EQUI MASTER

QUALITY IN MOTION

PRECISELY FORMULATED HORSE FEED

	MAINTENANCE HORSE	PERFORMANCE HORSE	ENDURANCE HORSE
Energy: Total content (min)	Moderate (9.5MJ/kg)	Medium (9.8MJ/kg)	High (10.5 MJ/kg)
Energy: Starch level	Medium	Medium	Low/Calming/ Tranquil feed
Energy: Min Fat Content	3%	4%	7%
Protein: Min content	12% (Moderate)	14% (Medium)	11% (Low)
Type of Exercise expected:	Low to Medium	Anaerobic exercise, Short bursts of speed, breeding mares & growing foals	Aerobic exercise, (Long distance)
Suitable for:	Harness, Trail Riding, Vaulting, Showing, Equitation and Gymkhana Horses.	Racing, competing, pregnant and lactating mares, working stallions and young growing stock.	Endurance, "hot" horses and ponies. Horses in poor condition.
Feed available in 50/40kg bags:	Pellets / Muesli	Pellets / Muesli	Only in Muesli

50kg PELLETS | 40kg MUESLI

MAINTENANCE

HORSE FEED

Equimaster Maintenance feed is a versatile feed that can be used for all horses. It is a perfect feed for farm horses after a day's work, as well as for stabled horses doing moderate work. Adequate protein and starch levels assure a balanced meal every day.

ASSURED ANALYSIS:

Protein	%	12 Min
Moisture	%	12 Max
Fibre	%	14 Max
Fat	%	7 Min
Vitamin A	IU	10500000
Vitamin D3	IU	1050000
Vitamin E	mg	375000
Vitamin C	mg	375000
Antioxidant	mg	125000
Organic Selenium	mg	150
Organic Chrome	mg	1000
Organic Manganese	mg	15000
Organic Zinc	mg	30000
Organic Copper	mg	10000
Organic Iron	mg	5000

ENDURANCE

HORSE FEED

Equimaster Endurance feed is specifically formulated to provide a high energy diet with sources of “cool” energy. A high oil and a lower starch level ensure that endurance performance is optimal. This feed does not contain any maize. The high fibre content will help with water retention as well as overall gut health during endurance rides.

ASSURED ANALYSIS:

Protein	%	11 Min
Moisture	%	12 Max
Fibre	%	15 Max
Fat	%	8 min
Vitamin A	IU	10500000
Vitamin D3	IU	1050000
Vitamin E	mg	375000
Vitamin C	mg	375000
Antioxidant	mg	125000
Organic Selenium	mg	150
Organic Chrome	mg	1000
Organic Manganese	mg	15000
Organic Zinc	mg	30000
Organic Copper	mg	10000
Organic Iron	mg	5000

PERFORMANCE

HORSE FEED

Equimaster Performance feed is specifically formulated for the highly competitive horse, with showjumpers and dressage athletes in mind. A higher energy content with intermediate starch levels assures adequate energy for high speed activity. The higher protein level may provide the necessary building blocks for a good top-line. Due to the higher protein level this feed is also suitable for young, growing stock, as well as lactating mares.

ASSURED ANALYSIS:

Protein	%	14 Min
Moisture	%	12 Max
Fibre	%	14 Max
Fat	%	6 min
Vitamin A	IU	10500000
Vitamin D3	IU	1050000
Vitamin E	mg	375000
Vitamin C	mg	375000
Antioxidant	mg	125000
Organic Selenium	mg	150
Organic Chrome	mg	1000
Organic Manganese	mg	15000
Organic Zinc	mg	30000
Organic Copper	mg	10000
Organic Iron	mg	5000

EQUIBRAN

HORSE FEED

Equibran offers an optimal fiber source with high quality protein and is a natural source of phosphorous. Digestive wheat bran is low in starch and high in digestible fibre, and thus providing the horse with sustainable, slow release energy while keeping the bacterial population in the gut healthy. Wheat bran could be the best way to add fibre, water and protein to your horse's diet and could improve digestibility while not upsetting the daily feed ration.

