

Equine Update...

... offering you a window into what is happening within Supreme Equine Feeds and your local equine community

Issue # 2 – Autumn 2017

Welcome to this issue of Equine Update...

Welcome to 2017, we hope you all had a pleasant summer season and are adjusting well to the colder weather that is starting to make itself felt.

To quote the Scottish poet Robert Burns “the best laid plans of mice and men often go awry” and such as it was with our plans to publish our Equine Update newsletter bi-monthly throughout 2016. The launch of our website, together with the development of new products, saw business take-off which left us little time to work on other areas of our marketing however we hope to rectify those shortcomings this year. At this point we will be looking to publish Equine Update each season with the aim of providing topical and helpful information on issues relevant to the equine industry and appropriate for the particular time of year.

We have now also updated the “Equine Update Events Calendar” on our website for April and early May and will continue to add information on upcoming harness racing, thoroughbred racing, dressage, endurance, eventing, and show jumping meetings on a more regular basis. We are also keen to add more local content to the calendar so if you are a member of a club or organisation and would like an upcoming event added, please contact us using the form on the calendar website page.

As mentioned in our first newsletter, we welcome any feedback as it is our goal to provide you with a newsletter that you will find both useful and interesting to read.

We thank you for your support and look forward to continuing to be of service to you and your animals. – Regards from the Supreme Equine Feeds team

Featured in this issue...

- Welcome to this issue of Equine Update...
- NUTRITION ALERT... Changes to acceptable Cobalt levels in horse feed
- And Now For The News... New 0800 Number, New Distributor, New Product
- Industry Insiders... Craig “Wiggy” Wiggins
- Horse Hints & Tips... Preparing for Autumn
- Our Featured Product... Equestrians Choice Supreme Energy Control Muesli
- Nosebag Nosh... Easter Hot Cross “Buffins”
- Community Corner... Equine Update Sponsorship Programme
- Contact Us...



Meet this issue's Industry Insider Craig “Wiggy” Wiggins, seen here in just one of his many roles, as Clerk of the Course within the Mid Canterbury harness racing scene. (Photo courtesy of The Digital Birdcage)

Nutrition Alert... Changes to acceptable Cobalt levels in horse feed

Cobalt for horses; How much is too much...

With the change to maximum allowable levels in the blood and urine of race horses, and recent press releases over concerns relating to high levels being found in the urine of racehorses post racing, Supreme Equine Feeds Limited have undertaken an audit of the levels of cobalt found within its various feed formulations.

Cobalt is an essential element for most animal species, but more specifically ruminants and hind gut fermenting species that utilise bacterial synthesis of Vitamin B12. The nature of New Zealand's volcanic soils contributed to a natural deficiency of this element, which had a major impact on the development of sheep farming in the early 1950's, until aerial top dressing with cobalt largely corrected any deficiencies and markedly reduced the incidence of ‘Bush Sickness’ whilst significantly enhancing sheep and cattle performance.

The significance of cobalt within the equine diet is as a component of Vitamin B12, which is synthesised by the micro-flora of the ruminant in the biome of the large bowel and by micro-flora within the horse's caecum or hindgut. The historical association with cobalt in New Zealand has led nutritionists working in all species, but specifically ruminants and equine, to ensure cobalt fortification of diets be greater than the standard nutritional requirements. Typical horse diets would contain 1mg cobalt per kilo of feed so, depending on disciplines, a 3-6mg daily intake of cobalt against a nutritional requirement of 0.5mg (National Academy of Sciences 2007) for a 500kg horse. This higher than required nutritional intake has never posed any issues regarding toxicity, was relatively inexpensive and, indeed given the historical rationale, was deemed a prudent move by all feed manufacturers. *With the change to classifying cobalt as a performance enhancing substance, it is opportune that Supreme Equine Feeds Limited review the addition of cobalt to its formulations.*

As of August 1st, NZTR have accepted, in accordance with the international racing body, a recommended downward revision of the cobalt threshold deemed acceptable in the urine of all racehorses from 200 nanograms to 100 nanograms per ml (HRNZ are currently still 200 nanograms, but are likely to adopt the lower value 100 in the future) as acceptable to ensuring that cobalt had not been used in excess of nutritional requirements, but rather for performance enhancing purposes. There is very little data on how much cobalt is required to be fed before this threshold of 100 nanograms per ml of urine is exceeded, however it is most unlikely that the conventional level of 1mg per kg of feed would produce urine values of this magnitude.

