



MITAVITER

Have you heard Mitavite's Spring Race Feed campaign on racing radio stations throughout the country?

We are getting a fabulous response from our Spring Race Feed campaign across Australia. These radio ads will continue to air throughout the Spring Racing Festival including the Melbourne Cup on the 1st November.

Reminder of what it is all about:

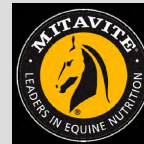
Mitavite have partnered with high profile trainers and stud managers who lend their voice and support for our feeds. This follows on from the Peter Moody and Chris Waller print advert that is currently in circulation. This advert has successfully created plenty of interest and increased the demand for Athlete Plus.

Moody and Waller have again shown their support of Mitavite by featuring on our radio campaign endorsing Athlete Plus together with many trainers with house hold names from Australia and New Zealand (see Mitaviter Issue 11 for a full list of featured trainers).

It is an extensive campaign that not only highlights the dominant position Mitavite has with elite trainers, but also the association with champion race horses fuelled by Mitavite.

Performa 3 Bonus Offer

Valid till 31 October 2011



PERFORMA · 3 BONUS OFFER

1 October to 31 October 2011

Purchase...

15 bags of any Mitavite race feed and receive a

FREE Performa · 3 Oil 5L

Or

50 bags of any Mitavite race feed and receive a

FREE Performa · 3 Oil 20L



It's probably 5 to 10 times more effective than the oil you're using now!

PERFORMA · 3 The Good Oil

A scientifically balanced blend of Omega 3, 6 & 9 oils. Providing the 3 critical fatty acids Linolenic Acid, DHA & EPA, PERFORMA · 3 oil is beneficial for blood flow, oxygen delivery, energy production & hormone formation



Premium Nutrition

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

Check out Page 3 for more details!!



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



Photography by Graham Piller

Now Available!! Horsilage information sheet on page 6!



Naturally Cured Premium Lucerne Forage for Horses

Horsilage

Benefits:

- Premium quality lucerne forage, grown on the rich black soil of the western district of Victoria, renowned for producing quality lucerne.
- Lucerne is a highly nutritious feed, high in protein and fibre, and is naturally cured to ensure it is safe to eat.
- The lucerne is naturally cured to ensure it is safe to eat.
- The lucerne is naturally cured to ensure it is safe to eat.

At a glance:

- A premium quality lucerne forage.
- A premium quality lucerne forage.
- A premium quality lucerne forage.

Distributed exclusively by Mitavite, Horsilage is now available from horse feed retailers throughout Australia.

For more information visit our information website www.mitavite.com.au or freecall MITAVITE 1800 025 487



MITAVITER

Elf and Mitavite

The story of a brave little grey pony!



For those of us that remember what happened on Christmas Day 2010, Elf holds a special place in our hearts.

On that day, a father and son, discovered the pony they had owned for only a week had escaped. After finding him they tied a rope around his neck and proceeded to drive 10 to 50 km/h forcing the pony to gallop for over 2kms before he finally fell over on the slippery wet road and landed in a ditch. The pony was not expected to live due to the horrific injuries sustained during the incident.

The police advised that the pony had severe abrasions to both the front and hind legs, injuries to eight separate joints with the joint capsules being exposed. The joint surfaces of the knees and hooves were also affected, the soles of the hooves were worn through as well as severe muscle injury as a result of over exertion.

The two men have since been charged, but more importantly the little grey pony, now named Elf, has made a wonderful recovery due to the amazing care of the RSPCA at Fairfield and Elf's foster carer and founder of Equine Learning for Futures (ELF), Jill Strachan.



Elf is now taking part in Jill's ongoing work utilising horses in educational programmes for disadvantaged youths and children. We are thrilled to be sponsoring Elf and Jill and look forward to seeing Elf have a wonderfully long and healthy life.

If you would like to learn more about Elf or Jill's work at Equine Learning for Futures, please visit their website, www.equinelearningforfutures.com.au or visit Elf's own Facebook page.



Mitavite Race Feeds and Supplements

Premium Horse Feed

In addition to the Spring Race Feed Campaign, an information sheet outlining Mitavite's race feed range and supplements is featured on page 4.



MITAVITER

Performa·3 Bonus Offer

To add value to the Spring Race Feed Radio Campaign, Mitavite would like to announce an exciting Performa·3 Bonus Offer in conjunction with our race feed range. This will be advertised as part of our radio campaign. This offer is available to all Mitavite customers.

