRODUIT ANIMAL		
	TRINO 95	CL 49
Fourrages	8,5	11
Concentrés et minéraux.....	16,0	14
Coût alimentaire.....	24,5	25
Frais d'élevage (dont paille)	16,8	8
Total charges animales	41,3	33

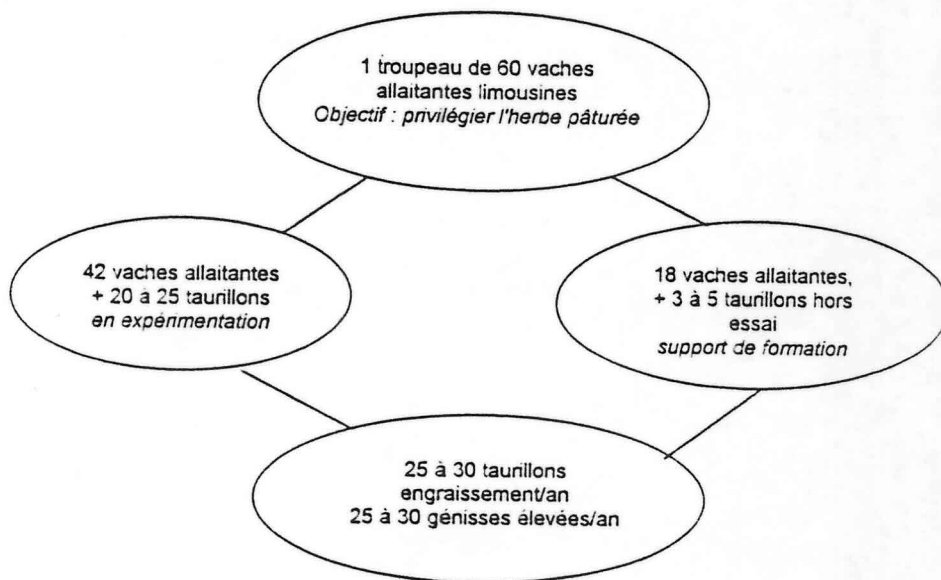
- Notre alimentation est principalement axée sur l'ensilage de maïs pour les laitières (pas de pâturage).
- A noter, la baisse du prix moyen/litre de lait plus conditionnée par la chute du taux butyreux que par des problèmes de qualité du lait. Toutefois, la perte occasionnée par les problèmes de qualité du lait se situe à 3 % du lait livré total.
- Frais d'élevage important lié pour 39 % à l'achat extérieur de paille (410 tonnes par an).
- Une augmentation de production par vaches laitières importante (+ 538 L).
- Une charge de concentré maintenue.
- En plus de nos contraintes spécifiques (lots, transitions alimentaires fréquentes, formation), notre outil de travail actuel influe certains de nos résultats et de nos conditions de travail.

Projet :

- I. Le programme de mise aux normes des installations bovines sera réalisé en 1996 pour un coût de 700 000 F.
- II. Modernisation de l'atelier lait :
 Les surfaces d'aires paillées sont actuellement insuffisantes (5,8 m²/VL → norme 7 m²). Le bloc traite, de par sa disposition est un frein important à une traite rapide (actuellement 2 h/100 VL/traites). Cela est lié, plus qu'aux nombres de postes, à la vitesse de circulation des animaux, qui est beaucoup trop lente. Les installations sont aujourd'hui en grande partie amorties et pour le moins ne sont plus véritablement adaptées à un cheptel de 115 VL. Un groupe composé de techniciens et de professionnels doit réfléchir à un plan de modernisation de l'élevage.

ATELIER VIANDE

Responsable François FILLATRE
Agent Technique Laurent CLAVREUIL



101 UGB / Viande. S.F.P = 54,7 ha

Chargement = 1,85 UGB/ha de SFP

LES THEMES EXPERIMENTAUX 95-96

Coordination réseau viande bovine EDE - J.P. COUTARD

- ♦ Réduction des charges alimentaires hivernales des vaches allaitantes (comparaison de régime foin + complémentation ou régime mixte, ensilage herbe + foin+ complémentation).
- ♦ Valorisation des femelles de réforme issues des troupeaux allaitants en partenariat avec les groupements de producteurs (Bovial, Gerval, CANA, CARC) et la Chambre d'Agriculture de M. & L.
- ♦ Optimisation des régimes d'engraissement taureillons (comparaison de sources de complémentation énergétiques), Chambre d'Agriculture de M & L, DESHY FRANCE

1995 : chute d'eau, chute des cours, année morose

LES RESULTATS TECHNICO ECONOMIQUES			
	1995	1994	EBD 94
Effectif vaches	58	53	59
Période Vêlage	nov à mars	nov. à juin	août à avril
Intervalle vêlage (j)	362	380	376
Tx de perte de veaux (%)	7,6	6,8	7,1
Age au vêlage (mois)	24/36	24/36	33,5
Nbre de réformes	13	16	12
Poids des réformes (kg)	394,7	398,7	396,4
Prix de vente/kg	24,95	26,13	23,30
Nbre de taurillons	26	21	25
Poids carcasse	417	406	413
Prix/kg de carcasse	19,98	23,04	22,05
Age à l'abattage (mois)	16,7	16,4	17,7
Poids carcasse/jour de vie	0,82	0,81	0,76
Prix de vente/jour de vie	16,39	18,74	16,84

Commentaires :

Les résultats techniques restent stables entre les deux années.

A noter : . les 365 jours d'intervalle vêlage

. l'âge au vêlage des génisses (2 ans ou 3 ans).

. les très bonnes performances des taurillons mais aussi l'effondrement des cours.

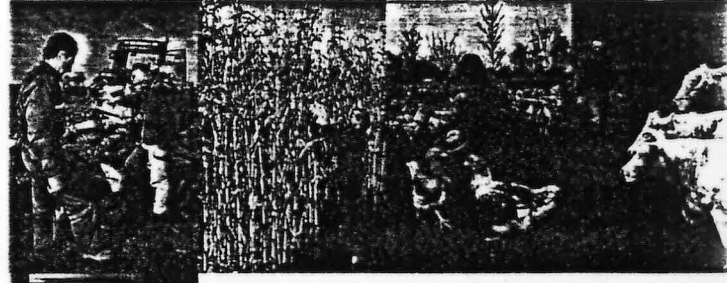
RESULTATS ECONOMIQUES			
	1995	1994	EBD 94
Produit/UGB	4957	5579	5422
Charges élevages/UGB	1310	1315	1301
dont concentrés	762	647	907
dont frais vétérinaires	173	305	198
Charges SFP/UGB	293	457	677
Achat paille/UGB	485	368	-
Achat foin/UGB	403	-	-
Marge brute/UGB	2436	3385	3542

2 événements marquants pénalisent les résultats économiques :

- la chute des cours des taurillons et réformes,
- les inondations de janvier 1995 qui ont détruit ou endommagé les prairies d'où des rendements moindres et la nécessité d'acheter les stocks de foin pour l'hiver et le trou d'été.

A noter la baisse des frais vétérinaires qui reviennent à la normale.

(06/96)



Groupe CANA

RAPPORT ANNUEL 1995



Productions animales

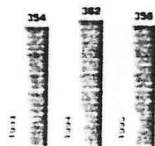
LAIT

Dans un contexte de stabilisation de la collecte laitière, le litrage annuel des producteurs CANA a légèrement baissé (- 1,6 %). La coopérative s'approvisionne auprès de 1 802 producteurs. Le litrage moyen par exploitation est de 198 000, soit 4,2 % de mieux qu'en 1994. Le prix moyen du litre payé au producteur a augmenté de deux centimes (toutes primes comprises). Il a bénéficié d'une conjoncture plus favorable sur les marchés laitiers, notamment pour les produits industriels. L'équipe « production laitière » joue un rôle important auprès des élevages : qualité du lait, recherche des inhibiteurs, calculs des coûts de production, conseils pour les bâtiments, la santé, etc.

Au cours de l'année, a été formulé un nouveau projet portant sur :

- l'aval : la politique filière, les marchés et les prix ;
 - la production et ses services ;
 - la transmission des exploitations et l'installation des jeunes.
- Des dispositions seront prises pour permettre un renforcement des actions transversales entre les services de la coopérative ainsi qu'une proximité renforcée avec les éleveurs.

SOCIÉTÉS CANA
IMPLANTATIONS, Ancenis (44)
EFFECTIF MOYEN, 13
CHIFFRE D'AFFAIRES, 789 MF
NOMBRE DE SOCIÉTAIRES, 1 802



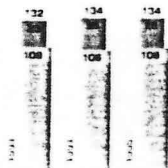
Collecte de lait
millions de litres (hors incidence matière grasse)

BOVINS

L'année 1995 a été marquée par une double crise pour le secteur bovin.

Au printemps, ce sont les éleveurs de jeunes bovins qui ont été touchés. Aux dévaluations monétaires est venue s'ajouter une baisse de la consommation dans les pays d'Europe du Nord, suite aux doutes exprimés par les consommateurs sur la qualité sanitaire des produits originaires du Royaume Uni. Conséquence : cette perte à l'exportation s'est retrouvée sur le marché français et a accentué les problèmes liés à la surproduction de viande bovine. La seconde crise a touché, à la fin de l'année, les éleveurs de gros bovins qui ont perdu jusqu'à 2 000 F par tête depuis l'été 1995. Dans un marché qui s'est complètement libéralisé, qui est devenu très réactif, la production a des difficultés à trouver ses équilibres entre les différents acteurs de la filière.

SOCIÉTÉS CANA
SICA D'ANGENIS
TELDIS ELEVAGE
IMPLANTATIONS, Mesange (44)
- Ancenis (44) - Viennay (79)
EFFECTIF MOYEN, 78
CHIFFRE D'AFFAIRES, 120 MF
NOMBRE D'APORTEURS, 1 810

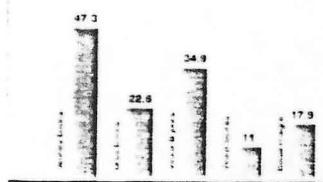


Bovins commercialisés (milliers de têtes)

Face à cette situation, la filière bovine CANA a réagi par des retours financiers à hauteur de 1,6 million de francs pour les producteurs de viandes. Ces actions sont destinées à aider les producteurs de jeunes bovins et les éleveurs de troupeaux allaitants.

Sur le terrain, les techniciens ont pu conseiller les agriculteurs, et les aider à s'adapter au nouveau contexte : informations nombreuses, recherche d'une baisse des coûts d'élevage et optimisation de l'alimentation. En gros bovins, le groupement développe le label « Bœuf fermier du Maine » et le « Bœuf blond d'Aquitaine », suite au partenariat passé avec Bovial.

1995 (milliers de têtes)



PRODUCTIONS VÉGÉTALES

PRODUCTIONS ANIMALES

ALIMENTATION ANIMALE

EQUIPEMENT - SERVICES

Chaque année, 5 000 agriculteurs apportent près de 300 000 tonnes de productions végétales à la Cna et à Teldis Agriculture (filiale de la Cna en région Poitou-Charentes). Son réseau de collecte est vaste : plus de 100 points et 60 silos. Des agriculteurs sous contrat produisent les semences (céréales, protéagineux, fourragères, bases et prébases de lupin). Cette production est certifiée par le Service Officiel de Contrôle. La Cna compte également une activité vinicole avec "Les Vignerons de la Noelle". Cette société transforme 25 000 hectolitres par an, issus des régions d'appellations de Nantes et de l'Anjou. Plus de trois millions de bouteilles sont annuellement commercialisées.

Les sociétés :

Cna, Teldis Agriculture

La Cna assure la collecte, la transformation et la commercialisation des élevages. Parmi les volumes les plus importants, les bovins représentent 135 000 têtes commercialisées par an et les porcs charcutiers 500 000 têtes. Durant toute la période d'élevage, la coopérative est présente aux côtés des producteurs afin de leur faire bénéficier des avancées de la recherche technologique, génétique et sanitaire.

À terme, la Cna offre aux éleveurs une garantie de débouchés grâce à ses outils intégrés de transformation.

Les sociétés :

Cna, Sica d'Ancenis, Samab, Teldis Elevage, Teldis Porcs, Ovaioire, Sicavol, Sicaland.

L'activité alimentation animale de la Cna fabrique et commercialise des aliments pour tous types d'élevages. Cinq sites de production fabriquent 550 000 tonnes d'aliments composés. La performance des outils permet une adaptation très précise de la production aux besoins nutritionnels des animaux.

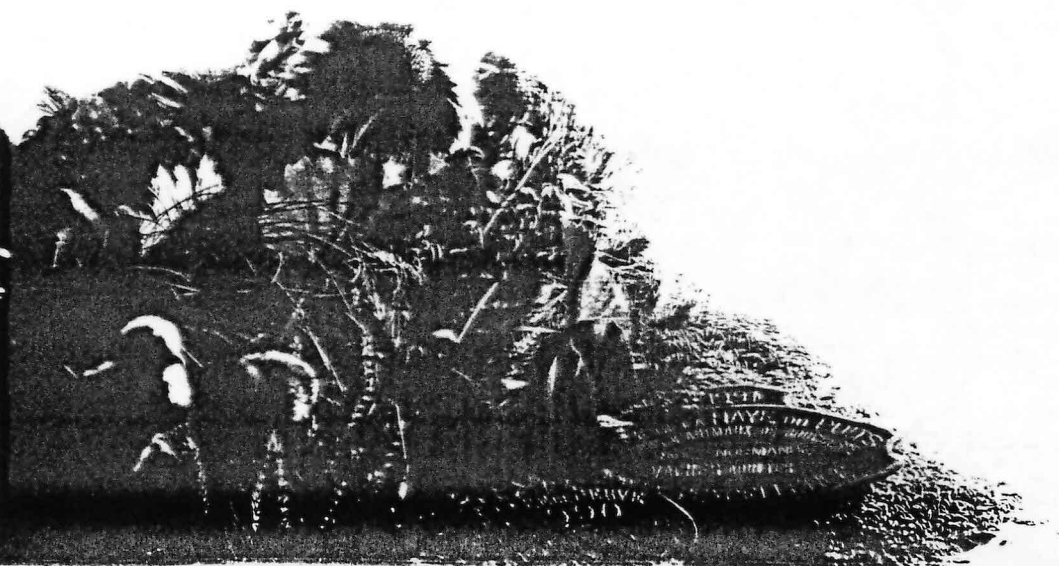
Les sociétés :

Cna, Sica d'Ancenis, Samab, Aliments Sud Loire

Partenaire à part entière des producteurs, la Cna assure l'ensemble des services liés aux activités agricoles : bâtiments et matériels d'élevage pour les nouvelles installations, mise en conformité et suivi environnemental des exploitations, machinisme agricole avec des gammes adaptées aux besoins des agriculteurs, aménagement des sols qui, outre des travaux de drainage d'irrigation et d'assainissement, développe des études sur l'environnement, analyses en laboratoire intégré, en étroite collaboration avec l'ensemble des démarches "qualité" du groupe.

Les sociétés :

Sica d'Ancenis, Sicaforma, Beaupreau Motoculture



RÉSEAU APPROVISIONNEMENT

Phytos, engrais, produits vétérinaires, produits de protection, produits de traitement, produits de conservation.

Avec ses 90 points de vente, le réseau approvisionnement répond aux besoins d'une large clientèle grâce à une gamme étendue. Outre les produits agricoles (engrais, semences, phytosanitaires), il s'implique dans les activités des particuliers avec des rayons bricolage et jardinage. Que ce soit en agence ou dans les Espaces Cana, le réseau dépasse son rôle de distributeur et se positionne comme un véritable intermédiaire technique et économique des professionnels de la nature.

Les sociétés :

Cana, Sica d'Ancenis, Espace Usab, Teidis Agriculture.

Activités agricoles

Créée en 1932 par neuf agriculteurs de Loire-Atlantique, la Cana (Coopérative Agricole La Noëlle) compte 16 000 adhérents en Loire-Atlantique, Maine-et-Loire, Mayenne, Vendée et Morbihan. Elle Cana, directement pour les l'intermédiaire de la société pour les activités industrielles. Le comme un partenaire auquel la Cana propose développement de ses activités de transformation. En contrepartie, il s'engage à respecter des normes de production. La cooperative assure également la collecte et la commercialisation des produits de culture, l'approvisionnement des exploitations et les prestations de service aux adhérents.

Activités agro-alimentaires

Beurre, fromages, yaourts

La Laiterie du Val d'Ancenis transforme 360 millions de litres de lait par an. Pour la commercialisation de ses produits grand public, Soparlait (filiale "lait" du groupe Cana) s'est associée, en 1992, avec deux autres coopératives (Cooopagn et Even) au sein de la société Laita. Avec six sites industriels situés dans le Grand Ouest et une production annuelle de 70 000 tonnes de beurres et fromages, Laita a déjà fait ses preuves.

Sa marque leader Paysan Breton est la deuxième marque nationale de beurre. Laita a également su s'imposer grâce à la qualité de ses fromages (Emmentaler, Brie Pays et Coulommiers val d'Ancenis).

Laita dispose de trois filiales en Europe (Grande-Bretagne, Allemagne, Espagne) et est également présent dans 50 pays.

Les produits laitiers industriels du groupe sont commercialisés sous la marque Val d'Ancenis. L'ensemble de la production 30 000 tonnes de yaourts, fromages, produits secs et intermédiaires est livrée à la Laiterie du Val d'Ancenis (44).

Les sociétés de la filière :

Soparlait, Laiterie du Val d'Ancenis, Laita, Laiterie Nouvelle de l'Arquennon, Centre de filière de Penhoët, Divalac.

Carcasses, muscles sous vide (P40), viandes crues et cuites, produits dérivés (panes, saucisses, produits mixtes).

Premier opérateur français sur le secteur des jeunes bovins, la société Sovida abat, transforme et commercialise 135 000 tonnes de viandes bovines et porcines. Grâce à ses quatre sites industriels, spécialisés par type de produits, et ses 1 100 salariés, Sovida a la capacité de traiter les principales viandes du marché (poeur, veau, porc, mouton et agneau).

Sovida propose à ses clients une très large gamme de produits sous deux marques principales (Gastronomie et Sovida) : carcasses, muscles, viandes désossées, produits élaborés frais et surgelés (steaks hachés, saucisses, panes, rôtis, brochettes, etc.). 10 années d'expérience lui ont permis de passer de la simple carcasse au steak haché, du gros bovin à tous les minerais, d'un marché régional à une vente à dimension internationale.

Les sociétés de la filière :

Soparvia, Sovida, Sovida Sud, Sovida Tradition, Penhoët, Soparait, Gastronomie Distribution.

Poulets, dinde, pintades, chapons

Soparvol, filiale "volailles" du groupe Cana, rassemble tous les métiers de la viande blanche : accoupage, fabrication d'aliments, volailles, élevage, abattage, transformation et commercialisation. L'existence de cette filière intégrée permet une véritable assurance qualité et une réelle compétitivité. Avec une production annuelle de plus de 75 000 tonnes et un effectif de 1 100 salariés, Soparvol poursuit son développement autour des marques Gastronomie (découpes, volailles entières, produits élaborés, quills ou surgelés), volailles fermières d'Ancenis et volailles fermières des Landes (volailles fermières Label rouge).

Les sociétés de la filière :

Soparvol, Soparvol Distribution, Provodine, ABS, CPA, Sovol, Sicaland, Sicavol, Bove, SA, Avidev, Aliments Sud Loire.

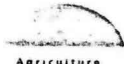
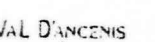
LAIT

VIANDES
BOVINES ET
PORCINES

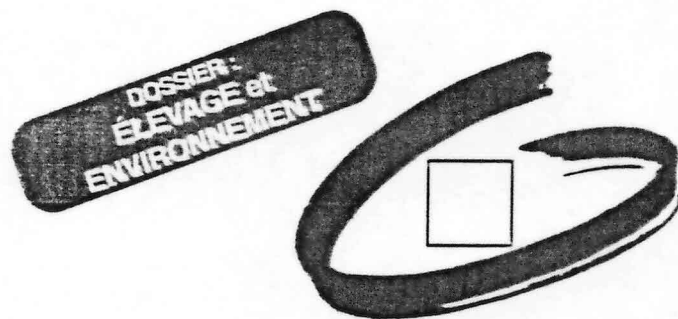
VIANDES
DE VOLAILLES



Principales marques

 Agriculture	 ESPACE CANA	 Les producteurs de la Loire		
	Magasins libre-service pour les particuliers et les agriculteurs proposant des produits et services (jardinage, aliments pour animaux, vêtements, matériaux, outillage, vins, tout domestique).	Vins en provenance des régions d'appellation de Nantes et d'Anjou (Muscadet, Gros Plant, Anjou, Crémant).		
 Viandes	 Gastronomie	 Gastronomie	 SO VIBA	
	Produits frais et surgelés à base de viande bovine et porcine destinés à la grande distribution.	Produits surgelés à base de viande bovine et porcine destinés aux circuits spécialisés.	Carcasses, muscles et viandes désossées destinées aux professionnels de la viande.	
 Volailles	 Gastronomie	 Gastronomie	 Volailles Fermières d'Ancenis	 Volailles Fermières d'Ancenis
	Produits frais et surgelés à base de viande de volaille destinés à la grande distribution.	Produits surgelés à base de viande de volaille destinés aux circuits spécialisés.	Volailles fermières élevées en Pays de la Loire (poulets entiers et morceaux jaunes ou blancs, pintades, dindes, canards et poules).	Volailles fermières élevées dans les Landes (poulets blancs et jaunes, pintades, dindes, canards et poules).
 Produits laitiers	 BASTON BASTON	 VAL D'ANCIENS	 BRIE PAYS du Val d'Ancenis	
	Beurre et fromages (emmental et spécialités fromagères).	Bries pasteurisés destinés à la grande distribution.	Bries traditionnels (thermisés) destinés à la grande distribution.	

38^e année



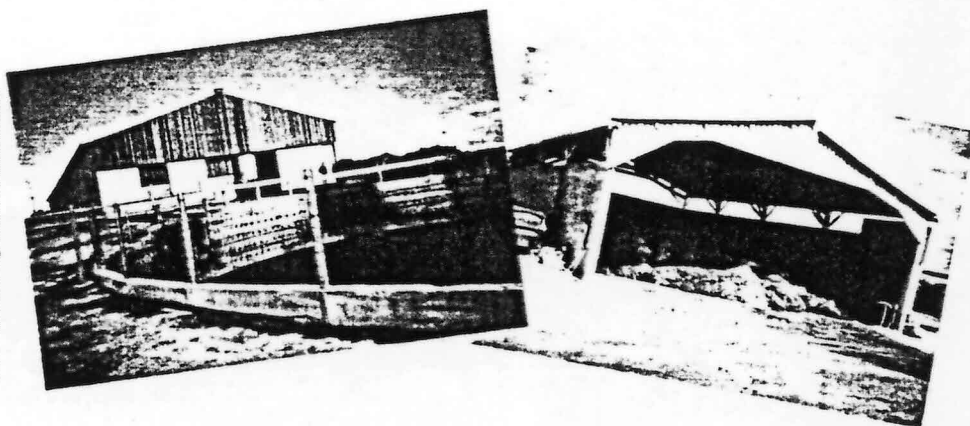
Maine-et-Loire

Contrôle Laitier

La Quantinière - 49800 TRÉLAZÉ - Tél. 41 93 38 93 - Fax 41 69 73 26

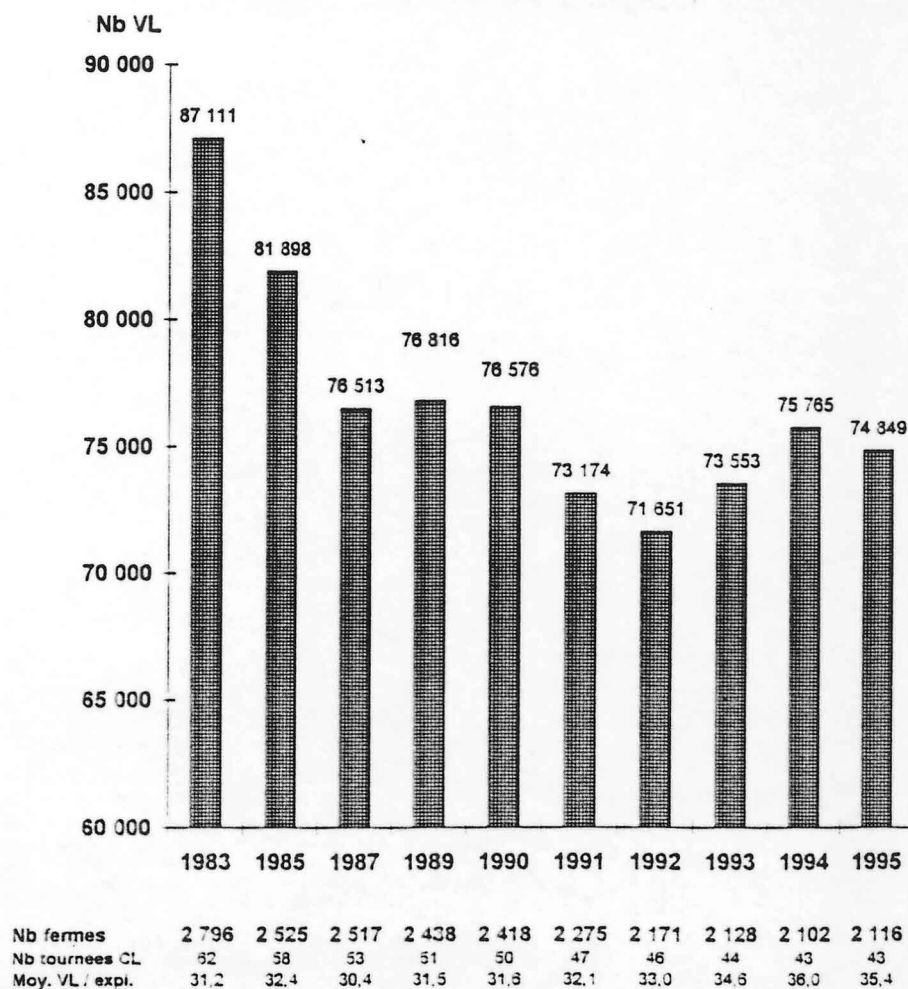
RÉSULTATS 1995

Photos : Chambre d'Agriculture de Maine et Loire



EVOLUTION DU CONTROLE LAITIER DANS LE MAINE-ET-LOIRE

Situation au 31 décembre de chaque année

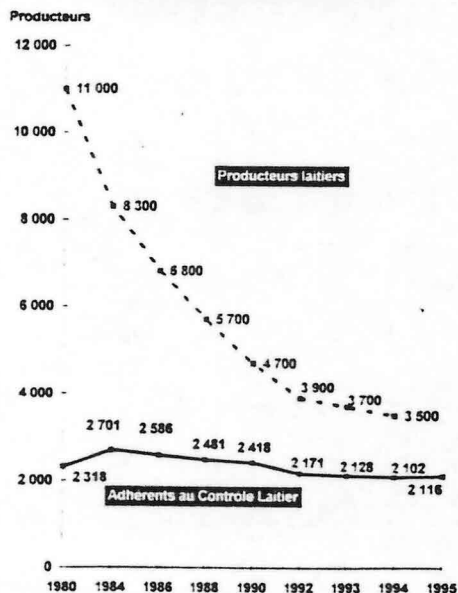


Activité moyenne par technicien

1995	49 élevages	1 741 vaches
1994	49 élevages	1 762 vaches

Depuis un an, c'est la stabilité : élevages plus 0,7 %, vaches contrôlées moins 1,2 %

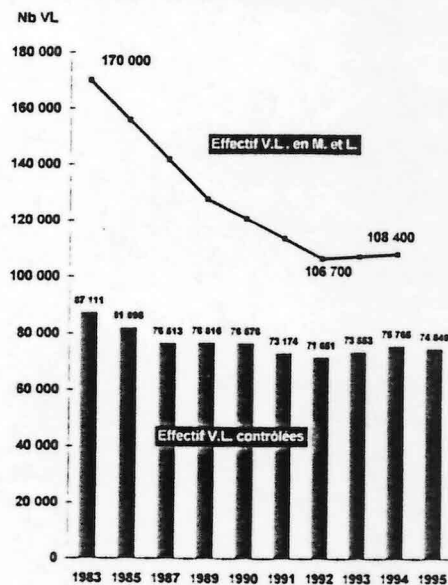
PRODUCTEURS LAITIERS EN MAINE-ET-LOIRE



Source : Chambre d'Agriculture de Maine et Loire

Plus de 60 % des producteurs laitiers sont adhérents au Contrôle Laitier, ce pourcentage augmente régulièrement du fait de la réduction du nombre de producteurs hors Contrôle Laitier.

EFFECTIF VACHES LAITIÈRES EN MAINE-ET-LOIRE



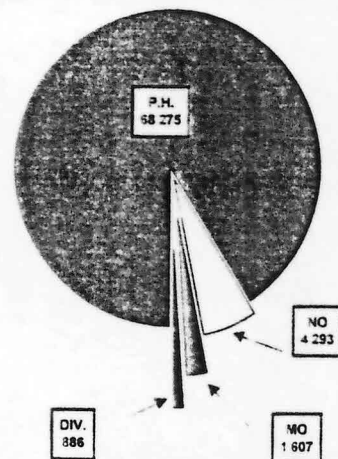
Source : Chambre d'Agriculture de Maine et Loire

Près de 70 % des vaches laitières sont au Contrôle Laitier. Elles produisent plus de 80 % de la production départementale.

REPARTITION DES ANIMAUX CONTRÔLÉS SELON LA RACE

RACES	31/12/95		31/12/94	
	Nbre de vaches	%	Nbre de vaches	%
PRIM'HOLSTEIN	68 275	91,0	68 308	91,2
NORMANDE	4 293	5,7	4 232	5,6
MONTBELIARDE	1 607	2,1	1 378	1,8
CROISES & DIVERSES	886	1,2	1 059	1,4

Stabilité en race Prim'Holstein, légère progression en race Normande et Montbeliarde.