Supreme Equine Feeds Limited has researched the equine nutritional requirements for cobalt and feels that, given the recent changes and reference to cobalt as a performance enhancing substance, a reduced value of 0.5mg per kg of feed be adopted. Whilst still exceeding nutritional guidelines, this allows greater certainty by trainers and sport horse enthusiasts that feed alone will never produce urine cobalt values that approach NZTR / HRNZ, thresholds. Given that additional cobalt to the diet of horses is not required from a nutritional perspective, it is most likely that this value may be reduced further in the future.

All Supreme Equine Feeds Limited products will now therefore contain a cobalt value of 0.5mg per kg. This gives assurance to users that nutritional requirements are still well covered (there has never been a recorded case of cobalt deficiency in the horse worldwide) and that the racing bodies regulations for cobalt in urine will not be exceeded.

Please contact us on 0800 4 EQUINE (0800 437 8463) if you would like any further information or require clarification on any of the points noted above.

And Now For The News...

Our new 0800 number...

As part of our ongoing commitment to providing the best in customer service, we are pleased to launch our new freephone number which will direct you straight to our mill...

 **0800 4 EQUINE (0800 437 8463)**

Feel free to contact us on this number any time to place your feed orders, arrange deliveries, or to have any or your equine feed queries answered.

"Pony Particulars"... Did you know?

- Horses have the largest eyes of any land-based mammal;
- An adult horse's brain weighs about half of an adult human's;
- Horses produce approximately 45 litres of saliva a day;
- Horses have 16 muscles in each ear, allowing them to rotate their ears 180 degrees.

Our New North Island Distributor...

We at Supreme Equine Feeds appreciate that not everyone is fortunate enough to live in the wonderful mainland. Face it, we have Ritchie McCaw which outdoes ANYTHING the North Island can offer (just kidding!)

We are pleased to announce (before the arguments start!) that our North Island customers can now receive the same standard of service currently provided to our local clients, thanks to our new North Island distributors [Simply Equine & More Limited](#) located in Warkworth, Northland.

Debbie Shackell together with her husband Jay, have expanded their previous business Simply Poultry & More, which developed from their interest in breeding heritage poultry, to encompass their passion for horses and interest in the equine industry.

"Owning many horses over many years, equine nutrition has become very important to us, and we're proud to source and distribute the very best specific formulations" says Debbie.

"Our combination of knowledge and experience helps us understand the equine nutritional requirements at all stages of an animal's life, and enables us to give outstanding support and service to our customers".

Supreme Equine Feeds are excited to be involved with Debbie and Jay and look forward to further developing our new relationship. Either visit their website to purchase product online or contact Debbie to discuss your equine nutrition needs.



Simply Equine
& More Ltd

Simply Equine & More Limited

 (021) 131 9698

 info@simplyequineandmore.co.nz

 www.simplyequineandmore.co.nz

Our New Product... Equestrians Choice Miniature Horse Blend Muesli

The increased interest in miniature horses has seen the need for us to develop a new formulation addressing the specific requirements of these popular little members of the equine family.

Being fibre based, high in oil, low in grain and containing live yeast, together with a toxin binder, issues surrounding laminitis, colic, and pasture-borne toxins are minimized.

The low GI nature of the blend, combined with the inclusion of "supre-fibre" Soya Hulls, also makes **EQUESTRIANS CHOICE Miniature Horse Blend Muesli** an excellent feed option for other equines displaying an intolerance to high grain diets, a tendency to gain weight easily, or where energy expenditure is not required.

Either visit our website at www.supremeequine.co.nz to download an information sheet, phone us on **0800 4 EQUINE**, or contact our North Island distributors

Industry Insiders... Craig "Wiggy" Wiggins

In each issue of Equine Update we invite a business, organization, or individual we have an association with to include a brief feature on their involvement within the equine industry.

