





WELCOME TO

**MARSDEN'S**

GAME FEEDS

This year Marsdens is celebrating its **70th** anniversary and we are proud to have a heritage of designing, manufacturing and distributing the **UK's leading range of game feeds.**



Over those 70 years, the industry that we are so privileged to supply has faced its fair share of challenges, and although different, the challenges remain. Avian Flu remains a concern and policy and sustainability pressures are growing. But in the midst of the changing landscape, Marsdens Game Feeds is a constant.

Marsdens has been innovating in game nutrition for seven decades and this year is no different; we have improved the range to ensure every diet is optimally formulated to meet the requirements of the bird through its life stages. Our focus on feed efficiency not only brings you commercial benefits, but also helps reduce the environmental impact of rearing birds.

We are committed in providing the very best diets and service, ensuring we remain dedicated to our values of delivering **“nutritional excellence from a name you can trust”**.



# YOUR NUTRITIONAL PARTNER FOR THE SEASON AHEAD



## QUALITY NUTRITION

Delivering quality nutrition is critical at Marsdens. Our game feeds are certified to the AIC Feed Assurance Scheme UFAS and through our internal quality management system.



We formulate our diets using only the best quality ingredients. We have reinforced our commitment to use the very best raw materials; Wheat delivers the most digestible source of energy, sustainably sourced Hi-pro soya delivering an optimal protein source along with locally sourced fishmeal – which gram for gram delivers the birds the a highest amount of naturally sourced protein and Omega 3. We avoid less digestible raw materials, which look cheaper but present a false economy.



## AT YOUR SERVICE

We know that alongside a quality product, service is key to a smooth sailing game season.

As a Marsdens customer you are supported by a dedicated Account Manager, as well as our operational, credit and customer services teams who will also support with any after delivery queries you have. So you know that from the minute you choose Marsdens, you're in safe hands!



## CONTINUOUS IMPROVEMENT

Marsdens is part of a family of animal feed businesses, ForFarmers, which means it has access to an international programme of research and development - ensuring Marsdens feeds are continually pushing new boundaries in performance, and never standing still.



## MAXIMUM PERFORMANCE

Feed is one of the highest input costs in gamekeeping, so achieving the best results is paramount. Simply put, excellent nutrition means improved performance and enhanced cost of production.



## FROM START, TO FINISH

The Marsdens range has been designed to take you from the breeding phase, through to release and successful shoot days where only the fittest, most well feathered and very best high-flying birds will do! And following this, overwintering birds, in readiness for the next season.



# KEY FEATURES OF MARSDENS NUTRITION

## SUSTAINABLY SOURCED FISHMEAL

The majority of the Marsdens range includes fishmeal providing game birds with an unparalleled source of protein and nutrients, taking your performance to the next level!

- + Packed with nutrients which mimic the game bird's natural food
- + A rich source of key amino acids, the building blocks of protein
- + A unique source of other key nutrients including oils and minerals to help support the bird's growth
- + Sustainably sourced - a by-product from the British fish industry

## BENZOIC ACID

- + A naturally occurring substance found in many fruits and plants - used for its inhibitory effect against moulds and bacteria
- + The use of antibiotics in game birds can have a negative impact on gut health by reducing the populations of good bacteria and allowing the harmful bacteria to flourish, and even allow fungus such as Candida to fill the void created - Benzoic acid helps prevent this and supports a happy gut!

## BETAINE

Critical for cell hydration - and therefore good gut health

- + It's a natural product found in sugar beet
- + It is digested by birds and sits in cells helping to hold water and keep cells 'plumped'
- + This helps the intestinal cells form tight junctions as a barrier to pathogens
- + Helps keep birds hydrated when there is an osmotic pull of water from cells into intestinal contents

## PRE-BIOTICS

Our range of feeds use carefully selected Fibre sources. By way of Pre-Biotic effect of the fibres from raw materials and specific additions such as Actigen and Arbocell, Marsdens nutrition creates an environment that supports the growth of beneficial bacteria without adding any (as a probiotic). The correct Pre-biotic strategy negates the need for probiotics!