Le Contrôle Laitier Bovin

BILANS DE PRODUCTIONS 1995

Comparaison avec 1994

		Nbre de Result.	Moy. VL'expl	Lait	T.P.	T.B.	MUT	Lait stand.
MOYENNE	95	2 083	34,7	7 313	32,1	41,6	539	7 700
DEPARTEMENTALE	94	2 084	34,8	7 175	31,5	41,0	520	7 432
		-1	-0,1	+138	+0,6	+0,6	+19	+268

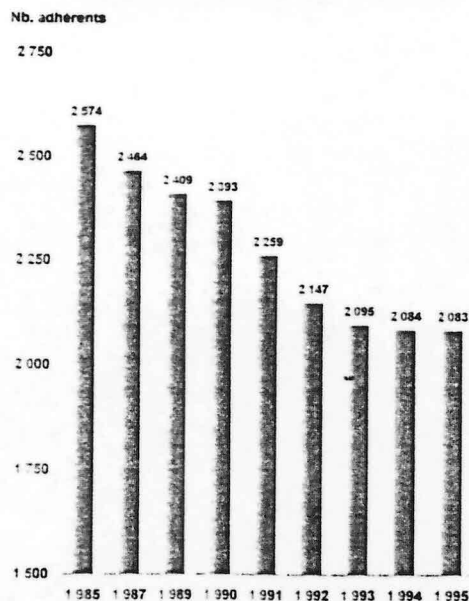
Moyenne par race

<u>Prim'hositein</u>	95	1 657	34,5	7 512	31,9	41,4	551	7 868
	94	1 648	34,7	7 382	31,3	40,8	532	7 604
		+9	-0,2	+130	+0,6	+0,6	+19	+264
<u>Normande</u>	95	49	32,7	5 752	34,7	44,5	456	6 510
	94	53	32,3	5 756	34,1	43,5	447	6 380
		-4	+0,4	-4	+0,6	+1,0	+9	+130
<u>Montbéliarde</u>	95	33	32,3	6 653	33,5	41,0	496	7 087
	94	29	33,6	6 385	32,3	39,5	461	6 591
		+4	-1,3	+268	+0,7	+1,5	+35	+496
<u>Jersiaise</u>	95	5	57,7	4 205	40,1	59,3	420	6 000
	94	5	69,3	3 994	38,3	57,7	385	5 495
		=	-11,6	+211	+1,3	+2,1	+35	+505
<u>Elevages avec plusieurs races</u>	95	339	35,7	6 684	32,4	41,7	495	7 069
	94	349	35,0	6 521	31,9	41,1	476	6 800
		-10	+0,7	+163	+0,5	+0,6	+19	+269

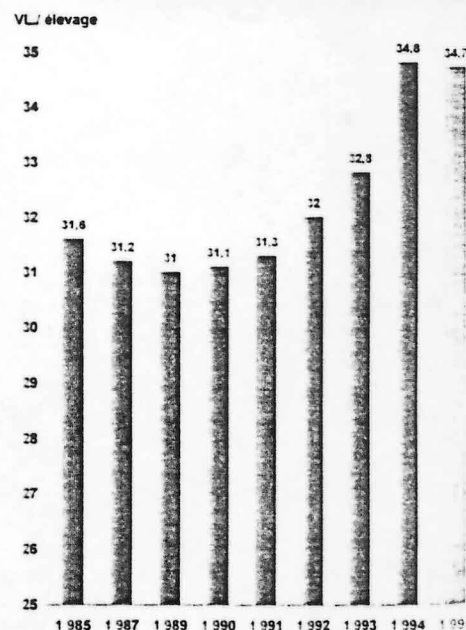
EVOLUTION de la PRODUCTION depuis 10 ans

ANNEE	Nbre Adherents	Moy. VL/ exploitat*	Production lait/Vache	TP	TB
1985	2 574	31,6	5 873	30,3	39,6
1987	2 464	31,2	6 446	30,6	40,4
1989	2 409	31,0	6 863	30,3	40,1
1990	2 393	31,1	6 942	31,2	40,4
1991	2 259	31,3	6 967	31,4	40,6
1992	2 147	32,0	7 204	31,4	40,9
1993	2 095	32,3	7 140	31,4	41,4
1994	2 084	34,3	7 175	31,5	41,0
1995	2 083	34,7	7 313	32,1	41,6

EVOLUTION DU NOMBRE DES ADHERENTS AVEC RESULTATS PAR ANNEE

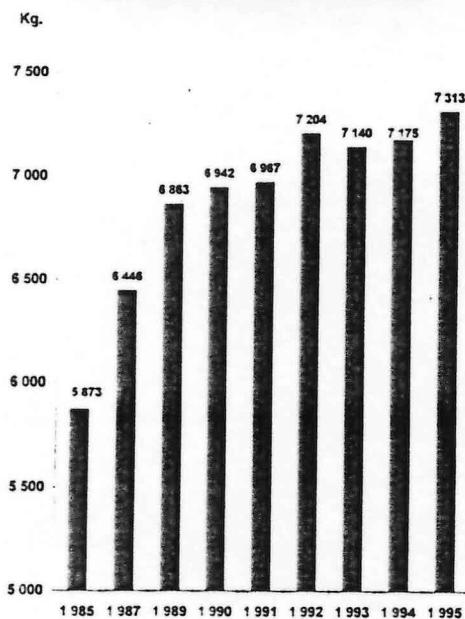


NOMBRE MOYEN DE VACHES PAR ELEVAGE

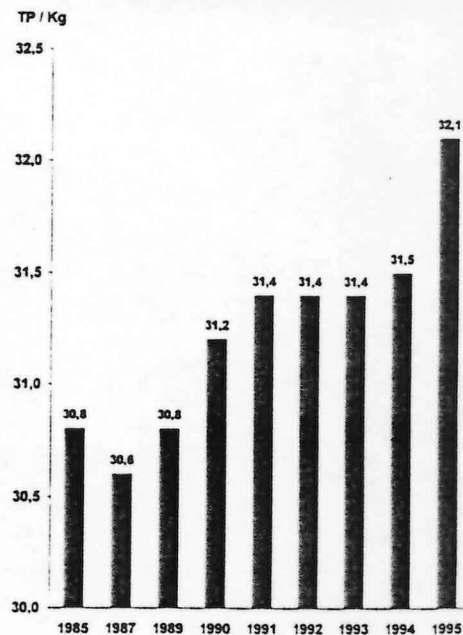


Stabilité du nombre d'adhérents et du nombre de vaches par élevage.

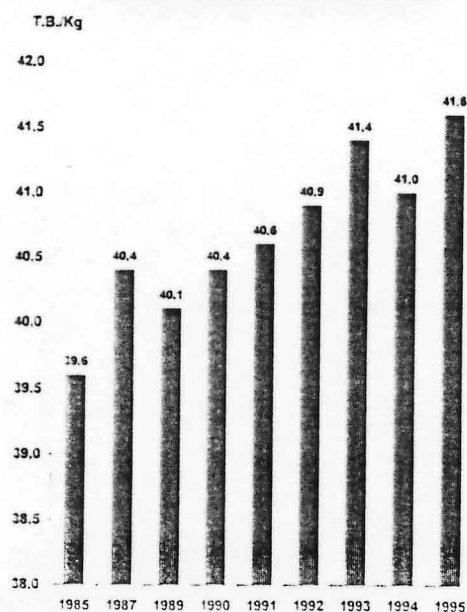
EVOLUTION DE LA PRODUCTION PAR VACHE DEPUIS 10 ANS



EVOLUTION DU TAUX PROTEIQUE DEPUIS 10 ANS



EVOLUTION DU TAUX BUTYREUX DEPUIS 10 ANS



Augmentation de la production
par vache de 138 kg en 1995,
après la baisse de 1993 et 1994.
Augmentation du T.P. (plus 0,6)
mais aussi du T.B.

Ces améliorations sont liées :

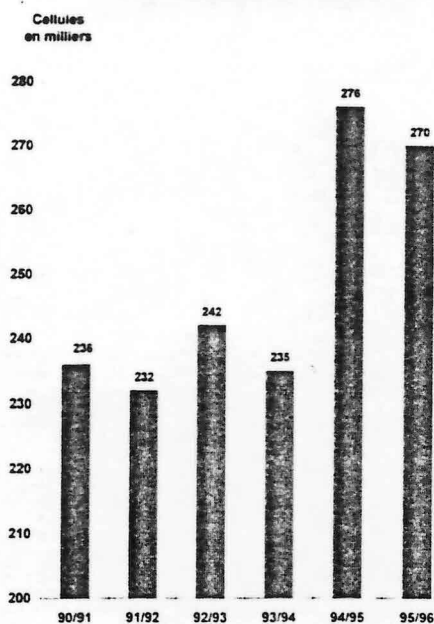
- à la bonne qualité des fourrages
- au progrès génétique.

LE BILAN MAMMITES DU CONTROLE LAITIER

Evolution des comptages leucocytaires depuis 9 ans

Campagnes	95/96	94/95	93/94	92/93	91/92	90/91	89/90	88/89	87/88	Objectifs
Nombre d'élevages	1 972	1 975	1 961	1 968	2 050	2 283	2 426	2 447	1 549	
Moyenne / troupeau (milliers)	270	276	235	242	232	236				< à 250
Comptages										
moins de 300 000 %	77	78	81	81	82	81	81	79	77	> à 85 %
plus de 800 000 %	8	8	6	6	6	6	6	7	8	< à 5 %
Primipares < 300 000 %	86	86	89	89	90	90	90	89	87	> à 95 %
Tarissement										
avant <300 000 %	69	73	73	72	73	71	71	67	66	
après vêlage <300 000 %	78	78	81	80	81	81	80	78	74	> à 85 %
Vaches infectées										
en fin de lactation %	9,0	10,1	7,1	6,8	5,5	6,4	7	8		
sur 2 lactations %	2,1	1,7	1,4	1,3	1	1,4				
Situation des troupeaux										
saine (1) %	21	23	36	35	38	36	29	24		
preoccupante (1) %	53	51	49	50	47	49	52	51		
grave (1) %	26	26	15	15	15	15	19	25		

EVOLUTION DES CELLULES PAR KG DE LAIT DEPUIS 6 ANS

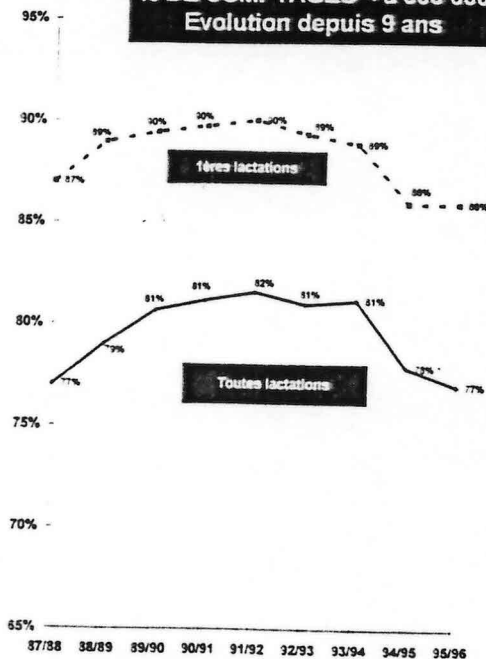


(1) Situation du troupeau

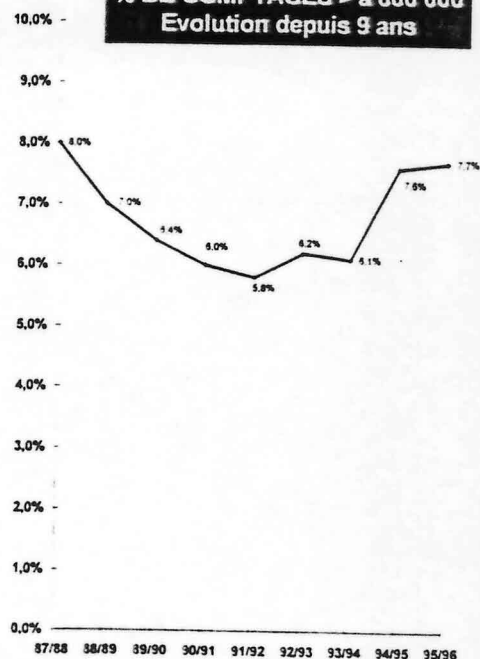
Taux cellulaire	moins de 300 000	plus de 800 000
Saine	plus de 85%	moins de 5%
Preoccupante	entre 70 et 85	entre 5 et 10%
Grave	moins de 70%	plus de 10%

Après la brusque détérioration de 94/95
avec 276 000 cellules,
la situation cellulaire reste mauvaise en 95/96
(270 000 cellules).
Plus de 25 % des troupeaux sont en situation grave,
c'est-à-dire plus de 400 000 cellules en moyenne sur
la campagne

% DE COMPTAGES < à 300 000
Evolution depuis 9 ans



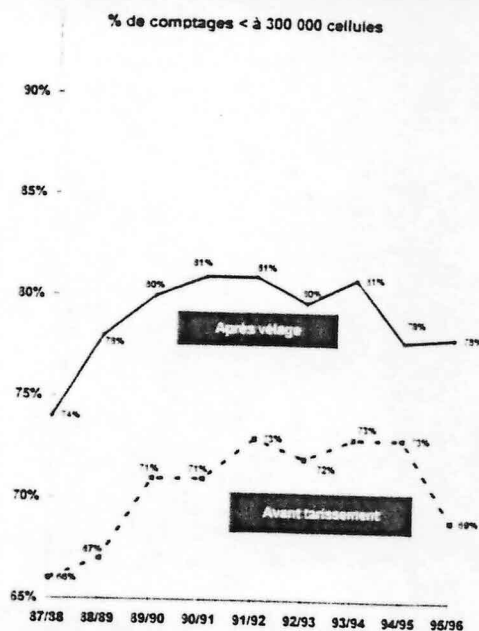
% DE COMPTAGES > à 800 000
Evolution depuis 9 ans



**% DE VACHES INFECTÉES
EN FIN DE CAMPAGNE**
Evolution depuis 8 ans



**AU TARISSEMENT LA SITUATION
S'AMELIORE-T-ELLE?**





Résultats annuels de l'atelier bovin laitier

MARGE BRUTE

Campagne du 01.01.95 au 31.12.95

CAMPAGNE	1995	1994	1993	1992
Nombre d'éleveurs	300	437	436	316
<u>Les charges</u>				
<u>CONCENTRES GENISSES ET TAURILLONS</u>				
Total de ces charges	F 18 013	17 762	24 349	21 094
ramenées à L'UGB	F 882	848	780	736
Quantité/UGB	665	597	555	507
<u>FRAIS VETERINAIRES</u>	F 18 435	15 953	13 966	12 935
ramenées à L'UGB	F 272	250	223	207
<u>AUTRES FRAIS D'ELEVAGE</u>	F 31 129	28 443	27 165	24 600
ramenées à L'UGB	F 554	497	433	394
<u>TAXES SPECIFIQUES</u>	F 9 489 [Ⓢ]	8 777 [Ⓢ]	10 466	11 145
<u>CHARGES LIEES AUX FOURRAGES</u>				
Total général de ces charges	F 81 437	69 420	68 610	77 610
Soit à l'UGB	F 1 201	1 073	1 100	1 248
Achats nets de fourrages	F 72	33	35	72
Variation des stocks	F 2	- 23	- 92	0
Charges de cultures				
Soit par ha - Engrais amendements	F 661	645	701	775
- Semences et plants	F 434	380	405	398
- Produits traitements	F 253	228	257	258
- Frais de récolte et fournitures	F 583	625	674	677

Ⓢ Taxes spécifiques "lait" uniquement.

C A M P A G N E		1994	1993	1992
<u>Les produits</u>				
<u>PRODUITS DE L'ATELIER BOVIN-LAIT</u>				
Total general des produits.....F	712 653	646 528	610 532	583 861
Ramene :				
- à la vache présente.....F	19 210	18 317	17 571	17 507
- à l'UGB "lait".....F	11 051	10 669	9 944	9 837
- à l'hectare de surface "lait".....F	18 906	18 141	17 250	18 109
Composition du produit				
Vente de lait.....%	75	76	79	80
Vente de veaux de 8 jours.....%	3	3	3	3
Produit net (ventes-achats +variation inventaire)				
Vaches laitières.....%	9	11	10	9
Génisses et taurillons.....%	13	10	8	8
<u>LA QUALITE DU LAIT</u>				
Taux butyreux.....g/l	42,7	42,7	42,7	42,1
Taux protéique.....g/l	32,5	32,4	32,2	31,9
<u>LES REFORMES</u>				
Taux de réforme.....%	33	32	33	35
<u>LES PRIX</u>				
Prix net H.TVA du litre de lait.....F	2,062	2,066	2,061	2,044
Prix moyen des vaches.....F	5 428	5 716	5 495	4 947
Prix moyen des veaux.....F	1 061	1 249	1 114	980
<u>La marge brute</u>				
Charges affectées aux bovins "lait".....F	240 194	218 233	220 810	219 752
<u>MARGE BRUTE "BOVINS-LAIT" TOTALE</u>	473 908	428 267	389 323	363 774
En pourcentage du produit total.....%	66	66	63	62
Marge brute :				
- par hectare de surface "lait".....F	12 560	12 017	11 006	11 299
- par vache présente.....F	12 762	12 134	11 210	10 856
- par UGB lait.....F	7 345	7 068	6 367	6 133
- par U.M.O.....F	363 932	337 516	297 054	283 096
- par litre de lait vendu.....F	1,94	1,39	1,72	1,63

Bienvenue au **SPACE**



CRÉDIT AGRICOLE

CALIGRAPHY PRINT RENNES

GUIDE DU SALON



PARC DES EXPOSITIONS DE RENNES (BRUZ)

**11 - 12 - 13 - 14
SEPTEMBRE 1996**



- **HALL 1 : BOVINS, VEAUX** (Génétique, Sélection, Services)
- **HALL 2 : BÂTIMENTS D'ÉLEVAGE**
- **HALL 3 : ÉQUIPEMENTS D'ÉLEVAGE** Multi-espèces animales
- **HALL 4 : AVICULTURE** (Sélection, Génétiques, Commercialisation)
CUNICULTURE (Équipements d'élevage spécifiques)
- **HALL 5 : PRESSES, SERVICES, AGRO-FOURNITURES**
- **HALL 7 : ÉQUIPEMENTS D'ÉLEVAGE** - Bovins, Porcs - Multi-espèces
- **HALL 8 : PORCS** (Sélection, Génétiques, Commercialisation, Services,
Équipements d'élevage spécifiques)
- **HALL 9 : Recherche Développement, Santé animale, Nutrition, Hygiène**
Désinfection, Semences Fourragères
- **HALL 10 : Fabrication, Conditionnement, Stockage de l'agro-fourriture,**
Transport (animaux, aliments), Équipements d'élevage



TÉLÉPHONE



BAR



TOILETTES



RESTAURANT



- **HALL 1 : CATTIES, CALF** (Genetic , Bred selection, Services)
- **HALL 2 : FARM BUILDINGS**
- **HALL 3 : FARM EQUIPMENT FOR** Multi animal species
- **HALL 4 : POULTRY** (Bred selection, genetics)
RABBITS
- **HALL 5 : PRESS, SERVICES, AGRO SUPPLIES**
- **HALL 7 : FARM EQUIPMENT** - Cattles, Calf, Multi species
- **HALL 8 : PIGS** (Bred selection, Genetics, Commercialisation, Services,
specifics farm equipment)
- **HALL 9 : Research Development, Santé animale, Nutrition, Hygiène**
Désinfection, Semences Fourragères
- **HALL 10 : Agro, supplies production, packaging storage at the factory,**
transport (animals, aliments), Farm equipment



Remise des coupons-réponses du jeu
concours SPACE Editions du Boisbaudry



INNOV'SPACE :
Produits en 1^{re} présentation

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SEPTEMBRE 1996

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LE NUMERO 25 F

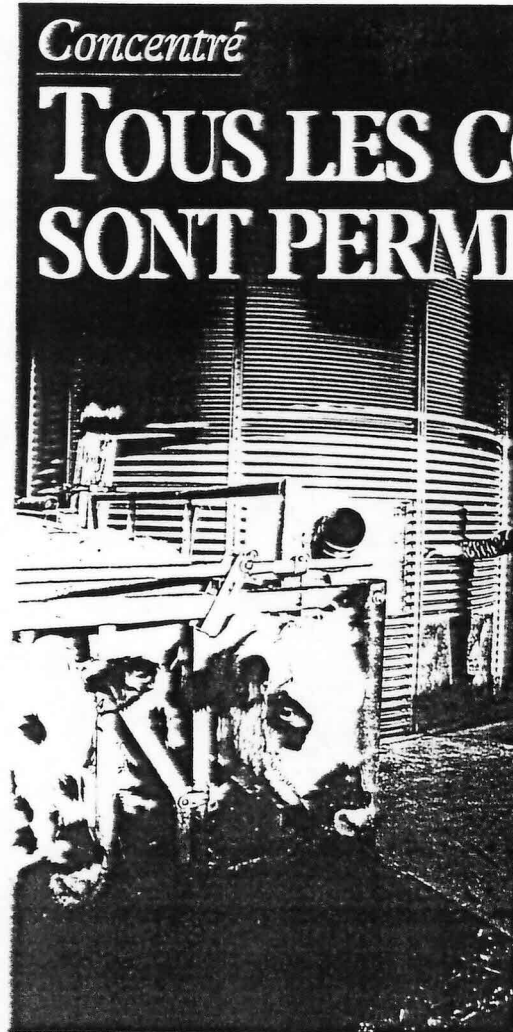
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Lait/Elevage

Concentré

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**L'EVENEMENT
NEOLAIT**

**TURBO
2002**

SPACE 96

LE TOUR DES NOUV

HALL 5 ALLÉE 3 STAND 42

NEOLAIT

» » » » »

EXPERT EN NUTRITION ANIMALE



ROBERT RIVALAIN AU MILIEU
DU TROUPEAU

"Lorsque l'on réduit fortement le concentré, il faut être prêt à accepter aussi une baisse du lait par vache", affirme l'éleveur avec conviction.

De 8500 à 7500 kg par vache

L'ÉLEVAGE RIVALAIN ÉCONOMISE LE CONCENTRÉ

En réduisant le concentré de 1400 à 680 kg, et la production par vache de 8500 à 7500 kg, Robert et Marie-Pierre Rivalain ont opté pour une conduite "économe". La réalisation du quota et l'état des animaux en sont les principaux repères. Le respect de quelques règles alimentaires et la maîtrise du système fourrager assurent leur réussite.

Avec 7500 kg de lait standard et 680 kg de concentré, Robert Rivalain et son épouse, exploitants à Lannedern dans le Finistère font partie de ces éleveurs "économes". Une option choisie depuis maintenant trois ans et qu'ils comptent bien maintenir. "En 1992, nous produisions 8500 kg de lait avec 1,4 tonne de concentré, explique l'éleveur. Le système était assez bien calé techniquement et les résultats économiques corrects. Mais j'avais un peu l'impression d'avoir atteint les limites. Je ne me sentais pas très à l'aise et j'avais envie de lever le pied, en réduisant les coûts

et en simplifiant le travail. Nous avions d'ailleurs commencé à faire évoluer le système fourrager, avec une part d'herbe croissante. La baisse du concentré s'inscrivait dans la même logique."

DEPART À 31 KG

C'est une formation FAFEA intitulée "plus de revenu au litre de lait" organisée pendant l'hiver 1991-1992 qui a constitué le déclic. "En revenant, au lieu de donner quatre gamelles on n'en donnait plus que deux," expliquent Robert et Marie-Pierre Rivalain avec le sourire.

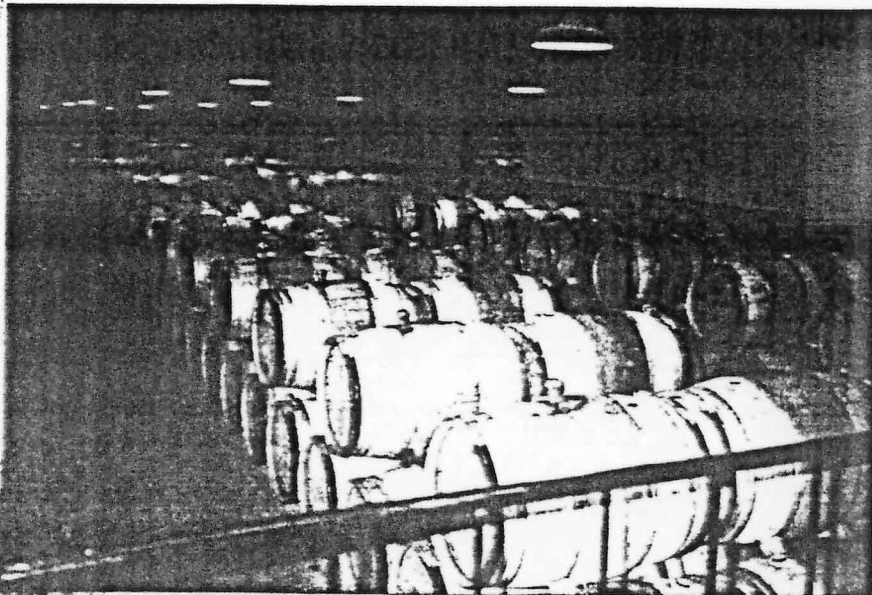
Le concentré distribué passe ainsi de 1,4 tonne à... 740 kg et les coûts d'alimentation



info agricole

bulletin d'information
de la F.C.G.A.A.
avec les Experts-Comptables

- **FISCAL**
Actualité fiscale
- **GESTION**
Aides
au financement
des exploitations
viticoles
- **VIE RURALE**
Quand un
producteur
se fait distributeur
de ses associés
- **ECONOMIE**
Transferts
de quotas laitiers
- **REGLEMENTATION**
Loi relative
au renforcement
de la protection
de l'environnement
(2^e partie)





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FISCAL
Actualité fiscale

GESTION
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se fait distributeur
de ses associés

ÉCONOMIE
Transferts
de quotas laitiers

RÈGLEMENTATION
Loi relative
au renforcement
de la protection
de l'environnement
(2^e partie)

DIX ANS DÉJÀ !

Notre Fédération a été fondée en septembre 1985, à l'initiative de l'Union Nationale des Experts Comptables Agricoles et de la Fédération des Centres de Gestion Agréés (BIC).

Elle représente aujourd'hui 67 Centres et 30 000 adhérents agriculteurs.

Lors de notre dernière assemblée générale, en juin, nous avons voulu marquer cet anniversaire en présence de personnalités, notamment du monde agricole.

- Ministère de l'Agriculture
- Direction Générale des Impôts
- Ordre des Experts Comptables
- Organismes agricoles représentatifs
- Etc..

pour les remercier de l'attention qu'ils nous portent à l'occasion de contacts, réunions, discussions et de l'ouverture qu'ils nous accordent afin de prendre en considération les besoins et orientations nécessaires à la vie et même parfois à la survie de notre Agriculture.

Nous les avons assurés de notre entière volonté de continuer ces consultations dans l'optique de la défense des agriculteurs.



Colette PERRIN
Présidente

Francette BJAJ - Directeur de la publication

RÉDACTION

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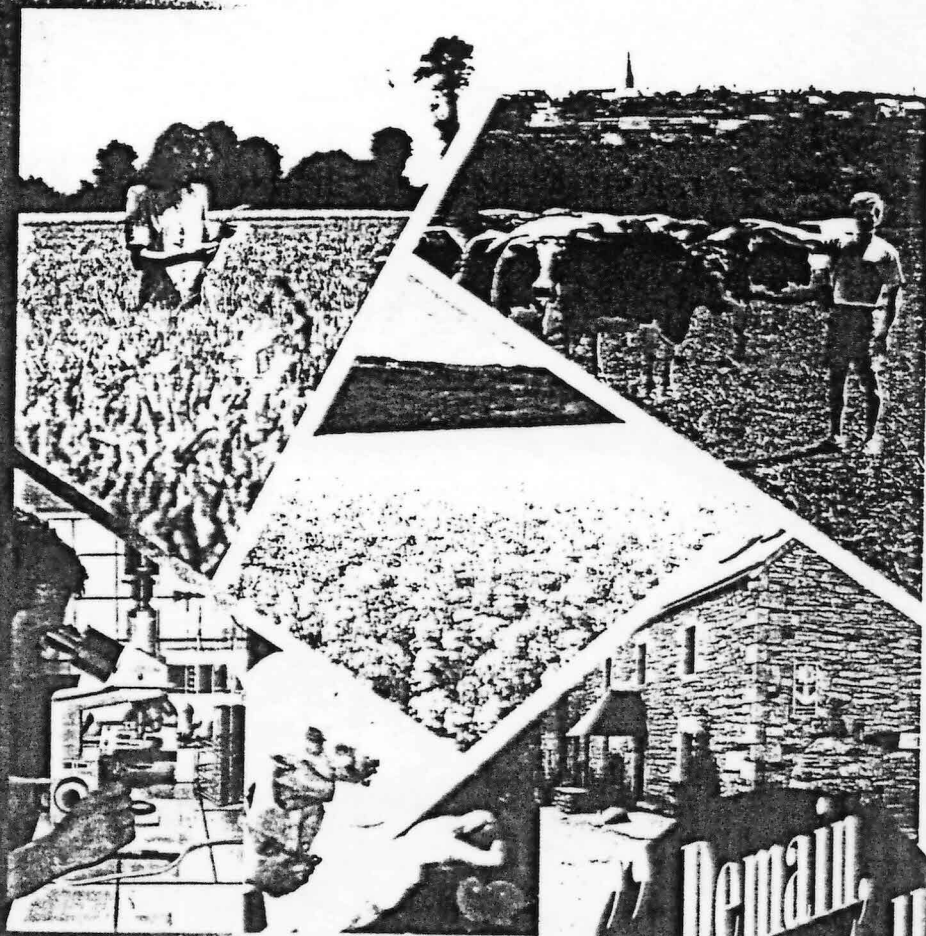
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02002 LAON CEDEX - 23 79 00 65
- CENTRE NATIONAL AGRÉÉ DE GESTION
DES EXPLOITATIONS AGRICOLES**
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02200 SOISSONS - 23 59 87 54
- CENTRE DE GESTION COMPTABLE
AGRÉÉ DU BOURBONNAIS**
"Le Galaxie"
Quartier des Manniers - BP 305
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08200 SEDAN - 24 29 34 66
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11003 CARCASSONNE CEDEX - 68 71 03 42
- C.G.A. DU COMMERCE ET DE L'INDUSTRIE**
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11781 NARBONNE - 68 41 50 26
- C.G.A. DE L'ARRONDISSEMENT D'ARLES**
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15000 AURILLAC - 71 63 61 61
- C.G.A. 17**
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- C.G.A. DU CENTRE FRANCE**
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- CENTREXPRT**
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- C.G.A. GASCOGNE**
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32001 AUCH CEDEX - 62 61 62 11
- CEGARA**
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- CECOGEB**
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33076 BORDEAUX CEDEX - 56 79 50 43
- CEGAL**
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33500 LIBOURNE - 57 51 99 61
- C.G.A. GIRONDIS**
83 boulevard Kléber - BP 218
33506 LIBOURNE CEDEX - 57 51 71 26
- C.G.A. LANGUEDOC-ROUSSILLON**
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Le Millénaire - BP 1237
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- AGRIGESTION**
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Z.I. Chantepie - BP 6313
35063 RENNES CEDEX - 99 53 63 77
- C.G.A. OUEST**
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35056 RENNES CEDEX - 99 51 92 73
- C.G.A. BRETAGNE**
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35019 RENNES CEDEX 7 - 99 84 50 00
- CEPROGES**
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36130 DEOLS - 54 07 75 07
- C.G.A. 36**
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36001 CHATEAUX CEDEX - 54 22 27 11
- C.G.A. INDRE-ET-LOIRE**
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- GESTADOUR**
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- CENTRE DE GESTION AGRÉÉ
DE L'OUEST ATLANTIQUE**
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- C.G.A. LOIRET**
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67084 STRASBOURG CEDEX - 88 45 60 20
- AGRA**
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69003 LYON - 72 33 01 73
- CAFGE**
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75001 PARIS - 44 50 51 51
- GESTUNION**
7 place Franz-Liszt - BP 141
75463 PARIS CEDEX 10 - 42 82 06 20
- FRANCE GESTION**
50 ter rue de Malte
75540 PARIS CEDEX 11 - 43 14 40 50
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77000 MELUN - 64 52 00 51
- C.G.A. UNIVERSALIS**
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78504 SARTROUVILLE CEDEX - 39 57 69 10
- C.G.A. 79**
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79003 NIORT CEDEX - 49 24 57 91
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87000 LIMOGES - 55 79 73 67
- C.G.A. SUD 92**
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92140 CLAMART - 46 38 03 97
- FIDUCIAL C.G.A. FRANCE**
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92411 COURBEVOIE CEDEX - 47 73 75 37
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94146 ALFORTVILLE CEDEX - 43 96 99 03
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95210 SAINT-GRATIEN - 39 89 10 00

Agriculteur, un métier d'avenir.