Here are the details:

Purchase a total of fifteen (15) 20kg bags of Mitavite race feed during the month of October receive one (1) FREE 5 litre Performa·3 Oil

OR

Purchase a total of fifty (50) 20kg bags of Mitavite race feed during the month of October & receive one (1) FREE 20 litre Performa·3 Oil.

*Mitavite race feeds included in the promotion are Athlete Plus, Formula 3, Sustaina, Turbo and XLR8



PERFORMA · 3

BONUS OFFER

1 October to 31 October 2011

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Premium Nutrition

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This month's Mitavite sponsored events!!

NSW All Welsh Show 2011	The Welsh Pony and Cob Society	21/10/2011	NSW
SEC Dressage Championships	Somersby Equestrian Club	23/10/2011	NSW
Mt Sugarloaf PC Jamboree	Mt Sugarloaf Pony Club	05/11/2011	NSW
Annual Spring Hack Gymkhana		06/11/2011	NSW
2011 Dungog Show	Dungog AandH Society	11/11/2011	NSW
Palouse Pony Championships	NSW Palouse Pony Association	12/11/2011	NSW
Pinto Horse State Titles Show	Pinto Horse Association	18/11/2011	NSW
Walcha Junior Rodeo	Walcha Junior rodeo Inc.	26/11/2011	NSW
Wangalea Stockman's Challenge	Wangalea Active Riders Club	01/11/2011	QLD
Woodstock Horse Sports Club		05/11/2011	QLD
Monbulk PC Combined Training	Monbulk Pony Club	10/11/2011	VIC
Stockhorse Society Annual Show	Goulburn Murray Stockhorse	19/11/2011	VIC
All Breeds Hack and Performance	APSB/NSW Connemara Pony Group	19/11/2011	VIC



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Mitavite Race Feed and Supplements



Well digested high starch complete feeds to maximise digestion in the small intestine, allowing glucose to fuel the anaerobic energy system providing power and intense, explosive energy.

Grains are steam-extruded or 'roasted and rolled' to improve digestion in the small intestine.

Protein and essential amino acids are provided at the correct levels to build strong lean muscle and accelerate recovery and the repair muscle.

Antioxidants are provided to reduce oxidative damage after exercise, improving recovery times and reducing fatigue.

Bonafide is included in Formula 3, XLR8 and Athlete Plus to improve bone geometry and density, that may contribute lowering shin soreness in 2 year olds.

All Mitavite race feeds contain:

Natural Vitamin E – protects cells from oxidative damage, improves muscle strength, stabilises body tissue, red blood cells and maintains the vascular system.

Chelated Mineral Proteinates – The trace minerals added to Mitavite feeds are provided as chelated mineral proteinates. The minerals are attached to a protein, allowing them to be more readily available for absorption and more easily absorbed, compared with inorganic forms.

Selenium as a Proteinate – Selenium is involved with the maintenance of muscle tissue and stabilises and protects cells and cell membranes. It is a powerful antioxidant and is used in the treatment of some muscle disorders such as tying up. Selenium provided as a proteinate is more readily absorbed and bioavailable compared to other Selenium supplements such as Sodium Selenite.

Vitamin C – Well known for boosting the immune system, helping with free radical control, enhances blood vessel strength, improves fat metabolism and elasticity of connective tissue. Vitamin C is added to all feeds in the Mitavite racing range.

Chromium Yeast – is added to the Mitavite racing range enhancing carbohydrate and fat metabolism, aiding enzyme activation and enhancing digestion.

Protexin – Protexin is included in XLR8.



MITAVITER

NSW Dressage Championships 2011

Mitavite is proud to have sponsored the Medium 4C competition at the recent NSW Dressage Championships held in Tamworth from the 8-11th September 2011.

Julienne Scott from the States Organising Committee of DNSW had this to say about the event:

"Once again the weather presented its challenges offering all seasons within a week! However the professionalism and the good-natured attitude of the competitors allowed proceedings to continue with minimal disruption. Feedback has been positive and we feel confident the 2011 Championships were most successful and the hard work of all concerned has been justified."

