



MITAVITER

Winter Warmers

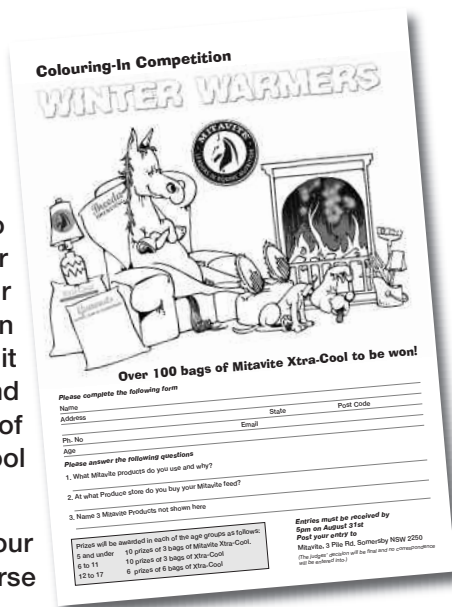
Our annual Winter Warmers promotion will take place during July and August with our market leading products Breeda, Economix Active and Gumnuts all being supplied in special 22kg Bonus Bags for July and August.

This is great news for you as you receive an EXTRA 2KG FREE. This is great value, so make sure you get into your local store to purchase. The bonus bags will be available from July.

The kids and their ponies also benefit. All they need to do is enter the colouring in competition. Your local store will have the colouring in pads (if they don't, ask them to get it in for you!), complete the picture and send in to us before the end of August. The kids can win Xtra-Cool feed for their ponies.

Make sure you look out for our advertising in all the popular horse magazines. There is always new information on our products that will benefit you and your equine partner. If you need any assistance, just call. That's what we are here for.

We will be advertising the promotion in various equine magazines including Horse Deals, Hoof Beats, The Horse Magazine, Horses & People, Horse Report, Horse Wyse over the July and August period.



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)

MITAVITE 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)

Clem Smith – Show Jumping QLD Partner Rider update

We are thrilled that Clem Smith and his daughter Jessie are doing so well and we are proud to provide their team of horses with Sustaina, Bonafide and Gumnuts. Clem is enjoying great success with his lovely horse, Florina, (pictured at Bundaberg). This horse is the Current Leader 2011 QLD Grand Prix Horse of the Year, 3rd in the 150m Class at the State Titles at Bundaberg,

Clem is busy with competing and conducting clinics in QLD and other states, as well as competing in July. We wish him and Jessie every success in their upcoming shows.





MITAVITER



MITAVITE 2011 Queensland Festival of Dressage

Mitavite was pleased to once again be the naming rights sponsor of the Mitavite 2011 Queensland Festival of Dressage, which was held on Saturday 2 July 2011 at Pine Lodge Equestrian Centre, Thornlands QLD.

Mitavite feeds and supplements are ideally suited to dressage horses of all levels as shown by the achievements of Mitavite Partner Rider Nicole Tough; 5 State Dressage Championships on 3 Mitavite fed horses. Our partnership with the Queensland Festival of Dressage allows us to showcase our range of products, technical expertise and nutritional services to a wide range of people. Mitavite provides affordable, premium nutrition for all horses from birth to competition and into retirement.

The Mitavite stand on the day of the Festival attracted large crowds with lots of nutrition questions for the Mitavite Team. Our fantastic prize draw valued at almost \$200 had record entries. Congratulations to the lucky winner. It was also a great opportunity to showcase our Winter Warmers Promotion with the Bonus Breeda, Gumnuts and Economix Active bags.



Congratulations to Chris Waller

We would like to congratulate Chris Waller on reaching 100 Sydney winners for the 2010/11 racing year at Rosehill on Saturday. To emphasise what an achievement this is, Chris is one of only 5 trainers in history to have trained 100 metropolitan winners in Sydney. Only Tommy Smith, Brian Mayfield-Smith, Gai Waterhouse and John Hawkes have previously achieved the feat.



We are a proud Sponsor of 'putting melanoma on the map'

Esther is now 70 days into her amazing ride4acure. On Day 62, they were at the Nullabor Roadhouse and they will now be out of mobile range for two weeks crossing the middle of Australia.

This incredible journey is updated on their web site and we are so proud to be providing Formula 3 and ProSport for the horses along the way. Esther, her mum Maura and her brother Joe, are always receiving compliments at how amazing the horses look for the huge workload that they are undertaking.

We would like to take this opportunity of thanking the relevant retail stores in making the feed pick ups fast and available.