We also go a step further at Marsdens because as experts in nutrition we have Post-Biotics - Butyric Acid.

- + It's a natural by-product from the fermentation (bacterial digestion) of fibre and it's readily utilised by the bird's intestinal cells as an energy source
- + Helps the good gut bacteria to thrive

## OREGANO OIL

- + A natural product
- + Antimicrobial properties help manage the challenge of such as clostridia (necrotic enteritis)
- + Antiprotozoal properties help manage the challenge of such as eimera (coccidiosis) and hexamita
- + Organoleptic properties (flavour) may also help attract birds to feed

## WE THINK BEYOND PROTEIN

Our feeds are formulated to precise and balanced amino acid profiles - the building blocks of protein. This approach means the bird has the best access to proteins and other nutrients improving growth rates, feed conversion and helping produce a fit and healthy bird.



# OUR COMMITMENT TO SUSTAINABILITY

**As part of the ForFarmers family, we take our responsibility to sustainability very seriously. Sustainability is one of our core values with Going Circular being integral part of our strategy. Going Circular defines our clear ambitions and objectives, focussing on three themes: Feed Resources, Feed Production and Feed Solutions.**

## WHAT WE'RE DOING TO SUPPORT SUSTAINABILITY



### Feed resources

We have implemented a responsible purchasing policy for our feeds' raw materials.

We are committed to using 100% responsibly sourced soya in all Marsdens' diets but we've taken a step further to help farmers reduce the carbon footprint associated with using soya sourced from South America. Improving the transparency of Area Mass Balance soya certificates. We can now prove, via satellite imagery, that the land they farmed for soya has not been cleared for at least 20 years. And we can now bring this approach to our UK sourcing policy.



### Feed production

Our emissions and energy consumption are central to this. Advancing how we design our production and feed deliveries in such a way that we put as little burden on the environment as possible, including the use of renewable energy and fuel production per tonne.

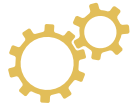
Our bags are made using renewable energy sources - the carbon footprint produced is less than a paper sack. Each bag produced includes 30% recycled content and are 100% recyclable.



### Feed solutions

We will be looking at efficiency throughout the entire chain within this theme. Focusing on how we use innovations in our feed solutions to make a positive impact, this includes taking a leading position in phosphate and nitrogen efficiency.

# MANUFACTURING EXCELLENCE



Feed is manufactured in 4 mills across the UK, set up to produce game feeds to the highest standards.

Our mills are fully audited to ensure Marsdens Game Feed complies with UK feed manufacturing regulations and legislation. We have full traceability of production and materials so you can rest assured knowing your feed is manufactured to the highest standards.



Accurate weighing of ingredients, precise grinding procedures and efficient pelleting control are all critical control points within the Marsdens manufacturing process.



ForFarmers operates a fleet of vehicles from rigid 8 wheelers to articulated lorries and Moffetts, suitable for specific customer requirements. Please highlight any specific requirements when talking to your Marsdens Game Feeds specialist.

# HEALTH AND SAFETY



ForFarmers pledge every delivery arrives on time in full, professionally and safely.

With this in mind, ForFarmers will survey the delivery site and request off-road access to where the delivery will be made.