*We are most grateful to... **Mitavite** as a valued sponsor for the Championships. Without the support of sponsors such as yourself it would be impossible to utilise venues such as AELEC and present an event of this standard. We are pleased to be able to offer an opportunity for the riders and their horses to experience competition in such a setting thus broadening their experience and testing the validity of their training. For some combinations this may assist and progress their aspirations to represent their country at an international level."*



Photography by Amy-Sue

Mitavite Partner Rider

Kevin McNabb

Kevin is a successful eventing rider and trainer who has had recent success at the Warwick CNC during September with a 2nd in the 2** on Kelecyn Cognac and a 2nd and 3rd in the 1* on TS Fantasia and Casperelli. In addition to this Kevin attended the Scone CNC in September and took 3rd place in the 2** on TS Fantasia and 3rd and 4th in the 1* on Jimmy O'Riley and Casperelli.

Kevin feeds Mitavite Cool Performer and StudGro with his best piece of advise being "You only get out what you put in"





Now Available!!

Naturally Cured Premium Lucerne Forage for Horses

Horsilage® is premium long stem lucerne forage, grown on the rich black soils of the Liverpool Plains of NSW. Harvested in optimum condition, sealed and cured to preserve and enhance the nutritional value of the lucerne, Horsilage provides a highly palatable dust free fibre option for all horses.

Horsilage® is sold in a convenient 18 litre brick, packed 2 bricks per outer carton (approx 20 kg), making it easy to store and ideal for travelling.

Lucerne silage for horses has been widely used in New Zealand, Asia, America, UK and Europe for many years, forming an integral part of the diets for horses in racing, breeding, sale preparation and competition.



Benefits

Premium nutrient value: horsilage® contains more nutrients than hay and University studies¹ show that silage is more digestible than hay.

No dust: University studies^{2,3,4} show that feeding high moisture forages like horsilage® reduces the amount of dust in a horse's environment, lowering the risk of respiratory disease. It also makes it pleasant to handle.

Long fibre length: encourages the horse to chew and produce saliva which helps to maintain normal gut health and function as well as reduce boredom.

Low non-structural carbohydrate (NSC) level: horsilage® contains just 2.5% NSC on an as fed basis, making it perfect for horses that are prone to laminitis.

High moisture content: it resembles a horse's natural diet of moist pasture and helps to keep horses hydrated, especially when away from home.

Palatable: once horses get used to the new taste of horsilage®, University studies^{5,6} suggest they will eat it in preference to hay.

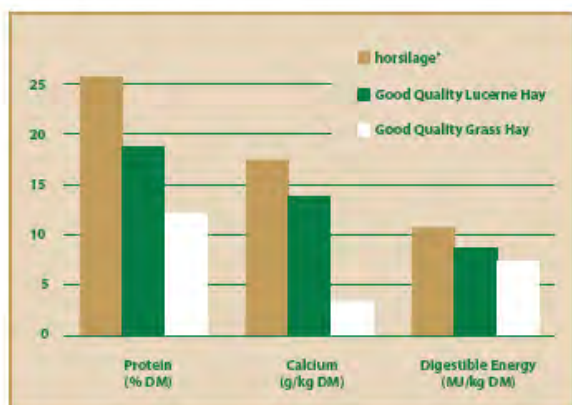
Easy to transport and store: The horsilage® box means it is easy to move and pack away.

Great for...

- Performance horses and breeding mares with high nutrition needs.
- Horses with dust allergies or respiratory disease.
- Horses prone to laminitis that need to be fed a low NSC (sugar) diet.
- Horses travelling or not drinking well when away from home.
- Endurance horses needing calcium and hydration during competitive rides.
- Thin or old horses who need to gain weight.

At a glance

- Premium lucerne silage for horses.
- Produced under strict quality control procedures.
- Available in a 36 L box containing 2 x 18 L fully sealed bags (approx 20kg) – easy to transport.
- More nutritious than good quality lucerne hay.
- More digestible than good quality lucerne hay.
- 100% Dust Free - won't cause respiratory disease.
- Low non-structural carbohydrate level (2.5%).
- Closely resembles a horse's natural diet of moist pasture.
- Horses love the taste.
- Suitable for horses prone to laminitis.



horsilage® has more nutrients than good quality hay.

The graph shows the higher protein, calcium and energy content of horsilage® when compared to good quality lucerne and grass hay.



Distributed exclusively by Mitavite®, Horsilage® is now available from horse feed retailers throughout Australia.



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