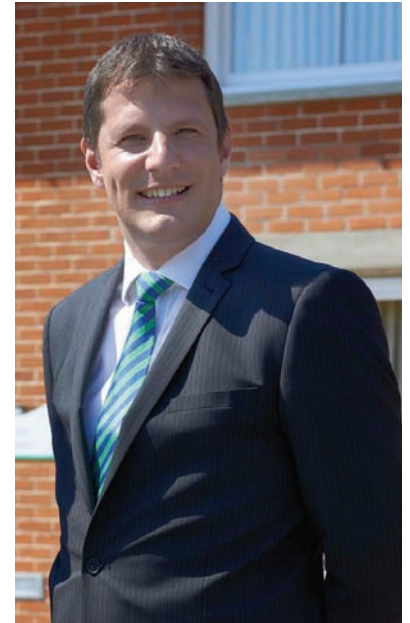


JOHN HALL, SENTRY SEED DRESSING

Sentry Director

John Hall has been responsible for Sentry's mobile seed dressing business since he joined Sentry Advisory in 2011. Now a Director of Sentry, John is the Business Manager overseeing our central region with farms in Norfolk, Cambridgeshire, Leicestershire and Hertfordshire. These Sentry farms cover over 6000 hectares of Contract Farming Agreements, Farm Business Tenancies and Farm Management Agreements. In addition he advises over another 2000 hectares, providing farm business consultancy services to Sentry Advisory clients throughout East Anglia. Having spent fifteen years running arable, root crop and vegetable farms, John specialises in farm business management backed up by extensive practical experience.



The Sentry seed processing enterprise was set up ten years ago, by Sentry Cambridgeshire, to handle all of Sentry's home saved seed requirements and to provide a diversified income by keeping the business 'in house'. We now cover all parts of the country and we are happy to offer the service to our Associate Members and other farmer clients.

Over the years this facility has allowed us to closely control the quality of our own farm saved seed and to keep our costs low. By trialling small areas of new varieties at an early stage we are able to evaluate them thoroughly and then home save the seed for a larger area the following year. Careful field selection and inspection of the crop prior to harvest ensures that the seed we save is of the best possible quality. Some extra effort is required to keep seed lots separate at harvest but the cost savings can be significant so it is well worth it. Typically home saving seed saves us around £100 per tonne as well as helping with cashflow.

We are BSPB registered processors and now collect the royalty for the vast majority of farms at the time of processing. This makes farm administration much easier as the customer gets just one invoice for the seed treatment, royalty and bags. It is important to remember that legislation only allows seed to be home saved for use on the same holding that it was

grown on. Simplistically this is a single BPS claim so home saved seed cannot be moved between contract farms.

The mobile processing lorry (*pictured below*) is equipped with all the necessary cleaning equipment and can apply a full range of seed treatments. Our experienced operator is PA11 trained and we can offer BASIS qualified advice on the best seed treatment for your crop situation. We will carry out a visual quality assessment of the seed and a thousand grain weight is supplied to allow accurate drilling of the correct seed density.

With arable margins under pressure and delayed drilling at higher seed rates becoming more common, there has never been a better time to consider home saving seed. If you would like to know more or to discuss your requirements we will be happy to hear from you.