# MARSDENS BREEDER STAGE

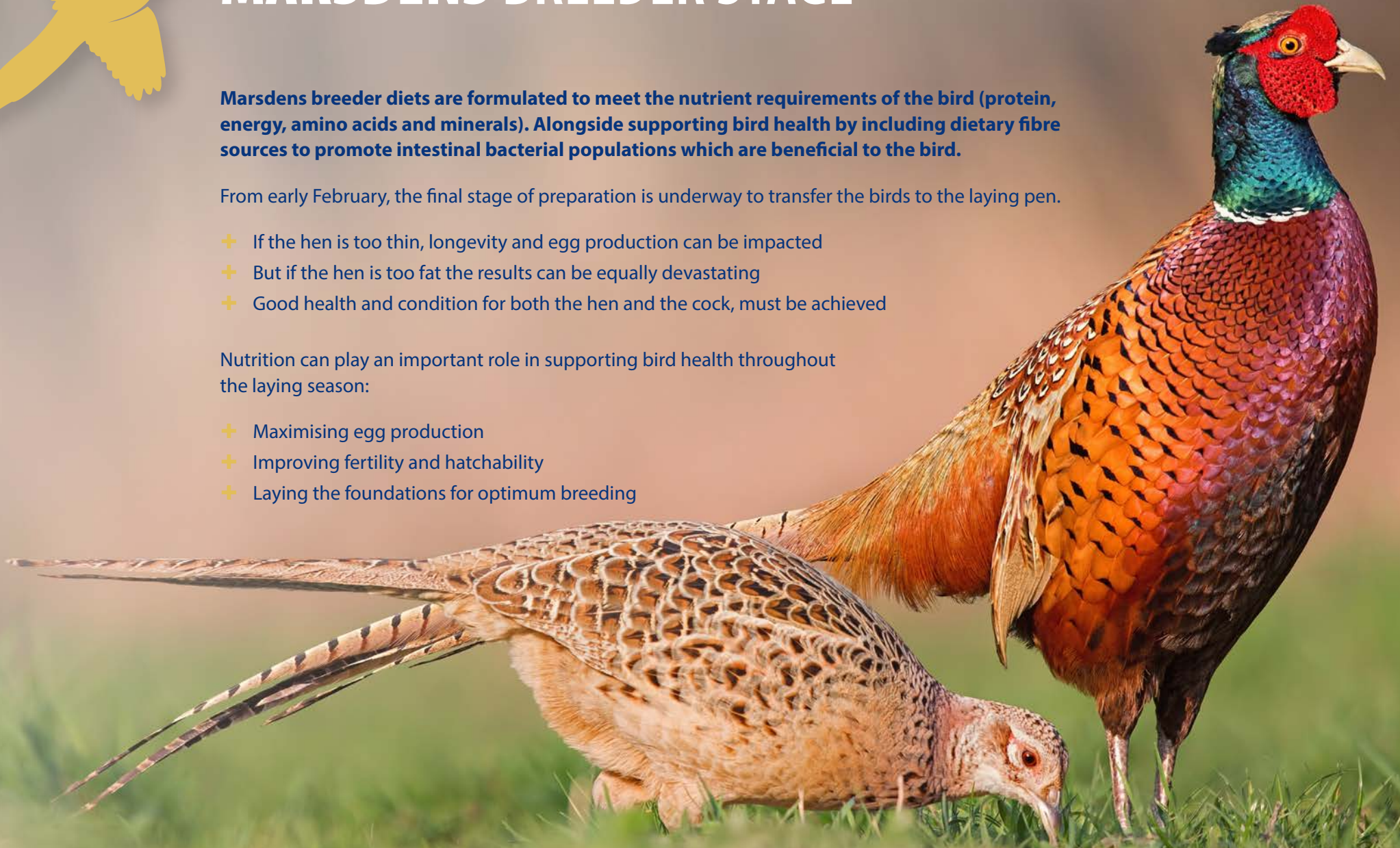
**Marsdens breeder diets are formulated to meet the nutrient requirements of the bird (protein, energy, amino acids and minerals). Alongside supporting bird health by including dietary fibre sources to promote intestinal bacterial populations which are beneficial to the bird.**

From early February, the final stage of preparation is underway to transfer the birds to the laying pen.

- + If the hen is too thin, longevity and egg production can be impacted
- + But if the hen is too fat the results can be equally devastating
- + Good health and condition for both the hen and the cock, must be achieved

Nutrition can play an important role in supporting bird health throughout the laying season:

- + Maximising egg production
- + Improving fertility and hatchability
- + Laying the foundations for optimum breeding





## THE MARSDENS BREEDER RANGE



### PHEASANT BREEDER

#### Game Care Conditioning Pellets

Ideal for feeding overwintered birds to ensure they remain “fit but not fat” – a potential risk if feeding whole cereal.

#### Pre Breeder Pellets

Contains all the essential nutrients and trace elements to condition the birds in preparation for breeding. For best results introduce at around 4 weeks prior to first egg.