In this issue, we hear from... Craig "Wiggy" Wiggins

In recent weeks, some of you may have noticed a new Clerk of the Course around the Harness races in Mid-Canterbury with a Supreme Equine Feeds saddle blanket under his saddle.

We here at Supreme Equine Feeds are proud to sponsor one of Canterbury's better horseman, Craig "Wiggy" Wiggins. Not only does he Clerk the Course but he has made a life out working with horses, and the microphone. Known for his talent as an international rodeo announcer and rural sports commentator, his passion however has always been to ride a soft horse with a good attitude.

This passion has seen Craig shift away from the traditional grey, thoroughbred, Clerk of the Course horses, to the athletic Quarter Horses he has a real connection with having used them to announce Rodeo events from the back of for over 25 years. "They are great horses to be around, they love to work stock whether it be cattle or other horses, are quick off the mark, and stay pretty calm when the pressure is on" says Wiggy.

As an experienced trainer and tutor of horsemanship based north of Ashburton, he and his wife Annabelle (an open Barrel Racer on the Rodeo circuit) are both keen to help people get on with their horses in a kind and gentle way. Wiggy breaks in his share of horses each year but has moved more into remedial work - especially behavioral problems caused by unsoundness or poor confirmation.

Wiggy has also really enjoyed stepping into the role of Clerk stating that "they are a great bunch of people and I love getting involved with the horses that just

need a little help on the track". Craig has already proven that the Quarter Horses he uses are apt for the job, having had a couple of pretty good chase and catches of race horses that have lost their driver and he doesn't mind leading a few around at the start.

If you would like to know more about Wiggy and his training technics, or even the remedial work just look him up on Facebook or contact him using the details below.



(Photo courtesy of The Digital Birdcage)

Craig "Wiggy"
Wiggins

Phone:
+64 027 457 6694

Email:
cnwiggins@xtra.co.nz

With the warm weather coming to an end, now is the time to start preparing your horse, its feed, environment and equipment, for the colder months ahead...

- **Rugs and covers** – if you haven't already had these cleaned and repaired, now is the time to get them sorted or, if you need to, indulge in some retail therapy to beat the cold-weather-blues and go shopping for new ones. If your horse works up a sweat when being ridden, have a wool or fleece cooler on hand to throw over him while he's cooling down to prevent him becoming chilled.
- **Bedding** – If your horse is going to be housed indoors over the Autumn/Winter months, choose it's bedding carefully, especially if your horse suffers from respiratory issues. Consider using dust-free bedding in conjunction with rubber matting, and look at saving money by buying in bulk.
- **Animal Health** – Ensure your worming programme is up to date, your worming supplies are on hand and that the active ingredients are appropriate for the parasites you are targeting. Also, check that all vaccinations are up to date.

Have teeth checked so your horse can fully make the most of their feed, particularly for very young and older horses, and check your horse's skin for any cuts or abrasions that could develop problems during the wetter, muddier months. Discuss with your vet any concerns you may have regarding your horse's health and overall condition before the damp weather and those colder temperatures set in.

- **Grooming Equipment and Chemicals** – Have your clippers serviced and the blades sharpened by a specialist to reduce the risk of skin damage when they are needed next. Move all shampoos, sprays and other chemicals/liquids indoors to prevent freezing and thawing which can make them less effective. Clean and thoroughly dry any equipment you will not be needing during the colder months, and store it appropriately.

- **Stables and Yard** – Once the frosts hit it will be much harder to replace fence posts so check all enclosures are secure and fences in good repair now.

Clear gutters and downpipes of any leaves and debris, insulate pipes and unhook hoses when not in use to prevent freezing overnight.

High traffic areas such as gateways should be maintained and chipped wood, coarse sand or crushed rock, added to prevent these areas from becoming slick and muddy following rain. These materials will allow water to drain, although the proper solution is to remove the top layer of earth and placed water permeable, geotextile material down before spreading the woodchips, sand or gravel.

- **Pasture Management** – To maintain a healthy pasture, rotate horses every six weeks to fresh pasture land which will allow time for pasture regrowth. Overgrazed paddocks are more likely to contain plants that may be poisonous to horses. Go through vacated paddocks and break-up manure piles as this will help to kill parasite larvae, as well as fertilizing the pasture. Test pasture soils, then reseed and fertilize if needed.

