

“Customers request **Baler’s Choice** hay in preference to other hay.”

Baler’s Choice hay preservative and Harvest Tec automatic applicator equipment

Joe Stent

*Baling contractor
Beccles, Suffolk*

Having Harvest Tec Automatic Applicators fitted to both his balers in order to apply **BALER’S CHOICE** preservative has ensured that Joe Stent can consistently maintain bale quality, which is key to him being able to expand his business.

Based near Beccles on the Norfolk/Suffolk border, looking at options for diversifying the family’s contract pig finishing business, Joe bales and sells hay and haylage mainly for the equestrian market.

In order to assess the benefits of **BALER’S CHOICE**, in 2012 Joe initially bought a manual applicator for his in-line MF1839 conventional baler. And having seen the benefits that it offered, when he bought a John Deere round baler in 2013, this was also fitted with a Harvest Tec Automatic Applicator.

“You can’t build a business without offering a quality product, and we found that using **BALER’S CHOICE** was the only way to reliably ensure that we could achieve quality and maintain a level of consistency,” states Joe. “There is nothing worse than rubbish hay, and if you supply bad hay you will quickly have no market.”

Joe admits that he was initially apprehensive as to how effective **BALER’S CHOICE** would be, but any doubt was soon dispelled when in a number of instances, customers having tried a couple of bales, quickly come back wanting more.

“In one instance a local merchant sold a customer one bale to try and they immediately came back wanting a lorry load. We have found that demand has definitely increased and that customers are requesting the **BALER’S CHOICE** hay in preference to other hay because there is no dust and it’s very palatable, so they find their horses don’t leave a blade.”

In addition to maintaining bale quality, because **BALER’S CHOICE** also allows him to bale at higher moisture contents, for Joe one of the biggest advantages is the greater productivity he can achieve in a day.

“Because you can start earlier in the morning and carry on later into the evening, I reckon you gain an extra 50% baling time. The Harvest Tec unit gives you a constant feed of data and a very accurate moisture reading, so you know when to stop. Generally I will only go up to 20% moisture, at which point you are applying about two litres per tonne, making it economic but it still gives you the option to push on at higher moisture levels and finish if the weather is going to change.”

“I have certainly been surprised how variable a crop can be, as even in good weather it does show where there are damp spots in the field, and it was also noticeable this year where the hay was absorbing moisture from the soil.”

“You certainly get a benefit. **BALER’S CHOICE** will save you in a bad year, and enable you to make exceptional hay in a good year; it adds benefits in all years.”



01805 603363
www.pfc-eu.com

