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Contact : Wendy Fleming
Telephone : 0131 472 4020
Email : wendy.fleming@nfus.org.uk

NFU SCOTLAND LAUNCHES PARTNERSHIP WITH NORVITE

NFU Scotland has launched a partnership with Norvite today (1 June 2011) that will see members benefit from a discount on all minerals manufactured by the Aberdeenshire based company.

Norvite has specialised in the mineral nutrition of farm livestock for over four decades and aims to promote high levels of animal health and livestock performance.

Speaking about the new member benefit, NFU Scotland President Nigel Miller said:

“Fulfilling the nutritional needs of your stock is fundamental to the performance of any livestock enterprise. With cost pressures, and recent extreme weather patterns, many of us have been forced to review rations and source new feeds. With these factors in mind, maximising the use of home grown fodder should be a priority for many farms in both the beef and dairy sectors.

“It has never been more important to have the support of expert nutritional advisors, backed by feed analysis, to ensure performance targets are achieved. Norvite, who are based in Scotland, are committed to that role and to the manufacturing of a range of quality supplements to underpin cost effective feeding solutions.

“I am sure NFU Scotland's new partnership with Norvite will benefit many members and build on the successful forty year partnership Norvite have enjoyed with Scotland's farmers.”

Edward Smith, Managing Director of Norvite, said:

“We are delighted to be entering into this partnership with NFU Scotland, reinforcing our commitment to the Scottish livestock sector.

“As part of the ongoing development of our business, we are further expanding our sales team to ensure that we can offer exceptional service with a local presence. At the same time we are improving our business efficiency to cut out cost without compromising on the quality of our products.

“We recognise that our customers are also seeking to improve their business efficiencies in the current economic climate and so have structured the benefits offered to NFU Scotland members through this scheme to assist them to maximise their returns.”

Ends

NOTES TO EDITORS

- NFUS members will receive up to 5% discount on all minerals manufactured by Norvite. This percentage is scaled across specific product sectors including Dairy, Suckler, Beef, Sheep, Organic and Pigs.
- To benefit from the discount customers must have current membership of NFU Scotland, and opt to have a Direct Debit account with Norvite.