



## **PRESS RELEASE**

### **NEW RUMEVITE OFFERS WIN-WIN ALTERNATIVE TO MOLASSED BUCKETS**

A saving of up to £100 per tonne over bucket-based supplements, more environmentally-friendly packaging, three new products and the introduction of a versatile, reusable feeder are the key benefits being delivered by a launch of the new Rumevite block range this summer.

After two years of trial work, one of the most trusted brands in UK agriculture has been further developed. Speaking at the Royal Welsh Show, Rumenco commercial director Nigel Lyon explained that the company is launching a range of blocks that compete directly with molassed bucket supplements in terms of specification, function and convenience – but at a considerably lower cost.

“Quite simply, in its new reusable feeder, Rumevite cuts out the high cost of plastic buckets by around £80-£100 per tonne. Reducing plastic and plastic bucket disposal issues also helps to protect the environment. It’s a win-win offer,” he claimed.

Rumenco is making seven key Rumevite products to suit virtually all feeding situations, including three new products. “All the formulations provide the latest recommended daily allowances of minerals and vitamins, in addition to energy and protein to make up shortfalls in home-grown forages. Trial work over the last two years has also demonstrated excellent palatability and consistent intakes,” he explained.

Rumevite product packaging is already easier to dispose of than empty buckets, but convenience has now been further improved by an industry first – incorporating carry handles in the bag to make transportation around the farm that much easier.

More...

Rumenco has also developed a new, reusable feeder complete with carry handles, ATV anchorage points, tow points and drainage slots for rapid rain water dispersal, which cuts feed waste to a minimum. The new feeder and other equipment options – such as wall/gate and spike feeders – will be made available as a ‘Rumevite starter pack’ to encourage new users.

“We constantly monitor our product performance at independent institutes and on our customers’ farms,” Nigel Lyon stressed. “And this latest launch reflects our commitment to constant innovation in producing a feed supplement range that meets the changing needs of farmers.

“We are confident the new Rumevite range offers livestock farmers a convenient, cost-effective, low labour and minimal waste system for the feeding and supplementation of dairy youngstock, beef and sheep.”

#### **The New Rumevite Range: a summary**

<b>PRODUCT</b>	<b>APPLICATION</b>
Rumevite High Energy & Protein*	Complete supplement for most forage systems and livestock types
Rumevite Sheep Super Energy + Fish Oil	Feed at tugging, pre and post lambing
Rumevite Magnesium	Insurance against grass staggers
Rumevite Cattle Booster	Feed supplement for cattle on forage
Rumevite Cattle*	Supplement for cattle at grass or forage
Rumevite Sheep*	Supplement for sheep at grass or forage
Rumevite Garlic	Supplement for cattle and sheep with protection from irritating insects

**\* New products**

#### **Two pictures supplied:**

The new Rumevite feed block range offers up to a £100/tonne packaging cost saving over comparable products in buckets, and re-usable feeders are available.

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