#### Game Care Breeder Pellets

Particularly suitable for feeding in raised units, Game Care Breeder Pellets focus on supporting gut health, ensuring the birds feel full, and providing structural fibre that would normally be foraged in a grass paddock. These dietary features help birds maintain behaviours and ultimately support optimum egg production and fertility.

#### Breeder Pellets

Highly nutritious feeds containing either fish oil, from Reproflor Plus, or where appropriate, fishmeal, supporting egg numbers, fertility and hatchability.



### PARTRIDGE BREEDER

A 2.5mm pellet, 20% protein, formulated with fishmeal.



### DUCK BREEDER

A 3.5mm pellet, 17% protein, ideal for breeding ducks.

### Marsdens breeder feeds are formulated to include:

- + Omega 3 fatty acids
- + Antioxidants (Vitamin E, Selenium and natural pigments)
- + Essential oils
- + Functional fibre
- + Structural fibre - appetite is appeased, resulting in the birds feeling more content

### Delivering :

- + Optimum egg numbers
- + Excellent fertility of the hen and cock birds
- + Excellent hatchability
- + Healthy viable poults

### A NOTE ON FIBRE

Other than the natural fibre present in the ingredients in our feed, we also include concentrated sources of structural fibre in our breeder diets.

Fibre in breeder diets can be particularly relevant to raised housing systems where access to forage is restricted and the compound diet needs to deliver the complete diet.



# MARSDENS STARTER STAGE

**We have made significant investment in our starter range. No matter how good the diet formulation is, ease of consumption and digestibility is invaluable for game birds at hatching. Marsdens has invested in updates to our crumbling and sieving machines to ensure a consistent and quality product.**

It's critical for each chick to feed as soon as possible, and every gram counts in supporting the healthy growth and development of the bird.

Marsdens starter feeds are formulated from the finest raw materials to provide a dense and balanced diet across all of the product textures offered – from the smallest crumb up to a full pellet, every particle is a complete nutritional package.

Sustainably sourced fishmeal is a key feature of our starter range, where intake is low and nutrient density needs to be high!



## THE MARSDENS STARTER RANGE



### PHEASANT STARTER

#### Crumbs

Typically fed in weeks 1 and 2, the Marsdens Fine Crumb is a 26% protein fine crumb diet and all starter diets are formulated with fishmeal to deliver the optimum balance of amino acids naturally.

A non fish version of the 26% protein crumb is available. Marsdens fine and coarse crumbs contain a coccidiostat.

#### Mini Pellets

Marsdens Starter and Early Grower 2mm mini pellets are typically fed in weeks 3 and 4 formulated at 26% and 24% protein respectively and both contain fishmeal.



### PARTRIDGE STARTER

#### Crumbs

Marsdens Super Fine Crumb, 28%, and Fine Crumb, 26%, are formulated with fishmeal and include a coccidiostat. These fine crumbs are typically fed up until around three weeks of age.

#### Mini Pellets

Follow Fine Crumb with either 2mm Mini Pellets or a Coarse Crumb, both at 26% protein, up until around 8 weeks of age with fishmeal incorporated into all.



### DUCK STARTER

Marsdens Duck Starter Crumbs are a plain 20% protein diet, perfect for ducklings from day old until accepting of a pellet.





# MARSDENS GROWER STAGE

**Our grower diets have also been improved to deliver balanced profile of amino acids and protein, using the very best raw materials.**

Once poults have hatched and initially found feed and water in their brooding environment, the emphasis is on ensuring that feed consumption is optimised by way of optimal presentation and suitable formulation.

Marsdens grower diets are formulated to support the progressive development of the poults – initially their digestive and cardio-respiratory systems, through skeletal development and sequentially their muscle and feather growth.

With a fishmeal inclusion the Marsdens grower range is packed with nutrients which mimic the game bird's natural food, making it an excellent preparatory feed before release.



## THE MARSDENS GROWER RANGE



### PHEASANT GROWER

#### Pheasant Early Grower

A selection of Game Rearer diets at 24% protein and Game Grower at 20% protein are available from Marsdens for week 5 and 6. Both small 2.5mm and short cut 3.5mm options are available, and all diets contain fishmeal.