- **Diet and Feed** – If your horse is overweight, the colder months provide the ideal time to look at changing his feed to help him slim down. Conversely, if he is a little on the lean side, now is the time to review your feeding strategy before he suffers any more weight loss. As cool nights' lead to an accumulation of sugars in grass, Laminitis is a potential problem you should also be aware of.

Contact us now on 0800 4 EQUINE to discuss your Autumn horse feed requirements so you can be prepared well ahead of time.



Throughout history horses have managed to withstand most weather conditions that mother nature has thrown at them. However, an ounce of prevention is better than a pound of cure with Autumn being an important season for taking precautionary measures to ensure your horse's health and wellbeing, as certain weather conditions, and "unwelcome guests", can pose problems.



Featured Product... Equestrians Choice Supreme Energy Control Muesli

Equestrians Choice Supreme Energy Control Muesli...

The **EQUESTRIANS CHOICE Premium Nutrition Solutions** range has been specifically developed to provide the nutrient levels required to maximize the health, focus and performance of show and eventing horses from birth, right through to competition stage.

EQUESTRIANS CHOICE Supreme Energy Control Muesli is a low energy, low GI formulation developed for horses and ponies displaying an intolerance to high grain diets, a tendency to gain weight easily, or where energy expenditure is not required. The low GI nature of this formulation, combined with the inclusion of "super fibre" Soya Hulls, also makes **EQUESTRIANS CHOICE Supreme Energy Control Muesli** an excellent choice for equines prone to Laminitis. Energy is supplied predominantly through Soya Hulls and high quality vegetable oils, with the oil providing both energy and the essential fatty acids Omega 3 and Omega 6. Live yeast, Mannan-Oligosaccharide, and an aluminosilicate clay, offer an effective toxin binder and digestive enhancer during pasture feeding.

TYPICAL ANALYSIS (Dry Matter Basis)

Crude Protein	12.0 %
Fat	6.5 %
Fibre	20.0 %
Salt	1.0 %
Digestible Energy	12.5 MJ/Kg

EQUESTRIANS CHOICE Supreme Energy Control Muesli suggested feeding rates...

- Light to moderate activity 2.0 – 3.0 Kg/Day
- Intense activity 3.0 – 4.0 Kg/Day

Fibre, as pasture, chaff or hay, must be available to meet the horse's minimum requirements of 1.5% of body weight per day. Feeds should be split into at least two meals per day, but preferably 3-4.

There has been tremendous interest in **EQUESTRIANS CHOICE Supreme Energy Control Muesli** right across the equine industry, not just from those involved in equestrian disciplines, with members of the racing industry finding great benefit from its inclusion in their feed blends.

For more information on this, or any of the other products in our **EQUESTRIANS CHOICE** range, feel free to contact us on 0800 4 EQUINE (0800 437 8463).

Nosebag Nosh... Easter Hot Cross "Buffins"

With Easter is just around the corner, it is never too early to start getting in some planning with your holiday weekend menu. And while we love the traditional Easter fare, today's families don't always have the time needed to make those tried and true family favourites. So here we offer you a traditional favourite with a slightly more modern twist...

Easter Hot Cross "Buffins"

Makes 12 large muffins

Prep Time 15 min

Baking Time 20-25 min

Dry Ingredients...

135 g Dried Cranberries (Craisins)
150 g Currants
375 g Self-raising Flour
½ tsp Baking Soda
2 tsp Ground Cinnamon
½ tsp Ground Nutmeg
200g Caster Sugar

Wet Ingredients...

