



MITAVITER



LISTEN OUT FOR OUR SPRING RACE FEED CAMPAIGN ON RACING RADIO STATIONS THROUGHOUT THE COUNTRY

During September and October we are running an extensive radio campaign across all states

Industry First

In a move that we believe is an industry first, we have partnered with high profile trainers and stud managers who lend their voice and support for our feeds.

This follows on from the current Moody/Waller print advert, which has created plenty of interest and has led to an increase in demand for Athlete Plus.

The radio campaign again features Peter Moody and Chris Waller speaking for Athlete Plus, supported on this occasion by many trainers who are household names in Australia and New Zealand.

These include

- Mark Kavanagh for XLR8
- Robbie Heathcote and Steven Farley for Formula 3
- Tony McEvoy and Phillip Stokes for Athlete Plus

For the Harness racing market we have Brian Hancock, Paul Fitzpatrick, Mark Purdon and Glen Douglas all talking about Formula 3.

For breeders we have David Burke from Cornerstone in SA and Stuart Ramsey from Turranga Stud in the Hunter, NSW talking about Breeda and Promita respectively.

It is an extensive campaign and will highlight the dominant position that the Mitavite range has with elite trainers. The association will be made with some of the champion horses that race on our feeds.

Attached to this email is the Moody advert. Turn up your speakers and listen to what will become a familiar theme on racing radio over the Spring Carnival.



PERFORMA•3 BONUS OFFER



To add value to the radio campaign we would like to announce an exciting Performa 3 bonus offer on our race feed range. See page 3 for more details.

Winter Warmer – Colouring In Competition

We were overwhelmed at the response to the Winter Warmers Colouring In Competition.

The categories covered: 5 and under, 6 – 11 year olds and 12-17 year olds. There are some seriously talented horse riding children all over Australia. We would like to thank them for their time participating in the competition.

Our winners have been notified and feed vouchers have all been sent.

Here are a few of the great entries!





Neddy's Notes

Here are some nutritional points to remember during this time of year

Breeding Mares

Mares are starting to drop their new foals for the season and the protein, energy and nutrient requirements of the mare are high during lactation. Providing a well formulated, highly digestible feed such as Breeda or StudGro helps to keep the mares in top condition, allowing them to produce plenty of milk for their young foal and gives them the best chance to get back in foal quickly.



Laminitis

With the warm conditions and good rain, pastures are getting their spring flush. 'At Risk' ponies and horses need to be monitored at this time as the sugar and fructan levels in the pastures increase. Ponies or horses that have had laminitis or are at risk of getting laminitis need to be monitored and if needed, taken off the pasture. Providing a low starch nutrient balancer such as Athlete Plus or Promita, or a protein, vitamin and mineral supplement such as Super Amino 66, fed with adequate chaff/hay will provide the nutrients they need for maintenance without overloading them with starches, sugars and fructans that contribute to laminitis and founder.

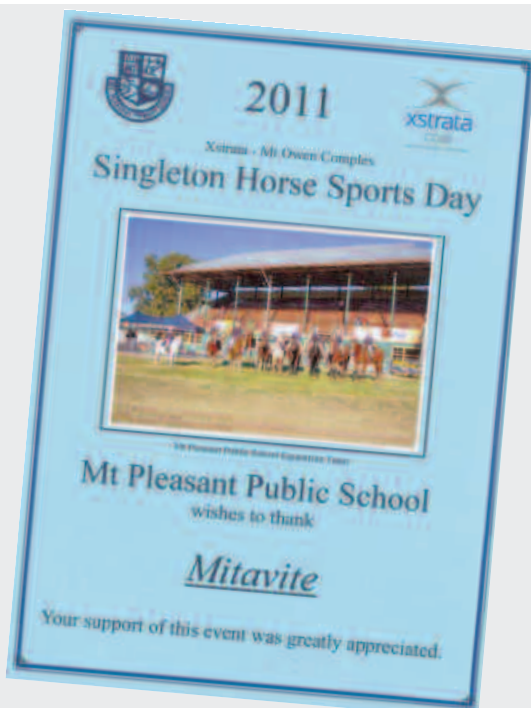


Orphaned Foals

Unfortunate circumstances such as fatal complications during delivery or rejection of the foal can cause a foal to be orphaned. Providing a good quality milk replacer, Breeda, Super Amino 66 and roughage will provide the nutritional needs of these young horses up to weaning. If you have a customer with an orphaned foal give us a call or email and we can send you a diet plan. Don't forget to tell us the estimated mature weight of the foal so we can be accurate in our suggestions.



Information provided by our nutritionist, Gail Sramek



Mitavite Feed Vouchers

Here's a reply the girls got from Horseywise from some of the vouchers that we had given them

*Hi Michelle and Sophie,
I am so grateful that you are helping me enjoy my trail rides and I am so overjoyed at the generous TWO bags of Mitavite Xtra-Cool horse feed but more importantly I can start to enjoy my trail riding more and trail ride at PC Camp without any worries!
Once again, I cannot say how grateful I am to having you help me with my horsey-problems!
From Emily and Camelot*



MITAVITER

PERFORMA•3 BONUS OFFER

To add value to the Spring Race Feed radio campaign we would like to announce an exciting Performa 3 bonus offer on our race feed range.

