



AN INTRODUCTION TO IAN MACKINSON

We are delighted that Ian Mackinson has joined the team as Monogastric Technical Manager.

Ian's first full time role was in the animal health division of Cyanamid of Great Britain working on the development of in-feed coccidiostats, growth promoters and medicinal products.

Since 1993 he has been a commercial poultry nutritionist in the premix industry, specialising in working closely with customers to provide detailed nutrition advice and commercial support across all poultry and gamebirds. Ian is excited by the challenges he faces in his new role:

"I have worked very closely with the Harpers business for many years and am very much looking forward to the opportunity to use my knowledge and experience to help the team to continue to build on the success of their game feeds."



One of my core responsibilities includes overseeing formulations and management of quality control data to ensure consistent product quality, a key

attribute of successful game feed."

"The game industry continues to face significant pressure to reduce reliance on medication and this is a key area of focus for our business in developing new strategies aimed at maintaining gut integrity to support bird health and welfare".

Contact us to find out how we can help your business.



Ian Mackinson
Monogastric Technical Manager

OUR GAME FEEDS

The cancellation and suspension of the 2020 shooting season as a result of the pandemic affected the economics of all game rearers. Now the focus has to be on careful preparation for a successful 2021 season.

For many businesses the truncated season was the worst possible outcome having incurred the cost and effort of rearing and releasing the birds and then being unable to shoot them.

The short season means that we are now seeing an increased demand for game shooting with

many commercial shoots being fully booked already for the coming season. However, it is the game rearers that have come under pressure recently, with last minute shortages of gas supply and the increasing costs of rearing equipment and materials all of which add to the costs of rearing poults.

Harpers County Game Feeds are formulated to meet the specific nutritional requirements of all ages of game birds. Only the highest quality raw materials are used, including locally sourced cereals and

highly digestible proteins that provide a complete range of high energy rations that aim to achieve the best possible growth and performance.

With the price of numerous feed materials at an all time high, it would be easy to make change to formulations to cut costs. Here at Harpers Feeds we work to the highest specification and a **fixed formulation** that gives customers peace of mind that performance will not be compromised in order to save costs.

Contact us today for more information on our County Game Feed range.



Myles Jones

Game Feed Specialist

WHY OUR CUSTOMERS WORK WITH US

At Harpers, our small and friendly team are committed to providing the highest customer service to our clients without compromising on quality.

Advice

Our fully trained team of Feed Specialists are on hand to provide you with advice and knowledge to help you achieve your business goals. We are constantly looking at new innovations and technologies to stay ahead of the competition to provide you with the latest advancements in the industry.

Products

We work with our customers to ensure we can cater for their every need, manufactured in our purpose built factory in North Devon. We manufacture feed in bulk, 500kg tote bags and 25kg bags.

Biosecurity

We have a strict bio-security policy when we are making on farm visits for deliveries or advice.

Deliveries

The flexibility of our business enables us to manufacture and

deliver to short lead times if required.

Our dedicated transport team have a wealth of experience when it comes to delivering on to farms, together with helpful and obliging drivers to make sure your deliveries run smoothly. We operate a modern transport fleet, with the option to have lorry mounted forklifts (moffetts) for bag deliveries.

Speak to our Customer Services department for more information.



Andrew Davies
Operations Director

REDUCING ANTIBIOTICS IN GAME FEEDS

The challenge that has to be addressed is reducing the use of antibiotics in game rearing.

To help reduce the reliance on antibiotics, it is important to keep birds healthy and to help them develop and maintain a robust immune system and a stable gut.

Our County Game ABC feeds have been uniquely developed by dedicated game bird vets and people experienced in working with game birds. ABC stands for Applied

Bacterial Control and is based on the principle of management practices to allow a reduction in antibiotic use, including precisely formulated feeds.

The range includes more insoluble fibre to mimic the bird's natural diet. They support health and development by containing balanced amino acids to improve protein utilisation. The use of probiotics which are beneficial bacteria strengthen the immune system and aid the development of a healthy gut. Finally,

specially selected essential oils help birds fight infections without the need for antibiotics. Trials show that using County Game ABC feeds to help keep birds healthier leads to reduced mortality, increased growth rates and a reduction in total feed costs per birds. Together improving the number of birds released and increase potential profits.



County Game

abc feed programme

BRITISH GAME ALLIANCE

We are proud to be partners with British Game Alliance. The BGA work to promote the quality game meat we produce in the UK. We are lucky

enough to have one of the best game shooting habitats in the world and the BGS work hard to promote our game meats abroad.



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