Demain,
Je m'installe
... "

CRJA
Bretagne

Centre Régional des Jeunes Agriculteurs

Conseils et contacts utiles.

- Demandez le guide de l'installation au C.D.J.A.
- Echangez avec d'autres jeunes préparant leur installation, notamment au cours de journées de réflexion à l'installation.
- Finalisez votre projet et préparez-vous concrètement à travers le Stage de Préparation à l'Installation (S.P.I. - 40 heures, obligatoire pour prétendre aux aides à l'installation).

- Contactez l'animateur du programme de Prévention des Installations Non Aidées au :

Côtes d'Armor : 96 79 22 41 - Finistère : 98 52 48 21
 Ile et Vilaine : 99 29 58 23 - Morbihan : 97 40 74 22

Ce dispositif propose de vous accompagner en matière de diagnostic de formation, d'appui technique ou de recherche de moyens de production, dans le but que vous puissiez vous installer dans de meilleures conditions.

- Informez-vous sur l'ensemble des formations possibles, notamment celles donnant le niveau 4 nécessaire pour obtenir les aides à l'installation :
 - Formation initiale : B.E.P.A., Bac, B.T.S. ...
 - Formation pour adulte : B.P.A., B.P.R.E.A., B.T.S. ...
 - Expériences pratiques : stage de 6 mois...
 - Formation continue : F.A.F.E.A. ...

*"Je finalise mon projet
 avec tous les partenaires de l'installation".*



Le programme de Prévention des Installations Non Aidées, créé à l'initiative du Centre Régional des Jeunes Agriculteurs de Bretagne et de la Chambre Régionale d'Agriculture de Bretagne, est mis en place dans chaque département avec la collaboration technique des A.D.A.S.E.A.

Il est financé, dans le cadre du XI plan Etat-Région, par le Conseil Régional de Bretagne et l'Union Européenne.

Pour tout renseignement complémentaire, contactez le C.D.J.A. :
 Côtes d'Armor : 96 79 22 41 - Finistère : 98 52 48 21
 Ile et Vilaine : 99 29 58 23 - Morbihan : 97 40 74 22

PLAQUETTE RE MISEE PAR LE CENTRE REGIONAL DES JEUNES AGRICULTEURS DE BRETAGNE

**Demain,
 Je m'installe**
 ... 66

M.T.S. JA

Moyen Terme Spécial Jeune Agriculteur

Le catalyseur de votre installation

Un taux plancher 3,90% ...

Le prêt moyen terme spécial Jeune Agriculteur, c'est le fleuron des prêts bonifiés à l'Agriculture. A ce taux là, vous empruntez en toute sécurité.

... Et un grand plafond : 720.000 F

Plafond maximum de prêt 720.000 F		Encours maximum de prêt 620.000 F (JA agréés après le 1/1/96)
sous-plafond		
Développement 200.000 F	Foncier 100.000	Fonds de roulement 30.000 F

Pour un financement à la carte

Le moyen terme spécial Jeune Agriculteur permet de financer la plupart de vos investissements liés à la reprise, et vous pourrez saisir de réelles possibilités de développement et de modernisation de votre outil grâce aux sous-plafonds foncier et développement, et cela jusqu'à 10 ans après votre installation !

(détail au dos de ce document)

Le Chargé de Clientèle Agricole, un acteur indispensable !

Le Chargé de Clientèle Agricole du Crédit Agricole vous accompagnera dans toutes vos démarches d'installation et vous aidera à concrétiser vos projets d'avenir.

Parce qu'il connaît son métier aussi bien que vous le vôtre, parce qu'il sait où les décisions se prennent, il vous proposera les financements les plus adaptés et vous fera rencontrer les hommes-clé de votre installation.



CREDIT AGRICOLE

Un financement à la carte

OBJET	ACCESSIBILITE	QUOTITE	MONTANT	TAUX
REPRISE - reprise des installations existantes, materiel et cheptel - renouvellement du materiel repris à l'installation - achat de cheptel pour remplir les bâtiments existants - réparation et aménagement de bâtiments existants (sauf changement de destination et augmentation de la capacité de production) - mises aux normes des bâtiments d'élevage (sans augmentation de capacité de production)	pendant les 10 ans suivant la date d'installation	100%	réalisation 720.000 F encours 620.000 F mises aux normes : en fonction du taux de subvention poulaillers : 200.000 F maxi pour aménagement et réparation	3,90% (bonification 9 ans)
DEVELOPPEMENT - aménagement et réparation de bâtiment avec changement de destination ou augmentation de la capacité de production - construction - plantations - drainage, irrigation fixe - achat pour augmentation de cheptel - achat de cheptel pour nouvelle activité - achat de matériel avec augmentation de production	pendant les 5 ans suivant la date d'installation	100%	200.000 F (dans les plafonds de 720000 de réalisation et de 620000 d'encours)	3,90% (bonification 9 ans)
FONCIER - parcelles pour la reprise, l'acquisition et la construction de bâtiments - parcelles pour amélioration de la circulation du cheptel et du matériel - amélioration du parcellaire (échange, parcelles enclavées) - parcelles pour éviter les nuisances avec le voisinage	pendant les 10 ans suivant la date d'installation	100%	100.000 F (dans les plafonds de 720000 de réalisation et de 620000 d'encours)	3,90% (bonification 9 ans)
FONDS DE ROULEMENT	dans la première année d'installation		10% des prêts mis à la première année avec un maximum de 30.000 F	3,90% (bonification 9 ans)



CRÉDIT AGRICOLE

M.T.S. GAEC

Moyen Terme Spécial GAEC

Le coup de pouce à la création

3,90% un taux pour mieux se lancer

Le prêt moyen terme spécial GAEC (Groupement Agricole d'Exploitation en Commun) est un prêt bonifié à l'agriculture. A ce titre, il bénéficie d'un taux particulièrement adapté. Vous devez le solliciter dans les trois ans qui suivent la création du GAEC.

Pour financer la reprise

Le prêt moyen terme spécial GAEC permet de financer les investissements de reprise à un tiers (bâtiment, matériel, cheptel...).

Vous pouvez en bénéficier ? Saisissez cette opportunité d'emprunter en toute sérénité. (voir conditions d'attribution au dos de ce document)

Jusqu'à 720.000 francs de prêt

Le prêt moyen terme spécial GAEC permet de financer jusqu'à 70% de vos investissements, avec un plafond maximum de prêt de 720.000 francs.

Un conseiller attentif, le Chargé de Clientèle Agricole

Vous avez choisi de vous associer en GAEC, votre Chargé de Clientèle Agricole sera à vos côtés.

Parce qu'il connaît la place importante de l'agriculture sociétaire, parce qu'il mesure vos engagements et vos responsabilités, il sera particulièrement à votre écoute pour mieux vous conseiller dès le projet jusqu'à votre entrée dans le GAEC.

Avec l'ensemble des membres associés, il étudiera les projets d'investissement du GAEC et proposera le plan de financement le plus approprié.



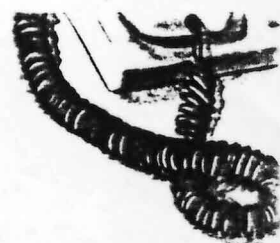
CRÉDIT AGRICOLE

Le financement de la reprise

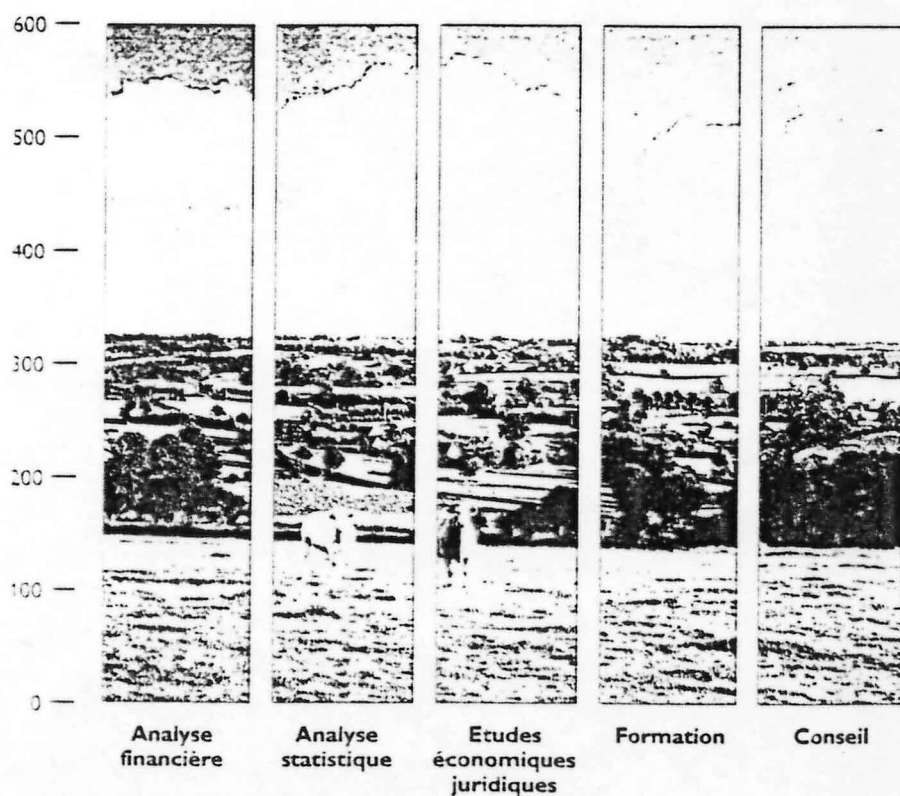
OBJET	ACCESSIBILITE	QUOTITE	MONTANT	TAUX
-reprise des installations existantes, materiel et cheptel, à un tiers.			réalisation 720.000 F	
-renouvellement du materiel repris à l'installation.	pendant les 3 ans		encours 620.000 F	
-achat de cheptel pour remplir les bâtiments existants (sauf changement de destination et augmentation de la capacité de production)	suivant la création du GAEC (date d'inscription au RCS)	70%	mises aux normes : en fonction du taux de subvention poulaillers : 200.000 F maxi pour aménagement et réparation	3,90% (bonification 9 ans)
-mises aux normes des bâtiments d'élevage (sans augmentation de la capacité de production)				



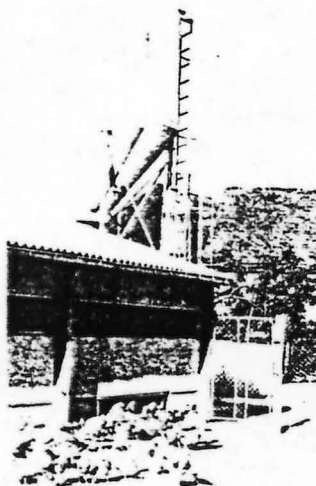
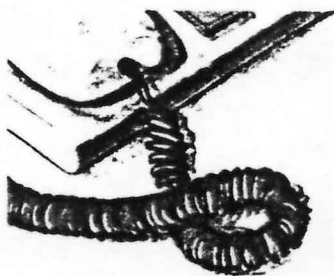
CRÉDIT AGRICOLE



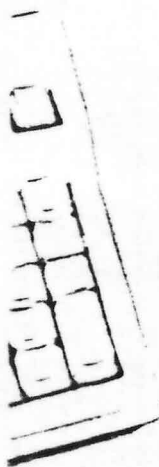
Optimiser votre rentabilité



Centre de Gestion Agréé Agricole



*L'optimisation
de votre
rentabilité*



Notre centre de gestion agrée au service des agriculteurs

AGRIGESTION, association régie par la loi 1901, existe depuis 13 ans, grâce à l'initiative des membres de l'Ordre des Experts Comptables de la région de Rennes.

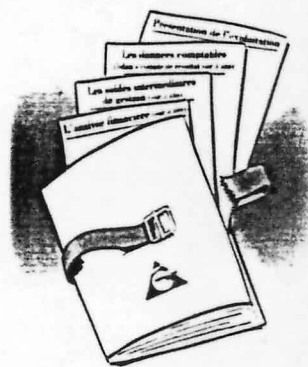
Notre centre est composé d'un conseil d'administration de 10 membres répartis en 2 collèges, 5 agriculteurs, 5 experts comptables.

Au sein d'AGRIGESTION, l'équipe comprend des techniciens agricoles, formés et expérimentés pour répondre efficacement aux besoins de gestion de plus en plus complexes, des exploitations agricoles.

Notre activité s'exerce en étroite collaboration avec 95 cabinets d'expertise comptable. AGRIGESTION offre aujourd'hui son savoir-faire à plus de 2 000 exploitations dont la majorité est spécialisée en polyculture élevage et en hors-sol.

Mieux gérer le quotidien et l'avenir, à partir d'une analyse financière pointue

En s'appuyant sur des programmes informatiques de pointe, AGRIGESTION vous élabore un dossier de gestion spécifiquement agricole.



L'intérêt majeur de cette étude repose sur un diagnostic financier en profondeur et expose clairement. Celui-ci porte sur les flux financiers, autrement dit, il concerne la circulation de l'argent sur votre exploitation. Il s'agit de savoir si celle-ci dégage des liquidités, d'étudier la politique de gestion de vos investissements, et en parallèle, la trésorerie dégagée par votre outil de production et par votre savoir-faire.

Pour vous exploitant, cet angle de vue externe est riche d'enseignement relatif à l'orientation de votre activité présente et future.



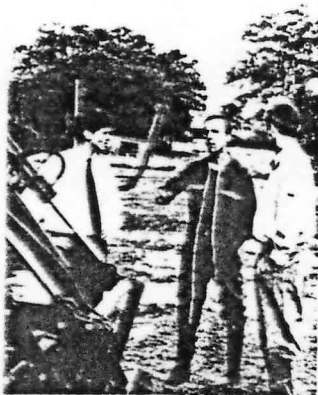
Grâce à notre base de données, situez-vous par rapport à vos résultats

Dans l'objectif de développer ses services auprès des exploitants agricoles et des experts comptables,

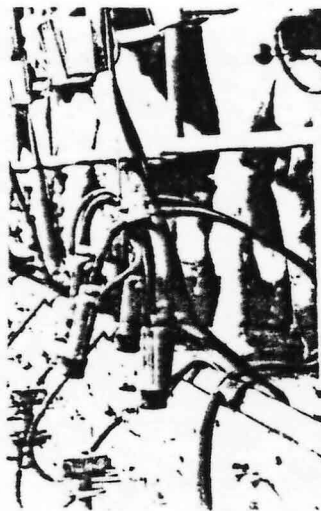
AGRIGESTION a bâti une base de données qui vous fait bénéficier de statistiques annuelles, générales et techniques, sur l'ensemble des productions représentées par le centre.

Cette base permet de dégager une comparaison entre les ratios de votre exploitation et ceux de l'échantillon des exploitations dans le même cadre et le même volume d'activité.

Vous vous situez avec vos parcelantes, et vous êtes sensibilisés à vos écarts. AGRIGESTION est là pour vous aider dans cette analyse et vos possibilités de progression.



Pour les cabinets comptables membres correspondants, AGRIGESTION élabore chaque année des barèmes d'évaluation des avances aux cultures ainsi que des prix de revient pour les animaux. Un logiciel permet de gérer les stocks animaux sur plusieurs exercices.



Des études adéquates pour accompagner votre développement

En tant que partenaire de l'exploitant, AGRIGESTION propose des études d'investissement, des pré-études d'installation et des études financières ou technico-économiques.

Pour s'adapter aux mesures de protection de l'environnement, notre centre est agréé pour l'élaboration du diagnostic d'exploitation d'élevage (DEXEL). Cette analyse a pour objet la mise aux normes des bâtiments d'élevage dans le cadre du programme de maîtrise des pollutions d'origine agricole. Dans cette optique, vous pouvez bénéficier de subventions pour une partie des travaux.

Des études juridiques

Analyse à court et à long terme sur l'opportunité de créer votre société.



4 n° trimestriels et un n° spécial traitant en détail d'un sujet important.

Disposer de formations proches de vos préoccupations



Chaque année, notre centre reçoit de 250 à 300 personnes motivées par les formations suivantes :

Thèmes juridiques

- Les garanties bancaires
- Vos cotisations sociales
- La transmission d'exploitation, gestion du Patrimoine
- Création, vie et dissolution d'une société
- La main d'œuvre salariale

Thèmes techniques

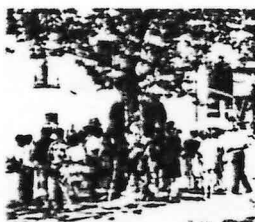
- Comment raisonner un projet d'investissement par la méthode du budget partiel ?
 - Comment mieux gérer sa trésorerie par la méthode du budget de trésorerie ?
 - Étude du fonds de roulement et du besoin en fonds de roulement.
 - Comment mieux raisonner sa fertilisation par le bilan de fumure ?
 - Comment clôturer son exercice comptable ?
 - Initiation à la comptabilité.
 - Works sous Windows, Excel.
- Les plannings de formation se déroulent sur une journée ou une 1/2 journée.
Toutes nos journées de formation sont gratuites.

S'informer pour se former

AGRIGESTION est rattachée à la Fédération des Centres de Gestion Agricoles Agrées (FCGAA) et est membre du Comité de Rédaction de la revue INFO AGRICOLE. Cette revue est adressée à tous nos adhérents.



Une équipe conseil, pour vous rencontrer et pour échanger



Participation aux foires et manifestations agricoles

Pour mieux vous connaître, AGRI-GESTION privilégie le contact direct par sa présence dans les grandes manifestations agricoles : SPACE, Foire de Tregourez, Comices agricoles avec la collaboration de l'Ordre des Experts Comptables.

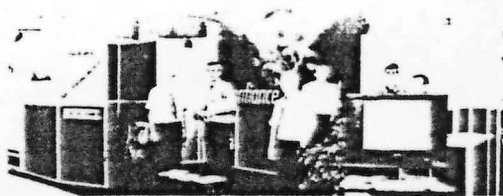
Voyages d'études en Europe

Chaque année, notre centre vous propose de participer à un voyage d'étude dans un pays européen.

L'objectif est de visiter l'ensemble des nations européennes. Ce périple très instructif se déroule sur une semaine avec visites d'exploitation, commentaires et mini-conférences.

Tous les ans également, nous organisons un déplacement de 2 jours à la Commission Européenne de Bruxelles pour mieux comprendre la politique agricole commune. Des conférences de haute qualité vous sont réservées.

Ces rencontres sont très appréciées car elles resserrent les liens entre les différents participants.



Avantages fiscaux :

- Abattement de 20 % et 10 % sur le Bénéfice fiscal
- Réduction d'impôt sur le revenu au titre des frais de tenue de comptabilité et d'adhésion à un Centre de Gestion Agréé. Celle-ci est limitée à :
6000 F la première année de passage à un régime réel d'imposition sur option ou de plein droit,
6000 F pour les exploitants soumis SUR OPTION au réel.
- Délais et modalités d'adhésion : notre équipe vous renseignera.

Votre expert-comptable



36 rue des Veyettes - BP 6313 - 35063 RENNES Cedex
Tél. : 99 53 63 77 - Fax : 99 36 00 99



LAIT

LA GESTION
EFFICACE ET
PERFORMANTE
DE VOTRE
TROUPEAU
LAITIER



ALLIANCE



ALLIANCE LAIT A ETE CONCU PAR :



CENTRES
D'ECONOMIE
RURALE
BRETAGNE



39511GNE

Fédération
des Contrôleurs Laitiers
de Bretagne

ALLIANCE-LAIT

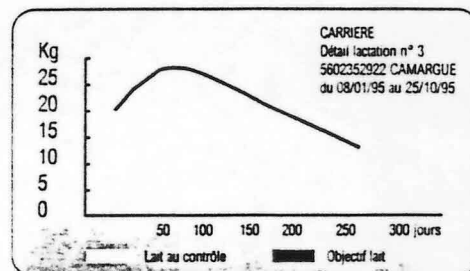
EST UN LOGICIEL DE GESTION, D'ANALYSE ET DE PRÉVISION DE VOTRE TROUPEAU LAITIER. SON PROGRAMME, COMPOSÉ DE 5 MODULES, EST SIMPLE, PERFORMANT ET ÉVOLUTIF. IL CONSTITUE AUJOURD'HUI UN OUTIL D'AIDE À LA RENTABILITÉ DE VOTRE ÉLEVAGE LAITIER.

UN MODULE DE BASE POUR LE SUIVI INDIVIDUEL DE VOTRE TROUPEAU

Avec ALLIANCE-LAIT **MODULE DE BASE**, vous possédez toutes les informations sur votre troupeau. Ainsi, vous maîtrisez les vêlages, les inventaires, la production, la fécondité, le sanitaire... Les données du contrôle laitier peuvent être transférées par disquette. Une vache vous paraît suspecte en fécondité, en appuyant sur une touche, vous obtenez à l'écran le détail de ses chaleurs et des inséminations. Le planning de surveillance vous informe quotidiennement des événements à suivre dans l'élevage, etc....

Exemple : Représentation d'une lactation

Ce graphique visualisé sur l'écran traduit la production réelle (jaune) et l'objectif réalisable (vert) compte-tenu du potentiel génétique de production de la vache CAMARGUE.



UN MODULE GÉNÉTIQUE

Avec Alliance-Lait module **génétique** et la mise à jour informatique des index, faites des simulations d'accouplement, étudiez les index prévisionnels des veaux, utilisez au mieux les doses des taureaux.

UN MODULE G.T.E.

Avec Alliance-Lait module **G.T.E.**, comparez le prix de vente moyen du litre de lait par vache et par lactation en fonction de son TB, son TP et sa date de vêlage. Vous connaissez le coût réel de concentré par vache et par lactation ainsi qu'une synthèse économique de votre élevage.

UN MODULE ALIMENTATION

Avec Alliance-Lait module **alimentation**, calculez les rations de l'élevage, faites diverses simulations. Consultez et éditez la complémentarité individuelle du troupeau. Vous pourrez aussi transférer le plan de complémentarité vers le DAC.

UN MODULE PRÉVISION

Avec Alliance-Lait module **prévision**, vous évaluez la production de lait pour les mois à venir en tenant compte de la situation réelle du troupeau et des achats ou ventes éventuels.

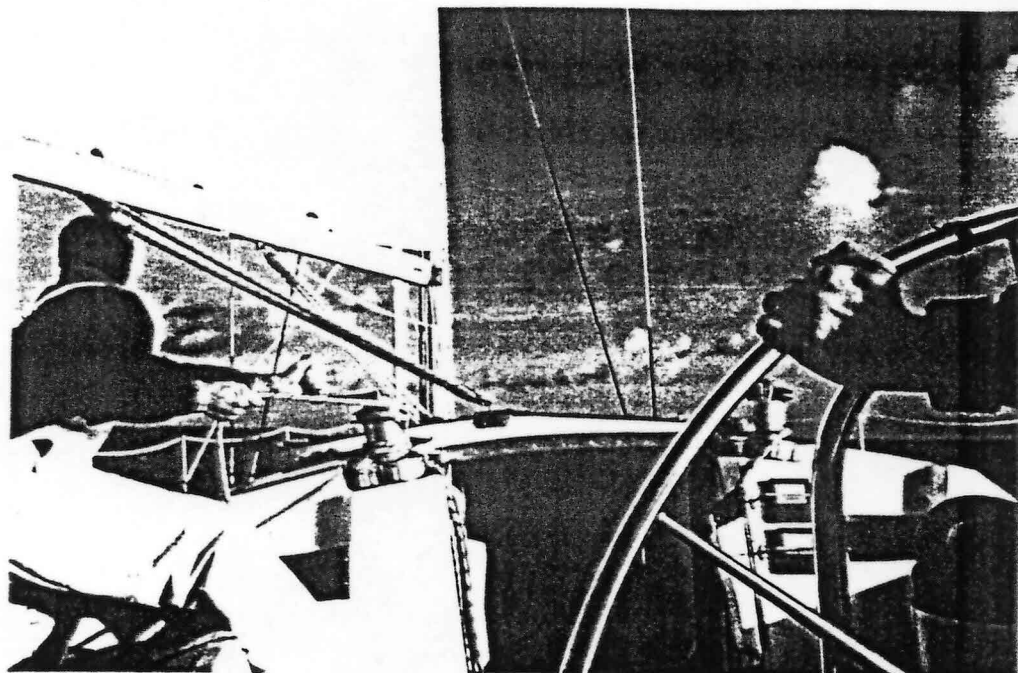
PLUSIEURS CONNEXIONS POSSIBLES AVEC :

- Contrôle laitier (productions, événements)
- L'ARSOE (les index)
- La comptabilité (inventaire)
- Le D.A.C.
- Le compteur à lait



ALLIANCE-LAIT
EST DISTRIBUÉ PAR :

CEM C. INTERVET
35700 LA ROCHE-VALENTIN
Tél : 02 99 12 18 80
Fax : 02 99 12 14 75



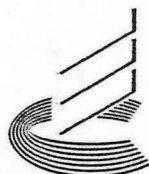
LES EXPERTS-COMPTABLES DU MORBIHAN

1996

Concevoir et développer un projet est une affaire d'expert.

Observateurs permanents de l'activité économique, les Experts-Comptables sont à même d'en prévoir les évolutions.

Ils peuvent ainsi assurer leur rôle de partenaire conseil auprès des entrepreneurs pour bâtir, avec eux, l'avenir de leur projet.



ORDRE DES EXPERTS-COMPTABLES

Délégation Départementale du Morbihan

11 rue François Cabut - La Petite Escal - 56100 ARLON - Tél. 02 97 27 10 00

FISCALITÉ

- Ses Centres de Gestion Agréés (abattement de 20 %)
- Optimisation
- Déclarations

GESTION

- Coût de revient
- Étude de marges
- P.A.M.
- Plan de financement
- Prévisionnel
- Statistiques

INSTALLATION JEUNES

- Conseil et organisation
- E.P.I.

INFORMATIQUE

- Étude des besoins
- Aide à la décision
- Organisation
- Assistance et suivi

FORMATION

- Informatique
- Comptabilité
- Gestion
- Fiscalité
- Social

PATRIMOINE

- Constitution
- Gestion
- Transmission

DIVERSIFICATION

- Activités para-agricoles
- Tourisme
- Activités commerciales
- Autres

SOCIAL

- Cotisations exploitant
- Contrats de travail
- Bulletins de salaires

L'expert-comptable, spécialiste agricole

Indépendance - Compétence - Confidentialité - Partenariat

PlainCiel

pour Windows

PlainCiel <BENQIT7.DOS - 1996> - [Fiche parcellaire]

Fichier Edition Paramètres Historique Paramétrage Aide

Calcul Aperçu Imprimer Retour

UGNE/BL/BOURBON

Surface: 9.15ha Culture précédente: Culture actuelle:

Charges

Date	F. de Production	Unit Dose	Prix Unit.	Prix / Ha	N	P	K
16/10/95	BOURBON-S	q	1.37	175.00 F	239.77 F	0	0
29/11/95	MATIN	L	1.09	32.84 F	35.64 F	0	0
01/03/96	SOL 39	L	205.1	1.19 F	243.70 F	80	0
19/03/96	SOL 39	L	227	1.19 F	269.63 F	89	0
09/04/96	CEUD	L	0.3	478.42 F	143.63 F	0	0
09/04/96	HUILE SHERING	L	1	11.22 F	11.22 F	0	0
11/04/96	CS	L	1.8	13.81 F	24.86 F	0	0
12/04/96	EXEL D+	L	0.7	96.19 F	67.31 F	0	0
12/04/96	PIVOT	L	20	0.00 F	0.00 F	0	0

Presets

Date	Produit	Qté / Ha	Prix Unit.	Prix / Ha
06/09/96	BOURBON-R	80	78.00 F	6 240.00 F
06/09/96	PRIMES-P	1	2 400.00 F	2 400.00 F

Charges: 1 421.18 F
 Produits: 8 640.00 F
 Marge: 7 218.81 F

La gestion de vos cultures
en toute Facilité

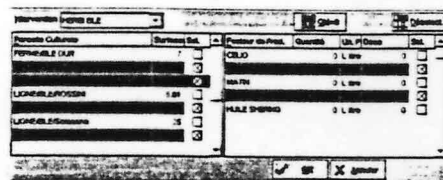
made

La gestion de vos cultures au bout des doigts

PlainCiel Windows est issu de plus de dix ans d'expérience en gestion informatisée des cultures. Il a été spécialement conçu pour vous faciliter le travail. Vous rentrez très rapidement ce que vous notez actuellement sur votre carnet de plaine et il s'occupe de tout : Stocks, Marges, Fiches parcellaires, Fertilisation, tout sera calculé et disponible à tout moment.