This will be advertised as part of our radio campaign. It is open to all purchasers of Mitavite race feeds.

Here are the details:

- Purchase a total of **15 bags** of any Mitavite racing feeds included in the promotion, during the month of October, and receive 1 x Performa 3 Oil **5 litre for FREE**
- Purchase a total of **50 bags** of any Mitavite racing feeds included in the promotion, during the month of October, and receive 1 x Performa 3 Oil **20 litre for FREE**



Each time you purchase your race feed, make sure that the store fills out the Promotion Form so all your purchases can be recorded for the month of October.

Any questions, do not hesitate to contact
Cassandra Lea or Lisa Stuart on direct line 02 4340 9605.

Performa•3 The Benefits

- Omega 6 oils have a proinflammatory affect on joints, skin and hooves. By moving the balance of power to the Omega 3 oils inflammatory responses are reduced.
- Research on horses supplemented with fish oil found the horses had lower heart rates and lower packed cell volumes during exercise. This can have a favourable impact on the time to fatigue.
- Omega 3 supplementation enhances red blood cell formation, suppleness and flexibility. There is an improvement in blood vessel strength, elasticity of connective tissue and membrane flexibility with Omega 3 supplementation.
- Lung health improves due to decreased inflammation and improved blood circulation. This can be beneficial for horses with Exercise Induced Pulmonary Haemorrhaging.
- Omega 3 supplementation increases insulin sensitivity. This increases the uptake and storage of glucose and ultimately the energy available to the horse.
- Bone and lipid metabolism is improved when Omega 3 fatty acids are used.
- Cartilage degradation and the pain and inflammation associated with degenerative joint disease such as arthritis is reduced with Omega 3 supplementation.
- Anxiety and anti-stress responses are reduced with fish oil supplementation, including improvement in nervous system structure and function.
- DHA-rich Omega 3 supplements are beneficial to the breeding stallion by enhancing fertility and improving sperm motility when the sperm has been frozen.





Feeding techniques

How much to feed?

The National Research Council suggests horses should be fed 2-2.5% of their body weight in feed per day. Therefore if your horse is 500kg and in light work, he will need approximately 10kg of feed per day. This also includes feed obtained from pasture.

How often should my horse be fed?

The temptation to add grain on the days the horse is ridden should be avoided. If suddenly fed 1 - 2kg of grain, colic and founder are real possibilities. A better approach is to maintain a consistent daily ration and provide a highly digestible, high oil concentrate, which will reduce acid and gas production.

Steam-extruded feed or raw grains?

Mitavite steam-extruded feeds are advanced feeds which are over 90% digested in the small intestine. Digestion of feed in the small intestine lowers the amount of feed fermented in the large intestine, decreasing the acid, heat and gas which is produced. Digestion of raw grains in the small intestine varies from 21% for barley to 29% for corn, the balance of which is fermented in the large intestine. This can cause hind gut acidosis leading to laminitis, colic, tying-up or other veterinary emergencies.

Protein

When checking the protein provided by a feed you need to look at the grams fed in protein, the quality of the protein in terms of essential amino acid content and digestibility of the feed in the small intestine. When fed to the recommended levels with adequate roughage,

Mitavite complete feeds provide:

1. the correct quantity of protein
2. essential amino acid profile
3. high digestibility

Roughage

Roughage is required by the horse to ensure that the flow of feed through the digestive tract is maintained and also as a source of carbohydrate (energy). A minimum of 1-1.5% of body weight in roughage is required by the horse each day. If you have a 500kg horse, we suggest a minimum of 7.5kg in roughage, (including hay, chaff and pasture) needs to be fed. As pasture levels fluctuate, depending on the season and weather conditions, the amount of chaff/hay fed may need to be increased or decreased to sustain the correct levels of roughage which the horse requires. When feeding roughage approximately 30-50% should be green chaff/hay and 50-70% should be white chaff/hay. This provides optimal levels of essential amino acids and calcium when fed with recommended levels of Mitavite complete feeds.

When to feed roughage?

Recent research on the feeding of hay and grains has revealed that if hay is fed with concentrates then the digestion of the starch in the small intestine is reduced. For high performance horses this can impact on energy levels and fatigue. It is suggested that hay is fed either two hours before or two hours later than concentrates.

How much concentrate per meal?

Feeding more than 400g of concentrate per 100kg of body weight per meal may overload the stomach causing undigested or partly digested feed to flow through into the small intestine and large intestine. If you are feeding more than 400g of concentrate per 100kg of body weight in a meal, i.e more than 2kg of concentrate per meal for a 500kg horse, we suggest splitting the ration into more feeds so that concentrate levels do not exceed 2kg per feed.

Feed to the workload

Always feed a ration with an energy level which matches the workload of the horse. Feeding excess energy will increase the bodyweight and/or energy level.

Introducing new feeds

Any changes to your horse's diet should be introduced gradually over a two to three week period. Any change in manure & appetite should be monitored.

