



MITAVITER

PROMOTION FINISHES END AUGUST

Winter Warmers

Our annual Winter Warmers promotion has taken place over winter with our market leading products Breeda, Economix Active and Gumnuts all being supplied in special 22kg Bonus Bags for June, July and August.

We have been thrilled with the response to the kids colouring in competition - entries close 31st August.

Great prizes for the kids' ponies!

Colouring-In Competition
WINTER WARMERS

Over 100 bags of Mitavite Xtra-Cool to be won!

Please complete the following form
Name _____
Address _____
Ph. No _____ State _____ Post Code _____
Age _____ Email _____

Please answer the following questions
1. What Mitavite products do you use and why?
2. At what Produce store do you buy your Mitavite feed?
3. Name 3 Mitavite Products not shown here

Prizes will be awarded in each of the age groups as follows:
5 and under 10 prizes of 3 bags of Mitavite Xtra-Cool.
6 to 11 10 prizes of 3 bags of Xtra-Cool
12 to 17 6 prizes of 6 bags of Xtra-Cool

Entries must be received by
5pm on August 31st
Post your entry to
Mitavite, 3 Pile Mt. Somersby NSW 2250
(The judges decision will be final and no correspondence will be entered into)

WINTER WARMERS

See your local retailer to enter the kid's colouring in competition - great prizes to be won!

Get 10% Bonus Product in your favourite Mitavite Winter Warmer bags

ECONOMIX ACTIVE for ridden horses and ponies
BREEDA for mares, spellers and youngstock
GUMNUTS for older horses and ponies

See your nearest participating Mitavite stockist and save.
(Offer finishes August 31st 2011)

Premium Nutrition – when performance matters
For more details and expert advice, call Gary Stewart 027 241 3191
Visit www.mitavite.co.nz or call 0508 648 284 (0508 MITAVITE)

Website Update

Visit our updated website for latest news, events & promotions. Meet the Mitavite team, browse our latest products pages and check out our partner rider profiles. Our website also provides comprehensive nutritional advice to assist you in your feeding regimes, browse through the articles or send us an enquiry.

CHECK IT OUT AT
www.mitavite.com.au

MITAVITE LEADERS IN EQUINE NUTRITION

- Home
- The Company
- The Mitavite Crew
- Export Division
- Products
- Nutritional Support & Information
- Tecan Mitavite
- Partner Riders
- Latest News
- Sponsored Events
- Contact Us
- Links

ONLINE TOOLS

- Exercise Calculator
- BMI Calculator
- Mature Height Calculator
- Mature Weight Calculator

MITAVITE HANDBOOK 1ST Edition

breeding

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Premium Nutrition – when performance matters
For more information on Mitavite Products and Support Programs, please visit our information website: www.mitavite.com.au
or contact MITAVITE 1900 608 284

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MITAVITER

Mitavite is a proud sponsor of Riding for the Disabled Association Victoria



We were thrilled to receive these photos from the Riding for Disabled community farm at Myuna Farm, Doveton in VIC. This farm specialises in horse riding lessons and associated activities for physically and mentally challenged persons. The team believe in Riding Develops Ability and encourage their riders to reach their full potential.

We are very proud to support this fabulous team of dedicated individuals by feeding their marvelous horses with Gumnuts. They have also written a wonderful poem about the product of which we hope you will enjoy.



*Gumnuts are a wonder food
I'm sure you will agree
Our horses love to eat them up
They look really well you see.
Our horses are not so young
Aged ten to thirty five
They winter well on Gumnuts
And we find they always thrive.
People always comment
Say our horses look just right
We say "that's because of Gumnuts"
They are made by Mitavite".*



Samantha riding Cobs: Samantha walks with assistance and she has difficulty in sitting upright and depends on a wheel chair. Cobs is a Clydesdale/Quarter Horse cross. He is 18 years old & 15.2 hands high. Samantha is 16 years old.



Renee riding Taren: Renee walks with lots of assistance and she depends on a wheelchair. Taren is a standardbred mare. She is 20 years old & 15 hands. Renee is 13.

THANK YOU





Nutritionist Profile

Gail Sramek – Consultant Nutritionist

Gail has a passion for horses. She has a degree in Applied Science and plays an integral role in our nutritional support area. She has been part of our nutritional team for ten years and her main role is technical support helping retail store customers with nutritional issues, suggesting corrective diets and researching the latest developments in nutrition.