FACILITÉ D'UTILISATION

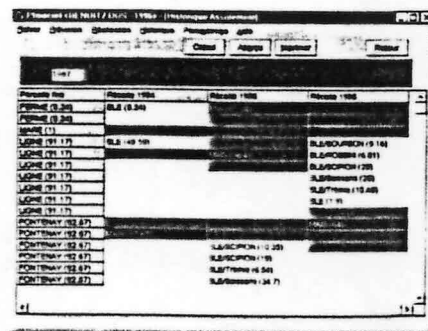
Après avoir défini votre parcellaire, il vous suffira pour rentrer vos informations de sélectionner les parcelles et les produits que vous avez utilisés dans la journée. Ensuite, vous pourrez les retrouver instantanément par parcelle, par date, par intervention, par produit etc...



DES RÉSULTATS CLAIRS ET PRÉCIS

Pour vous aider à :

- Suivre vos parcelles au jour le jour
- Gérer vos stocks
- Analyser vos marges brutes : globales, par culture, par parcelle
- Gérer votre fertilisation
- Analyser votre assolement sur dix ans
- Simuler plusieurs assolements
- Faire un point précis de l'utilisation de votre matériel et de la main d'œuvre
- Visualiser et travailler sur votre plan d'exploitation (en option avec Planpac)



INSTALLATION

PlainCiel Windows s'installe sur toute machine équipée de Windows disposant de 8 Mo de mémoire Vive.

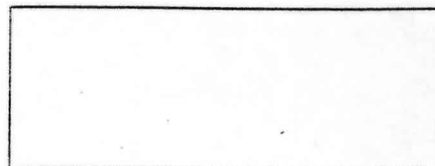
Pour tous renseignements,

PlainCiel Windows est distribué par :



Tel. 02/32/38/15/75

Fax 02/32/62/57/05



AGRO-CONTACT

5, ROUTE DE SAINT BRIEUC
35000 RENNES
TEL. 99 59 51 85 - FAX 99 28 75 10

AGRO
contact

JUNIOR ENTREPRISE

 École Nationale Supérieure d'Agronomie de Rennes
Institut National Supérieur de Formation Agro-alimentaire

65, rue de St-Brieuc
35042 RENNES CEDEX
Tél. 99 59 51 85 - Fax 99 28 75 10

LA JUNIOR ENTREPRISE

MULTISERVICE

TECHNIQUE

Audit environnement.
Conseil scientifique et technique dans la filière agro-industrielle.
Diversification, recherche de nouveaux produits.
Traitements informatiques et statistiques, réalisation de logiciels.

FINANCEMENT

Etudes de marchés et de concurrence.
Post-tests, études d'image, études d'impact.

DYNAMISME

RESEAU D'ENSEIGNEMENT

Au cœur du pôle d'enseignement supérieur et de recherche agronomique, AGRO-CONTACT travaille en relation étroite avec les enseignants-chercheurs et dispose ainsi de l'ensemble des laboratoires et infrastructures techniques de l'Agropôle.

PROFESSEURS-INGENIEURS

Prêts à s'investir dans des projets concrets qui leur permettent d'exercer leur esprit d'entreprise et de mettre en pratique l'enseignement reçu.

COOPERATION NATIONALE ET INTERNATIONALE

Grâce à des accords de partenariat entre junior-entreprises européennes (notamment avec AGRO-JUNIOR à Madrid).

QUALITE

29 ANS D'EXPERIENCES VOLS CABANESSIN

Rigueur d'exécution.
Respect des délais et des devis.
Confidentialité absolue des résultats.

UN CHEF DE PROJET

Il prend en charge votre étude et devient votre interlocuteur privilégié.

DES RELATIONS PRIVILEGIEES AVEC NOS CLIENTS

Vous êtes nombreux à nous renouveler régulièrement votre confiance.

E L'AGROPOLE DE RENNES

NOS REFERENCES

L'ENVIRONNEMENT

CHAMBRE REGIONALE D'AGRICULTURE
DU CENTRE
(Etude nommée au Label Technique National 1991
de la CNJE)

CEMAGREF

VILLE DE RENNES

LA LAITIÈRE

LAITERIE LEGALL
GLON S.A.
ICI-SOPRA
SEPROMA
SOCIETE GENERALE
LA CANA
INTERBOVI BRETAGNE

L'AGROALIMENTAIRE

AROME DE BRETAGNE
OUEST-ATLANTIQUE

LES INDUSTRIES

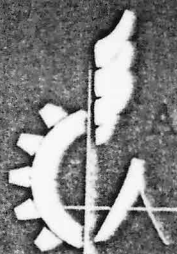
CEMAGREF
CERVAC-OUEST
GROUPE ROULLIER (TIMAC)

L'ACCOMPLISSEMENT

GIRAULT
CODAF

L'INFORMATION

UCPT
ENSAR
CIAL



AGRO
CONTACT

JUNIOR ENTREPRISE

Ecole Nationale Supérieure d'Agronomie de Rennes
Institut National Supérieur de Formation Agro-alimentaire

185 rue de St-Etienne
35000 RENNES CEDEX
Tel. 99 53 51 85 - Fax 99 26 76 10

Associé à la par 10 de 1991 n° 00773

1996

Optimum

Références technico-économiques



Lait et viande bovine



Porcs



Aviculture



Cultures de plein-champ



Légumes

Fiche Marge Brute

LAIT

Campagne 95/96 Bretagne



LES RESULTATS ECONOMIQUES (en francs par litre de lait produit)

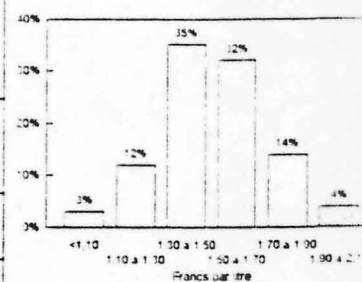
	Les 25 % "meilleurs"	Moyenne Campagne 95/96	Votre exploitation	Rappel Campagne 94/95
Lait	2,07	2,03		2,02
Viandes	0,49	0,44		0,46
Primes CEE	0,11	0,09		0,06
Autres produits	0,20	0,11		0,14
Total Produits	2,87	2,67		2,68
Coût SFP	0,27	0,31		0,32
Concentrés vaches laitières	0,22	0,24		0,26
Concentrés suite	0,08	0,08		0,11
Minéraux	0,02	0,02		/
Vétérinaire	0,06	0,07		0,07
Frais d'élevage	0,09	0,09		0,09
Rotenues	0,04	0,04		0,04
Divers	0,08	0,10		0,08
Total Charges	0,86	0,95		0,97
Marge Brute	2,01	1,72		1,71

LES RESULTATS TECHNIQUES

	Les 25 % "meilleurs"	Moyenne Campagne 95/96	Votre exploitation	Rappel Campagne 94/95
Nbre de vaches	39,9	39,3		37,6
Nbre d' UGB	65,6	60,0		57,0
Chargement	1,81	1,72		1,76
Reforme	29,2	27,1		24,6
Lait produit	237 855	242 975		231 900
- par vache	5 960	6 185		6 170
- par hectare	10 785	10 640		10 860
Lait sans con- centre par ha	9 960	9 780		9 715
Prix du lait	2,11	2,08		2,05
Taux butyreux	44,35	43,85		43,95
Taux protéique	33,15	32,90		32,75
Prix réforme	5 310	5 160		5 470
Prix veau	1 375	1 360		1 465
Coût ha maïs	3 320	3 525		3 510
Coût ha prairie	1 195	1 310		1 190

Repartition des marges brutes
par litre de lait produit

Campagne 95/96



Fiche Marge Brute

**PORC
NAISSEUR-ENGRAISSEUR**

1ers résultats 2e semestre 1995 - Bretagne

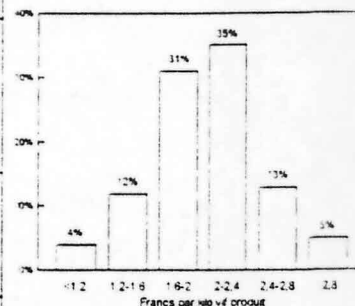
LES RESULTATS ECONOMIQUES (en francs par kg vif produit)

	1ers résultats 2e semestre 95	Votre exploitation	Moyenne 1er semestre 95	Moyenne 2e semestre 94
Vente de charcutiers	6,60		6,47	6,19
Autres ventes	0,32		0,30	0,28
Achat animaux & variation inventaire	- 0,25		- 0,28	- 0,18
Produits divers	0,05		0,04	0,03
Total Produits	6,72		6,53	6,32
Concentre	3,95		3,97	4,20
Vétérinaire	0,31		0,32	0,27
Frais d'élevage	0,14		0,14	0,14
Taxes	0,05		0,05	0,05
Divers	0,08		0,08	0,07
Total Charges	4,53		4,56	4,73
Marge brute	2,19		1,97	1,59

LES RESULTATS TECHNIQUES

	1ers résultats Moyenne 2e sem. 95	Votre exploitation	Moyenne 1er semestre 1995	Moyenne 2e semestre 1994
Nombre de truies	134,7		148,9	124,1
Truies / UTH	76,5		73,1	68,9
Nbre de porcelets / truie / an	20,62		20,66	20,29
Poids vif produit / truie	2 195		2 200	2 175
Poids de vente charcutier				
- en vif	107,8		107,5	107,1
- en carcasse	84,1		83,9	83,5
IC	3,18		3,15	3,22
Prix aliment cons	1,25		1,25	1,30
Coût alimentaire du kg de gain	3,98		3,94	4,19
Prix du charcutier	748		728	694
Prix de vente du kg de carcasse	8,90		8,68	8,31

Répartition des marges brutes par kg vif produit
Résultats 1995



Fiche Marge Brute
POULETS DE CHAIR
 (en libre)

Résultats 1995 - Bretagne



LES RESULTATS ECONOMIQUES (en francs par m²)

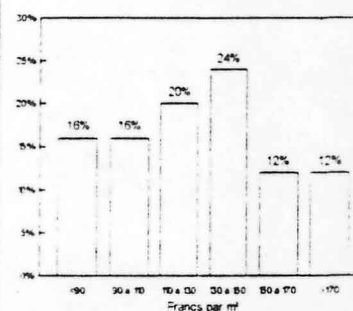
	25 % "meilleures" Marges Brutes	Moyenne 1995	Votre exploitation	Moyenne 1994
Vente de poulets de chair	1 224	1 111		1 015
Variation inventaire	- 34	5		10
Autres produits	7	6		13
Achat de poussins	- 228	- 224		- 212
Total Produits	969	898		826
Aliments	717	682		617
Vétérinaire	18	20		21
Frais d'élevage	18	20		16
Combustibles	14	22		17
Divers	12	11		12
Total Charges	779	755		683
Marge brute	190	143		143

LES RESULTATS TECHNIQUES

	25 % "meilleures" marges brutes	Moyenne 1995	Votre exploitation	Moyenne 1994
Nombre de m ²	1 915	1 290		1 475
Nbre de poulets vendus / m ²	166,5	151,6		143,8
Poids du poulet	1,58	1,58		1,55
Poids produit / m ²	258	236		209
IC	1,80	1,80		1,86
Prix du kg d'ali- ment consommé	1,55	1,53		1,57
Prix d'achat du poussin	1,38	1,39		1,38
Prix de vente - poulet	7,39	7,46		7,23
- du kg poulet	4,69	4,72		4,66

**Répartition des marges brutes
par m²**

Résultats 1995

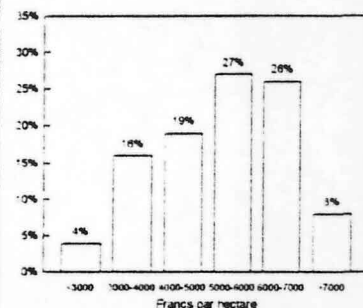


Fiche Marge Brute
**Céréales
MAIS GRAIN**
Campagne 1995 - Bretagne
LES RESULTATS ECONOMIQUES (en francs par hectare)

	25 % "meilleures" MB/ha	Moyenne Récolte 95	Votre exploitation	Moyenne Récolte 94
Ventes	7 825	6 495		4 705
Prime CEE	1 875	1 845		1 120
Total Produits	9 700	8 340		5 825
Engrais	440	565		520
Semences et plants	860	920		890
Produits de traitement	430	465		425
Travaux par tiers	980	1 115		955
Retenues sur vente	70	75		95
Autres charges proportionnelles	30	80		20
Total Charges	2 810	3 220		2 905
Marge brute	6 890	5 120		2 920

LES RESULTATS TECHNIQUES
Répartition des marges brutes par hectare
Résultats 1995

	25 % "meilleures" MB/ha	Moyenne Récolte 95	Votre exploitation	Moyenne Récolte 94
Surface moyenne par exploitation	7,4	8,0		8,4
Rendement (en quintal)	89,9	75,0		61,9
Prix de vente du quintal	87	86		76
Charges propor- tionnelles par quintal récolte	31	43		47



POMMES DE TERRE PRIMEURS Nord Finistère

Résultats 94-95 - Finistère

LES RESULTATS ECONOMIQUES (en francs par hectare)

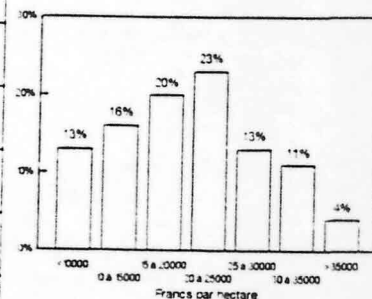
	25 % "Meilleures" MB/ha	Moyenne 94-95	Votre exploitation	Moyenne 93-94
Ventes	39 380	27 250		20 840
Stocks	1 975	2 435		2 020
Total Produits	41 355	29 685		22 860
Engrais	1 835	1 625		1 545
Semences et plants	3 170	3 745		3 060
Produits de traitement	1 350	1 210		1 135
Travaux par tiers	670	560		545
Retenues sur vente	45	40		0
Autres charges proportionnelles	1 180	820		930
Total Charges	8 250	8 000		7 215
Marge Brute	33 105	21 685		15 645

LES RESULTATS TECHNIQUES

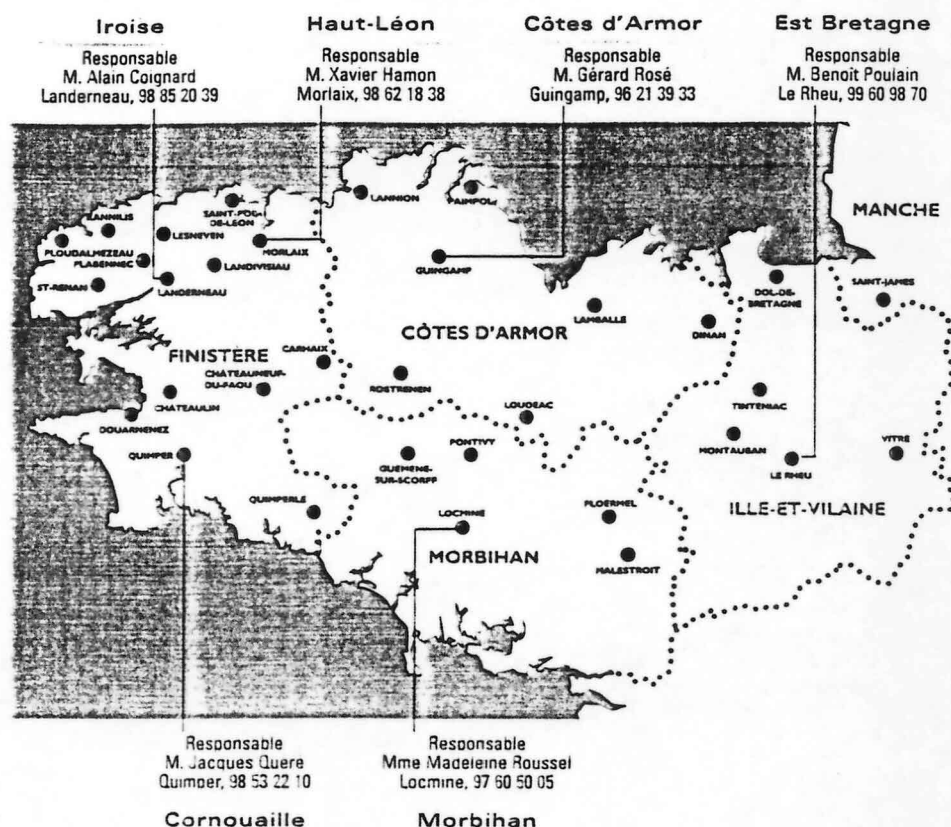
	25 % "meilleures" MB/ha	Moyenne 94-95	Votre exploitation	Moyenne 93-94
Surface moyenne par exploitation	7,6	7,2		6,4
Rendement (en tonne)	25,7	21,2		15,4
Quantité vendue (en tonne)	23,8	18,9		13,4
Prix de vente de la tonne	1 658	1 441		1 555
Charges propor- tionnelles par tonne récoltée	321	377		469

Répartition des marges brutes par hectare

Résultats 1995



Sur toute la Bretagne, 33 bureaux organisés en 6 secteurs



Pour vous conseiller.



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Tél. 98 25 32 22

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SEPTIEMBRE 1996



The European Dairy Farming Event

WELCOME TO THE 1996 EUROPEAN DAIRY FARMING EVENT



Philip Gilbert,
Chief Executive of the EDFE organiser,
the Royal Association of British Dairy Farmers.

For each of the past six years, the European Dairy Farming Event has announced a record trade attendance and 1996 is no exception. More trade stands and more technical exhibits than ever before will ensure that The Event provides the very best business forum in the country for the modern dairy farmer.

This year, the clearspan building on Avenue M (opposite the Exhibition Hall) provides increased undercover space for technical exhibits. The Feed Forum has expanded to embrace many of the key management topics and the new ring on Avenue K provides an opportunity to see working machinery demonstrations.

The RABDF is delighted to continue to work closely with Dairy Farmer Magazine to bring you this guide. A dairy cattle supplement will be available at the Event at no charge.

Yours sincerely

Philip M Gilbert
Chief Executive

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The European Dairy Farming Event

18th and 19th September 1996
National Agricultural Centre,
Stoneleigh, Warwickshire

organised by the

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BRITISH DAIRY FARMERS

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EVENT ORGANISING COMMITTEE: R G Salisbury
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CHIEF EXECUTIVE: P M Gilbert
Royal Association of British Dairy Farmers
Dairy House, 80 Kenilworth Road
Leamington Spa, Warwickshire CV32 6JX
Tel: 01926 887477 Fax: 01926 887585

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The European Dairy Farming Event

TRADE EXHIBITORS LIST

ALPHABETICAL LISTING

C.C. - Indicates stands in Cattle Centre between Cattle Sheds 3 and 4
C.S. - Indicates stands in Cattle Sheds 1 to 13
Other Stands - In Avenues and Streets as shown
Ring B - Indicates stands on Roadways across Ring B
C.T.P. - Clearspan Trade Pavilion

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Specialist design and manufacture of timber
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Manufacturers of quality art feeds, maize silage
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Manufacturers of Mixmax diet feeders, Balemix
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The breed society that provides professional
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Supplying a full range of liquid nutrition and
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Main distributor of Ro-Ka range of bulk milk tanks.
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Astronaut Robotic Milking System, Lely cattlecode
out of parlour feeders, milk recording and herd
management systems, Optimo mowers and
conditioners, Weiger balers, Roterra/Polymat and
combinations, centerline broadcasters.
- MIKE LEMMEY Ave.Q 11
Liberty Farm, Haistock, Yeovil, Somerset
BA22 9ST (Tel: 01935 891215 Fax: 01935
891215)
New high protein dry cow feed to increase milk
protein, improve herd fertility, ease calving
difficulties, reduce milk fever and produce live
healthy calves.
- LEO ANIMAL HEALTH C.S.2
Longwick Road, Princes Risborough, Bucks
HP27 9RR (Tel: 01844 347333 Fax: 01844
274832)
The new Leo Red Herd Pack will be featured, along
with other mastitis control products. Advice on cell
counts and herd health is also available.
- WILLIAM LINDSAY 6th St 5A
Carsegowan Farm Homemade Ice Cream,
Newton Stewart, Wigtownshire DG8 6BG
(Tel: 01988 402259)
Carsegowan Farm Homemade Dairy Ice Cream in a
variety of delicious flavours, produced from the
milk of our Ayrshire cows.
- LISTER TAYLOR LTD Ring B Road B 12
Gravingham Road, Blyborough, Gainsborough,
Lincolnshire DN21 4ET (Tel: 01427 668063
Fax: 01427 668065)
Sero Samura nooping diet feeder, Polystraw
feeder feeders, Strawliner strawmilling
equipment.
- LIVESTOCK IMPROVEMENT CORPORATION
UK LTD C.S.7
Unit 1, Moreton Barns, Eye, Leominster,
Herefordshire HR6 9DP (Tel: 01568 613303
Fax: 01568 613223)
Suppliers of New Zealand dairy semen to Scotland,
England, Ireland, Wales and Eire.
- LIVESTOCK SYSTEMS UK LTD Ave.M 38
The Long Barn, Clevedon Road, Ticknham,
Bristol, N Somerset BS21 6RY (Tel: 01275
557799 Fax: 01275 553123)
Livestock systems are experts in storage utilising
compressed concrete and the Asset Steel Silo and
market the Hyguard range of repair and sealing
a concrete.
- LXL SERVICES LTD C.S.2
Cheviot House, 71 Castle Street, Salisbury,
Wilts SP1 1SP (Tel: 01722 423546 Fax: 01722
412543)
The people specialists will be pleased to discuss
your staffing needs. We are now able to offer a
complete dairy farm contract arrangement in
addition to our retail and contract services.
- LLOYDS ANIMAL FEEDS LTD C.S.1
The Mill, Morton, Bovey, Shropshire SY10
8BH (Tel: 01691 830741 Fax: 01691 831052)
Lloyds Animal Feeds manufacturers of top quality
animal feeds formulated to optimise utilisation of
home grown forages. Feeds produced to highest
hygiene standards.



The European Dairy Farming Event

44 LLOYDS BANK PLC Ex.Hall 53
Agricultural Finance, PO Box 112, Canons
House, Canons Way, Bristol BS99 7LB (Tel:
01179 433115 Fax: 01179 9433990)
Lloyds Bank are sponsors of the National Dairy
Herds Championships. We have a down to earth
approach to farm finance. Come and talk to us.

LOHEAT Ex.Hall 38
Everland Road, Hungerford, Berkshire RG17
0DY (Tel: 01488 682244 Fax: 01488 684446)
Quality manufacturers of dairy water heaters,
pressurised systems for milk tank cleaning, test
spray systems, volume washers and water
conditioners.

LONGHORN CATTLE SOCIETY Ring B Road B 15
Peel House, 14 West St, Shipston on Stour,
Warwick CV36 4HD (Tel: 01608 662967 Fax:
01608 662967)
Free semen offer on top bulls. Show day only.
Good looks good beef. Easy calving for dairy
heifers to produce excellent beef suckler cows.
Good frame, growth, milk, temperament and good
mothers.

LOUVIC LTD C.T.P.9
30 Bartlett Close, Witney, Oxon OX8 7FD
(Tel: 01993 709795 Fax: 01993 718659)
Marketing Cal Drench Plus (new product from
USA) an oral calcium drench to help maintain
calcium level in cows with milk fever.

LOVEDAYS C.S.8
1 Wood Street, Swindon, Wiltshire (Tel: 01793
618881 Fax: 01793 642727)
National milk quota agents, agricultural
auctioneers, AMC agents and development
surveyors.

LYS MILL LTD Ave.K 27
Willington, Oxfordshire OX9 3ES (Tel: 01491
613444 Fax: 01491 613887)
Over 30 new farms last winter used Lys Mill
products to bridge the "NUTRIENT GAP" between
farm forage and cow requirements. Come and see
why.

M & M TIMBER CO LTD C.T.P.18
Hunt House Sawmills, Clowes Top, Nr
Kidderminster, Worcs DY14 9HY (Tel: 01299
832611 Fax: 01299 832536)
UNIPOST is the name for quality in the supply of
agricultural fencing. UNIPOST fencing products are
selected, machined round, dried and pressure
impregnated.

MAIZE GROWERS ASSOCIATION C.S.3
Priston Mill, Priston, Bath, Avon BA2 9EQ
(Tel: 01225 337566 Fax: 01225 337560)
The MGA exhibit will show the benefits of maize
and whole crop cereals for ruminants, and the
information service provided by MGA to its
members.

MAJOR EQUIPMENT LTD Ring B Road B 1
Walkers Industrial Estate, Heysham, Lancs
LA3 1JJ (Tel: 01524 850501 Fax: 01524
850502)
Manufacturers of Major and T.S.T. slurry tankers,
side spreaders, slurry pumps, bale wrappers,
compensators, automatic filler units, spare parts for
slurry and grass cutting equipment.

MALGAR Ave.M 36
Lancaster Bros Ltd, Elmsfield Park, Holme,
Carnforth, Lancs LA6 1BJ (Tel: 01539 563421
Fax: 01539 563949)
The market leader for slurry storage tanks, pumps,
scrubbers, vacuum tankers and muckspreaders. New
compact "SABRE" feeders, ambulatory slurry spreader
and slurry separator.

MALLINCKRODT VETERINARY C.S.4
Bressanor Road South, Harefield, Uxbridge,
Middlesex UB9 6LS (Tel: 01895 626000 Fax:
01895 626288)
Glenview Dry Cow, Autoworm Pulse Release Bolus,
Spot On, Lepidolactin, Bretonen Milkmaid Cow,
Autavee 4399, Spectrazon Milkmaid Cow, Dextol.

E T MALT & SON Ring B Road B 10
(WOPA UK)
Elm Farm, Shipham, Thetford, Norfolk IP25
7NN (Tel: 01362 820254 Fax: 01362 821361)
The Wopa Box for cattle footcare and other
treatment, tools etc. Developed in Holland with the
assistance of veterinary surgeons and foot
specialists.

MANITOU Ave.M 28
Ebbilake Industrial Estate, Verwood, Dorset
BH31 6BB (Tel: 01202 825331 Fax: 01202
813027)
The Manureach range of telescopic farm loaders
are widely accepted as the top performance farm
handlers for today's agricultural applications.
Manitou, the world's number one.

MANUS C.S.1
Ty Coch, Cwmbran, Gwent NP44 7XE (Tel:
01633 877277 Fax: 01633 838054)
Milk equipment, out of parlour feeding, dairy
herd management, manure handling and dirty
water systems, bulk bins and auger systems.

CHARLES J MARSHALL 2nd St 15
(ABERDEEN) LTD
Chapel Works, Bucksburn, Aberdeen, Scotland
AB21 9TL (Tel: 01224 722777 Fax: 01224
724034)
Manufacturers of quality machinery including drop-
side and monocoque bodied trailers, 4-14 tonnes;
muck spreaders 4.5-0.5 c.y.; slurry tankers 850-
2250 gals.

MARSTON AGRICULTURAL SERVICES LTD Ave.M 23
Toil Bar Road, Marston, Grantham, Lincs
NG32 2HG (Tel: 01400 250226 Fax: 01400
250540)
Complete range silage trailers - dump and bale
trailers, 350-3000 gallon vacuum slurry tankers -
rotary and rear discharge manure spreaders.

MATPRO LTD Ave.M 31
London Road, Tetbury, Gloucestershire GL8
5JD (Tel: 01666 302502 Fax: 01666 304483)
Matpro will be exhibiting a selection of machines
from their popular range of telescopic handlers
including the award winning FR200 and the
popular TS270.

D MATTHEWS & SON Ave.Q 9
Skyberry Green, Knighton, Powys LD7 1TW
(Tel: 01547 528278)
Cattle lifting cradle to get down cows back on their
feet.

McHALE ENGINEERING LTD Ave.K 29
Kilmaine, Co Mayo, Ireland (Tel: 00353
9333324 Fax: 00353 9333320)
The product range at McHale Engineering includes
silage choppers for feeding bales, handling equipment
for both round and square bales and a range of
shear gates.

McLELLAN DIRECT C.T.P.21
The Cattle Market, Ayr, Ayrshire KA6 5JW
(Tel: 01292 284684 Fax: 01290 426646)
The animal health company with full UK coverage.

MD FOODS PLC 6th St 16
Craven House, Kirkstall Road, Leeds,
Yorkshire LS25 1PE (Tel: 0113 2440141 Fax:
0113 2804039)
MD Foods wants to purchase more milk directly
from farmers, we pay one of the highest UK milk
prices. Visit our stand to find out.

MEDATA SYSTEMS LTD C.S.1
Old Bilson Farm, Bilson Lane, Yaptan
Arundel, West Sussex BN18 9JX (Tel: 01243
587060 Fax: 01243 585874)
Manufacturer of Doppler pregnancy detectors for
livestock and digital mastitis detector for cows,
artificial insemination equipment for pigs.

MEDIVET LTD Ex.Hall 56
Hammerston House, Hookstone Avenue,
Harrogate, N Yorks HG2 8ER (Tel: 01423
570866 Fax: 01423 870866)

Cameras for livestock surveillance and security on
domestic TV's. Heat Detectors. 'Paramedic'
Resuscitators for newborn animals.

MERCIAN WHOLESALE FARM SUPPLIES LTD Ring B Road B 11
Unit 16, Wilden Industrial Estate, Wilden
Lane, Stourport, Worcs DY13 9JY (Tel: 01299
826111 Fax: 01299 826111)
Livestock handling equipment inc. cubicles,
foottrim and weigh crushes, feed barriers, gates,
drinking and feed troughs, dirty water systems, also
farm buildings.

MERLO UK LTD 3rd St 6
82 Christchurch Road, Ringwood, Hants BH24
1DR (Tel: 01425 480806 Fax: 01425 477478)
Showing the new P28.7 EVT Turbo Farmer - the
latest in the range of Merlo panoramic telescopic
handlers, with side mounted Perkins 114 hp engine
and hydrostatic transmission.

MICROFERM LTD Ave.M 53
Spring Lane North, Malvern Link, Worcs WR14
LAH (Tel: 01684 568434 Fax: 01684 892251)
Cool sil is an effective additive that delays heating
in all high dry matter silages. Find out more - visit
our stand.

MIDLAND BANK PLC 6th St 11
Midland Agriculture, Poultry, London EC2P
2BX (Tel: 0171 2606800 Fax: 0171 2606803)
Midland Bank provides a complete banking service
at the Event which is available to all visitors and
exhibitors. The staff welcome enquiries regarding
the many specialised services provided by the
bank.

MIDLANDS CO-OPERATIVE DAIRY DIVISION Ring B Road A 3
Vauxhall Road, Birmingham, Warwickshire B7
4HL (Tel: 0121 3595812 Fax: 0121 3334470)
Heart of England Co-operative The best regional
option for milk producers.

