



BENCHMARK NEWS

GREETINGS

There is a distinct air of excitement in NSW as we return to a more normal way of life and Christmas approaches. While the ongoing challenges of COVID will continue to restrict some of the activities that we have taken for granted in the past, by taking sensible precautions life should look fairly normal in the weeks and months to come.

We will welcome back equestrian events big and small. We really feel for the organisers of major events such as Equitana Melbourne, Australian National Show Jumping Champs, Equifest in New Zealand, and the iconic Australian International 3 Day Event in the Adelaide Parklands. The Equine Productions (Equitana) team have weathered three COVID induced postponements and despite the huge financial impact, remain incredibly positive and committed to presenting Equitana Melbourne in November 2022.

From our own perspective, we have been looking forward to showcasing our feeds at Equitana and we will be there with bells on next year.

The Benchmark Feeds team continues to grow throughout both Australia and New Zealand. Our team of enthusiastic and knowledgeable Territory Managers are incredibly important to us. I believe that the success of a business can be judged on its people and its culture.

We made a very early decision to recruit people who were already working and engaged at the coal face in the equestrian community. This has resulted in an incredible bunch of people joining us over the past 18 months.

We are proud to say we now have Territory Managers located in Queensland, NSW (3), Victoria, WA, South Australia, Tasmania, and New Zealand (2).

We have included their contact details in this newsletter. Please feel free to contact your local Benchmark TM if you would like personal assistance or advice.

You will see that we have featured Manuka Haylage in this newsletter. We are very proud to represent this amazing fibre source throughout Eastern and Southern Australia. The Wallis family from Quirindi produce this product from their own farm on the Liverpool Plains, using sustainable, biological farming practices. It is a perfect fit with our Benchmark feeds as it provides a highly nutritious, low sugar fibre option that suits all horses.

I want to take this opportunity to say a sincere thank you to our loyal and committed Benchmark family. It is tremendously satisfying and humbling to witness the vibe around our feeds. I watch with some pride as established Benchmark users offer advice and support to newcomers on our Benchmark Community Facebook page and then jump in to defend us and share their own positive experiences when loose and uninformed comments are made on other Facebook groups.

We receive a constant flow of enquiries through messenger from people who have heard about our feeds and many who have had direct recommendations from friends and associates. It doesn't get any better than this.

A special shout out to Nealy Smith from Congupna in Victoria who messaged to ask me to send her some Benchmark flyers so she could hand them out to people at shows who commented on her horses' condition. Thank you Nealy, you are amazing.

Benchmark is growing strongly, and it is being driven by word of mouth and not flashy advertising campaigns. We much prefer this as it creates a strong family of like-minded people who have made considered decisions rather than reactive decisions driven by marketing spin.

From the Benchmark Family to you and your nearest and dearest (horses and people) we want to again thank you for your support and wish you a peaceful and happy Christmas. We are looking forward to a bright and productive 2022.

Kind regards,
Colin

Colin Price
Managing Director



FEATURE PRODUCT

BENCHMARK BALANCER MASH®

CONCENTRATED, LOW CARB NUTRITION SERVED AS A CONVENIENT MASH.

No doubt by now you will have seen or maybe even tried our Balancer Mash. Due to packaging delays and spring grass on us we decided to introduce the product in a plain brown bag to make it available to you all. We are expecting the new bags to come online in the next month if not sooner.

As the name suggests Benchmark Balancer Mash soaks down to a mash in a few minutes and can be fed alone (with fibre) or added to a base of Super Fibre Mash, or top-dressed onto any other feed to improve the overall nutritional integrity of the ration. It can be fed as a mash or a pellet and it has a very low feeding rate, making it a highly nutritious yet economical feed option.

The great news about Benchmark Balancer Mash - it contains no grains or mill run, therefore it is very low in starch and sugar, making it an ideal product for laminitic prone ponies, any horse with metabolic issues, or horses that need more muscle mass and topline. It's an ideal choice for spring feed.

HOW TO PREPARE BENCHMARK BALANCER MASH® for your horse: By volume

To 1-part Balancer Mash add 1-1.5 parts cold or warm water. Soak for 5 mins before feeding.

Benchmark Balancer Mash Pellets can be fed either as a mash or dry.