For more information about this wonderful cause and family, please see their website www.ride4acure.com.au



Kyle Robertson, NSW Sales Manager with Ride4Acure team, Esther riding Titan and her mum, Maura





MITAVITER



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, tendons and ligaments.

*2kgs of Athlete Plus provides 254gms of electrolytes, much more than the 60 - 80gms 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

Other ways your new styled Feed Scoop can help you!

We have heard about a customer that was very lucky to have her new styled feed scoop in her hand whilst she was in the paddock catching her horse.

The horse was paddocked with a few others and our customer had some feed in the scoop to make it easier to catch the required horse. However, during catching her horse, the others decided to make a go for the dipper and the horse's starting kicking out. One horse turned to kick another and our customer put her hands to the back of her head to protect herself with the scoop in it and the horse's hind legs kicked the scoop. She feels that if she hadn't had the scoop in her hands, she would have been kicked in the back of the head.

We are very thankful that she is ok.



COUNTY OF CUMBERLAND CAMPDRAFTING CLUB INC

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ABN 84 890 323 075
30 May 2011

Mitavite
C/- ABCRA
Attention Dianne Hillam

Dear Danni

2011 County of Cumberland Campdrafting Club Inc Breast Cancer Donation

Once again our club would like to thank Mitavite for providing feed vouchers for 1st to 5th placing in our Maiden event at our Annual Breast Cancer Draft held in April

Our club this year will be presenting a cheque for \$5,000 to the Cancer Council of New South Wales for "Breast Cancer Research". This is a very substantial amount and is a reflection of the club's hard work.

We all know someone who has contracted cancer, and this donation we hope will help toward the research for a cure of this disease.

Without the support of generous sponsors like your company, cattle donors and volunteers, each year helping to conduct our Draft, this donation would not be possible.

Once again we appreciated your assistance and support.

Yours faithfully

L. Briggs

Lawrence Briggs
President

New Athlete Plus Ad campaign

Just launched featuring super trainers Peter Moody & Chris Waller.

Look out for it in next months racing press!

Where you will find Mitavite sponsoring an event this month?

NSW –July /August

- Northside Riding Club
- Sydney Eventing Inc – One Day Event
- Maitland Polocrosse Carnival
- Merriwa Central School Horse Sports Day
- Sarah & Emily Ralston – off to New Mexico
- NSW Polocrosse Zone Championships

VIC – July / August

- North East Victorian Endurance Riders hosting the Victorian Endurance Riders Association State Championships
- 2011 VIC Pony Challenge
- Bendigo Family Equestrian Group 2011 Weekend Navigation Ride