MILK DEVELOPMENT COUNCIL Forum Junction 6th St Ave.M
5 - 7 John Princes Street, London W1M 0AP
(Tel: 0171 6297262 Fax: 0171 6294820)
Higher profitability for dairy farmers is MDC's
goal. See how R and D funds are being used to
identify better husbandry and management
techniques.

THE MILK GROUP Ring B Road A 6A
Mercury House, High Street, Tattenhall,
Chester, Cheshire CH3 9PX (Tel: 01829
771060 Fax: 01829 770832)
One of the largest independent milk producer
groups, urgently requires new members to meet
expanding sales. Membership details available on
the stand. All members welcome.

MILK MARQUE Ave.M 51
Cleeve House, Lower Wick, Worcester, Worcs
WR2 4YB (Tel: 01905 568500 Fax: 01905
568600)
For expert advice on all dairymatters, members
and non-members alike are welcome at the Milk
Marque Division.

MILLWOOD PRODUCTS Ex.Hall 16
The Mill, Priston, Bath, Somerset BA2 9EQ
(Tel: 01225 460234 Fax: 01225 421601)
On-farm antibiotic tests. Reliable easy-to-use, easy-
to-read systems. Quality control on the farm helps
avoid expensive penalties and protects consumer
confidence in milk.

MINISTRY OF AGRICULTURE, FISHERIES AND FOOD
3-8 Whitenall Place, London SW1A 2HH (Tel:
0645 355577)
MAFF has two stands at the show:

Stand Location: CTP 1
BSE INFORMATION
MAFF personnel will be available to answer
enquiries relating to BSE and other issues.



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16 PROTECTING THE ENVIRONMENT

Information will be available on soil protection, minimising nitrate pollution, and Codes of Good Agricultural Practice.
Contact: Environmental Protection Division, Rm 128, Nobel House, 17 Smith Square, London SW1P 3JR. Tel: 0645 835577.

Stand Location: 4th Street MILKING EQUIPMENT - ANIMAL HEALTH AND WELFARE ISSUES

A working milking machine will help demonstrate animal health and welfare issues related to the operation and maintenance of milking equipment.

MIXIT STIRRERS

Ave. K 7
Little Chillaton Farm, Loddiswell, Kingsbridge, Devon TQ7 4EG (Tel: 01548 550298 Fax: 01548 550298)

These stirrers have a unique impeller, auger and rotating tube. They quickly pulverize thick weedy crust, and have no end bearing. Carefully designed and engineered.

MMG MARKETING

C.T.P.25
Ulpa Place, Burnham Market, King's Lynn, Norfolk PE31 3EE (Tel: 01328 738623 Fax: 01328 730637)

1. Enkamat K 1000 - cow cubicle carpet. 2. Enka Rootspacer - cattle building roof ventilation. 3. Enkaflex Pariourmat. 4. Enkaflex Dry-Road System.

MOFFETT SALES & SERVICE LTD

3rd St 2
Denny Way, Hellaby Ind Estate, Rotherham, S Yorkshire S66 4QY (Tel: 01709 331016 Fax: 01709 330232)

A selection of New Holland based MFT's will be on show ranging from the MFT 770SL (35hp) to the MFT 7340SL (100hp). The MFT is a conventional tractor and industrial loader in one machine.

MOMMERSTEEG INTERNATIONAL

Ave. M 35
The Anderson Centre, Spillie Close, Ermine Business Park, Buntingford, Cambs PE18 6XY (Tel: 01480 439500 Fax: 01480 439590)

Plant breeders Mommersteeg have a comprehensive range of officially recommended forage grasses and market the leading forage maize varieties Melody, Fines and Lincoln.

MONKSHILL FARM SYSTEMS LTD

Ave. K 19
The Hill, Kings Poon, Hereford, Herefordshire HR4 5PX (Tel: 01432 330559 Fax: 01432 330559)

Complete range of DairyMaster equipment, 400 milking parlours, walkthrough identification, feeders and meters, automatic hydraulic scrapers with lifting slats. Also DairyMaster hydraulic manure movers.

LESLIE P MORRIS LTD

Ave. K 25
Dale Street, Craven Arms, Shropshire SY7 9NY (Tel: 01588 673226 Fax: 01588 673503)

Painted and galvanneal cattle cranes, footboring cranes, stocks and weighers. Calf lambing and castration crates, calf weighers.

MOSS METERING

Ave. Q 1
The Potters Farm, Bagley, Ellesmere, Shropshire SY12 9BZ (Tel: 01939 370273 Fax: 01939 370520)

Sludge additive equipment suitable for all material metering and dosing equipment for agriculture and industry; peristaltic pumps for metering and transfer.

MOULTON ENGINEERING LTD

Ave. K 4
Swerstone Road, Heather, Leicester, Leics LE67 4RE (Tel: 01533 362504 Fax: 01533 360399)

Farm scrapers, duck rakes, bale handling. New for 1996 rubber cubicle matting.

MSD AGVET

C.C.
Hertford Road, Huddersfield, Terts EN11 9BU (Tel: 01992 467272 Fax: 01992 431059)

Farmers are invited to visit the MSD Agvet stand to discuss the most recent developments in veterinary based products for cattle.

MSF LTD

6th St 25
County Mills, Worcester WR1 3NU (Tel: 01905 25541 Fax: 01905 27398)

One of the UK's leading manufacturers of quality dairy feeds using the best ingredients, plus full technical support.

MUELLER COOLING SYSTEMS LTD

Ave. K 24
Unit 11, Goodwood Road, Persnore, Worcs WR10 2JL (Tel: 01386 561757 Fax: 01386 561750)

Mueller - the milk cooling system chosen by more dairy farmers than any other make. Sizes from 300 ltrs - 24,000 ltrs, for 2 or 4 milkings.

MURRAY GREY BEEF

4th St
PO Box 3, Stoneleigh, Kenilworth, Warwickshire (Tel: 01203 696989)

Quiet Fertile Mothers

+
Economical Forage Feeders

= Best Beef

= Profit

NATIONAL FARMERS UNION

C.S.2
164 Shaftesbury Ave, London WC2A 8HL (Tel: 0171 331 7200 Fax: 0171 331 7230)

HQ milk committee office holders and NFU staff will be on the stand to discuss NFU policy and dairy farmers' concerns. Special themes this year - future policy options; dairy codes of practice and biotechnology.

NATIONAL WESTMINSTER

Ex. Hall 43
Agricultural Office, Ground Floor, National Westminster House, 73a Commercial Road, Swindon, Wilts SN1 3NX (Tel: 01793 422891 Fax: 01793 422892)

NatWest is a leading provider of finance to UK dairy farmers. Our fixed rate, unsecured, no fees Dairy Development Loan has proven particularly popular.

NATURAL BACTERIA LTD

4th St
3 Riversdale Court, Newburn Haugh Ind Estate, Newcastle-upon-Tyne NE15 5SG (Tel: 0191 2645494 Fax: 0191 2648469)

Livestock Nutritional Products and Fly Repellents.

NC AGRICULTURAL ENG CO LTD

6th St 2
2 Killyruden Road, Hamiltonstown, Richhill Co., Armagh, N Ireland (Tel: 01762 471970 Fax: 01762 470362)

Manufacturers of slurry and grass handling equipment (Pollution control systems) Link-a-Sewers and Road Brushes etc.

NESTLE UK LTD

Ring B Road A 1
Group Purchasing Dept, Wigginton Road, York, Yorkshire YO1 1XY (Tel: 01904 604604 Fax: 01904 602396)

We offer a warm welcome on our stand to all Nestle contracted milk producers from our Llandounie, Dalton, Girvan and Orkney factories.

NET-TEX AGRICULTURAL LTD

Ex Hall 24
Priestwood, Harvel, Meopham, Kent DA13 0DA (Tel: 01474 813999 Fax: 01474 812112)

WORLD LEADERS IN "COLLATE COLONITIN" AND "NUTRITIONAL TECHNOLOGY" Animal health and husbandry, fertility improvement, insecticides and foot care.

NEW HOLLAND UK LTD

Ave. M 33
Crane Farm Road, Basildon, Essex SS14 3AD (Tel: 01288 533000 Fax: 01288 292974)

New Holland will be exhibiting a comprehensive range of tractors and harvesting machinery.

NFU MUTUAL INSURANCE SOCIETY

C.S.2
Tiddington Road, Stratford Upon Avon, Warwick CV37 7BJ (Tel: 01789 204211 Fax: 01789 204992)

NFU Mutual, the UK's leading Agricultural insurer, offers an unrivalled range of insurances for today's farmers, growers and country people.

NICKERSON SEEDS LTD

Ex. Hall 62
Joseph Nickerson Research Centre, Rothwell, Lincoln, Lincolnshire LN7 8DT (Tel: 01472 371471 Fax: 01472 371386)

Circle science an integrated approach to forage production will be demonstrated - incorporating circle leys, circle active silage inoculant, river maize, wholecrop cereals and root seeds.

NMR

Ex. Hall 58 & C.T.P. 13
Fox Talbot House, Greenways Business Park, Bellingham Close, Chippensham, Wilts SN15 1BN (Tel: 01249 462000 Fax: 01249 462002)

NMR offers a comprehensive range of services for dairy farmers, their suppliers and buyers to provide management information on milk production, health, breeding and fertility.

NORBROOK LABORATORIES (GB) LTD

Ex. Hall 8
The First Industrial Estate, Oldington Lane, Kidderminster, Worcs DY11 7QN (Tel: 01562 864100 Fax: 01562 864535)

Norbrook (GB) Ltd are manufacturers of a wide range of pharmaceuticals including Antihelmintics, Rehydration therapies, fluid metabolites and dry cow therapies.

NORTHERN DAIRY SUPPLIES LTD

C.S.2
Lea Road, Lea, Preston, Lancashire PR4 0RA (Tel: 01772 720358 Fax: 01772 726489)

Manufacturers and suppliers of a complete range of top quality dairy hygiene chemicals, under health products, and disinfectants.

THE NORTHERN MILK PARTNERSHIP LTD

Ring B Road A 10
PO Box 41, Skipton, N Yorkshire BD23 3YZ (Tel: 01756 799717)

The Northern Milk Partnership offers dairy farmers opportunities unrivalled in the industry. Its innovative 1996 price deal gives one of the UK's top milk prices.

NORTON & BROOKSBANK

C.S.8
Trull, Tetbury, Gloucestershire GL8 8SQ (Tel: 01285 841333 Fax: 01285 841456)

Pengree livestock auctioneers and valuers, private sales of dairy cattle and milk quota agents.

NOVA TRANS-EMBRYO

C.S.7
Nayland Hall Farm, Cock Street, Leavenworth, Colchester, Essex CO6 4PJ (Tel: 01206 263263 Fax: 01206 263238)

Specialists in bovine embryo transfer. Residential, day centre and on-farm services.

NUTRIMIX

6th St 19
Boundary Road, Lytham, Lancashire FY8 3HU (Tel: 01253 730888 Fax: 01253 730788)

Nutrimix are manufacturers of I/M inoculant the first biological silage additive on the UK market. Now in its 17th year I/M inoculant is an approved product.

NWF AGRICULTURE LTD

6th St 21
Wardle, Nantwich, Cheshire CW5 6AQ (Tel: 01829 251155 Fax: 01829 251059)

NWF Agriculture Ltd are the north west's leading manufacturer of ruminant feeds.

OAKLEY'S IRRIGATION

Ave. M 24
Foregate House, St Michael's Street, Shrewsbury, Shropshire SY1 2HD (Tel: 01743 235511 Fax: 01743 352851)

National distributors for farm waste management and storage solutions. Helping to "put you in control" of both slurry, dirty water and freshwater applications.

OCMIS IRRIGATION (UK) LTD

Ave. M 25
Higgin Burrow, Kingsbury, Martock, Somerset TA12 6BU (Tel: 01460 241939 Fax: 01460 242198)

Suppliers of equipment for storing, handling and distributing slurry and effluent including mechanical separation, aeration, pumps, conditioners, and mobile irrigators. Complete design/installation service.

OLDACRES

6th St 17
Farm & Marketing Services, Technical Services Centre, Avonmouth, Bristol BS11 9HN (Tel: 01454 622319 Fax: 01454 622327)

Traditional ingredient based compound feeds and blends, fully supported by latest nutritional and management services, to help the dairy farmer to be more successful.



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48 DI WOLDERSHAW C.S.6
Manor Farm, Derby Road, Stanley, Derby,
Derbyshire DE7 6EX (Tel: 01332 672321 Fax:
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Premium E.T. Services for all your embryo
requirements on farm, on own Centre and embryo
sales. Animal Pro Products - The Tonic required
for todays high genetic animals new for 96.

ON MERIT LTD Ex.Hall 38B
Unit 4, Frisham Home Farm Business Units,
Yattenden, Newbury, Berkshire RG18 0XT
(Tel: 01635 202636 Fax: 01635 202637)
On Merit Ltd provides the dairy industry with a
unique range of milk testing services. We look
forward to meeting all existing and interested
clients.

OPICO LTD Ave.M 46
South Road, Bourne, Lincolnshire PE10 9LG
(Tel: 01778 421111 Fax: 01778 425040)
Showing for the first time, the Knight Reel Auger
diet feeder, grass harrows and rotary cutters. Also
displaying Liberty's automatic milking system.

ORCHID DATA SYSTEMS Ex.Hall 27
1 Darwin House, Corbygate Business Park,
Corby, Northants NN17 5JG (Tel: 01536
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The dairy program specialists. New dairy programs
being released using latest advanced technology.
Comprehensive and cost effective management
systems for the dairy farmer.

OSMONDS Ex.Hall 41
2 Ferriby High Road, North Ferriby, East
Yorkshire HU14 3LE (Tel: 01482 665781 Fax:
01482 665782)
Are exhibiting their new 'L.O.Dyne Bou' a complex
routine bou for use as a pessary as well as their
latest 'scur' products 'Rota-mune'.

PAPERLINE C.S.2
3-11 Dixon Business Centre, Dixon Road,
Bristolington, Bristol BS4 3QW (Tel: 0117
9777480 Fax: 0117 9777488)
National next day delivery of all types of paper rolls
and towels, impregnated dairy wipes, disposable
gloves, hand cleansers and hygiene products.

PARAGON RUBBER CO LTD Ave.M 4
Heather Road, Skegness Industrial Estate,
Skegness, Lincolnshire PE25 3SA (Tel: 01754
767222 Fax: 01754 767200)
Castration rings and applicators, lamb and calf
feeding teats, feeding bottles and buckets, butter
dye injection apparatus, PVC and nitrile gloves.

P J PARMITER C.S.1
Station Works, Tisbury, Salisbury, Wiltshire SP3
6QZ (Tel: 01747 870821 Fax: 01747 871171)
Parmiter will be exhibiting a TR11 hare wrapper,
post driver, bale handler, shear bucket, shear grab,
yardscraper, dustoff feeder and chain harrows.

PAXTON C.S.1
Newfield Close, Green Lane, Walsall, West
Midlands WS2 7PB (Tel: 01922 726060 Fax:
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UK's largest plastic drinking trough boasting a
capacity of 150 gallons. Also the brand new PB5
along with the award winning minimum solution
broom.

PEASBRIDGE S.S. LTD Ex.Hall 14
Stoneclink, Stubb Lane, Brede, Nr Rye, E.
Sussex TN31 6BL 01424 882900 Fax: 01424
882925)
Suppliers of cattle showing equipment, electric
clippers and blade, husbandry and veterinary
products.

PERMASTORE LTD C.S.1
Weyverthorne, Maiton, North Yorkshire YO17
4E2 (Tel: 01944 738331 Fax: 01944 738441)

PermaStore offer complete slurry systems for the
handling and safe storage of problem farm wastes
along with unparalleled experience supplying silos
for crop storage worldwide.

PERRYFIELDS HOLDINGS LTD Ave.Q 5
Thorn Farm, Inkberrow, Worcs WR7 4LJ (Tel:
01386 793135 Fax: 01386 792715)
Perryfields are demonstrating two new forage
maize varieties, Marquis a new high yielding early
type, Amelie a tall compact early type.

JOHN PETT IRRIGATION Ave.M 13
Beech House, Langrick, Boston, Lincolnshire
PE22 7AW (Tel: 01205 280401 Fax: 01205
280444)
Manufacturers of the 'Pett Slurrymatic' range of
dirty water and slurry irrigation systems.

PFIZER ANIMAL HEALTH C.S.1
Pfizer Ltd, Sandwich, Kent CT13 9NJ (Tel:
01304 625299 Fax: 01304 625025)
Pfizer Animal Health manufactures a range of high
quality health care products including
DectomaxTM, Enectocid for cattle, AdvacinTM
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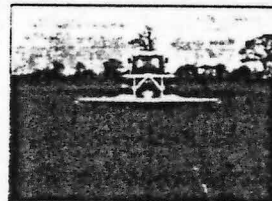
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pollution control?**

AMERAM offers a range of low
cost, highly reliable, easily installed,
easily serviced, slurry management
and effluent disposal systems.

**Dirty Water Disposal
Slurry Mixing/Aeration
Effluent Transfer Pumps**

Ameram Ltd.,
Roundoonds,
Melksham,
Wiltshire,
SN12 8EB.

Tel: 01225 707335
Fax: 01225 707587

AMERAM

Waste
Management Systems



The European Dairy Farming Event

50 Unigate uses 1.6 billion litres milk each year - over half of this is bought direct from farmers. We are looking for more quality milk - 01793 843230.

UNIVAR PLC C.S.1
PO Box 56, Priestley Road, Basingstoke,
Hampshire RG24 9QB (Tel: 01256 312026 Fax:
01256 64711)
Manufacturers of Excellex, the leading, approved,
enzyme based grass and maize silage additive.
Suppliers of ingredients to compounders and the
animal health and hygiene markets.

VACCAR LTD C.T.P.26
18a Nailsworth Mills Estate, Avening Road,
Nailsworth, Glos GL6 0BT (Tel: 01453 835577
Fax: 01453 835579)
Milk machine technology and related equipment
for dairy farmers from complete systems to 'Hysil
Silicone Milk Tube' and bulk tanks.

VEEPRO HOLLAND C.S.7
PO Box 454, 6800 AL Arnhem, Holland (Tel:
31 26 3861133 Fax: 31 26 3861452)
Veepro Holland is the information centre for Dutch
cattle. Its purpose is to promote the Dutch dairy
cattle, semen, embryos and other livestock
worldwide.

VOLAC INTERNATIONAL LTD C.S.2
Volac House, Orwell, Royston, Herts SG8 5QX
(Tel: 01223 208021 Fax: 01223 207629)
Milk replacers, feeding systems, follow-on feeds
and animal health, rumen by-pass energy and
protein supplements, forage preservation advice,
Agros inoculant and stretch film.

**MALCOLM WAIN AGRICULTURAL
SUPPLIES** C.T.P.20
Chateauf Old Hall, Ecclesham, Staffs ST21 6QF
(Tel: 01782 791240 Fax: 01782 791240)
Additives supplier for grass maize and whole crop
cereal silages - Sul 1, Forage 1000 and maize/grass
keeper. Nationwide delivery direct to farms.

J WAREING & SON
(WREA GREEN) LTD Ave.K 3
Wrea Green, Nr Preston, Lancashire PR4 2NB
(Tel: 01772 682924/682159 Fax: 01772
671071)
The 'original' kit building specialists - established
1909, please contact us for a quotation for any size
of agricultural and industrial buildings.

WARWICKSHIRE COLLEGE C.S.2
Moreton Morrell, Warwick, Warwickshire
CV35 9BL (Tel: 01926 651367 Fax: 01926
651190)
Study: Agriculture, animal care, arboriculture,
contracting, dairy herd management, deer and
game, greenkeeping, horses, horticulture,
mechanics, rural business, management etc.

**WARWICKSHIRE QUALITY CALVES/
MEADOW VALLEY LIVESTOCK** 4th St 2
Beartley Mill, Beartley, Stratford-upon-Avon,
Warwickshire CV37 9SA (Tel: 01789 731542
Fax: 01789 731002)
WQC MVL are independent co-operatives. WQC
purchase calves from dairy producers on a weekly
price list. MVL market cattle, sheep and pigs.

**WATERFORD DAIRIES/
THE CHEESE CO** Ring B Road A 7.3 & 9
2 Broadway, Hyde, Cheshire SK14 4QQ (Tel:
0161 3662315 Fax: 0161 3678362)
The Cheese Company and Waterford Dairies are
one of the top four UK dairy companies. Direct
sourcing of milk is of strategic importance to the
Company.

SH WATTERSON ENG LTD Ave.M 21
80 Anghrim Road, Magherafelt, Londonderry,
Northern Ireland (Tel: 01648 32251 Fax:
01648 31896)

Manufacturing diet feeders, slurry tankers,
livestock trailers, dump trailers, lagoon mixers,
slurry pumps, cement fixers.

Weelink Systems BV Ring B Road B 3
W A Scholtenstraat 3L 9403, Post Box
201, 9400 AE Assen, The Netherlands
(Tel: (0031)592 347 947 Fax: (0031) 592
347 279)
Weelink Systems VB produces the Weelink System,
a movable feeding barrier. 10% higher ingestion
of roughage, 30% savings of space.

WELVENT LTD Ave.M 14
Whisby Way, Whisby Road, Lincoln,
Lincolnshire LN6 3LQ (Tel: 01522 693008 Fax:
01522 500429)
Welvent will be exhibiting their range of farm waste
equipment, Doda pumps, LRI systems, umbilical
systems, orbit pumps and general pumping
equipment.

WESER EMS UNION C.S.6
Feldlinie 2a, 26160 Bad Zwischenahn,
Niedersachsen, Germany (Tel: 0049 4403
93260 Fax: 0049 4403 932613)
By a consistent breeding scheme the WEU offers
cattle and embryos of high quality and semen of
top sires of the Holstein-Friesian breed.

HARRY WEST (PREES) LTD Ave.M 58
Lower Heath, Prees, Whitchurch, Shropshire
SY13 2BT (Tel: 01948 840465 Fax: 01948
841055)
Manufacturers of the gold award winning West
Dual Spreader range, complete diet-feeders, silage
feeders, silage and grain trailers, straw chopppers.

RICHARD WESTERN LTD Ave.M 30
D'Urbans, Framlingham, Woodbridge, Suffolk
IP13 9RP (Tel: 01728 723224 Fax: 01728
724291)
British manufacturer of a wide range of equipment
designed for the dairy farmer - trailers, manure
spreaders, tankers and bale shredders.

WESTFALIA SEPARATOR LTD Ave.K 11
Habit House, Old Wolverton, Milton Keynes
MK12 5PY (Tel: 01908 313366 Fax: 01908
311384)
Westfalia Separator the innovators. Our extensive
range includes herringbone, autotender, side by
side, fast exit, rotary and trigon parlours, herd
management systems and bulk tanks.

WESTMAC LTD C.S.1
Reolake Trading Estate, Ivybridge, Devon
PL12 0EZ (Tel: 01752 498686 Fax: 01752
496511)
Westmac have on display examples of their
extensive range of grass harvesting machinery and
models from their feeding and bedding line up.

K & K WHISTANCE UK Ave.M 4A
Black House Farm, Much Dewchurch,
Hereford HR2 5DR (Tel: 01981 540870 Fax:
01981 540870)
World's first vertical diet chopper mixer wagon.
Chops and mixes all types of forage quickly and
with ease. 4m to 20m, trailed, self loading and self
propelled.

WHITE'S (CONCRETE) LTD Ave.M 27
Ravensthorpe Road, Thornhill Lees,
Dewsbury, West Yorkshire WF12 9EF (Tel:
01924 464283 Fax: 01924 459183)
Manufacturers of concrete products for storage of
silage grain slurry and effluents.

WILLIAMS TRAILERS LTD Ave.M 18
Corwen, Clwyd, Wales LL21 0LS (Tel: 01490
412626 Fax: 01490 413285)
Britain's leading manufacturer, renowned for their
strength and durability, fitted with beam axles and
parabolic leaf springs, a system accepted as
reliable undergear for heavy duty work.

ROBERT WISEMAN DAIRIES Ring B Road A 2
159 Glasgow Road, East Kilbride, Glasgow,
Strathclyde G74 4PA (Tel: 01355 244261 Fax:
01355 230352)

A new processing dairy has opened in Manchester.
Are you looking for a new market for your milk?

WMP LTD Ave.M 12
Bradford Road, Melksham, Wiltshire SN12
8LQ (Tel: 01225 701300 Fax: 01225 702318)
WMP supply quality own manufactured feeds,
cereal, herbage and maize seeds, fertiliser, animal
health products, crop protection, livestock and
crop marketing, farmer retail centres.

KEN WOOTTON LTD Ave.K 38
The Forge, Ancaster, Grantham, Lincs NE32
3PL (Tel: 01400 230568 Fax: 01400 230188)
Ken Wootton Ltd will be exhibiting products from
their range of trailers marketed under Wootton Guil
Foster and Roland. Also slurry stirrers by Duma.

WORLD-WIDE Sires C.S.6
PO Box 2066, Epping, Essex CM16 6QZ (Tel:
01992 572511 Fax: 01992 578927)
World-Wide Sires is the global marketing arm of
the American AI co-operatives and are international
market leaders in the supply of elite genetics.

WRIGHT-MANLEY C.S.12
63 High Street, Tarporey, Cheshire CW6 0DR
(Tel: 01829 732151 Fax: 01829 733878)
One of the UK's leading firms of pedigree and
commercial livestock auctioneers operating two
livestock markets in Cheshire and specialising in
Black and Whites.

W.T. SPECIALISED SERVICES 2nd St 3
Atherley, Oxley Moor Road, Wolverhampton,
West Midlands WV9 5HW (Tel: 01902 782371
Fax: 01902 787374)
KAB Seating a range of scientific suspension and
non suspension seats for agricultural, industrial
and commercial vehicles.

YARDSCRAPERS UK Ave.K 34
32 Cheetham Meadow, Leyland, Lancashire
PR5 3UA (Tel: 01772 434484 Fax: 01772
434484)
Award winning maxiscrape, twin bladed
yardscraper, fully galvanised, weight control,
automatic push/pull, saves time by reduced number
of passes, cleaner finish.

YOUTH IN DAIRYING C.S.5
Featuring Dairy Herd Manager Training, Dairyming
Student Award and the relaunched Dairy Herd
Manager of the Year Competition.

IMPORTANT
Whilst every endeavour has been made to ensure that the information contained in the Show Guide is correct, neither RABDF nor Dairy Farmer can accept liability for any inaccuracies.

FARM COMPUTER SYSTEMS

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The
'FARMER FRIENDLY'
Farm Management
System

Tel: 01606-592397

Office & Training Centre

THE HERD MANAGER PROGRAM

A BRIEF OUTLINE

The Herd Manager program is a comprehensive Herd Management tool allowing you to keep detailed records of your herd, it is extremely easy to use with very little typing necessary. The main sections of the program are as follows:-

Cow Records, comprising :

- Stock Calving Records including full pedigree records, full calf records and full calving details.
- Stock Health Records including Antibiotic treatments, Vaccination records, Mastitis records, Foot Treatment records etc.
- Fertility Records including Bulling records, AI records, PD records, Service records, full Reports and Action lists.
- Lactation Records including full cow production records, Quota comparisons, Daily production records, Milk statement checking records, lactation graphs, ration calculator and full links to NMR records.

Youngstock Records, comprising :

- Full Birth records including Pedigree records.
- Full Health records including Vaccination records, Mastitis records, Foot Treatment records, Worming records etc.
- Fertility Records including Bulling records, AI records, PD records, Service records, full Reports and Action lists.

Sales and Purchase Records, comprising :

- Full Purchase records, including full printed reports.
- Full Sales records, including full printed reports.
- Full Movement recording register with full printed report facility.

Reports and Action Lists

There are over 150 different reports and action lists to choose from giving you up to date and accurate information. These reports may be viewed and/or printed. If there are special reports that you require then we can add these to the list as necessary.

A full training course is available for this program (please ask for details).

THE MILK MANAGER

NEW PRODUCT

A BRIEF OUTLINE

The Milk Manager program is a comprehensive Milk Forecasting tool allowing you to predict accurately the milk production of your herd, it is extremely easy to use with very little typing necessary. The main sections of the program are as follows:-

Milk Manager Program Links :

The Milk Manager program may be used either independently or used with the following programs.

- Farm Computer Systems Herd Manager
- NMR Herdfile

Program Variables

The program takes into account the following variable aspects:

- Number of cows
- Number of heifers
- Past calving records
- Future calving records
- Butter fat levies

Reports and Action Lists

The Milk Manager has many Graphs and Reports for assessing both individual cow/heifer performance and group performance.

The main forecasting program has easy to use input screens and can be optimised to suit every Dairy Farm need. Details are shown in both graphical and written format that can be printed.

Predictions

The program can predict the following for both the present year and next year.

- Under/over quota milk production
- Weekly losses of milk - quota due to butter fat levies
- Number of cows to cull in 'over quota' situations
- Number of cows to purchase in 'under quota' situations
- When to purchase cows in 'under quota' situations
- Number of new cows to purchase and when if new quota is purchased

There are many more features not listed. A Full Training Course is available with this program. (Please ask for details).



ANDERSONS

Unlike many of our competitors, we are completely independent and have no interests other than those of your business. We do not for example provide you with farming supplies, sell your land or do your tax accounts.

Our vested interest lies simply in assisting you to achieve your objectives and to solve your business problems, whatever they may be, by providing an unbiased and confidential professional service, specifically designed to answer your individual needs.

Few tasks or problems are new to us.

Whatever the task, our first step is to clarify your personal aims and objectives. If we cannot help you achieve them, we will say so.

Our independence is your benefit.

If we can help you, one of the senior members of our firm will be your main personal contact with us. Naturally, he or

she will have the support of our full team and be able to deploy any other specialist skills that you may need.

Although our experience is that every new task is different and special, we will almost certainly have tackled something, like that difficult problem you have been worrying about, many times before.

We do not succeed unless you do.

If you employ Andersons you only pay for the time you use and the costs are estimated in advance. You are not paying for the high overheads of the High Street, because we do not have them.

The result for you is the best of both worlds, a high quality service with sophisticated back up facilities and excellent local knowledge, but at a cost well below that which you would normally expect for such a service.

We can often guarantee you a return of many times the fee we charge.

the
FARM *business*
CONSULTANTS

ANDERSONS

We are a farming business ourselves.

When you require important advice, you need to talk to someone who really understands your business and can talk your language. Someone you can have confidence in to help you make the right decisions. Someone who has the sort of proven expertise and experience you can depend on.

There are many companies that claim such expertise but very few that can offer the credentials and reputation of Andersons.

