

Ravensdown launches Selprill Double

SELPRILL : AT A GLANCE

- New slow release selenium prill for fertiliser use.
- Provides grazing livestock selenium supplementation for a full 12 months.
- Double the selenium concentration making Selprill Double twice as cost effective as comparable products.

Ravensdown has partnered the development of a double strength slow release selenium prill called Selprill Double. It is a fertiliser additive applied by topdressing and is usually applied mixed with other fertilisers.

It raises pasture selenium levels which then raises liver and blood selenium levels in stock grazing the pasture. When applied Selprill Double releases selenium at a gradual rate elevating pasture selenium levels for 12 months.

There are currently two types of selenium prills on the market in New Zealand, classed as either fast-release prills or slow-release prills.

Fast-release prills (traditional sodium selenate based products) typically give an initial pasture peak in selenium levels. This peak can last 1 – 3 months and then return to pre-application levels in 5-6 months. Stock brought on to the property after this time period may require additional selenium supplementation.

Slow-release prills (Selprill Double) on the other hand, once applied provide an initial boost to pasture selenium levels. The remaining selenium is then released at a gradual rate sustaining pasture selenium levels for 12 months. This type of selenium has been Ravensdown's preferred product for a number of years.

The slow release characteristics of Selprill Double have been achieved by developing technology to slow the release of sodium selenate. This has been extensively trialled.

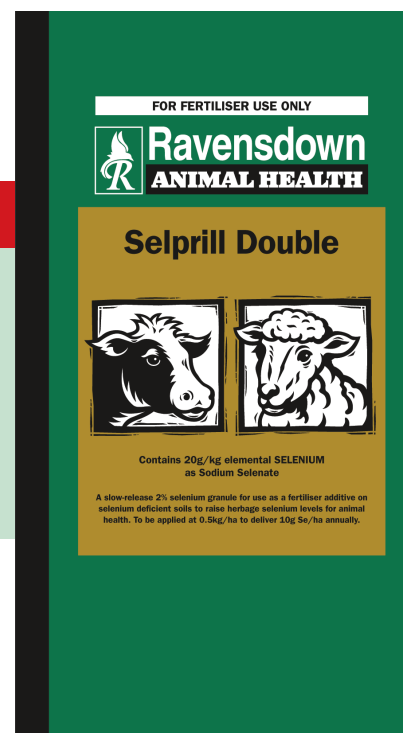
Selprill Double responds quite differently to traditional sodium selenate prills," says Gavin Goble, Ravensdown's Business Development Manager - Animal Health.

"We sought to develop a prill with slow release characteristic that supplied double the selenium but at a similar price to current slow release products.

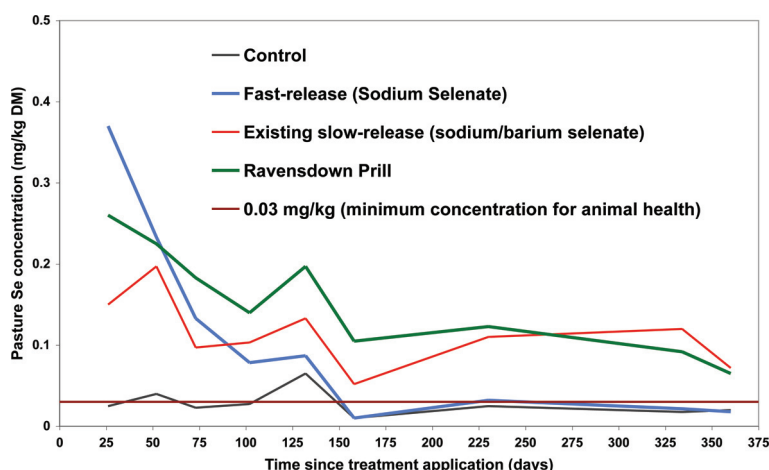
"Throughout the development of Selprill Double the main requirement was to achieve a true 12 month prill where animals could be introduced at any stage up to a year after application and still have adequate selenium intake," says Gavin.

Farmer feedback indicated that the actual rates of selenium being applied per hectare at the recommended 0.5 kg/ha/yr or 1 kg/ha every two years was not sufficiently meeting modern intensive farming needs.

Trials have proved Selprill Double's effectiveness. The trials show release patterns are comparable to other slow release selenium products and far



Effect of selenium fertiliser treatments on pasture selenium concentrations



superior to traditional sodium selenate based products.

Ravensdown Selprill Double is an easy, cost effective way of ensuring stock have optimum selenium levels all year round and it is available in 25 kg bags. It is being phased in at all our stores from 1 March. Selprill double is available now and ordering is as simple as asking for it as part of your next fertiliser order.

Recommended Rates of application
Sheep/beef and deer: 0.5kg/ha of Selprill Double annually to supply 10g/ha of elemental selenium.

Dairy: 0.5kg/ha of Selprill Double annually to supply 10g/ha of elemental selenium.