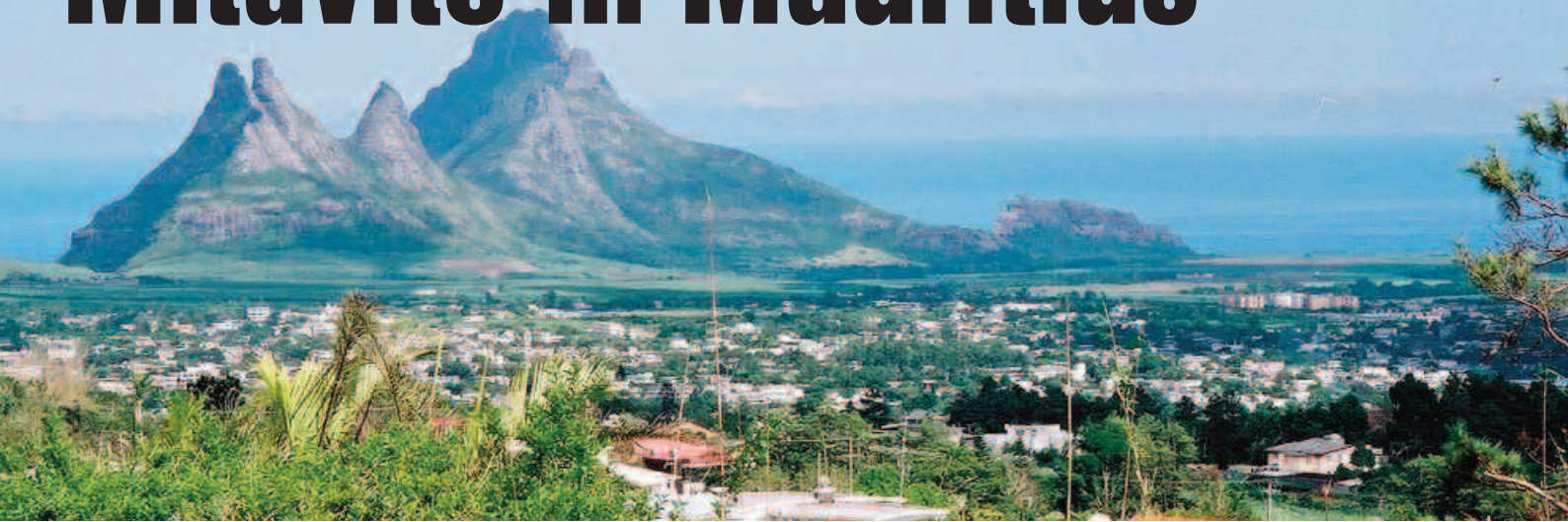
QLD –July / Aug

- Mitavite Foxhunter Series Qualifying Rounds, Redcliffe, Gatton, Dayboro
- Sarina Show Society - Annual Show
- Whitsunday ASHS Inc - Annual Campdraft
- Atherton Tablelands & District Dressage Championship
- Charters Towers 130th Show
- Australian Stockhorse Society – Katherine Campdraft
- NQEG Dressage Championships
- 2011 Ayr Show
- 2011 Gatton Show
- QLD All Breeds Western Performance State Show



MITAVITER

Mitavite in Mauritius



Mitavite has been responsible for feeding 76% of all the racehorses in Mauritius for over 10 years. We have been supplying Formula 3, Turbo, XLR8, Performa 3 Oil and Relyte into the large racing industry through our contact, Agastha Gujadhur, Mauritius Distributor/Agent for Mitavite. Gavin Kenna, Mitavite International Consultant travelled to this beautiful island off the coast of South Africa in June and below is some of his report.

I landed in Port Louis mid-morning on the Sat 25th and drove for over an hour to the Le Cerisier apartments in the Northern beach area of Troux Au Biches. Very nice indeed and after a quick freshen up it was off to the races to meet Agastha. The Turf club is the second oldest in the world and celebrates its 200 year milestone next year. Of all the tracks around the world I have visited this would have to be the most boutique and stands alone when it comes to atmosphere. Unfortunately I just missed seeing Agastha's horse win which was his first for a couple of years and it certainly needed to be celebrated. I managed to pick 3 winners out of the yard at good odds so the punt was taken care of and my good friend from South Africa Johnnie Geroudous rode 5 winners which topped of the day. Haven't seen Johnnie for nearly 6 years after he left Singapore for SA having ridden for Pat Shaw for about 3 years and it was just great to catch up. The highlight of the day had to be when a horse called Bolting Cat won a race with the local legend on it and the boys in the stands went crazy letting

off Chinese crackers which seemed to go on forever (amazing sight). After the races it is common law to go back to the stables and celebrate the day in their own little entertainment areas which sits above the stables. Later we went for a nice dinner with Agastha and made our way home.

Sunday was a rest day and we had lunch with some of the Aussie jockeys who are over there and had a quick look around.

I would head to the track at 4.30 with the jockeys who stayed near us and meet up with Agastha during track work. Most don't leave till near lunch so we had plenty of quality time with each trainer and as usual I went over a few problem horses with their head lads. There are only 13 trainers in total and 10 of these are on our feed. We have the top 2 trainers who are great flag bearers and from 5th down so our support is solid. The main agenda was to teach them what horses should be on what diet. I must say they were very receptive to my thoughts and certainly understand their diets much better now. The oil is a big hit and I am sure now that they know more on how to use it we will get better response.

There are a total of 450 horses of which half of those stay away from the track at spelling come training center called Floreal. We visited the farm and it has a very relaxed feel compared to the track stables.

All in all, a great trip, cheers Gavin





MITAVITER

NSW State Endurance Championships

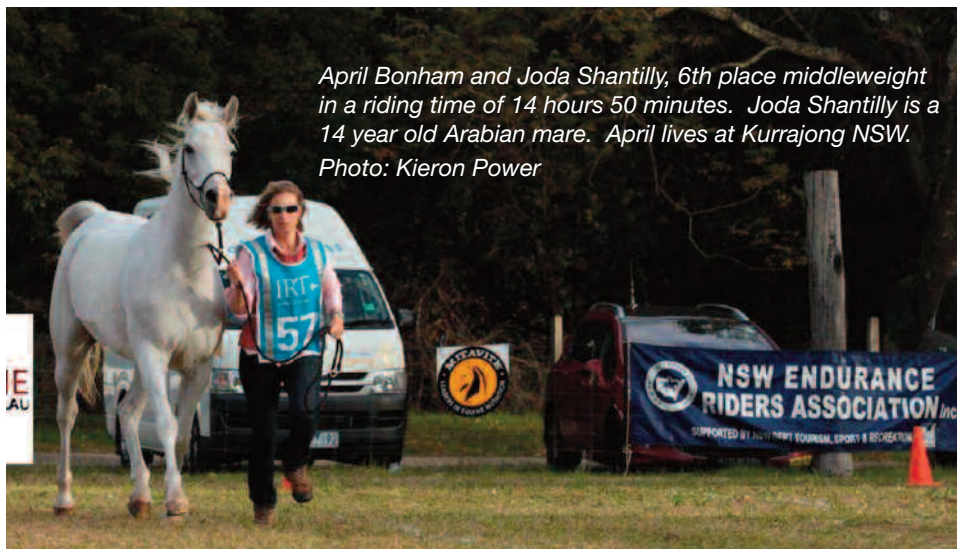
Sponsored Event – St Albans Endurance Riders Association Inc