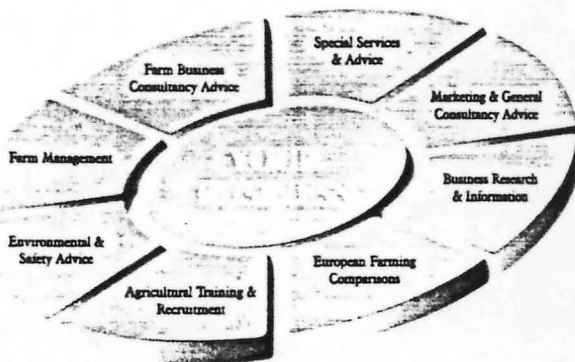
We are the leading independent firm of specialist business consultants in UK agriculture. Working from six regional offices we have, during the last quarter of

*At Andersons we
talk your language*

a century, advised thousands of farmers and landowners.

Every member of our consultancy team has a sound practical background. We have

a reputation for new ideas and realistic, profitable advice which works well for you in practice.



For further information please contact
Louise Macdonald or Paul J. Davis
on 01664 67766

Head Office	
Millon Road	
Ed 01664 67766	
Fax 01664 410505	
Bury St Edmunds	
Ed 01381 701577	
Fax 01381 705751	
Edinburgh	
Ed 01848 678165	
Fax 01848 675728	
Hereford	
Ed 01931 590111	
Fax 01931 590102	
Salisbury	
Ed 01722 336881	
Fax 01722 414291	
Thirsk	
Ed 01845 521155	
Fax 01845 525444	

We are the leading independent firm of business consultants in UK Agriculture.

**the
farm
business
CONSULTANTS**

ANDERSONS

**ANDERSONS' TARGETS FOR
DAIRY PERFORMANCE**

	Andersons' Targets (p/l)	Milk Producer's Targets (p/l)
Average Milk Price	26.00	
Purchased Feed Cost	4.00	
Margin Over Purchased Feed litre	22.00	
Forage Cost (inc contractors)	2.37	
Vet. Med. & AI	1.09	
Livestock Sundries	0.62	
Gross Margin	17.92	
Labour	4.60	
Machinery Costs (depreciation, repairs, fuel, oil, electricity & contract)	2.50	
General Overheads (office, insurance, professional) & Property Costs	1.20	
Total Fixed Costs (before rent & finance)	8.30	
Profit (before rent & finance)	9.62	

For a free confidential discussion about any aspect of your business, please contact
your local Andersons' Office.

Head Office Telephone: (Melton Mowbray) 01664 67766

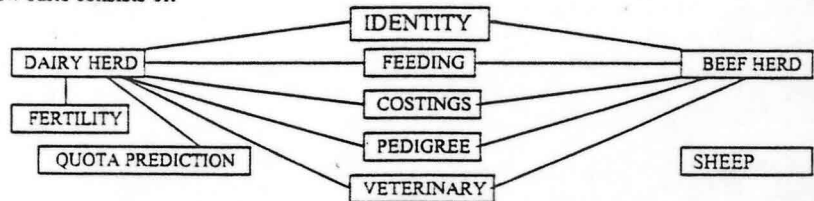
Other offices also in: Bury St Edmunds, Edinburgh, Hereford, Melton Mowbray, Salisbury
and Thirsk

ORCHID DATA SYSTEMS

NEW Windows A.M.S. PROGRAM

The *Orchid Animal Management Systems Program* is a powerful computerised animal management package designed primarily for both the Dairy and Beef farmer.

- The Modular Program can be selected to suit any individual.
- The new suite consists of:



- The *Identity* module is the essential base for any of the other modules.
- The program caters for **Multiple Herds** so that it is now possible to have both dairy and beef herds on the *same* program
- The *Identity* module includes all the essentials to trace animals.
- It can be used as a basic animal tracking system allowing you to monitor the status of all animals past and current.
- Included is a family tree that enables you to see the relationship between animals at a glance.
- Animal Registration Data is printed directly from the program onto MAFF CPP forms.
- Passports and Animal Movement Book are an integral part.
- Data can be loaded into this module directly from milk recording agencies.
- The *Herd Management* module accepts data from a wide range of external sources including NMR, Scottish Livestock Services, ON Merit, Northern Ireland Milk Board, Dublin District Milk Board, as well as automatic parlours.
- The module builds up a Production Index for each animal, allowing accurate comparisons of an animal's performance.
- Extensive reports provide excellent practical management information by individual animal, by group and of each herd.
- Herd data (Breeding, Calving, Milk Recording, Lactations etc) is entered in this module to allow automatic access by all other modules.
- The *Veterinary* module includes a Medicine Cupboard that lets you monitor stocks currently held.
- Treatments can be defined by the farmer.
- A full history of treatments and medicines given to individual animals is maintained.
- The *Quota Prediction* module provides a detailed analysis for the herd which can be set for quota year or next 12 months.
- Butterfat trigger can be used when required.
- Provides a "what if" section to assist management decisions.
- The *Costings* Module provides a comprehensive financial analysis of all herds.
- Monitors all inputs and sales per each individual herd.
- Provides a comparison of all herds.

- The program has full on-line help.
- The *Feeding* Module provides a flexible system to monitor what individual animals have eaten.
- Complete rations once defined by the farmer are automatically tracked against groups and individual animals.
- Automated feed systems are catered for.
- Feeding Sheets can be printed to ensure that groups of animals fed by forage wagon receive the correct weight of ingredients.
- Different herds using a common source of feedingstuff are catered for.
- Possible to use this module to record all food fed to all animals on farms.
- The *Fertility* module allows detailed analysis of fertility data.
- Conception is monitored with a Cusum graph, which can highlight a family, a group or bull's efficiency.
- Bar charts are used for showing service/bulling intervals per individual cow. Problem areas are easily identified.
- The *Pedigree* module caters for individual animal's classifications.
- Catalogue can be printed for herd or individual animal.
- Individual Linear Assessment can be setup and entered against each animal.

The Identity module is priced at £199.00. Herd Management at £299.00 with the complete package at £1099.00. Individual modules are from £99.00

The program will print full details on CPP 4 form as shown below.

Section 1 : Details of Holding

1. Your details

Title Initials
 Surname
 Trading Title
 Full postal address

2. Your main holding number:

Country Parish Holding Herd No.

Section 2 : Details of the calf

Herd number Animal number
 Ear-tag number Breed
 Sex Date of birth Identity of dam

CPP 4 (1996)

Orchid Data Systems

1 Darwin House
 Corbygate Business Park
 Corby
 Northants
 NN17 5JG

Tel: 01536 443300
 Fax: 01536 443500

e-mail: OrchidData@msn.com

Barclays in

agriculture

CAP

How the changes
might affect your
business

BORROWING

The hows and
whys of raising
money

**Barclays and you—
working together**

BARCLAYS

BARCLAYS FOR FARMERS & GROWERS

Barclays has had a strong tradition of involvement in agriculture and horticulture for over 200 years. We are well known as the farmer's bank and make a point of having agricultural specialists, with a wide experience of the industry, to make sure that you get the help you need. Part of our Group, Barclays Mercantile Highland Finance Limited, has been providing funding packages especially tailored to meet farmers' requirements for over 25 years.

The combination of Barclays Bank and Highland Finance offers an unrivalled range of services and depth of expertise within the agricultural industry. We are committed to providing farmers and growers with the highest level of service, tailored - as far as possible - to meet individual needs and circumstances.

We have branches all over the country, including over 200 Barclays Business Centres with their larger specialised management teams who are skilled in providing a broad range of business banking services. Many of these have Agricultural Banking Managers specially trained in agricultural finance.

Wherever you choose to bank, your manager will be supported by a specialist agricultural team to ensure that we do really understand your business and can make helpful comments on your plans and problems.



OUR AGRICULTURAL SPECIALISTS

Farming has its own language, problems and opportunities. To fully understand the complexities, you have to have worked in the agricultural industry. So all our Regional Agricultural Managers are specialists who have been carefully recruited from the industry for their knowledge and experience of farming matters.

They will understand your particular situation and advise you on the financial implications, explaining how Barclays can help. Talking through a problem or an opportunity with them can help you to decide the right way forward. They will not tell you how to farm, but can help you to explore fully the opportunities available to your business.

OUR SERVICES

Raising finance: Agriculture and horticulture are capital intensive industries. You may need to raise finance to buy livestock and machinery to work and maintain your farm. You may wish to make improvements to buildings or purchase more land. Perhaps you are looking to diversify your interests and need capital to realise your plans. Or you may simply require day-to-day trading finance.

Whatever your circumstances, our financing schemes are as flexible as they are wide-ranging. These schemes aim to meet your needs, from short term day-to-day finance - including the traditional overdraft - to a wide range of loan facilities for financing land, capital or asset purchases over a longer term. We can arrange leasing and other instalment credit facilities through Highland Finance.

Investing and saving: Like any responsible business manager, you need to make sure you are making the most out of any surplus funds. Whether you want your money available at short notice, or whether you can keep it tied up for a while to secure a higher return, Barclays has an account to meet your needs.

We have two types of business deposit account depending on how much you wish to invest and whether you require instant access to your money. Or you can choose from our range of treasury deposits offering various fixed, call and notice accounts for larger amounts. The Barclays Group also provides other investment services* including unit trusts, stock exchange securities and deposits in foreign currencies.

Protecting your business: The Barclays Group can offer you a wide variety of retirement planning and insurance services to help you safeguard your future. This includes business insurance, giving you the cover you need to protect your buildings, machinery and stock against most misfortunes.

We can also offer the right life insurance so that outstanding loans can be repaid if a key person dies unexpectedly, or so that your income can be maintained if you are unable to work through illness or disability. And we can help you ensure that you have the right pension arranged to protect your future, whilst possibly saving you tax at the same time!

If you want to find out more about any of the services outlined in this leaflet, just ask at your Barclays branch. Or, if you wish to talk to one of our agricultural specialists, simply contact the one nearest to you as shown overleaf.

* The value of some investments may go down as well as up.



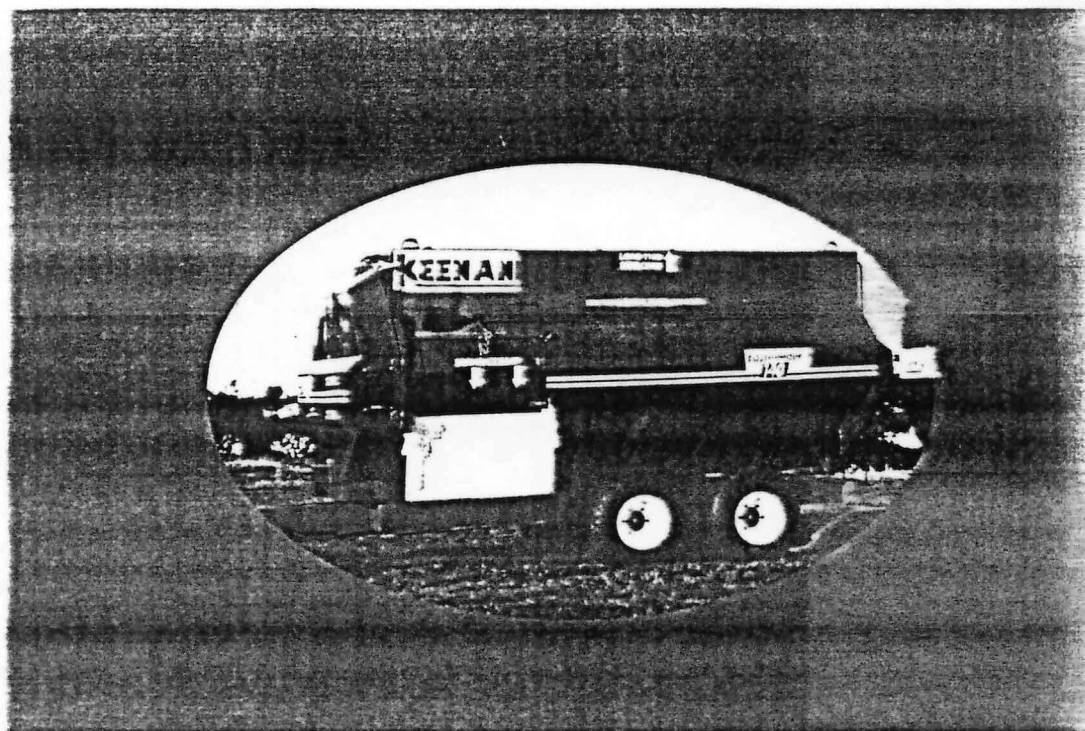
DAISY

THE DAIRY
INFORMATION
SYSTEM



THE UNIVERSITY OF READING





EL SISTEMA KEENAN

KEENAN

Keenan, una compañía, una máquina y un sistema de alimentación, que ahora está siendo adoptado en todo el mundo por ganaderos progresivos.

Sea usted un productor de lechería o de ganado, el Sistema Keenan de alimentación le da la oportunidad de aumentar al máximo el uso de sus propios recursos de cultivos caseros y mejorar por completo las ganancias de negocios, a través de una alimentación más eficiente y con leche y carne de más alto valor.

No importa si usted lleva una rutina de alimentación o simplemente está tratando de obtener lo mejor de su forraje, la alimentación Keenan abre maravillosas oportunidades de las que miles de productores se están ahora beneficiando.

Durante más de 12 años, Keenan ha promovido un sistema de alimentación basado en la Alimentación Total, "Total Mixed Rations" (TMR), que combina una fórmula única de maquinaria de alto rendimiento, un respaldo alimenticio especialista basado en la opinión internacional más reciente y en un acercamiento total al servicio del cliente, el cual ayuda a los usuarios a sacar el mayor provecho del sistema en todo momento.

La filosofía básica asegura que su ganado recibe un

nivel óptimo de alimentación económica durante todo el año, de este modo, la producción y las ganancias son acrecentadas al máximo en todo momento.

Ya sea que usted está alimentando vacas de alto nivel genético en los Estados Unidos, produciendo leche del todo a base de forraje en Nueva Zelanda o produciendo carne vacuna de calidad en Australia, el Sistema Keenan tiene la llave para descubrir las verdaderas posibilidades de su ganado y su negocio agrícola.



EL SISTEMA KEENAN

Maquinaria

En el corazón del Sistema Keenan se encuentra el alimentador Keenan. Este es de un diseño único, probado durante más de 12 años, con efectivamente todos los materiales alimenticios imaginables y con una trayectoria de antecedentes probados que ha establecido nuevos estándares para el equipo de agricultura en toda país en que se ha lanzado.

La filosofía del diseño de la máquina está basada en el mínimo de partes móviles, calidad de estructura tipo tanque y que funcione con pocos requisitos de fuerza. Su éxito proviene de una construcción casi perfecta de sencillez y acción.

El alimentador consiste en sólidas partes móviles sencillas, una puerta frontal para mezclar, granos y unido 10 cm.

Un depósito de entrega, cuando el sistema está siendo mezclado, la cámara mezcladora está elevada por una puerta de sustrato, que se extiende y el forraje se introduce en la máquina. Cuando se requiere una alimentación, la puerta se levanta y el material se introduce en el todo el depósito de entrega, el que distribuye el alimento en forma pareja y rápida en donde se requiere.

El resultado de este diseño único está en una vida operativa duradera, una fiabilidad inherente y un rendimiento en la agricultura que ninguna otra mezcladora puede igualar.

El diseño también tiene otras ventajas. Por ejemplo, la máquina tiene solo cinco soportes en total y todos están situados en la parte exterior de la máquina, para tener un fácil acceso y para eliminar los posibles daños y materiales dañinos en la cámara mezcladora. No puede ser más simple la rutina de mantenimiento de la máquina Keenan.

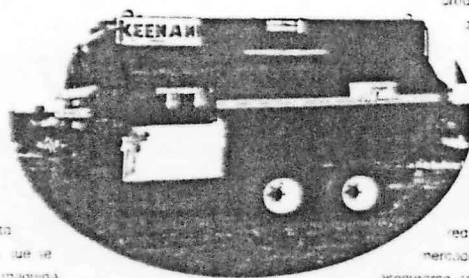
Construcción Técnica

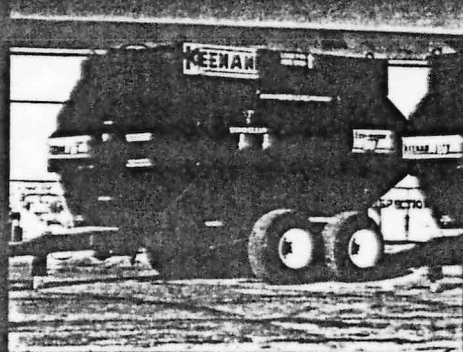
A pesar de que el diseño y los antecedentes de trayectoria de la máquina Keenan son incomparables, no somos lo suficientemente audaces como para pretender que estos nunca se deterioran. Los alimentadores son usados a diario y ellos constituyen el centro del sistema de producción.

Si un alimentador se descompone y este no puede ser reparado por el agricultor, un diseño simple como este, a menudo se queda. Usted tiene que tener la tranquilidad de que la máquina será reparada y se hará en forma rápida.

Teniendo esto en consideración, Keenan maneja una red de lugares de servicio en todos los mercados, con la sola intención de asegurarse de que ningún cliente tenga que perder

un día de alimentación y a vez de una alta mecánica. Si alguna vez tiene un problema, un importador donde usted se encuentre, solo necesita marcar un simple número de teléfono y nosotros haremos todo lo humanamente posible para estar seguros de que la máquina será reparada lo más rápido que se pueda, un importar si es de noche, feriado bancario o incluso Navidad!





Ciudad: Sæviar Paul Villumsen, Vordgaard, Odensevej 45, 8833 Lemstrup.

Paul es dueño de 55 vacas Holstein Friesian, de una alta calidad genética y vende también toros a productores o a centros de inseminación.

Paul empezó a mezclar el alimento para sus animales en 1991, por las siguientes razones:

- Necesidad de cambiar el % de materia gruesa y el % de proteínas.
- Uso de productos primarios.
- Usar mayor cantidad de alimento de su propia producción, especialmente granos.
- Mantener una alimentación más uniforme.
- Mejorar la salud de sus vacas.
- Producir mucho más de leche.
- Ahorrar mano de obra.

Año	Prod. Leche	%Grasa	Kg. Grasa	%Prot	Kg. Prot
1991	8.223	4.21	346	3.24	266
1995	9.406	3.72	350	3.55	334

Estos cambios han permitido a Paul Villumsen entregar anualmente 60.000 litros más de leche, al mismo tiempo que usa y por lo tanto aprovecha, una cantidad mucho mayor del alimento producido por el mismo. El rendimiento por vaca se ha incrementado anualmente en 2.000 DK (345US\$).

Construcción alimenticia

La filosofía Keenan está basada en la premisa de que el proveedor al cliente, al mejorar las máquinas y el servicio técnico posible no es suficiente. Deberá aprender a usar la máquina, para así obtener los mejores resultados de su inversión.

Teniendo esto en cuenta, Keenan tiene disponible, para todos los clientes, un equipo permanente de especialistas en alimentación a base del sistema Alimentación Total (TMR) en los principales mercados del mundo. Desde el momento que usted recibe su alimentador, usted puede participar en un equipo de conocimiento sobre Alimentación Total (TMR) más comprensivo y dinámico del mundo.

A través de los años, el equipo ha estado en la vanguardia, promoviendo nuevas técnicas de alimentación diseñadas para aumentar al máximo el uso de materiales de cultivos caseros y otra forma de alimentación eficaz de costo. El equipo trabaja en forma totalmente independiente de cualquier conexión con compañías de alimentos y es el único equipo en el mundo, que está exclusivamente dedicado al desarrollo de técnicas de alimentación a base de Alimentación Total (TMR).

La única razón de existencia del equipo es hacer que la alimentación con Keenan sea la más productiva posible para todos los clientes de Keenan. Este equipo no solo proporciona un servicio de asesoría único y comprensivo a todos los usuarios, mientras trabajan la máquina, sino que también está dominando la industria en el desarrollo de nuevas técnicas prácticas de la Alimentación Total (TMR).

Lo fundamental en la asesoría sobre alimentación que proporciona Keenan está el incentivo del intercambio de información entre los clientes y entre los usuarios, para que todos los clientes tengan acceso a las técnicas y opiniones más recientes sobre las materias concernientes a la Alimentación Total



(TMR). Teniendo esto en consideración, la compañía ha establecido el primer centro internacional en el Reino Unido sobre Alimentación Total (TMR), diseñado para acelerar el aprendizaje de las mejores técnicas sobre Alimentación Total (TMR) y ofrecer esta información a todos los clientes del mundo lo más rápido posible.

Keenan está a la cabeza con la provisión de asesoría en alimentación para los clientes y también está creando una área completa de manipulación de alimentación, para producir productos finales específicos, la sea leche con alto contenido de caseína para la producción de queso, productos de bajo contenido de lactosa para la exportación a Japón o cantidad específica de las suerter para la producción de carne.

Keenan, además de proporcionar planificación de ración, programas de alimentación y polarización de problemas, también organiza grupos de discusión permanentes, seminarios y viajes de estudio para poner a los usuarios al día en forma regular.

En Europa, en donde se encuentra, la sea en Europa, América, Australia y en otra parte, una sola llamada telefónica local lo pondrá en contacto con la asesoría de alimentación especialista más reciente disponible.

Cliente: Alan Cochran, Cameroun: Island Road, Nueva NSM

DESCRIPCION DEL FONDO

780 vacas Holstein. Particiones durante todo el año. 150 animales jóvenes en etapa de acostumbramiento (Stock de reemplazo). Lo que hace un total de 1.350 cabezas de ganado. No tiene riego artificial. La zona tiene una lluvia de 1.050 mm anuales. Habiendo tenido en los últimos tres años un promedio de 600 mm/año.

La pradera es predominante en pastos tropicales de baja digestibilidad, e.g. kikuyu.

ANTES DE ADOPTAR EL SISTEMA KEENAN

Las vacas se alimentaban durante todo el invierno con maíz, ensilajes de pradera y raciones diarias de pellets. Durante el verano pastaban, y también recibían raciones diarias de pellets.

BUENAS RAZONES PARA SU CAMBIO AL SISTEMA KEENAN

Las fluctuaciones en la calidad del pastoreo producía dramáticos cambios en la producción de los sólidos de la leche. El ingerir hasta 12 kilos de pellets ocasionaba problemas metabólicos. El forraje pobre y/o utilización de la pradera producía bajos porcentajes de materia grasa. Existía el deseo de mejorar los rendimientos de materia grasa y proteína. También se consideró la longevidad de los equipos Keenan, junto con su desempeño y operación completamente libre de problemas.

EFFECTOS DEL SISTEMA KEENAN

Un uso mucho más eficiente de los Suplementos Alimenticios. En el primer año de usar el Sistema Keenan, se ha gastado en suplementos alimenticios un promedio de 22.1c/kgMS. Usando el sistema anterior de alimentación, se habrían gastado durante el mismo período un promedio de 30.5c/kgMS. El haber usado el Sistema Keenan ha significado un ahorro de casi un 40% por kg/MS.

AUMENTO DE LA PRODUCCION

	Rend (litros)	Mat.gr.	Proteína
Antes de Keenan	7250	253 (3.50%)	225 (3.1%)
Después	7914	316 (4.00%)	261 (3.3%)
Aumento de	+664	+63 (0.50%)	+36 (0.2%)
Porcentaje real	+9%	+25%	+16%

Este aumento en la producción, con un precio promedio de la leche de 28c, nos da un extra de \$185 por vaca al año.

DESEMPEÑO DE LA MAQUINA

"Desde su llegada no hemos tenido nunca un problema con Keenan. La hemos usado a diario, y nunca deja de maravillarnos por la forma en que maneja todos los materiales en la forma perfecta y deseada. Hemos usado desde alimentos con un alto contenido de humedad, como medias de granos frescos hasta grandes cantidades de material seco, de fibra larga, y con todos ellos trabaja admirablemente bien."

Cliente: Annetto Y Greg Fletcher, Stapleton, Leicestershire

ANTECEDENTES

Han estado con el Sistema Keenan de Ración Mixta Total desde 1992, habiendo usado antes paja de forraje y mezcla. La eficiencia alimenticia ha tenido aumentos significativos, especialmente en los dos últimos años y medio, en la absorción de materia seca. Muy particularmente aguzado ha sido el aumento de proteína de la leche.

GANADO

Tenían ganado de raza Holstein Friesian, compuesto de 36 vacas con un stock de reemplazo de 45 animales jóvenes.

SISTEMA DE ALIMENTACION

Usando por completo el Sistema Keenan de Ración Mixta Total basado en una mezcla de ensilaje de pasto, maíz, la ración de ingredientes incluye: soja traseada, extracto de germen de maíz, harina de pescado, urea de grado alimenticio, feno láustico,

melaza de caña, paja molida y minerales especiales de Keenan.

El ganado está dividido en dos grupos de echeros: las de alto rendimiento (M+36) y las de bajo rendimiento (M-24). Todas albergadas en compartimentos durante el invierno, y luego durante el verano los animales de alto rendimiento son alimentados parcialmente encerrados, con acceso a pastar solo durante el día. Las de bajo rendimiento, tienen tanto en el día como en la noche, acceso a un dispensador especial. Las vacas ecas se manejan en los grupos separados. Las primeras en ordearse se alimentan con forraje restringido para conservar y ajustar la condición de su cuerpo. Dos a tres semanas antes del parto se les traslada a una dieta más fresca.

DESEMPEÑO DEL GANADO

	Vacas	Juveniles
Rendimiento	8,300	6,700
Materia grasa (notando)	4.18	4.40
Proteína	3.48	3.85

KEENAN

Keenan TMR Centre

National Agricultural Centre, Stoneleigh Park, Kenilworth,
Warwickshire CV8 2RL, England
Tel: 01203 890903 Fax: 01203 896803



£1 million

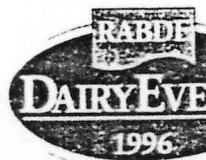
You now have access to £1 million worth of results. This is the impressive sum we have spent for you on project work alone, since the Trust was founded. So what do Farmer Members get for their annual subscription?

- About 20 of the short topical **Farming Notes**. These range from *Fly Control* to *Fertilizers*, and *Forage Crops* to *Silage Check List*.
- **12 major Project Reports**. These have covered both Products and Systems such as *Grass and Clover Varieties*, *Silage Additives*, *Self Feed vs Complete Diet* and *Kale for Silage*. You increasingly tell us that even one relevant subject saves your subscription many times over.
- The opportunity to join in with the very popular series of farm visits and winter meetings throughout the country.

SEE US AT THE SHOWS

Wednesday Sept. 18

Thursday Sept. 19



DUNCAN FORBES B.Sc. Hons (Agric Sc.), Dip. A.F.M.
Development Manager

Wednesday Oct. 2



South West

HENLEY MANOR
CREWKERNE, SOMERSET TA18 8PH
(Fax 01 460 76233) TEL 01 460 72977



Tuesday Oct. 15



ENTER OUR COMPETITION WIN!

Kingshay Soil Sampling Tool and Analysis Packs
Bring a non-member friend to see us

RANGE OF SERVICES

We offer specialist services for every sector of the agricultural industry with four key areas of expertise:

- Farm Consultancy
- Rural Land Management
- Professional Services
- Overseas Development

Our client base covers the complete range of organisations from smallholdings to large dairy farms; from market gardens to extensive cereal operations; from family farms to PLCs, professionals and Government organisations. No operation is too small or too large to benefit from our services.

Our understanding of farming and business management allows us to fine tune our service to offer sound, practical advice and guidance whatever the situation.

NATIONAL NETWORK

From our regional offices at Burgess Hill, Edinburgh, Newmarket and Worcester we provide national coverage of our Farm Consultancy Services whilst both our Professional Services and Rural Land Management divisions are based at Peterborough.

Edinburgh and Newmarket are also the springboards for our growing involvement in overseas agriculture, particularly mainland Europe.

Wherever they are based, our professional staff have a wealth of experience in the technical and financial aspects of farm management and many are noted experts in their specialist fields.

For further details about our services please contact one of our regional directors.



Scotland & Northern England
John MacGregor
Managing Director

3 Rutland Square, Edinburgh
Scotland EH1 2AS
Tel 0131 229 8741
Fax 0131 228 1682



Western England, Midlands & Wales
Geoff Brookes
Director

Top Barn, Business Centre
Holt, Worcester WR6 6NH
Tel 01905 621201
Fax 01905 621323



Professional Services
Alan Measures
Director

Hemington Lodge, Hemington
Peterborough PE6 5QP
Tel 01832 293322
Fax 01832 293615



Eastern Counties
Pat Hutchinson
Director

Cecil Lodge, Falmouth Avenue
Newmarket, Suffolk CB8 0NB
Tel 01638 663275
Fax 01638 561863



Southern Counties
Peter Walker
Director

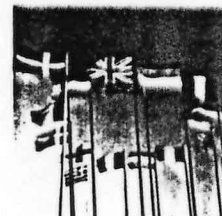
CONSULTANTS IN AGRICULTURE

Laurence
GOULD
PARTNERSHIP LTD

Peter Walker

28 Church Road, Burgess Hill, West Sussex RH15 9AB
Tel 01444 750774 Fax 01444 750814

CONSULTANTS IN AGRICULTURE



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AGRICULTURAL TRAVEL BUREAU

14 Chain Lane, Newark, Notts NG24 1AU

Tel: 01636 705612 Fax: 01636 707600

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Agricultural and Cultural Tour
to Chile and Argentina
18th January 1997

A395



Agricultural & Cultural Tour to Chile and Argentina 1997.

Our South American programme is proving to be a real winner - Chile and Argentina are not easy countries to travel around independently. Once you leave the main cities, tourists are very few and far between so why not join our group?

Our itinerary ensures visits are made to interesting and out-of-the-way places where it would be difficult to gain admission unless in an organised group. Imagine a stately home with fantastic views across the Andes opened up especially for you, being shown top quality horses, wine grapes irrigated by computer then lunching off Limoges china, before moving on to see raspberry picking! A stay arranged in an elegant Argentinian estancia set in 250 acres of garden, surrounded by fields of maize, sunflowers and cattle.

These we can promise if you choose to join our 4th tour (each one better than the last) which will be fully escorted from London travelling in luxury touring coaches staying in a variety of hotels, with excellent friendly technical guides/interpreters to ensure you learn as much as possible about the local agriculture and the country. Finally a few days at the world renowned Iguassu Falls, 2 kms of tumbling waterfalls with lush vegetation, exotic birds and colourful butterflies.

Outline Itinerary

Saturday 18th January

Depart from London to fly to Santiago on overnight British Airways flight. All meals inflight.