Vitamins and minerals

The workload and stress levels of the horse determine the amount of vitamins and minerals required. Mitavite have a range of feeds formulated for differing workloads and temperament. All Mitavite feeds have been formulated to ensure that necessary levels of vitamins and minerals are available when fed to the recommended levels and with adequate roughage. Additional heat-stable vitamins are added before and after the steam-extrusion process to meet target levels. Stable natural mineral proteinate prevent interactions between minerals and vitamins, such as those known to occur between iron and vitamin E.

The Mitavite team of veterinarians, equine nutritionists and agricultural scientists have formulated rations using advanced feeding techniques such as steam-extrusion to enhance digestion in the small intestine. Mitavite takes the guess work out of feeding by giving recommended feeding levels to ensure adequate protein, energy, vitamins and minerals are available to your horse.





A Day to remember in ALBANY, WA.

Article provided by Rebecca and Sharon of Albany Stockfeeds.

The MITAVITE Nutritional Day held on the 24th August 2011 was a lot of fun and a very good promotion for the Mitavite brand. An eclectic range of horsey people attended three presentations during the day.

Colin Price was in fine form and ably handled some good questions from trainers, breeders and horse people from all persuasions.

The winner of the Club Door Prize was Alan Ashworth (Racehorse Trainer) who kindly donated his winnings to the King River Pony Club. The winner of the Shoppers Draw Prize was Sheryl Kinnear.

Mitavite partner sponsored riders SONJA JOHNSON and AMY LUCAS attended the Sport Horse presentation and we found out that Sonja probably eats as much Formula 3 as JAG (the horse she won her silver Olympic medal on)! - Very entertaining.

We would like to thank Mitavite for their support and sponsorship for the day, which we think was a huge success.

Regards, the Albany Stockfeed Team.



Carol Bergenson, Secretary of King River Pony Club accepted the prize on behalf of the Pony Club



Where you will find Mitavite sponsoring an event this month?

2011 National Vaulting Championships		16-18/9/11	NSW
Ballina & District Equestrian Club Fun Day	Ballina & District Equestrian Club	18/9/11	NSW
Tuckerimba Cutting Youth Clinic/Show	Tuckerimba Cutting	20/9/11	QLD
Tamworth Pony Club	Pony Camp	25/9/11	NSW
Ingham Rural Supplies Campdraft	Ingham Rural Supplies	28/9/11	QLD
2011 Burnie Horse Show	Burnie Horse Show Committee	30/9/11	VIC
2011 Glen Gordon Campdraft	Glen Gordon Campdraft Inc.	1-2/10/11	QLD
Miniature Horse & Pony Enthusiasts NSW State Show	Miniature Horse & Pony Enthusiasts	2/10/11	NSW
Northern Rivers Team Penners	Northern Rivers Team Penners	2/10/11	QLD
Blackwater Rodeo	Blackwater Rodeo Association	8/10/11	QLD
Queensland State Palouse Championships	Brisbane & country Palouse Pony Inc	9/10/11	QLD
HRCav TTT Showjumping	Leongatha & District Equestrian Club	15-16/10/11	VIC
Power of Pink Dressage Day	Tweed Valley Equestrian Group	16/10/11	QLD
Tennyson Dressage Clinic	Claire Seidl	17/10/11	NSW

Meet Tracey Jennings

Tracey has been with Mitavite for 3 ½ years as a permanent part time in reception and administration looking after accounts payable and customer service. She is usually the first voice you will hear upon calling Mitavite or the first person you see when walking in the door. You will also sometimes see her relieving on the weighbridge.

Tracey is the proud mum of Toni and Kieran and lives near the beach on the central coast.





MITAVITER

The Double Dans

Exclusively fuelled on Breeda, Power-On, Gumnuts, Performa•3 Oil and Super Amino 66



LOOK FOR US
at Equitana
on the CRT site
Number 213



APOLLO

Dan James

BOBBY

TALAWAHL DOUBLE IMAGE

Dan Steers



Breeda Scientifically formulated and balanced, highly digestible complete feed for:

- Pregnant and lactating mares
- Foals, weanlings and yearlings
- Stallions and spelling horses



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



Mitavite Gumnuts® especially formulated for aged horses and ponies. Highly nutritious, palatable and safe to feed, Gumnuts® provides a unique balance of vitamins and minerals specifically formulated to address the challenges of old age.

“ Performing with our horses means that they are literally under the spotlight at all times. Despite the long hours training and travelling it is critical that our horses are always presented in show condition and that they are calm, responsive and are able to concentrate for extended periods. We rely on Mitavite Breeda for nutritional support for our team every day and we add Vitamite Performa 3 Oil to help keep them supple and for that real show shine. ”



Vitamite PERFORMA•3 is a unique formulation combining scientifically balanced levels of Omega 3, 6 and 9 fatty acids.



Vitamite Super Amino 66 At a level of 66%, this unique corrective additive is possibly the most concentrated high protein supplement ever created for horses.



Premium Nutrition – when temperament matters

For more information on Mitavite Premium Feeds visit our informative website www.mitavite.com.au or freecall MITAVITE® 1800 025 487



Your Mitavite Key Contacts

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