Kerry Spratt,
Secretary, St Albans Endurance Riders Association Inc

The 2011 NSW State Championships were held in the beautiful Macdonald Valley centred on the village of St Albans. The event course travelled a distance of 160 kilometres over roads and trails around St Albans and in the surrounding National Park and private land. The maximum riding time permitted was 24 hours, including rest breaks and veterinary checks.

The motto of endurance riding is “to complete is to win”. This philosophy dictates that all competitors who complete the course and whose horses are passed as fit to continue at every veterinary check are considered winners, just as much as the placegetters. This certainly was true of the State Championships which were run under very difficult weather conditions on the June long weekend, with rain starting to fall late afternoon on Saturday, hardly stopping for the whole of Sunday and continuing into Monday. A week later the sun was shining, but some of the St Albans Common was still more than 0.5 metres underwater, having been 2 metres under on Tuesday night. Some water tubs, road signs and the solar lights which were supposed to mark the course are expected to wash up anywhere between St Albans and Palm Beach!

The event organisers, the St Albans Endurance Riders Association would like to congratulate all of the 41 riders who were successful. To those who were unsuccessful, our very best wishes for next time. Special congratulations to our new State Champions Kim Hagon and Diamond R Boston who won the ride in 12 hours 12 minutes. “Boss” is a home bred 10 year old buckskin Arab Stockhorse gelding. Kim successfully competed in endurance on Boss’ mother, Trendy, a stockhorse mare. Boss was sired by Donama, who has numerous progeny competing in endurance in Australia and overseas. Donmana is owned by Suzanne and Alan Barton of Manilla.



April Bonham and Joda Shantilly, 6th place middleweight in a riding time of 14 hours 50 minutes. Joda Shantilly is a 14 year old Arabian mare. April lives at Kurrajong NSW.

Photo: Kieron Power

Congratulations also to:

- 1st Heavyweight Stuart Lymbery and Garonne Park Walker whose riding time was 14 hours 18 minutes
- 1st Lightweight Deanna Trevena and Warr of the Roses, riding time 13 hours 12 minutes and
- 1st Junior Andrew Mackinder and Sundown Park Cariat in a riding time of 13 hours exactly.

The State Championships had a great field of 60 starters comprising 6 Juniors, 14 Heavyweights, 27 Middleweights and 13 Lightweights. Although the third leg proved particularly trying because of the weather, the completion rate is a fantastic 68%! Apparently there has been only one State Championships with a higher completion rate, which was 69% at Windeyer. Even in spite of the weather, the last riders were home two hours before the cutoff.

The Best Conditioned awards went to:

- Raymar Lyla (Paul Keyes)
- Ralvon Courier (Stuart Hitchcock)
- Warr of the Roses (Deanna Trevena)
- Sundown Park Cariat (Andrew Mackinder)

As well as the State Championships, we held an 80km ride which attracted 29 entries. 1st middleweight was Annette Bailey riding Harmere Katif in 5 hours 42 minutes, 1st heavyweight Craig Wilson and Coolahlee Park Saraba in 6 hours 37 minutes and 1st lightweight Elaine Kirby and Excessabelle in 5 hours 57 minutes. Regrettably, there were no junior entrants. The Best Conditioned horses were Regency Park Beau Geste (Jodi Preston), Harmere Katif and Coolahlee Park Saraba.

The State Championships were sponsored by Mitavite who kindly donated bags of ‘Power On’ and Handbooks which were awarded to the successful competitors. Our very sincere thanks to Mitavite for their support. Without our sponsors it would be impossible to run an event like the State Championships. Details of our sponsors are on the State Championships website www.nswera.asn.au/statechamps

If you would like more information on endurance riding please visit the NSW Endurance Riders Association website at www.nswera.asn.au



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