Sunday 19th January

Arrive in Santiago, the Capital of Chile. Transfer to the Kempinski Hotel for a stay of one night. An afternoon city sight seeing tour followed by a "welcome" to Chile dinner on San Christobel Hill with panoramic views over the city.

Monday 20th January

Breakfast. Depart and drive south on the Pan America Highway to visit a large estate growing raspberries for dessert, juice, freezing and pulp. Inspect the grape harvest before lunch. Continue to a maize seed grower before arriving for a stay of two nights at the de luxe country hotel - Los Lingues. This hacienda is like a private home with beautiful gardens and large swimming pool. Dinner

Tuesday 21st January

Breakfast. Visit a large fruit packaging company - Unifruitti followed by a winery visit and lunch. A dairy farm visit before returning to Los Lingues. Dinner

Wednesday 22nd January

Breakfast. A scenic drive southwards between the Andes and the Coastal Range to Concepcion on the Pacific Ocean. This will be a long drive but a farm visit and lunch will break up the journey. The scenery is varied and interesting. Check in to Hotel Araucano for one night. Dinner at the hotel.

Thursday 23rd January

Breakfast. Transfer to the airport. Short flight south to Puerto Montt with a transfer on arrival to the pretty lakeside hotel Cabanas del Lago on the side of Lake

Llanquihue for a stay of 2 nights. Lunch at a local restaurant. Afternoon excursion in the Fruitillar and Puerto Varas area. Dinner at the hotel.

Friday 24th January

Breakfast. A full day of farm visits to include sheep, cattle and crops. Lunch en route before returning to the hotel. Dinner.

Saturday 25th January

Breakfast. Depart by coach for a magnificent journey to cross the mighty Andes by road and by lake ferries. This is truly a highlight of the tour. Lunch en route, finally arriving in Argentina at the lakeside town of Bariloche for 2 nights at the Hotel Edelweiss. Dinner own arrangement.

Sunday 26th January

Breakfast. Visit to a large farm at El Bolsón producing various soft fruit - strawberries, cherries, raspberries, blackberries, boysenberries, plus grapes, ginger, cheese, rearing trout, and rural crafts. Lunch on the farm. Return to Bariloche. Dinner own arrangement.

Monday 27th January

Breakfast. Transfer to the airport for flight to Buenos Aires. An hour and half coach journey to Lobos and La Concepcion, a magnificent family owned estancia set in a garden of 240 acres! Lunch in flight. Dinner at La Concepcion.

Tuesday 28th January

Breakfast. Morning tour of the farm with an agronomist. The farm produces maize, sunflowers and beef/sheep. Return for a barbecue lunch and spend the afternoon enjoying the facilities - gardens,

swimming, tennis, riding etc. Dinner.

Wednesday 29th January

Breakfast. Then further free time with lunch by the pool. Afternoon departure for a drive to Mar del Plata on the coast for a stay of 2 nights at Costa Galana Hotel, arriving late evening. Dinner at the hotel.

Thursday 30th January

Breakfast. Morning tour to visit a local farm with lunch. This will probably be a dairy farm on one of the large estates. Return to Mar del Plata. Rest of day at leisure. Dinner own arrangement.

Friday 31st January

Breakfast. Depart and drive to Tandil, visit a farm and the Fangio Racing Museum at Balcarce. Lunch en route. Arrive at the Estancia Acelain, a 6,000 hectare property with wheat, maize, soyabeans, sunflowers and pasture for raising and fattening beef cattle. Stay in the house which was built in 1902 in the Arabian/Anduluzian style. Dinner.

Saturday 1st February

Breakfast. Morning visiting the various farming enterprises and returning in time for lunch. Relax in the afternoon around the pool and gardens, or perhaps further agricultural visits. Dinner.

Sunday 2nd February

Breakfast. A lazy morning until lunch. Depart after lunch for the drive into Buenos Aires, the capital city arriving late afternoon at the Libertador Hotel for a stay of 2 nights. Dinner own arrangement in one of the many excellent restaurants.

Monday 3rd February

Early breakfast and depart to visit Liniers Cattle Market on the outskirts of the city. This market handles upwards of 1500 head of cattle daily. Here you will see the gauchos moving the cattle from pens to weighbridges and into trucks. Auctioneers sell from raised platforms to buyers, some of which are also mounted on sturdy Argentinian horses. On the return drive, a city sightseeing tour to see the famous buildings - cathedrals, elegant squares, parliament and embassies set in tree lined avenues, plus the dock area where the Tango was born. Return to the hotel. Lunch own arrangement. Free time for private sightseeing or shopping. Evening - a special dinner and Tango Show.

Tuesday 4th February

Breakfast. Transfer to the airport for a 2 hour flight to the amazing Iguassu Falls in the Rain Forests on the Argentina, Brazil, Paraguay borders. A stay of three nights in luxury accommodation at the Internacional Hotel, rooms with views of the Falls. Lunch and dinner - own arrangement.

Wednesday 5th February

Breakfast. Morning with a special guide to view the mighty Falls from the Argentinian side to include the Devil's Throat. Rest of the day free to enjoy the pool, the gardens and perhaps another gentle stroll to the Falls.

Thursday 5th February

Breakfast. This morning the coach will take you across the border into Brazil to view the Falls. You may wish to take a helicopter ride or get close to the Falls in a boat on the river. Free time to enjoy the sunshine and unique setting of the

hotel. Lunch and dinner own arrangement

Friday 7th February

Breakfast. Free time before transfer to the airport for the return overnight British Airways flight to London Heathrow, via Rio de Janeiro. Meals in flight.

Saturday 8th February

Morning arrival in London Heathrow.

End of Tour arrangements.

Tour costs:

Based on a group of 15 persons
£3942.00 per person.

Single room supplement. £504.00

Reduction of £74.00 for group of 25 persons.

Costs include:

International and domestic flights as stated in the itinerary, all meals in flight. 19 nights accommodation in Chile and Argentina in hotels, haciendas or estancias. All rooms with private facilities (except a few rooms in Acelain where bathrooms will be shared).

Breakfast daily.

13 lunches and 13 dinners.

Special dinner and Tango show, in Buenos Aires. 3 nights at Iguassu Falls. All technical and touristic visits.

Transportation by luxury coach plus local coach and ferry crossing of the Andes. A specialist guide/interpreter in both Chile and Argentina.

Escorted from London and return.

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NEW ZEALAND

'Country Life Tour'

17th February 1997

Tour ref: A379



BOOKING CONDITIONS

1. Tour Prices and Surcharges

Prices are based on costs, taxes and exchange rates as stated in our brochures. Due to continuing variation of air fares, our prices will be confirmed when bookings are made. Once a cost has been confirmed, we will guarantee the price of your holiday will not be subject to any surcharges except those resulting from Governmental action, air fare increases and exchange rate variations. Even in these cases we will absorb an amount equivalent to 2% of the holiday price which excludes insurance premiums and any amendment charges. Only an amount in excess of this 2% will be surcharged and if this means payment of more than 10% of the holiday price you will be entitled to cancel the holiday with a full refund of all the money paid except for insurance premiums. Should you decide to cancel because of this you must exercise your right to do so in writing within 14 days from the issue date printed on the invoice. Because we are making certain financial commitments as above we regret that we are not able to make reductions in the price should the value of the pound strengthen.

2. Tour reservations, deposits and balances

To make a reservation, a deposit of £100.00 is required (unless stated otherwise). Upon receipt of these we will then forward confirmation, and payment of the balance is due no later than 8 weeks before the departure date. Non receipt of the balance on the date due will result in the holiday being liable to cancellation. Tickets and other documents will normally be forwarded 10 to 14 days before the date of departure.

3. Change of booking by you

Should you wish to change your holiday arrangements in any way after we have accepted your booking we will endeavour to meet your wishes to the best of our ability. A handling fee for any change of £20 (plus communication charges) per alteration will be charged to cover administration costs. If you make any change to your booking after the balance due date, then the change will be treated as a cancellation and the cancellation charges indicated in the paragraph dealing with Cancellation by you will apply.

4. Cancellation by you

All cancellations must be confirmed in writing. If you find it necessary to cancel your booking the following cancellation charges will apply:
Notified 56 or more days before departure - loss of deposit.
Notified 31-55 days before departure - 40%.
Notified 1-30 days before departure - 50%.
Departure date or after - 100%.

5. Alteration to travel arrangements whilst abroad by you

We regret that no credit or refund is possible for any unused services provided in the cost of the holiday. If you decide to alter your travel arrangements whilst abroad this is your own responsibility and Agricultural Travel Bureau/Barnfield Travel & Tours or the company's agents are not responsible for any extra costs that are involved or for any difficulties that may arise with onward travel as a result of such alterations. No credit or refund is possible for any lost, mislaid or destroyed travel documents which should be a claim on your own insurance.

6. Alteration to confirmed booking by us

It is unlikely that we will have to make any change to your holiday, but we do plan the arrangements many months in advance. Occasionally we need to make changes which we reserve the right to do at any time. Most of these changes are minor, and we will advise you at the earliest possible date. If a major change becomes necessary we will inform you as soon as is reasonably possible if there is time before your departure. When a major change occurs (such as the alteration of your outward/return flights by more than 12 hours, changes of resort or reduction in the standard of accommodation), you will have the choice of either accepting the change of arrangements, taking another available holiday from us, or cancelling your holiday and receiving a full refund.

7. Cancellation of confirmed booking by us

In the event of the company having to cancel the holiday on or before the date when the payment of the balance of the price becomes due you will be offered the choice of an alternative holiday if it is of a comparable standard and available and if this is not acceptable a full refund of all monies will be paid. In the unlikely event that we have to cancel after the date when payment of the balance of the price becomes due always providing that the balance has been paid but more than 14 days before the intended date of departure, compensation will be made as detailed below. In the event that a holiday has to be cancelled or amended for reasons of force majeure (i.e. the occasion of war, threat of war, riot, civil strife, industrial dispute, terrorist activity, natural or nuclear disaster, fire, adverse weather conditions) all monies paid will be refunded but it is regretted that there will be no compensation payable.

8. Compensation

For cancellation and alteration within 56 days of departure.

43 - 56 days	£20
30 - 42 days	£40
15 - 28 days	£50
0 - 14 days	£50

9. Personal Injury (unconnected with arrangements made by us)

Should you or any member of your party suffer illness, personal injury or death through any misadventure during your holiday arising out of an activity which does not form part of your holiday arrangements, nor part of any excursion sold through us we shall offer you assistance in pursuing any claim you intend making against the offending party. This includes advice and guidance and may include a contribution towards legal costs and expenses which in our opinion are reasonable and appropriate in the circumstances up to a limit of £5,000 per booking form, provided that you request such assistance within 90 days from the date of the misadventure.

10. Arbitration

In the case of any complaint we will do all in our power to resolve this to the satisfaction of our client. However, in the unlikely event this proves impossible the matter may if the customer so wishes be referred to arbitration under a special Scheme which, though devised by arrangement with the Association of British Travel Agents, is administered quite independently by the Chartered Institute of Arbitrators.

The Scheme (details of which will be supplied on request) provides for a simple and inexpensive method of arbitration on documents alone with restricted liability on the customer in respect of costs. The Scheme does not apply to claims for an amount greater than £1,500 per person. There is also a limit of £7,500 per booking form. Neither does it apply to claims which are solely or mainly in respect of physical injury or illness. The rules of the scheme provide that the application for arbitration must be made within 3 months of the date of return from the holiday but in special circumstances it may still be offered outside this period.

11. Tour Operator's liability

(i) We accept responsibility for ensuring the holiday which you book with us is supplied as described in this brochure and the services offered reach a reasonable standard. If any part is not provided as promised, we will pay you appropriate compensation if this has adversely affected the enjoyment of your holiday. We accept responsibility for the acts and/or omissions of our employees, agents and suppliers except where they lead to death, injury or illness. Our liability in all cases shall be limited to a maximum of two times the value of the original holiday cost.

(ii) We accept responsibility for death, injury or illness caused by negligent acts and/or omissions of our employees or agents together with our suppliers or sub-contractors, servants and/or agents of the same whilst acting within the scope of, or in the course of their employment in the provision of your holiday. We will accordingly pay to our clients such damages as might have been awarded in such circumstances under English Law.

(iii) In respect of damage by air, sea and rail and the provision of accommodation our liability in all cases will be limited in the manner provided by the relevant international convention. Please see Conditions of Carriage below.

12. Conditions of Carriage

Air travel is by the services of International Air Transport Association member airlines. The responsibility of IATA airlines in connection with the tours in this brochure is limited to the carriage of passengers and their baggage in accordance with conditions of carriage of the participating airlines. Passengers are conveyed by other carriers under the terms and conditions set out in the passage tickets and the companies are exempt from liability for loss/damage or personal injury.

13. Delay at airports

All travel is by scheduled airlines, and in the event of departure delays such airlines will advise clients of these delays, and in the great majority of cases will arrange extra meals and overnight accommodation as necessary at the airline's expense. If for any reason the airline concerned does not provide the extra meals and accommodation, we as the tour operator will make whatever arrangements we possibly can at our own expense. As we advise both on the booking form and in these conditions, you should ensure that you take out comprehensive travel insurance which includes financial compensation in most cases for delays of 12 hours or more.

14. If you have a complaint

We do our best to give you an enjoyable, trouble-free holiday but occasionally even the best laid plans can go wrong. If you have a problem during your holiday, please inform the relevant authority (i.e. hotel, tour manager etc.) immediately who will endeavour to put things right. If your complaint cannot be completely resolved locally, please bring this up within 28 days of your return home by writing to us giving all relevant information. It is therefore a condition of this contract that you communicate any problem to the authority in question whilst in our country so as to allow the prompt procedure we cannot accept responsibility as we have been deprived of the opportunity to investigate and rectify the problem.

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16159899.

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Oficina de Turismo. Tfno: (941) 100845.

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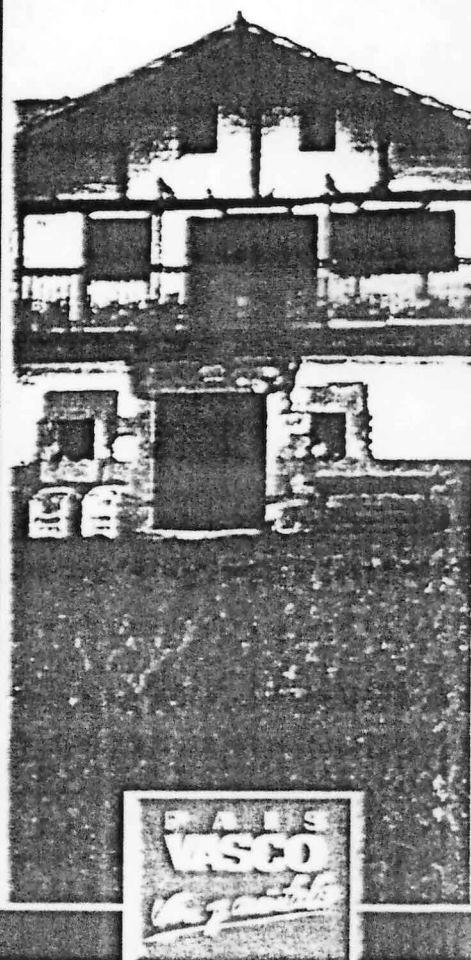
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FARM TOURS

Winter Issue 1996/97

Worldwide



THE
GRAND WORLD TOUR
Tour Programme



New Zealand, a small country on the other side of the world encompassing within it's shores some of the world's most breathtaking natural beauty, together with a large diversity of agriculture and terrain. Our tour includes a full programme of agricultural visits, a farm stay and Pacific Island stopover along with awe-inspiring scenic wonders and Maori culture.

- Full programme of farm visits
- Pacific Island Stopover 2 nights on Fiji
- Overnight farm stay
- Milford Sound cruise
- Maori village and hangi
- Geysers & boiling mud
- Mount Cook
- The Southern Alps
- Agrodome
- Great cities including Auckland, Wellington, Christchurch, Rotorua, Queenstown and Dunedin
- Optional Whale Watching and Glacier Flights
- Half-board meal plan

New Zealand

A Full Programme of Farm Visits & Spectacular

DAY 1 & 2 London - Fiji 0 0 0 *Fly Pride of The Pacific to Paradise*

A mid afternoon departure from Heathrow on our flight to Fiji. We choose to fly AIR NEW ZEALAND, 'The Pride of The Pacific', because of the excellent in-flight service, comfortable modern aircraft with good sized seats and friendly efficient cabin staff. Our flight takes us via Los Angeles across the International Date Line and on to our 'TROPICAL ISLAND PARADISE' Fiji. A short transfer to The Fijian Shangri La resort hotel, and two days to unwind, swim, sunbathe, relax on the terraces, cruise in a 'glass bottomed' boat, enjoy a round of golf, just whatever takes your fancy.

DAY 3 & 4 - Fiji 0

Two days on a tropical island

Whole days at leisure Shangri La Fijian Resort Hotel.

DAY 5 - Fiji - Auckland 0 0 - Cocktail party *Welcome to New Zealand*

Rested and relaxed we fly on to Auckland (just under three hours) and the start of our New Zealand tour. A sightseeing tour of the city including the harbour and Mount Eden then back to our hotel for a welcome cocktail party. Overnight Auckland.

DAY 6 - Auckland - Hamilton 0 0 0 *Sheep and Beef station - poolside lunch and large dairy*

Travel south to the Waikato district and a visit to

Waikato Station, for an introduction to sheep and beef farming in New Zealand. After a poolside lunch its then on to the Wallace Farm, a large scale dairy enterprise. Overnight Hamilton.

DAY 7 - Hamilton - Rotorua 0 0 *Kiwi fruit, Agrodome and Maoris*

Morning visit to an organic kiwi fruit farm. Travel on to Rotorua for an afternoon visit to the Agrodome and an entertaining insight into New Zealand's sheep industry. This evening its dinner with a Maori chief and his people at a traditional Hangi (feast). Overnight Rotorua.

DAY 8 - Rotorua - Palmerston North 0 0 *Geysers, mudpools and garden*

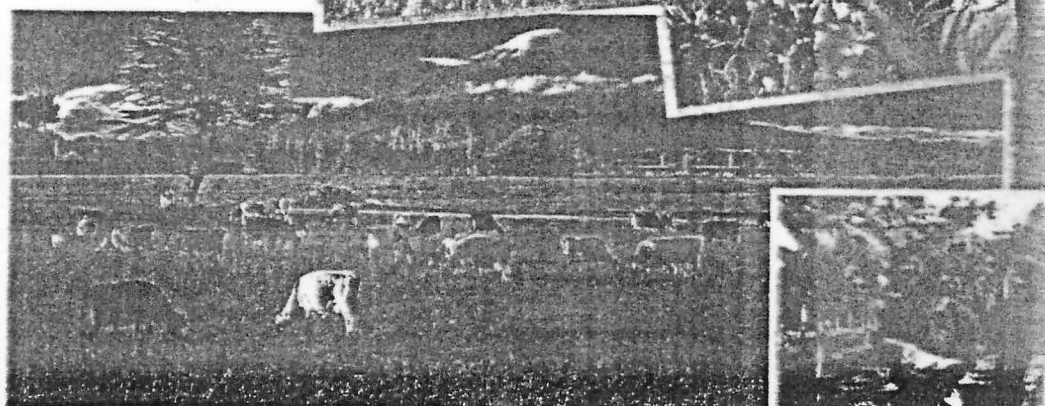
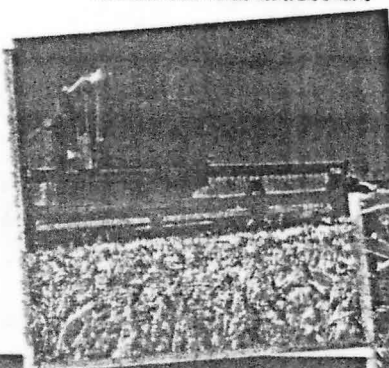
Visit Whakarewarewa, a Maori village and cultural centre to learn about New Zealand's first settlers, followed by a look at the geysers and mudpools for which Rotorua is world famous. Travel south via Lake Taupo and Huka Falls, passing New Zealand's highest volcanic peak, Mt. Ruapehu and down to Palmerston North. Afternoon tea at the splendid Rahmoy garden. Overnight Palmerston North.

DAY 9 - Palmerston North - Wellington 0 0 *Romney Sheep and cheese - the capital city*

This morning Wairere, an impressive Romney Sheep stud. New Zealand's largest ram breeding enterprise owned by Wairere scholar Derek Daniel. Weather permitting we'll use a 4x4s to look at the stock and property. Picnic lunch and then on to Lindale Farm, home of Kapiti Cheeses. Overnight Wellington.

DAY 10 - Wellington - Blenheim 0

Sail to South Island - vineyards and orchards
A morning ferry through the tranquil Marlborough Sounds will take us from North Island to South



nd & Fiji

Scenery Excellent value for money

FEATURE PACKED
27 DAY TOUR



Island for land fall in Picton. A visit to an olive grove and vineyard with lunch and tastings. On to Steve Hammond's cherry and apple orchard followed by a visit to the large scale Montana winery. Overnight Blenheim.

DAY 11 - Blenheim - North Canterbury 00

Farm stay and whale watching

Travel south with a coffee stop at Winterton, an old property with formal gardens, sea views and an avocado orchard. After coffee carry on southward to the seaside resort of Kaikoura and a chance to take a whale watching flight or a walk to the seal colony. Overnight Farm Stay with your New Zealand farming family hosts.

DAY 12 - North Canterbury - Christchurch 00

Border-dyke irrigation and a cathedral

Breakfast with our hosts and on to the Norme's border-dyke irrigated sheep and dairy farm. Lunch with the Norme's before visiting a deer farm and factory. Overnight Christchurch and an opportunity for a walk by or punt on the river or a visit to the cathedral.

DAY 13 - Christchurch - Twizel 00

Arable farms on the Canterbury Plains

Across the Canterbury Plains stopping at Ptui Jarman's impressive operation. Seed mulching, specialised crops, & Merino sheep. Lunch with the Jarman's and on to Twizel with a stop en-route at the Church of the Good Shepherd overlooking Lake Tekapo. Overnight Twizel.

DAY 14 - Twizel - Queenstown 00

Mount Cook and Bob's Peak

Drive to Mount Cook village and New Zealand's highest mountain at over 13000 feet. Optional sightseeing flight around the mountain and its glaciers or maybe a walk in the crisp mountain air. Travel on through the splendour of the Southern Alps. Overnight Queenstown with buffet dinner at the top of Bob's Peak.

DAY 15 - Queenstown 0

A Day Off!!!! in Queenstown.

A free day to enjoy Queenstown set in the mountains on Lake Wakatipu (the Windermere of New Zealand).

enjoy shopping, lake walks, jet boats, bungy jumping, lake cruises the choice is yours. Overnight Queenstown.

DAY 16 - Queenstown - Milford Sound - Te Anau 00

Milford Sound Cruise

A full day travelling via scenic farmland near Mossburn, to the still waters of Lake Te Anau and through the rugged beauty of the Cascade and Hollyford Valleys to Milford Sound. A lunch time cruise amidst awesome grandeur of Milford Sound. Overnight Te Anau.

DAY 17 - Te Anau - Dunedin 00

A small sheep station!!!!

Today Mount Linton Station, one of New Zealand's largest sheep operations carrying 60,000 sheep and 10,000 cattle using innovative stock breeding and management systems. Late afternoon we travel on to overnight in Dunedin New Zealand's 'Scottish capital'.

DAY 18 - Dunedin Area 00

Albatross, penguins and picnic

Visit the Otago Peninsula to see the nesting grounds of the giant Royal Albatross. We may also see the endangered yellow-eyed penguins. A picnic lunch prior to our return to Dunedin for a free afternoon in this Scottish town in the southern hemisphere. Overnight Dunedin.

DAY 19 - Dunedin - Christchurch 000

A chat with Bob Simpson and Dinner with the Izard's

We are travelling north today to Christchurch en-route a visit to Bob Simpson's mixed farm and a chance to discuss the pros and cons of New Zealand farming with an expert. This evening a treat for our 'farewell to New Zealand dinner' with the Izard's at their beautiful country home. Overnight Christchurch.

DAY 20 & 21 - Evening Mount home 00

Spark Brothers dairy with a difference

Last minute shopping before a visit to Mount Cavendish with magnificent views over the Canterbury Plains and Pacific Ocean. A spot of lunch at the summit and then to the Spark Brothers town dairy farm, a few surprises for us with this visit. It's then to the airport and our night flight home.

DEPART	RETURN	COST
27th JAN. 1997	16th FEB. 1997	£3,249
31st MAR. 1997	20th APR. 1997	£3,249

PLUS £10 TAX AND £60 INSURANCE PER PERSON
SINGLE SUPPLEMENT £479
MEAL PLAN - HALF BOARD BASIS

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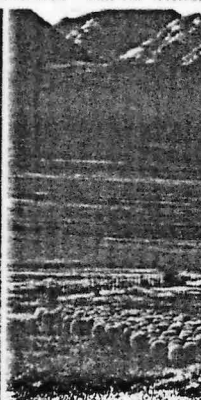
- Scheduled round trip flights on Air New Zealand 'The Prince of the Pacific'
- Airport transfers in and out of New Zealand
- 2 night stopover on Fiji
- 15 nights accommodation in New Zealand
- All ground transportation
- Top class accommodation throughout, based on double occupancy of twin or double rooms
- Entrance fees to Agrodome, Whakarewarewa Thermal Reserve, Maori Village, Port Hills Gondola
- Farm and Agricultural visits as specified in the programme includes: deer, dairy, sheep and arable farms
- Ferry crossing - North to South Island
- Fiordland - Milford Sound lunch cruise
- Breakfasts, lunches and dinners as specified in the itinerary plus our world famous picnics
- The farm stay, your chance to visit and stay with New Zealand farmers in their own homes on a one to one basis
- The services of a UK tour manager throughout
- Free New Zealand protection
- 000 BREAKFAST LUNCH DINNER INCLUDED

FARM TOURS RESERVATIONS

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24 hours





PROGRAMME TO ERADICATE BSE IN THE
UNITED KINGDOM

CHAPTER 1. EXECUTIVE SUMMARY

1.1. This programme document describes all the measures taken against BSE in the United Kingdom since 1988, together with further measures now being proposed.

1.2. The objectives of Government action are threefold:

- (a) to protect consumers of bovine products in the UK and elsewhere from the risk, however remote, that BSE may be transmissible to man;
- (b) to eradicate BSE in the UK cattle herd; and
- (c) to prevent transmission to other animal species.

1.3. Although the primary purpose of this document is to review action taken to eradicate BSE in cattle, it also presents a full picture of action taken to protect human health.

1.4. There is a detailed explanation of what we know about the nature of BSE, unlike other major animal diseases such as foot and mouth disease or swine fever which are highly contagious. It is one of a group of diseases - transmissible spongiform encephalopathies - which most scientists believe are caused by abnormal forms of protein (prion protein). All evidence so far indicates that in field conditions infection is acquired by consumption of contaminated animal feed, not passed from animal to animal. The belief that it can be spread by other means eg. direct transmission remains speculative.

1.5. The two key aims of UK Government action (each supported by a large body of research evidence) have been:-

- (a) to exclude from cattle feed all ruminant material which could contain BSE infectivity;
- (b) to exclude from the human food chain every bit of those (relatively small) parts of the bovine carcass which, laboratory experiments show, contain BSE infectivity, if the animal were infected, and which could contain BSE infectivity, if it were transmissible to man.

1.6. A large body of rules to achieve these twin aims has been introduced by legislation between June 1988 and May 1996: 57 legal instruments in total.

1.7. Three key features of this legislation are:-

- (a) progressive steps towards the complete exclusion of mammalian bonemeal (MBM) from all farm animal feed (in its present form goes further than the restrictions applicable elsewhere in the EU)
- (b) a requirement that all cattle which are suspected of having BSE are and destroyed;
- (c) a requirement to remove Specified Bovine Offals (SBO; now Specified Material - SBM) from healthy cattle carcasses at the time of slaughter and destroy them under strict controls. (These requirements, which are for the protection of human health, are not matched in any other member state where BSE is present.)

1.8. Enforcement of these rules is the responsibility, in Great Britain, the Ministry of Agriculture, Fisheries and Food (State Veterinary Service and Meat Hygiene Service); and, in Northern Ireland, the Department of Agriculture (mainly the Veterinary Service). Since 1995, the Meat Hygiene Service has given the national authorities a firmer grip than ever before on the enforcement of controls in slaughterhouses, cutting plants and cold stores, and the ability to carry through changes quickly and on a uniform basis throughout the country.

1.9. Systems of enforcement have been progressively tightened in response to the implementation of rules and new scientific evidence. The key responses have been:

- (a) feed: progressively tighter rules on exclusion of MBM from cattle feed, backed up by new tests for, and procedures for testing, animal feed;
- (b) slaughterhouses: progressively stricter rules on removal and destruction of SBM, backed up by uniform and rigorous inspection by Meat Hygiene Service, monitored by the State Veterinary Service.

1.10. Details are given of the large programme of research in the UK designed to add to our knowledge of how BSE behaves, as a basis both for well-targeted measures to eradicate it in cattle and for taking appropriate and proportionate action to protect humans against any risk it may present. Research is also directed towards the development of a test which can identify infected cattle whilst still alive, and to improve post mortem diagnostic tests.

1.11. Government expenditure on combating BSE, by March 1996, had reached £150m (180m ecu) on compensation to farmers and destruction of 190,000 suspected of BSE (160,000 confirmed cases); £52m (63m ecu) on research; and £43m (53m ecu) on administering controls specifically against BSE. For 1996-97, the budget for research on BSE has been increased by £1m to £9m, and the

Service budget has been increased by £39 million specifically for additional controls in slaughterhouses.

1.12. The measures described have had a clear impact.

- As BSE has an incubation period of about 5 years, it was expected that action taken in 1988-90 would take some years to show through. Evidence of this is presented.
- BSE in the UK cattle herd is now demonstrably in sharp decline, having fallen 67% from a peak in 1992-93: numbers of confirmed cases:

	<u>Number</u>	<u>Percentage of herd</u>
1992	36,681	0.3
1993	34,370	0.3
1994	23,944	0.2
1995	14,076	0.1
1996 (est)	8,000	0.07

(To set these figures in context, the UK cattle herd numbers approximately 11.5 million)

1.13. The immediate response to the announcement in March 1996 of a possible link between BSE and CJD, SEAC's advice at that stage, and the crisis in consumer confidence, was:-

- (i) a total ban on use of MBM in all farm animal feed - thereby going beyond EU rules, to ensure that no cross-contamination of cattle feed is possible;
- (ii) the whole head of bovine animals now proscribed as SBM;
- (iii) an increase in the Meat Hygiene Service budget noted above (thereby doubling the agency's total budget);
- (iv) a ban on sale for human consumption of meat from cattle over 30 months old (cases of BSE are very rare in cattle below this age);
- (v) the slaughter, rendering and incineration of all bovine animals over 30 months at the end of their useful lives. This has resulted in the slaughter of over 60,000 animals since May 1996, and the total will reach 1 million in the first year of operation.

