



# MASSEY HARPERS LAYERS FEEDS



## **Massey Harpers Layers Feeds are designed and formulated using high quality raw materials to maximise your flocks potential.**

Combining excellent poultry knowledge with the customer service and attention you expect from a business based on family values. Outstanding technical expertise from our own poultry nutritionist and poultry advisers contribute to Massey Harpers Feeds being a leading manufacturer of quality animal feeds trusted by farmers across the country.

The quality of our feed is constantly monitored through routine analysis on all incoming raw materials and manufactured products. This is to assure consistent nutritional quality and safety of all our feeds to ensure optimal health and performance on farm.

Whatever your requirements, Massey Harpers Feeds are focused on nutrition and can provide feeding solutions to deliver your farm needs.



## **COMMERCIAL FEEDS FOR FREE RANGE LAYERS**

Over multiple generations, the Massey Harpers business has been built on supplying feed of exceptional quality with the service to match. Growth has been facilitated by regular re-investment in the business resulting in significant growth across our three feed mills.

Each diet is specially formulated to provide a well-balanced supply of energy, protein, minerals and vitamins to meet nutritional needs of the modern day, high performing laying hen.

Massey Harpers Layers Feeds are designed to be fed as part of a phased feeding programme. The following diets contain permitted nature identical yolk pigments that can be fortified with extra yolk pigment to satisfy your market requirements.

*All Massey Harpers Free Range Diets are available with natural yolk pigment and Certified soya according to your packers requirements on request.*

*We can also provide specific additives to help with various aspects of production such as shell strength and worming agents to help performance.*



# MASSEY HARPERS STANDARD DIET RANGE

## **Pre Lay Meal**

A diet designed to ensure a smooth transition from the rearing diet to a laying diet. The use of Pre Lay Meal is dependant on age of birds at transfer.

## **Layers Superstart Meal**

A very high energy dense ration designed to promote the development of the pullet into a productive laying hen, focusing on body weight gain and early egg size. The energy and protein levels are balanced to support production in line with the breed targets with excellent feed efficiency.

## **Layers No.1 Meal**

A high energy dense ration formulated to maintain excellent performance in post peak and mid lay, encouraging excellent feed efficiency and optimal egg size for your market. An all-round diet suitable for feeding throughout the laying cycle if phase feeding is not an option.

## **Layers No. 2 Meal**

A medium energy dense ration formulated to maintain excellent performance and efficient feed intake in the mid – later laying cycle. Designed to control egg size.

## **Layers No 3 Meal**

Suitable for feeding at the end of the laying period, where maintaining existing levels of production is crucial.

## **HF Range**

A high fibre range, formulated to a minimum 4% fibre level across all diets. This range draws from fewer raw materials whilst aiming to achieve optimal performance.

## **HF Start Lay Meal**

Introduce to pullets either straight from rear or following pre-lay, depending on age and maturity. Once the flock has reached peak production, look to transition them onto HF Layer 1 Meal, depending on desired egg profile.

## **HF Layer 1 Meal**

Ideally carry this diet through your optimum laying period if egg profile allows. The amino acid profile in this diet both drives egg numbers and egg size.

## **HF Layer 2 Meal**

This ration is formulated to maintain egg numbers and reduce pressure on egg profile. Calcium levels in this diet begin to increase as we require more support from feed for shell formation.

## **HF Layer 3 Meal**

Further reduced amino acids to prevent unnecessary nitrogen excretion, whilst controlling egg size and providing a cost effective ration for end of lay.

## **HF Layer 4 Meal**

An option to use at the end of lay for cost effectiveness. Further reduced proteins to match the birds requirements at this age whilst maintaining high fibre and high levels of calcium to support the bird in late lay.

## **Layers Extra Meal**

A ration designed to match the genetic potential of modern commercial layers. Where egg size has been selected down in order to achieve maximum egg numbers. This ration both continues to drive egg production whilst supporting the bird with the vitamins and minerals it requires in later lay.

# LAYERS EXTRA MEAL

**This diet aims to optimise egg numbers without compromising on egg shell quality in later lay. Layers Extra Meal includes Panbonis™ as standard.**

The modern commercial egg layer has the potential for very high levels of egg production late in the laying cycle due to year-on-year improvements with persistency of lay.