ASSURED ANALYSIS:

Protein	%	16% max
Moisture	%	13% Max
Phosphate (P)	%	0.9 – 1.2%

DIRECTIONS FOR USE:

- Mix with water until the desired consistency is achieved, allow to steep for 15min prior to feeding
- Can be used in the follow-up treatment after a colic incidence or as a treat
- Can be helpful with water retention in the gut of endurance horses

NUTRIONAL INFLUENCES

In today's horse riding community there is a fine line between a winner and just another competitor. With the latest research and technology at our fingertips, formulating the best diet for every discipline becomes both harder and easier. However sorting through this myriad of information is best left to the nutritionist. This being said, the importance of the practical art of feeding an individual horse for optimum performance cannot be overlooked and is essential in retaining the competitive edge no matter the precision of the feeding instructions given by the nutritionist. This article aims to shed some light on some of the aspects of horse feeding generally accepted but seldom questioned.

Energy sources used in different feeds

The use of fat as an energy source in the diet of high performing horses has two main purposes:

1) It conditions the horse to utilize fat stores more effectively
2) It helps to adapt the enzymes involved to ensure more efficient fat metabolism

Fat is the primary source for energy for horses during long bouts of exercise such as endurance races. If the horse is adapted to more efficient fat metabolism, it is likely that fat stores will be utilised much more efficiently when energy is required during a long distance ride.

Starch is the main energy source for horses used in events requiring short bursts of high energy such as dressage, show jumping and eventing. It is however important to remember that the primary source of nutrients must still be obtained from roughage.

Why do we formulate with different protein levels?

Protein is made up out of amino acids which forms the building blocks for all body tissues. Amino acids are involved in many of the bodily functions such as, the synthesis and release of hormones, the synthesis of neurotransmitters and enzymes, and the regulation of sleep appetite and blood pressure to name only a few. The main function is the repair and maintenance of muscles and other soft tissue within the body. When protein is broken down, large amounts of heat is generated which will lead to excessive sweating (with a resultant loss in electrolytes) and possibly heat exhaustion during hard and prolonged work especially in warmer climate conditions. For long distance athletes **Equimaster Endurance** will supply the required protein without causing an overload of protein in the system.

For horses in strenuous training a higher protein level should be fed in order to supply all the amino acids required for building and maintenance of muscle. Providing feed containing protein sources of good quality, such as **Equimaster Performance**, will supply

THE BUILDING BLOCKS REQUIRED TO BUILD A GOOD TOP-LINE IN COMPETITION HORSE

as well as supplying enough protein for the pregnant or lactating mare to ensure proper foetal growth and adequate milk supply.

This feed can also be fed to young growing stock as the higher protein level will ensure growth to the full genetic potential of each individual.

Feedmaster's **Equimaster Maintenance** is a versatile feed that can be used for all horses. It is perfect for stabled and working horses. Adequate protein and starch levels assure a balanced meal every day.

The use of Vitamin C in horse diets

Vitamin C is included in the diet as it plays a vital role in neutralizing harmful free radicals as it boosts the role of vitamin E. Free radicals are produced when nutrients are oxidized during muscular contraction. When the horse is doing exercise the production of these free radicals increase as the oxidation of nutrients increase to fuel muscle contraction. And increase in free radicals can lead to fatigue, damage to DNA as well as other degenerative changes in body tissue.

The increase in the antioxidant capacity within the body blocks the damage done to fatty acids caused by free radicals and reduce the oxidative damage to cells. Vitamin C can be synthesized in the liver from glucose but this pathway is sometimes inadequate and more inefficient. Vitamin C is also required for the synthesis of certain amino acids.