1.14. Further measures now in preparation or proposed are:-

- (i) an improved system of identifying cattle and recording their movements, to be introduced by stages, starting in July 1996;
- (ii) a scheme for registering and tightly controlling specialist beef herds, with a long record of freedom from BSE; to be launched in June/July 1996;
- (iii) selective culling during 1996 of cattle most at risk of BSE (see 1.19 below).

1.15. Action on animal feed is still believed to be the most effective way of eradicating BSE. Evidence still strongly supports the view that BSE is spread through feed; and that controls applied in the UK to date have had less impact than intended because of incomplete compliance, not because the measures themselves were misconceived. Government intends to fund a scheme to recall from manufacturers and farms residual stocks of feed that might contain meat-and-bone meal, so as to ensure 100% compliance with the new stricter rules made in March; and this will be followed within a few weeks by a complete legal ban on holding any such feed.

1.16. A cohort study of maternal transmission will be completed early in 1997. Other studies have found no evidence that BSE is transmitted this way, and there is at present no basis for acting as if it were.

1.17. There are suggestions that all cattle in herds where BSE occurs should be slaughtered. But the scientific evidence strongly indicates that this is not the way to eradicate BSE from the British herd; and evidence from countries where this policy is followed is against it: whole herd slaughter has had no measurable impact on the incidence of BSE in the countries which have followed such a policy.

1.18. The UK is, however, intending to introduce a scheme for selective culling of up to 80,000 cattle which can be identified as at particularly high risk of BSE. The cattle would be selected from three year-classes in which BSE is most likely to arise, and further selected on the basis of likely exposure to contaminated feed along with cattle known to have contracted BSE. Details are given of the action proposed, with supporting scientific justification. This would be subject to approval by Parliament. It could reduce the number of BSE cases in 1996 by between 15 and 30% over and above the year-on-year decline of around 40% which is being achieved by the measures already in place.

1.19. The paper concludes that eradication of BSE in the UK will be achieved by the policies already in force, and rigorous enforcement of them on farms, in slaughterhouses, at rendering plants and in feed mills. Rules are now in place to achieve that, and beyond the feed recall scheme, soon to be operated, it is hard to see how the system could be made any more effective.

- Decline of the disease could be accelerated by carefully selected culling,

firmly based on what is known about BSE and how it is transmitted. This action is recommended.

- Culling going beyond this would not be cost-effective or proportionate. The impact achievable and, taking account of other measures in place, the protection of the public in the UK, does not appear to be justified.
- 1.20 The UK Government firmly believes that it has a coherent, rigorous and scientifically justified strategy for eradicating BSE and protecting public health. We already have in place measures to protect both public and animal health along the lines recommended by OIE at its May 1996 meeting. The feed which causes the disease is demonstrably eradicating BSE from human food and any material which could harbour infectivity is destroyed. This is a safeguard for human health. There is no scientific evidence that BSE in 1996 is anything but safe to eat.

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ANEXOS
IRLANDA

SEPTIEMBRE 1996



DAIRY
PRODUCTION RESEARCH
AT MOOREPARK

CONTRACT RESEARCH

Moorepark Production Research Centre plays a major role in providing contract research and services to the EU, to commercial companies, and to dairy farmers through the Dairy Levy Fund.

COMMUNICATING OUR WORK

The most important output of Moorepark Research Centre is information. It is vital that the results of the Centre's research, and its relative importance, are communicated quickly and widely.

*"The most
important product
of Moorepark
Research Centre
is information"*

The Centre is committed to a communications programme, which keeps Teagasc's field advisory staff briefed on research and outcomes. This allows the results to be properly interpreted and implemented on-farm.

The Centre also provides a valuable resource to specialist media which allows wide dissemination of research results.

This is reinforced by education activities such as participation in conferences, discussion groups, newsletters and open days.

The work of the Centre also reaches the wider scientific community by way of scientific publications. Regular contributions to world-wide scientific literature and international conferences maintain Teagasc's international scientific presence and sustain Moorepark's considerable international reputation.

The centre also maintains extensive international linkages, providing a significant service in interpreting and adapting overseas research and developments for Irish conditions.

More Information

Further information on Dairy Production Research is available from: Moorepark Research Centre, Fermoy, Co. Cork.

Moorepark Research Centre

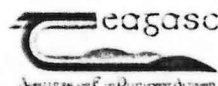
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The Teagasc Agricultural Research Programme is Co-funded by EEC/AGL

Title

The effect of breeding index, grazing management strategy and concentrate feeding on milk production, feed conversion efficiency and on animal health.

Objective

- 1) To measure the biological and economic efficiency of high RBI (135 RBI 95) standard Moorepark (119 RBI 95) cows.
- 2) Measure the interaction between genetic merit on production system.

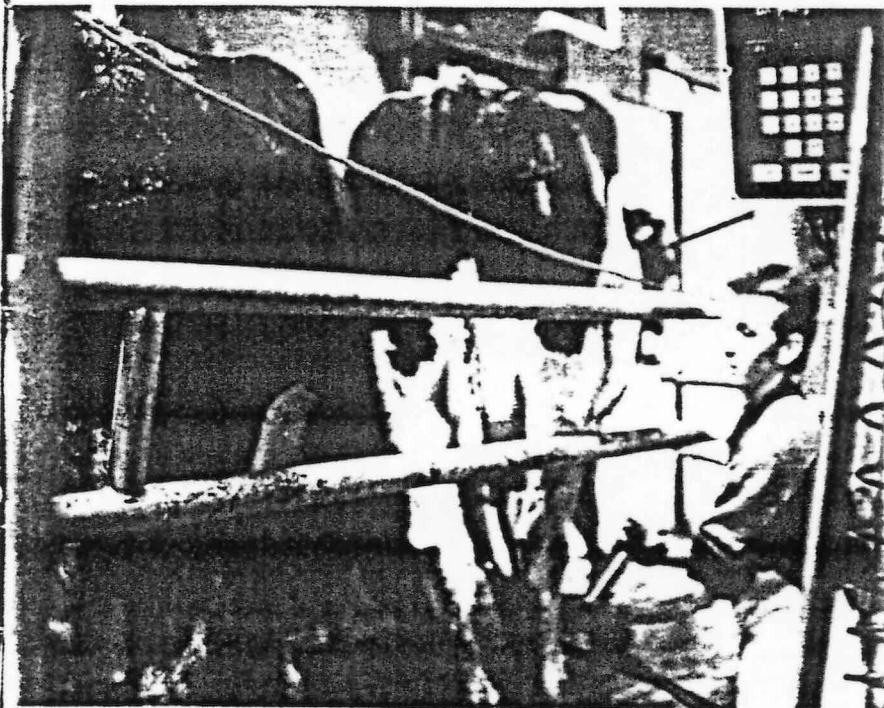
RBI 95		135		RBI 95		119	
Milk	(kg)	+659		Milk	(kg)	+151	
Fat	(kg)	+24	-0.02%	Fat	(kg)	+12	+0.11%
Protein	(kg)	+21	0.00%	Protein	(kg)	+8	+0.05%

Experiment Details

1. Standard Moorepark System (MS)
0.85 ac/cow, 300 units of N, 500 kg of conc.
2. High Concentrate System (HC)
0.85 ac/cow, 300 units of N, 1000 kg conc.
3. High grass intake (HG)
0.85 ac/cow, 300 units of N, 500 kg of conc.

		MS		HC		HG	
		135	119	135	119	135	119
Milk yield 22/9/96							
Gal/cow/day	4.9	4.1	5.1	4.5	4.9		
% fat	4.12	4.51	4.28	4.13	4.05		
% protein	3.62	3.70	3.63	3.70	3.68		
Bodyweight (kg)	579	577	596	590	581		
Condition score	2.47	2.86	2.50	2.88	2.73		
Band colour	Red	Blue	White	Red	Green		
Supplementation	0		3		0		
Cumulative 22/9/96							
Milk Yield	1,311	1,144	1,364	1,244	1,260		
Gal/cow	6.2	5.4	6.4	5.8	5.9		
% fat	3.64	3.99	3.81	3.82	3.89		
% protein	3.30	3.32	3.32	3.36	3.37		
M.C.D.	22/2	22/2	22/2	20/2	25/2		
Days in milk	212	213	213	215	210		

On-farm Factors Influencing Chemical Quality of Milk for Processing



Final Report
Project Number

Dairy Levy Series

CONCLUSIONS

- Milk yield, protein and lactose concentrations and FFA levels were not affected by milking with a 12 : 12 hour interval compared to a 16 : 8 hour interval.
- If once a day milking was commenced at 8 - 10 kg/day, cows should be dried off at 7.0 - 7.5 kg/day to maintain a low FFA level in milk.
- Selection of correct milking machine components, correct installation and regular maintenance of the machine reduces milk FFA levels.
- Replacing up to 50% grass silage, in the diet, with early Spring grass combined with concentrate supplementation of 4 kg/cow/day, reduced FFA levels in milk in early lactation.
- Supplementation of early lactation cows on grazed grass with 2 kg and 4 kg concentrate per day also reduced FFA levels.
- Supplementation of late lactation Spring-calved cows on grazed grass with silage gave no response in terms of milk production. Concentrate supplementation increased milk yield and yield of milk constituents. Supplementation with either silage or concentrates reduced FFA levels considerably (particularly at 4 kg/cow/day).
- It is difficult to improve both renneting properties and casein number of milks by supplementation in early and late lactation.
- The application of the standard, recommended system of milk production would not adversely affect either the processability of milk or cheese quality in mid-lactation. However, this system has to be strictly managed and controlled.
- Protein content of milk and yield of cheese could be increased with increased cow intake in mid-lactation.

Comparison of Friesian and Beef x Friesian Cattle for Beef Production



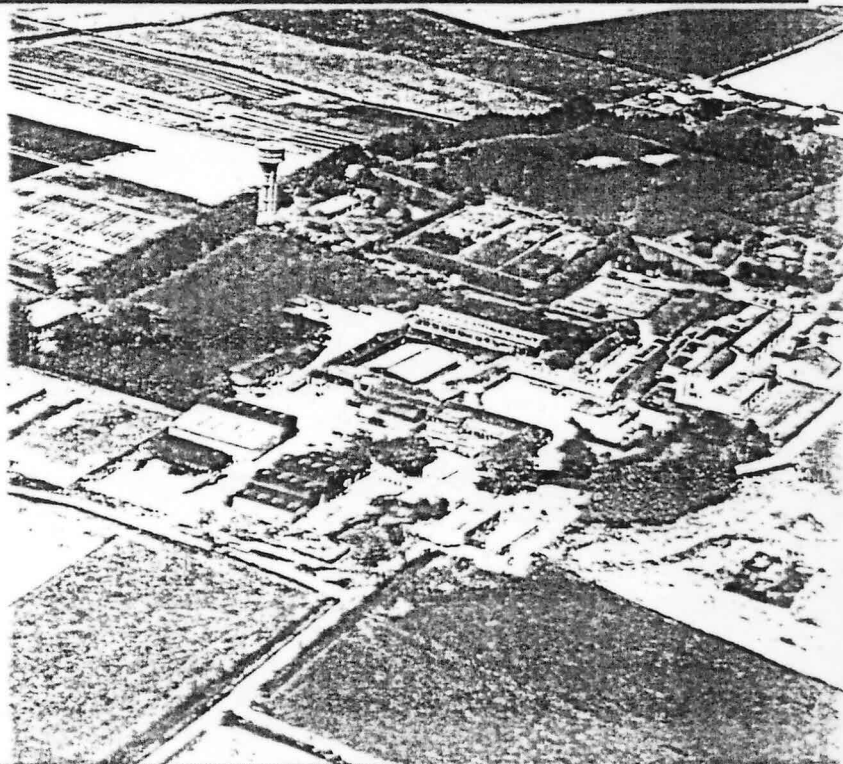
Final Report
Project Number 3366

Dairy Levy Series No 2

CONCLUSIONS

- ① Over the last 10 years inseminations to the early maturing beef breeds have declined from over 40% to under 20%, while inseminations to continental beef breeds have increased from under 20% to over 40%.
- ② Compared with Friesians, Hereford, MRI, Limousin, Blonde, Simmental, Belgian Blue and Charolais sires produced progeny carcasses which were 4%, 5%, 4%, 7%, 9%, 9% and 11%, respectively heavier.
- ③ Relative muscle weights for age for Friesian, Hereford, MRI, Limousin, Blonde, Simmental, Belgian Blue and Charolais progeny were 100, 106, 110, 116, 114, 119 and 117, respectively.
- ④ Muscle size paralleled muscle weight and there was little difference between the breed types in proportion of high value muscle.
- ⑤ Carcass conformation was 30% to 44% superior for the beef crosses over the Friesian, while that of the MRIs was intermediate between Friesians and the beef crosses.
- ⑥ Carcass fat score (at constant age) was similar for Friesian, Limousin and Simmental. It was higher for Hereford and lower for Blonde, Belgian Blue and Charolais.
- ⑦ Hereford and Charolais had similar carcass fat proportions at carcass weights of 280 kg and 400 kg, respectively. Similarly, Limousin and Belgian Blue had similar carcass fat proportions at carcass weights of 340 kg and 400 kg, respectively.
- ⑧ Muscle chemical composition was similar for Friesian and Charolais for Limousin and Belgian Blue at 340 kg and 400 kg, respectively.
- ⑨ Carcass fat score was significantly but poorly related to carcass fat muscle proportions, but carcass conformation score was significantly related to carcass bone proportion only and was not an indicator of muscle proportions, muscle size or proportion of high value muscle.

Clonakilty Agricultural College

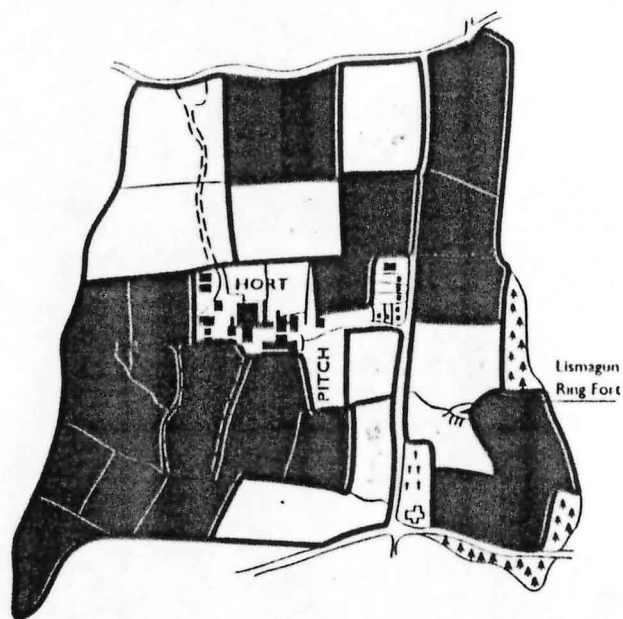


Training young people for a career in farming



The College Farm

Dairy Unit



■ Dairy Unit

Tithe Court (Department of Agricultural Food and

The college dairy unit is run as a commercial enterprise, but it also provides a teaching facility for students. Details of the unit are as follows:

Number of hectares	43
Number of cows	95
Quota	432,443 litres (95,168 gallons)
Replacement units	22
Calving pattern	25% calving Oct.-Nov. Balance late Jan.-March

Milk yields average 5,000 litres per cow, at a stocking rate of 0.4 hectares per livestock unit and a meal input of 0.6 kg/gallon.

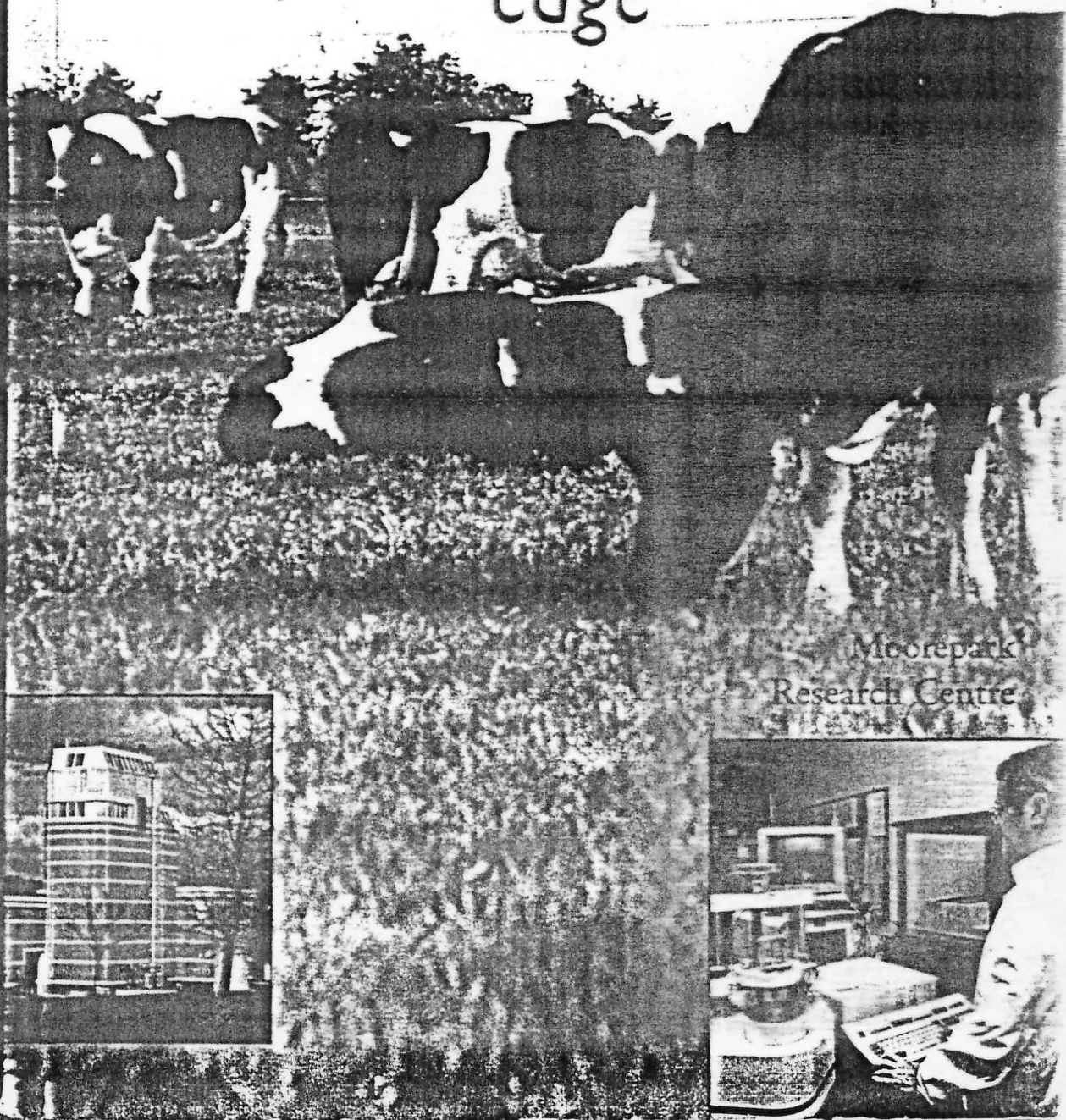
The herd is recorded in Dairymis, and based on the financial returns, the herd is the top 10% of its group.

Attached to the dairy unit is a student demonstration room. This is fully equipped for teaching purposes.

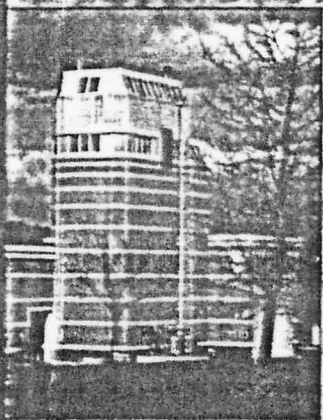


Dairying

improving the
**Competitive
edge**

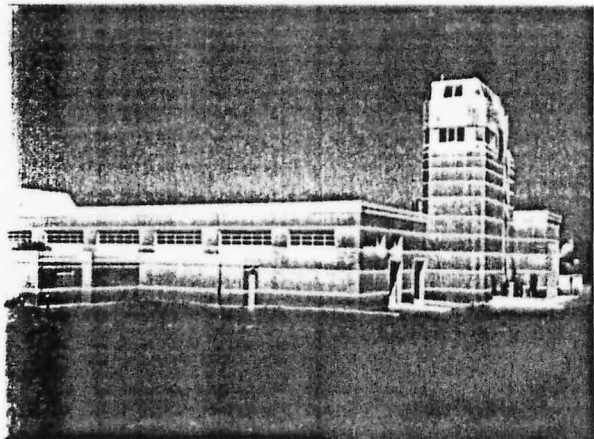


Moorepark
Research Centre





MOOREPARK TECHNOLOGY LIMITED



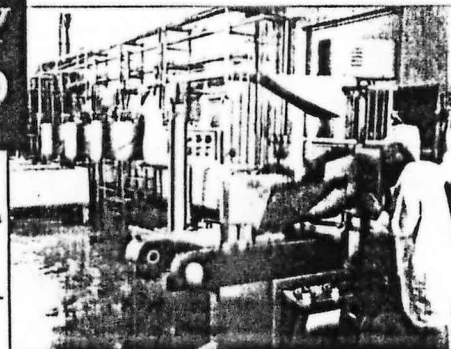
Moorepark Technology Ltd.
- a state of the art research and development pilot plant for the Irish food industry was opened in 1993.

MOOREPARK TECHNOLOGY LIMITED

Moorepark Technology Ltd. (MTL) is a commercial company located on the campus of the National Dairy Products Research Centre (DPC), providing pilot plant and research services to the food processing industry.

The company is a unique concept in state/industry collaboration, involving a joint venture between commercial food companies and Teagasc - the Agriculture and Food Development Authority. Moorepark Technology Ltd which is incorporated as a subsidiary of Teagasc is controlled by an industry dominated board of directors - representing Shareholder companies, Teagasc, and Forbairt (formerly the IDA), under the chairmanship of Mr. Joe O'Flynn of An Bord Bainne. The company is formally linked with the DPC through joint management - Dr. Liam Donnelly, Director of the DPC is the Managing Director of MTL while Dr. Sean Tuohy, from the Dairy Technology Department of DPC is Manager of MTL.

The Company owns and operates a £5m ultra modern pilot plant covering 2,500 m² floor area, with the most up-to-date and versatile pilot scale processing equipment. The pilot plant has been designed to complement the general research and development facilities of



The cheese making facilities at Moorepark Technology Ltd.

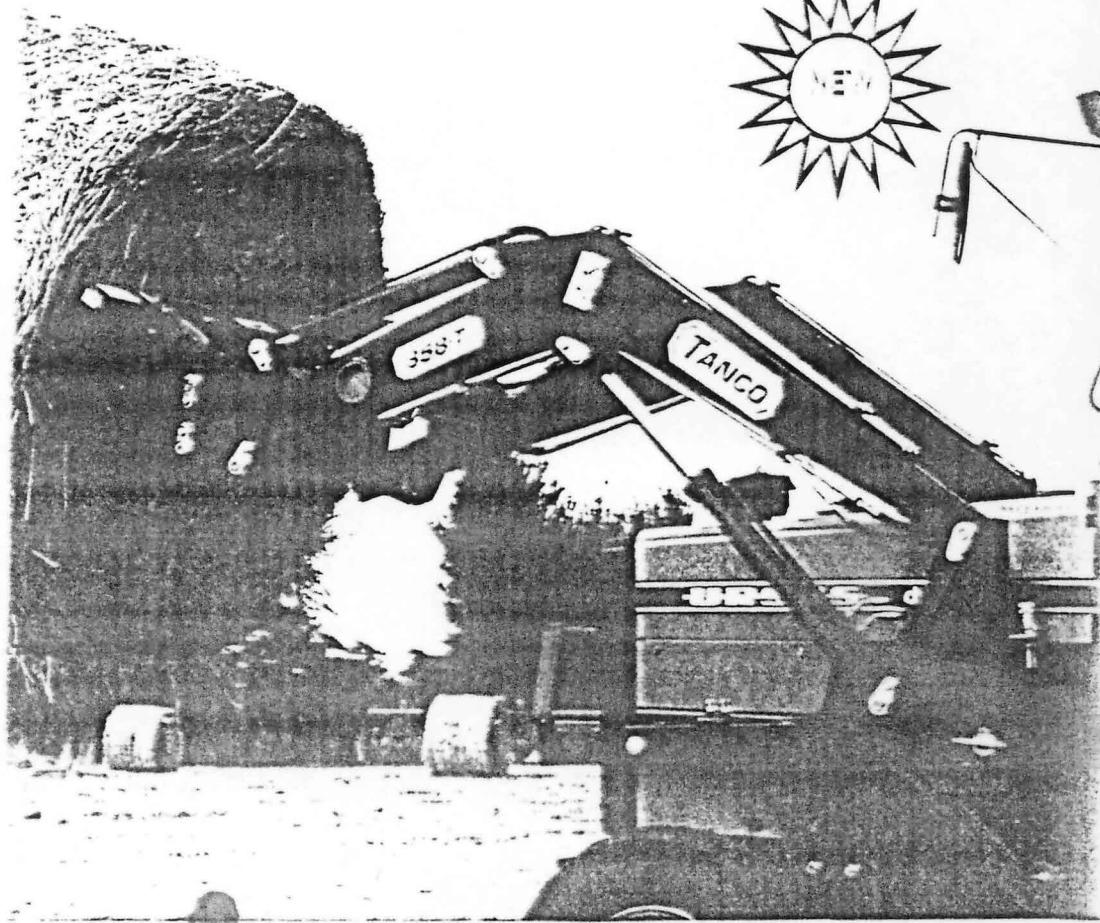
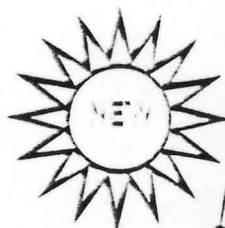
individual companies by providing under one roof, a wide range of specialised equipment with the flexibility to be organised into customised integrated processes. The pilot plant is of a scale to accurately simulate commercial production and product characteristics.

MTL Mission Statement

The mission of Moorepark Technology Ltd. is 'to stimulate and enhance market-led research and development in the Irish Food Industry through the provision of high quality cost-effective pilot plant facilities and research services'.

MTL provides a range of research and technical development services designed to cater for the diverse needs of large food processors on the one hand and small food manufacturing enterprises on the other. The company can work from a customer brief, seconding the necessary scientific and technical experts from the DPC to direct and report on the

TANCO 858-T



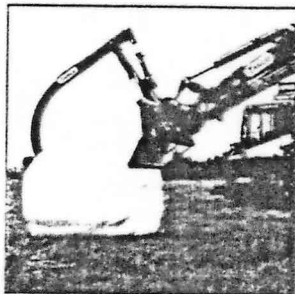
The name of the distributor of Tanco is:
 Tanco Ltd.
 100, The Strand, Dublin 2, Ireland
 Tel: 01-479 1111
 Telex: 333333
 Fax: 01-479 1111



Bagenalstown,
 Co. Carlow,
 Ireland.

Tel: 05001 21006
 int. + 353 5001 21006
 Fax: 05001 21707
 int. + 353 5001 21707

MAINTENANCE, REPAIR AND PARTS SUPPLY SERVICE AVAILABLE THROUGHOUT THE WORLD



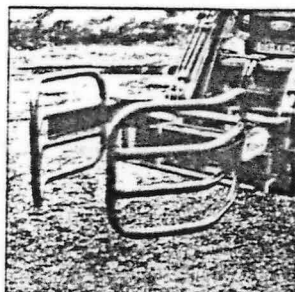
Bale Grab (D66)
Grips bales end-to-end or round the barrel.



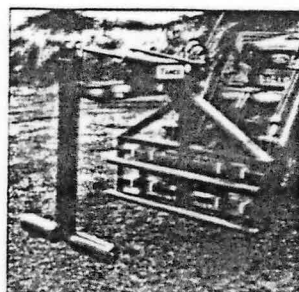
BALE HANDLING EQUIPMENT (for silage, hay or straw)



Big Bale
Cradles the bale



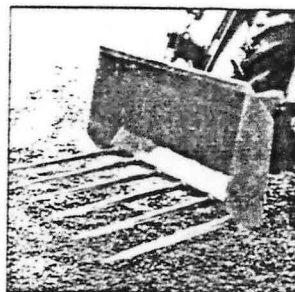
Round Bale "Stacker" (D70)
Grips and rotates bales facilitating stacking on end.



Square Bale "Stacker" (D71)
For handling large Square and Rectangular bales.



Bale
Front

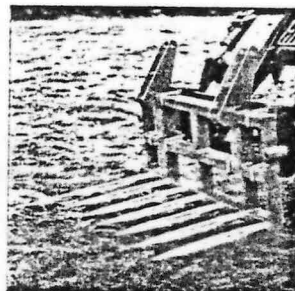


Manure Fork (A84)
Width 1.12m (3'8")

FORKS

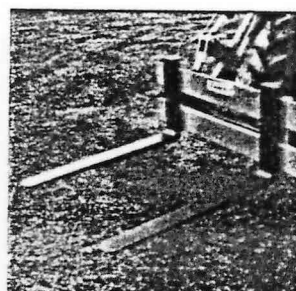


Pallet Fork
Width 1.88m (6'2")



Manure Forks			
Model	Code	Width	Tines
Model	1302	1.2m	6
"Vari" (illustrated)	1202	1.2m	8
"Universal"	102	1.47m	8
"Maxi"	N7502	1.85m	10

All the above Forks may be converted to Silage Forks.



Pallet Fork (A760)
Capacity: 2 tonnes. Forks: 1067 mm

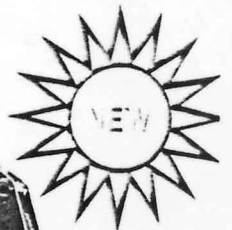


Silage and 1000kg
forks, also mean
Hydraulic Drive.

NOTE: All capacities and dimensions stated, are approximate.

Due to our policy of continuous development for all Tanco products we reserve the right to alter construction and specification details and may also depart from

TANCO 870-T



TANCO '870-TSL'



BETTER LOADING FOR YOUR TRACTOR