

Carbon Considered Sensibly Sourced

We have removed the ingredients most closely associated with high carbon on farms and with the highest environmental consequences

- No soya products
- No palm oil products or derivatives

We have replaced them with high quality, domestically produced ingredients wherever possible, ingredients that all farmers will be familiar with such as

- Rapeseed
- Sugar beet
- Field beans
- Wheat feed
- Barley
- Wheat Gluten/Distillers
- Sunflower
- Maize Grain / Distillers
- Molasses
- Minerals
- Rumen Protected Rape
- Novatan



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MASSEY HARPERS
PLANET

Planet Range

Formulated to specifically
exclude soya and palm
products



The Planet concept is the first range of compounds and blends formulated to specifically exclude any soya and palm products in the diet; the ingredients most closely linked to environmental concerns.

Why have we developed the Planet ranges of feeds?

- As a feed manufacturer, we have always been focused on reducing our own carbon footprint across all aspects of our business
- The farming industry must move towards zero carbon by 2040 and we believe we must work to help our customers achieve this
- There is increased consumer pressure to reduce the use of specific ingredients
- Some processors are already requiring farmers to specifically re-move soya and palm products from their systems and more will follow
- We developed the ranges, so our customers are able to respond to the requirements of their customers and work towards net zero

Our Planet Ranges

Planet Dairy

Planet Dairy represents a major development to help dairy farmers move towards lower carbon milk production. Available as a compound or blend in a range of protein levels

Planet Beef

There is no need to compromise on performance with our Planet beef range of feeds. Formulated to exclude soya and palm products, your livestock will flourish from our more locally sourced starch and protein sources.

Planet Sheep

Providing the best possible start for your lambs while being mindful of the environmental impact, our lamb and ewe Planet diets provide a conscious product to support the growth and performance of your flock.

Planet Youngstock

It is paramount that youngstock are reared on the best performance diets to mature to their full potential later on in life. Our Planet youngstock range ensures great intakes for rapid growth and development, with the added bonus of being more environmentally friendly.

Planet Pig

Available in 20kg bags from Harpers Farm Supplies, our Planet pig diets are designed for farmers and smallholders alike, conscious of their environmental impact and keen to feed the highest quality feeds to their livestock.

Planet Poultry

Available in 20kg bags from Harpers Farm Supplies, our Planet poultry diets are designed for farmers and smallholders alike, conscious of their environmental impact and keen to feed the highest quality feeds to their birds.