She believes that performance and general well being can be enhanced by good nutrition and has a philosophy that every horse is an individual with its own unique needs.

Understanding and nurturing these needs can help the horse to reach its full potential.

How this benefits you?

Gail provides a valuable customer support service that you can use for recommending the correct product, recommending supplements and feeding horses that have special needs eg: foundered horse, tying up horses, overweight horses, horses that need more condition, horses that are recovering from major injury etc or that don't fit the usual feeding regime as specified on the bags and handbooks.

Feel free to contact Gail via our Nutritional Support and Information tab on the left hand side of the Mitavite website. This is a form that can be completed by your staff member or the end user.



Bulk Feed Options

NEW BULKA BAG ON FARM DELIVERY SERVICE NOW AVAILABLE IN SOME AREAS

Bulka bags provide a cost effective option for horse owners who have a number of horses to feed.

In the past the use of bulka bags has often been limited by the inability of customers to safely lift the bulkas off trucks and place them in their feed rooms. Mitavite are now able to offer this service using trucks with drop tail gates and pallet walkers. Bulkas are delivered on 'one trip' pallets.



These products are available in this option:

- Mitavite BreedA
- Mitavite StudGro
- Mitavite Economix Active
- Mitavite Xtra-Cool
- Mitavite Promita
- Mitavite Formula 3 -Commercial blend
- Mitavite Athlete Plus -Commercial blend
- Mitavite Sustaina -Commercial blend
- Mitavite Extru Corn
- Mitavite Extru Barley
- Mitavite Extru Lupins
- Clipped and dressed Oats

This service is currently available in some areas of Victoria, NSW, SA and SE Queensland, with other areas coming on board soon. Please call your Mitavite Sales Manager for delivery and pricing information.

Where you will find Mitavite sponsoring an event this month?

NSW –July / August

- Peak Hill Show Society – Annual Peak Hill Show
- Maitland Polocrosse Carnival
- NSW Pony Club – Polocrosse - Bungendore
- Merriwa Central School Horse Sports Day
- Dungog St Joseph's Horse Sport Day
- Gresford District Bushman's Carnival Association Inc - Gresford Rodeo & Campdraft

VIC – July / August

- North East Victorian Endurance Riders hosting the Victorian Endurance Riders Association State Championships
- 2011 VIC Pony Challenge
- Dunolly Horse Activity Club Inc – “Goldfields” Navigation Ride

QLD –July / Aug

- Mitavite Foxhunter Series
- Dayboro Cow Horse Club Campdraft
- Whitsunday ASHS Inc - Annual Campdraft
- Atherton Tablelands & District Dressage Championship
- Charters Towers 130th Show
- Australian Stockhorse Society – Katherine Campdraft
- 2011 Standardbred Association QLD Inc - State Championships Show
- NQEG Dressage Championships
- Atherton Turf Club – Carinya Charity Day



MITAVITER

Athlete Plus

Horses are superior athletes built for speed and endurance. In addition to the physical form of the horse, breed, genetics, training and nutritional regimes have a role in how the horse performs on race day.

To achieve optimum performance on race day, the correct nutrients need to be fed to support the horse's physical athleticism. Protein and amino acids are the 'building blocks' that play a large role in creating and restoring muscle. Optimal levels of protein and amino acids need to be provided during all stages of work for the racehorse to achieve and maintain the muscle build required to succeed on the race track.

In addition to muscle build, the racehorse also requires aid in reducing fatigue and the risk of muscle, heart, tendon and joint strain, improving recovery times and the longevity of body cells and prolonging its racing career. The correct balance of anti-oxidants Vitamin E, Selenium and Vitamin C provides such support by minimising oxidative stress.

Feeding a racehorse to achieve the best possible results is a delicate balance. Mitavite Athlete Plus takes the guess work out of nutritional management by providing a high quality, nutrient dense concentrate, which has been formulated without compromise to provide optimal levels of protein, vitamins and minerals for racehorses in a 2kg per day dose. All that needs to be added is adequate roughage and grains.

Champion racehorse trainer C J Waller depends on Athlete Plus because "training horses is not easy but when you have 100% confidence in the feeding component it does allow you to get on and train and not worry about the feed."

Mitavite Athlete Plus also contains Bonafide™, a stabilised and UV resistant form of Vitamin K1 and K2. Vitamin K1 and K2 have been shown to provide bone geometry and density in horses and can be beneficial in decreasing the incidence of shin soreness in racing horses.

