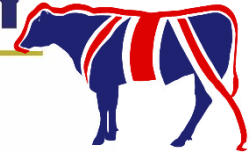




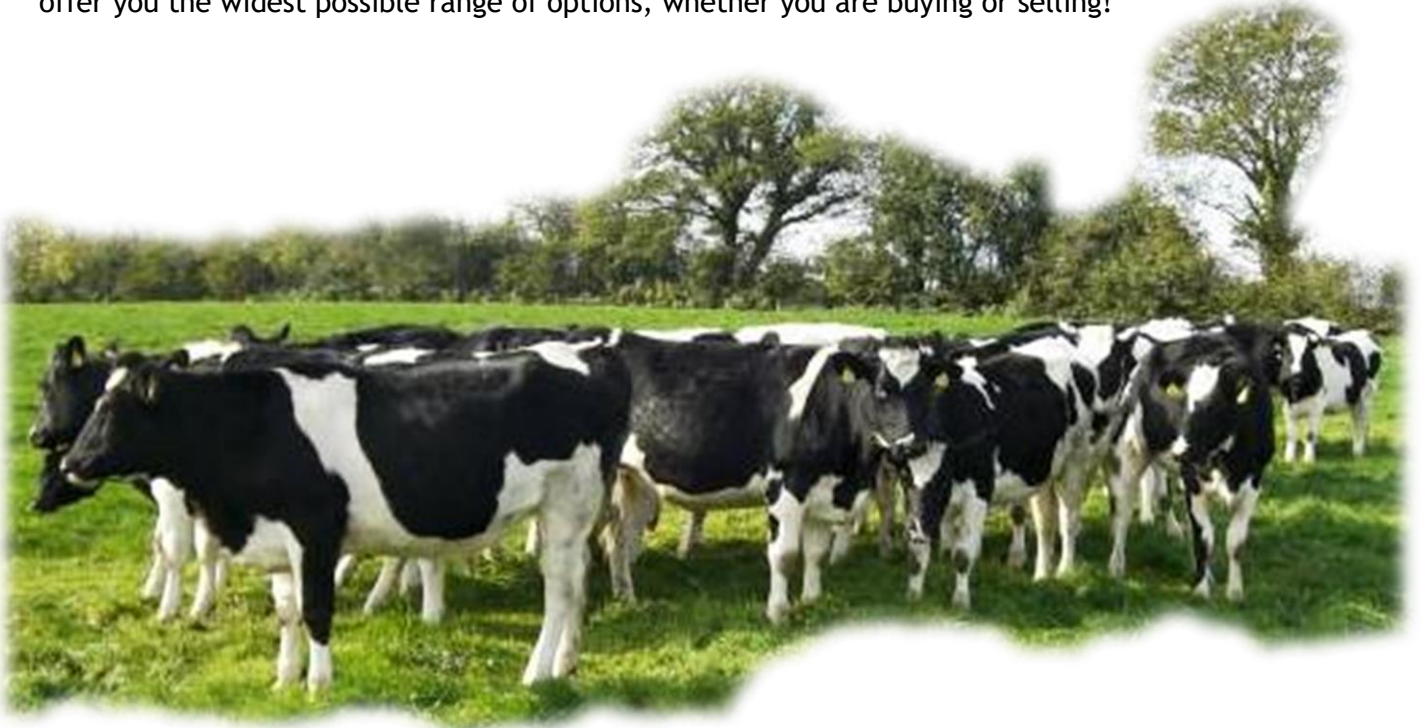
MEADOW QUALITY

LIVESTOCK TRADING SINCE 1975



The Complete Dairy Farmer Package

Through a series of joint initiatives with industry leading specialists, we have expanded the range of livestock marketing services we have available for dairy producers and we now believe we can offer you the widest possible range of options, whether you are buying or selling!



Sourcing Dairy Herd Replacements?

We can offer you:

- United Kingdom quality bred replacements, direct from breeders farms
- Hand-picked and vetted Irish bred Friesian and Friesian/Holstein replacements sourced from high health herds
- Quality Beef stock bulls of all breeds (Full Pedigree's and EBV figures available)
- Selected beef semen which qualifies for a guaranteed price premium on calves produced
- Access to specialist dairy auction sales

Our system of purchasing stock is quick and easy without compromising on quality or price. We will arrange for your purchases to be safely delivered to your farm and ensure that all the licensing requirements are organised as part of the process. **We welcome your inspection of dairy stock before purchase** or for busy producers we can offer a full inspection by a member of our professional field team.

All dairy stock purchases come with a full 30day warranty.

Registered Office: The Old Wheat Store, Newhouse Farm Business Centre, Langley Road, Edstone, Warwickshire B95 6DL
Registered in England No. 1238138
VAT Registration No. GB 997 3240 79

The Meadow Quality Dairy Replacement Trade Off Scheme

We offer a unique scheme which has been developed to help Dairy farmers purchase herd replacements whilst managing their cash flow.

All producers ordering dairy stock are required to pay the standard £400/head deposit to secure the order.

After delivery, producers have a **30 days interest free period** to clear the remaining balance when they agree to market calves, store cattle, finished or cull stock to Meadow Quality within that period. The value of any sales will be offset from their account, and any surpluses paid immediately.

The scheme is simple, with the minimum of paperwork and just one more way we aim to help our dairy producers' business planning needs.

Option for selling Livestock

We can offer you:

Our sales services are equally comprehensive, and they allow the producer to choose the way in which their stock is sold:

- Meadow Quality have a national network of buyers
- Calf and cow collection centres in the main milk fields
- Professional and competitive deadweight marketing of cull cows
- Farm to farm sales negotiated
- Specialist on farm auction or sales by private treaty (courtesy of Gwilym Richards)
- TB sales available
- Active web-site giving on-line publicity of stock for sale
- Stock advertised in national press
- All sales conducted with Guaranteed payments

We are the UK's largest calf marketing business, built on 35 years business experience and dedicated to offering the very best advice, assistance and competitive prices for calves, 52 weeks of the year. Our unique approach values calves by breed, sex, weight and defined quality standards - so you can be sure of a fair deal every time and buyers know they can order and buy calves from Meadow Quality with confidence.

Our professional selection service for cull cows ensures they enter the most appropriate outlet, whilst maintaining the highest standards of welfare and important herd health feedback via detailed carcase analysis.

Cull cows are collected directly from the farm, saving time away from the farm for busy producers.

For those who prefer to sell their cull cows liveweight or in smaller numbers, we run cow collections at all of our Calf Collection Centres on a weekly basis. Producers can deliver their own cows and/or calves to the Centre, at a time to suit them.

On Farm Auction

The offer of an on-farm auction system is a valuable tool to producers wishing to sell a complete herd or undertake a herd reduction.

Buyers like the opportunity to see the cows “in their working environment” and sellers want to be sure the prices achieved reflect the quality of the stock on offer.

Meadow Quality’s “**joined-up thinking**” approach with **Gwilym Richards** allows both parties to access a much larger customer base when marketing your livestock.



It gives you the ability to market your stock in a competitive manner that suits you and your cows whilst maintaining the highest health and welfare standards for your livestock.

Please remember, that all sales undertaken with Meadow Quality are conducted with full financial security - whichever method you choose.

We hope you will agree that Meadow Quality is able to offer dairy producers a complete marketing package for their livestock business. To find out how we can help **YOUR** business, please contact your local Meadow Quality representative - or call us for more details.