

New Forest Quality Feeds

Contact: Arthur Rolf

Phone: 01590 626252

E-mail: arthur.rolf@btinternet.com

Website: www.nfqfhaylage.co.uk

Based near Beaulieu, New Forest Quality Feeds produce haylage for the horse and pony market in the New Forest.

The need for locally sourced haylage was identified having visited local equine retailers and horse owners. Previously haylage had been delivered from well outside Hampshire increasing not only the food mileage but associated costs.



With the aid of a grant from the RDPE Leader Project, the business invested in a haylage bagging plant which allows for 20kg sealed bags to be produced quickly and efficiently for the local market.

The investment has added considerable stability to a business which has been subject to fluctuations in wholesale prices, particularly with regard to milk. The machine is able to satisfy local demands with the end product now being distributed in an approximate 30 mile radius.



The product has been demonstrated at several local horse shows and trade stands have been taken at New Forest and Romsey Shows. Several stable yards have enquired about the supply of larger bales which are in the process of being made available.

As well as the importance of the local brand identity, considerable efforts have also been invested into ensuring the product's quality. By testing various grass types, a haylage is produced which, in the opinion of end users is greater than that previously purchased from elsewhere in the UK.