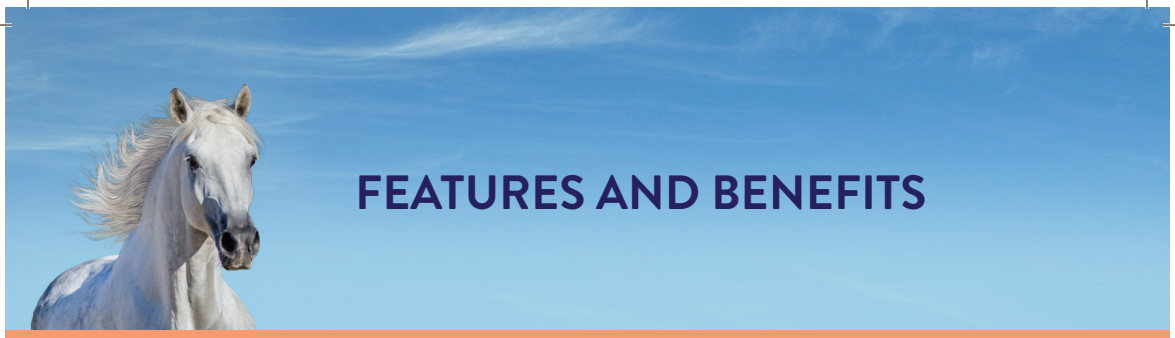
The use of live yeast cultures in horse feed

All equines are hindgut fermenters and rely on a balanced, well adapted microbial population in the hindgut to ensure that the nutritional demand is met. Microbes in the hindgut will ferment fibre fractions to energy yielding compounds, mostly volatile fatty acids, which is then absorbed and utilised by the host. If this microbial population gets disrupted, high starch levels, decrease in pH and subclinical acidosis, efficient fermentation becomes impossible and cellulose and hemicellulose can no longer be broken down. Yeast is a unicellular organism which is naturally resistant to antibiotics and acts as a probiotic in the equine diet. Probiotics are live microbial feed additives which beneficially affect the host by improving its intestinal microbial balance. This leads to improved fermentation and therefore digestibility of the diet as well as higher availability of minerals in the diet.

All **Equimaster** products are formulated to contain optimal levels of protein required for different disciplines as well as added Vitamin C and a live yeast culture to maintain equine health and performance.

EQUI MASTER

PRECISELY FORMULATED HORSE FEED



FEATURES AND BENEFITS

Use only the best raw materials to suit the horse's unique hindgut digestion system.

Freshly produced palatable feed for superior performance.

Fortified with all minerals and vitamins to the specific needs of the horse.

Available country wide.

Added yeast cultures improve fiber digestion and mineral availability.

Added anti-oxidants: Chromium and Vitamin C to reduce oxidative stress in hard working muscles.

EQUIMASTER FEEDING GUIDELINES

In today's horse riding community there is a fine line between a winner and just another competitor. The importance of the practical art of feeding an individual horse for optimum performance cannot be overlooked.

FEEDING RATE (KILOGRAMS PER DAY - INTENDED AS A GUIDELINE ONLY)

HORSE WEIGHT (KILOGRAMS)	LIGHT WORK	MODERATE WORK	HEAVY WORK
350 Kg	1	2	3
450 Kg	2	3	4
550 Kg	3	4	5

FEEDING RECOMMENDATIONS

- The amount fed daily will vary according to body weight, condition and work intensity.
- Always gradually incorporate new feeds into a diet over a period of 10 days.
- Sufficient amounts of good quality roughage must always be available.
- Equimaster feed should be used to supplement grazing or high quality roughage, which should remain the largest part of the diet and be a minimum of 2% of the body weight.
- Do not feed more than 2-3 kg of Equimaster feed per meal.

The use of live yeast cultures, improves fiber digestion in the horse's large intestine and unlock and release potential energy found in commonly fed forages • Every batch of feed is analysed and quality approved for consistent excellence.

The Equimaster range of feeds for horses is specifically formulated for the environmental and climate conditions in Namibia. Equimaster contains many of the latest scientific advances in equine nutrition that results in superior performance in competing horses.

C/O Dortmund Street & Iscor Street, Northern Industrial, Windhoek
Tel: +264 61 290 1300 | Email: info@feedmaster.com.na

Feedmaster
Your Quality Solution

ProPet
Reliable quality, no compromise

WORLD FOOD SAFETY ORGANISATION

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