In addition to this, Athlete Plus also contains a 12% oil level. Oil offers an alternative energy source which spares blood glucose and aids in reducing heat production allowing the horse to reach top speed for longer.

P J Moody, another champion racehorse trainer who relies on Athlete Plus, has found his "horses muscle up well, recover quickly after fast days, and most importantly...consistently hit the line".

To achieve their maximum potential, racehorses require a quality, balanced and nutrient dense diet to support their training and high intensity level of work. A feed such as Mitavite Athlete Plus which has high energy sources, quality nutrients, promotes muscle build and is palatable and well digested will assist in reaching the racehorse's genetic and athletic ability.



Two champion trainers, one thing in common! Both depend on Mitavite Athlete Plus to do the job



Photography by Graham Potter

“ I'm a simple feeder, but I am very particular about what I expect in a feed. I have used Athlete Plus in my stables for years. I find my horses muscle up well, recover quickly after fast days and most importantly they consistently hit the line. Now that Athlete Plus has Bonafide added, I don't have to buy it separately, which is a real bonus. **”**

PG Moody

“ Every horse in my stables gets 2kg of Athlete Plus a day with their grains. I started doing this when I first came to Sydney and I haven't changed. Training horses is not easy but when you have 100% confidence in the feeding component it does allow you to get on and train and not worry about the feed. Mitavite Athlete Plus works for me and I encourage people spelling my horses to feed it as well. **”**

CJ Waller

It is no wonder that Chris Waller and Peter Moody both trust Mitavite Athlete Plus to provide the nutrition to power their stable of Champions.

Athlete Plus has powered many of the legends of Australian racing over the past two decades.

It's rich, high protein formulation supports muscle growth and aids in recovery & repair after fast work and racing, critical for a successful campaign.

Athlete Plus is formulated to provide optimal levels of high quality amino acids, (the building blocks of protein) electrolytes*, vitamins and minerals – all in a 2kgs per day dose. Just add your choice of grains and fibre to complete the diet.

Athlete Plus' original formulation has now been enhanced with the addition of Bonafide™, Mitavite's revolutionary Vitamin K supplement that supports the integrity of bone and cartilage.

*2kgs of Athlete Plus provides 254gms of electrolytes, much more than the 60 - 80gs that you are probably adding now.



Premium Nutrition – Always Pays Dividends

For more information on Mitavite Premium racing feeds and Bonafide™ visit our informative website

www.mitavite.com.au or freecall MITAVITE® 1800 025 487



MITAVITER

Partner Rider Update

Fig Tree Pocket Equestrian Club Inc. One Day Event held in July saw two of our Queensland partner riders perform very well!



Rebel Morrow won the Equissage Therapy 1* riding Ivy Bank Casper. Rebel feeds her horses Breeda and Promita and we wish her well for her continued success with this wonderful horse.



Kevin McNab won the GDR Truck Parts 2* riding Kelecyn Cognac and the On Line Horse Supplies Introductory riding Dustman. Kevin feeds his horses Cool Performer and Economix Active.



Ian Francis – based in South East Queensland is a well renowned trainer, coach and motivational writer.

Ian trains horses for cutting, reining and campdrafting. He also travels Australia wide and internationally specialising in basic horsemanship clinics, stockman challenge events, competing and teaching. This month, he has been teaching clinics in Gloucester and Raymond Terrace NSW and regularly travelling to Stephenville in Texas to work with Clinton Anderson of Clintons Cowhorses. Whilst he is overseas, he will be conducting a horsemanship and barrel race clinic.

Ian is a terrific horseman and a wonderful ambassador for Mitavite feeds. We are thrilled to sponsor Ian by supplying his horses with Breeda and Super Amino 66.





MITAVITE

When
performance
matters



*"I feed Mitavite so
they can be their
best every day"*

Nicole Tough



Cool Performer

Scientifically formulated, steam extruded rice based complete feed that provides ongoing energy and is

- Low GI
- Hypoallergenic
- Gluten free



Power-On

Scientifically formulated, steam extruded concentrated rice extract suitable for

- Performance sport horses in hard work
- Poor doers or horses that would benefit from a high oil, cool energy supplement



Premium Nutrition – It's a matter of trust

For more information on the range of Mitavite feeds available visit our website www.mitavite.com.au or freecall MITAVITE® 1800 025 487



Your Mitavite Key Contacts

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