

SHOW THEM THE WAY

This Insight highlights the animal production phase of farm enterprise together with RLF's **Pasture Plus** and the benefits of increasing **Pasture Dry Matter (DM)** production.



The animal production phase of the farm enterprise has come into sharp focus for many – commodity prices have seen to that.

At the core of our **Pasture Plus** 'message' are the financial benefits from giving pastures a little TLC (tender loving care) this spring. Last season's (non-budgeted) hand feeding and ration supplement costs will no doubt cause many to prick their ears up to this stark piece of financial reality. **Pasture Plus** DOES, and WILL, increase pasture dry matter (DM) production. Based on a (replacement) hay price of (say) \$110/t, a mere 100kg/ha. extra DM (av. 3% incr.) will give a \$2 for \$1 return on investment. That's the base to which the animal production benefits attributed to improved quality feed can then be added.

Our customers need to make money – we are very conscious of that important fact !

The more DM they grow, the more money they make ! RLF shows the way !