#### Pheasant Grower

From week 7 to 10 Marsdens' flagship Game Grower Pellets support the birds development up until release. Formulated to 20% protein, these diets are available with and without both fishmeal and coccidiostat, giving the keeper the opportunity to derive a most cost effective feeding programme.



### PARTRIDGE GROWER

#### Partridge Early Grower

Weeks 9 to 11 is a key time for development for the birds so feed intake is key. Early grower 2mm mini pellet followed by Rearer 2.5mm pellet, both 24% protein fishmeal containing diets are the perfect transition to the grower diets.

#### Partridge Grower

From week 12 until release at around 14 weeks, the Marsdens range offers a 20 % protein diet in a choice of 2.5mm pellets or 3.5mm short cut pellets. Whilst fishmeal remains a significant contributor to the protein content in the range, options to select nil fish and plain diet versions exist to optimise input costs from feed.



### DUCK GROWER

A 3.5mm short cut pellet, 18% protein. To follow on from Duck Starter Crumbs.

#### Formulated to provide:

- + Essential oils and organic acids  
- to support gut health
- + Betaine - to support the bird's natural immune system by providing key nutritional building blocks
- + Antioxidants - natural biological antioxidants, including ForFarmers 'CellGuard', to maintain tissue health
- + Functional fibre - key to enhanced digestive health

#### Delivering:

- + Pre-biotic effect
- + Gut health
- + Efficient growth
- + Good feathering
- + Strong skeletal development



# MARSDENS RELEASE STAGE

**Marsdens grower diets will have already prepared birds, but our specific release diets support the birds as they adapt to their new environment, and the increasing diversity of food they will encounter.**

The inclusion of fishmeal and dietary fibre in Marsdens rearer diets will have conditioned the birds digestive system to be capable of processing a variety of novel food sources that will be presented when released. In simple terms, we offer diets that prepare the bird for a successful life in the wild.

Mindful not to be victims of our own success in delivering confident healthy birds to a wild environment, we then offer a range of overwintering feeds that will help prevent birds from straying from your shoot.

If the bird is content with the environment it's living in, it is less likely to wander!



## THE MARSDENS RELEASE RANGE



### PHEASANT RELEASE

#### Covert Release Pellet

A highly palatable feed containing aniseed, which helps to prevent birds from straying. 3.5mm pellet at 16% protein.

#### Overwintering

Marsdens Overwintering is a 3.5mm short cut pellet containing aniseed. A diet to help hold birds where you want them and to support them through late Autumn and Winter.



### PARTRIDGE RELEASE

#### Covert Release Pellet

A highly palatable feed containing aniseed, which helps to prevent birds from straying. Offered in a 2.5mm pellet at 16% protein.

#### Overwintering

Supplied as a 2.5mm pellet at 13% protein and includes aniseed.



**Designed to reduce the risk of partridges and pheasants straying by supporting the keeper to 'hold' poults after the switch from pellets to grain, by helping the bird adapt to the natural environment.**

Game Keepers' pride themselves on being custodians of the countryside, keeping a watchful eye and caring for native wild and game birds.

When natural food becomes scarce, supplementary feeding is required. Seed mixtures fill the gap and supplements their vital natural feed sources.

Hold'em is the ideal supplementary feed range, consisting of highly palatable custom made mixtures, including cut maize with aniseed. Our mixes are designed with one aim in mind: to replenish dwindling feed stocks which reduces the risk of birds straying.





## CONSERVATION CHAMPIONS AWARDS

The awards take place in spring and recognises the contribution of gamekeepers and estates to conservation, welfare, biodiversity, and habitat.

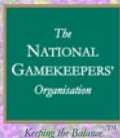
To nominate, scan the QR code or visit: [bit.ly/conservationchampions](http://bit.ly/conservationchampions)

For more information email: [info@nationalgamekeepers.org.uk](mailto:info@nationalgamekeepers.org.uk)

We look forward to seeing you there and celebrating the brilliant work the UK game sector does for conservation.



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ForFarmers also supply a complete range of **dog and deer feeds**.

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