165ml Sunflower Oil
1 cup Buttermilk*
2 Eggs

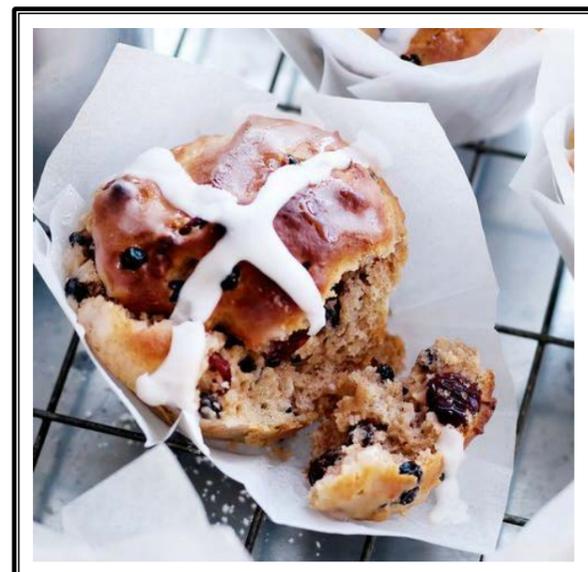
Glaze and Decoration...

2 tblsp Caster Sugar
2 tblsp Water
80 g Icing Sugar
1 tsp Lemon Juice

* If buttermilk isn't available, make your own substitute by placing 1 tblsp lemon juice in a measuring jug and adding enough milk to make up to 1 cup. Stir and leave to sit for 5 minutes before using.

To make...

- Preheat oven to 200°C. Grease a 12-hole muffin tray and line with paper muffin/cupcake cases.
- Soak dried fruit in just enough water to cover for 10 minutes. Drain well, then pat dry with paper towels.
- Sift the flour, soda and spices into a large bowl.
- In a separate bowl, whisk together the caster sugar and wet ingredients until combined
- Add wet ingredients to the dry, and mix until just combined. Gently stir in the fruit.
- Divide the mixture between the muffin cases and bake for 20-25 minutes until lightly browned and a skewer inserted into the centre comes out clean.
- While the muffins cool completely on a wire rack, make the glaze by dissolving the caster sugar and water in a pan over low heat, or in a microwave, then brush over the cool muffins.
- To make the crosses, sift the icing sugar into a bowl, adding the lemon juice and just enough hot water to make a thick icing. Use a piping bag, plastic bag with the corner snipped off, or drizzle from a spoon, to draw a cross on each muffin.
- Now just eat and enjoy!



(Recipe and image courtesy of: www.delicious.com.au)

Community Corner...

Are you or your club/organisation involved in the equine community?

Do you have some news or an event you want made known to others in the equine community?

Has someone in your organisation received recognition, or achieved a goal, that deserves to be acknowledged?

Do you have something you no longer need that may be of use to someone else, or are you looking for something that someone else might have but no longer need?

Community Corner is your area within Equine Update that allows you to be heard within the equine community.

Contact us at marketing@supremeequine.co.nz to find out more, or to submit your item of interest.

Equine Update Sponsorship Programme...

In order for the New Zealand equine industry to grow and thrive, Supreme Equine Feeds understand the need to encourage our keen riders and equine sportspeople, and support them in their endeavours.

The Equine Update Sponsorship Programme has been developed as part of our commitment to assisting members of the equine community achieve their goals, and to help promote the various equine sporting disciplines.

Supreme Equine Feeds offer 12 sponsorship opportunities each year (one per month) open to individuals, clubs/non-profit organisations, and teams. Sponsorship can be by way of cash contributions, advertising, donated feed product, branded clothing and gear, event sponsorship, or providing volunteer support.

If you feel that we can help you achieve your equine dreams, please visit our website at www.supremeequine.co.nz and click on "Equine Update Sponsorship Programme" in the dropdown menu to download an application form, or contact us at marketing@supremeequine.co.nz to find out more.

Contact us...

Supreme Equine Feeds Limited

☎ 0800 4 EQUINE (0800 437 8463)

📧 PO Box 5043 • Tinwald • Ashburton 7741

Product Inquiries: (Warren Smith)

☎ 027 555 0387

✉ info@supremeequine.co.nz

Orders/Deliveries: (Pat Prendergast)

☎ 027 444 5314

✉ orders@supremeequine.co.nz

Orders/Deliveries (North Island): (Debbie Shackell)

☎ 021 131 9698

✉ info@simplyequineandmore.co.nz

Marketing/Sponsorship:

✉ marketing@supremeequine.co.nz



Supreme Equine Feeds

Dedicated solely to the manufacture of quality horse feeds

Visit our website at...
www.supremeequine.co.nz