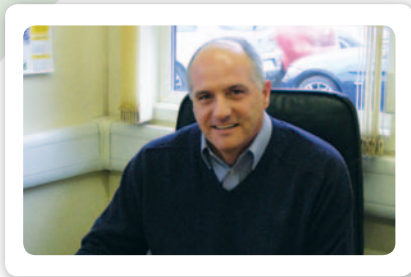


Preface

by Simon Bishop – Head of Agriculture

On joining Farmway in February 2010, I was very pleased to see that grassland was being treated as a serious crop by the company and its customers. Focus on Grassland is an excellent initiative and a superb quality document full of valuable information for the livestock farmer.



Simon Bishop
Head of Agriculture
Farmway Limited

It often feels like the arable farmer has a huge amount of information thrust at him from all directions and grass, which after all is the mainstay for most livestock systems, is not supported in the same way. I believe that Focus on Grassland goes some way to redressing that balance and the contributors, whether from our supplying companies or from our 'in-house' experts, have provided practical advice that is of real value.

In my new role as Head of Agriculture for Farmway, I am determined that our offer to customers is of the highest quality both in terms of the products we offer and the service that we give.

I am always available to listen to views from the most important people in our business – our members and customers – and would actively encourage you to contact me with your comments and concerns, whether about grassland or any other aspects of your or our business.

I hope to be able to meet with as many of you as possible over the coming months at local shows or events that we support or organise.

Please use Focus on Grassland and I am sure that the advice contained within its pages will prove invaluable to your business.



Simon Bishop
Head of Agriculture

Notes