Current flocks are producing extremely high egg numbers for age. Therefore, the diet must contain all the necessary nutrients to support this high output. The diet should maintain shell quality whilst managing egg size.

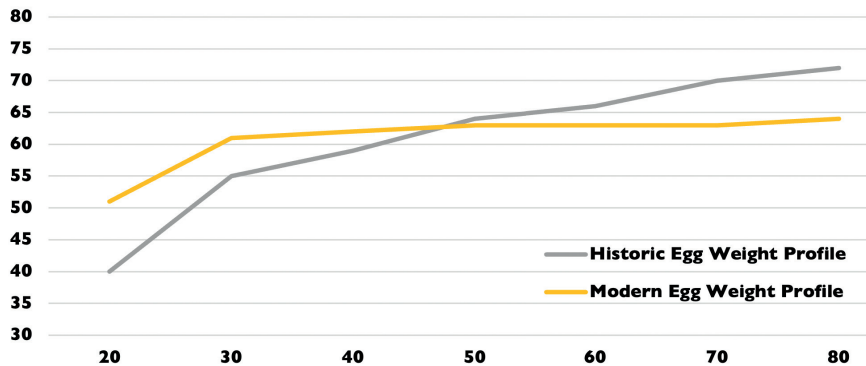
Modern breeds tend to have a much flatter egg size profile than previous genetics (see graph). Supporting these birds with high nutritional input helps them maintain egg mass output with a much lower risk of egg size issues later in lay.

Massey Harpers Feed Group has formulated a specific diet for use in high-performing flocks later in lay to maximise and sustain performance.

The aim is to provide enough energy and amino acids to sustain high levels of egg production whilst balancing the need to support eggshell quality.

To help with shell strength, calcium levels have been raised, and phosphorus has been reduced. In addition, the diet contains Panbonis™, which helps maintain eggshell quality.

**EGG WEIGHT PROFILE - GENETIC CHANGES**



# MEET OUR POULTRY TEAM



**MASSEY FEEDS**  
**Stuart Hinchly**  
07435 554 891



**MASSEY FEEDS**  
**Ian Mackinson**  
07976 418 027



**MASSEY FEEDS**  
**David Preece**  
07484 476 072



**MASSEY FEEDS**  
**Isaac Green**  
07525 148 022



**HARPERS FEEDS**  
**James Miller**  
07880 406 211



**HARPERS FEEDS**  
**Andrew Davies**  
07780 474 454

# TECHNICAL SERVICES

**Day-to-day support** – at Massey Harpers we pride ourselves on adding value to your business, whether this be technical input or just a fresh set of eyes across your flock. Modern demands on farm businesses require strong partnerships, and we're on hand to support you through what lay ahead.

**Flock Monitoring** – From the moment pullets are housed, we can collect and interpret your live data to give you the information you need to make critical decisions throughout the flock. This can help with proactive decision making, enabling better interventions where necessary.

**Diet Selection** – We understand that demands can differ flock to flock, packer to packer. We have a range of diets that can suit whatever your requirement, in order for you to optimise profitability throughout the laying cycle, with longevity in mind.

**Costings** – Struggle for time? We offer a free of charge service to run costings for you, by breaking down the financials of a flock- we can identify what pays and what doesn't. Allowing you to make critical, informed decisions hassle free.

**Bird Weighing** – in those first few weeks, bird weights are critical as we stimulate your flock into lay. We're equipped with the latest technology to support on farm, weighing birds and assessing body composition. This ensures your flock can be set up for a successful laying cycle, without compromise.



**MASSEY FEEDS**

**Holmes Chapel**

01477 536 300 • [massey@masseyfeeds.co.uk](mailto:massey@masseyfeeds.co.uk)

**Preston**

01772 206 200 • [massey@masseyfeeds.co.uk](mailto:massey@masseyfeeds.co.uk)



**HARPERS FEEDS**

**Holsworthy**

01409 254 300 • [harpers@harpersfeeds.co.uk](mailto:harpers@harpersfeeds.co.uk)



**MASSEY HARPERS COUNTRY STORES**

**Nationwide**

01409 259 600 • [www.masseyharpers.co.uk](http://www.masseyharpers.co.uk)