For the full NUTRITIONAL ANALYSIS and DETAILED FEEDING GUIDE please visit our informative website: www.benchmarkfeeds.com.au/our-products



IT ISN'T ROCKET SCIENCE, JUST A MORE NATURAL WAY.

NEW

A concentrated nutritional formula packed with essential nutrients and amino acids but without the carbohydrates.

The applications for Benchmark Balancer Mash® include:

- All horses who react to feeds high in starch and sugar.
- Horses at risk of, or suffering from laminitis, cushings, IR, PSSM or EMS.
- Horses on box rest or recovering from injury, illness, or surgery.
- Horses requiring more topline or muscle mass.
- To supplement horses grazing limited or poor-quality pasture.
- Horses prone to weight gain that require a low dose, low carb concentrate.
- Growing youngstock that require a ration high in protein but low in starch & sugar.

Ingredients

Soy hulls, soybean meal, canola meal, lupins, Benchmark vitamin, mineral & amino acid premix, cold pressed canola oil, limestone, lysine, di-calcium phosphate, magnesium oxide, salt, Agrimos® Prebiotic and Yea-Sacc® Probiotic.

Nutritional Analysis (as fed)

Energy DE	MJ/kg	12
Protein	%	24
Fat	%	9.8
Fibre	%	19
Salt	%	1.0
Starch	%	1.3
Sugars (ESC)	%	5.8



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We look forward to seeing you at the QSEC HORSE HOME SHOW!

Saturday, 12 February 2022

MAIN ARENA: Queensland State Equestrian Centre,
Cnr Tuckeroo Drive & Beerburum Road,
Caboolture 4510.

Horse Home Show is back!

South East Queensland's largest horse trade show will return to the Queensland State Equestrian Centre (QSEC) in 2022.

The full-day equestrian exhibition will be jam-packed with over 100 exhibitors to explore. Grab a bargain, talk to industry professionals and equestrian groups and learn about the latest products on the market.

The line-up for the show will feature an integrated, multidiscipline program focusing on the rider, the horse, training, and performance.

It doesn't matter if you're a social rider or a seasoned competitor, you'll walk away with a wealth of new knowledge after watching demonstrations by leading trainers, horse riding displays, and information sessions.



MANUKA HAYLAGE Health Food for Horses

Lucerne Haylage is made from 100% premium lucerne and is 100% dust-free.

Haylage is a health food for horses ensiled 2 days after harvest before nutrients are lost through evaporation.



MORE NUTRIENTS
THAN LUCERNE
HAY

Premium Nutrient Value

Haylage is a health food for horses ensiled 2 days after harvest before nutrients are lost through evaporation.



100% DUST
& WEED FREE

Low Non-Structural Carbohydrate (NSC) Level

Haylage contains just 2.5% NSC on an as feed basis, making it perfect for horses that are prone to laminitis.



LOW SUGAR
NSC 2.5%

No Dust

Feeding high moisture forages like haylage reduces the amount of dust in a horse's environment, lowering the risk of respiratory disease.



LAMINITIS
FRIENDLY



EASILY
DIGESTIBLE

High Moisture Content

It resembles a horse's natural diet of moist pasture, making it excellent for endurance and performance horses.



PROTECTION
FROM GASTRIC
ULCERS

Long fibre Length

Encourages more chewing to produce saliva which in turn helps to maintain normal gut health function.

Manuka Haylage is great for every horse, especially:

- Thin or old 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 and performance horses needing calcium and hydration during competitive rides.

MANUKA HAYLAGE

is an excellent fibre source
and a great companion
feed to any of our
Benchmark Horse Feeds

#healthfoodforhorses
#haylage

SPOTLIGHT ON PERFECT PARTNERS!



Benchmark Super Fibre Mash[®] & Benchmark Balancer Mash[®]

Prepare a high fibre meal in a nutrient and amino acid rich, grain free format for your horse.

CREATE EASY & COST EFFECTIVE MEAL SOLUTIONS FOR YOUR HORSE!

Adding Super Fibre Mash[®] to any of our complete feed range can help to increase the much-needed fibre into your horses daily ration. It soaks to a tasty mash in minutes (60 seconds) and aids hydration in hot climates, when travelling or after strenuous exercise! Benchmark Super Fibre Mash[®] is a safe and balanced addition to any equine diet.

Here, we have combined Benchmark Super Fibre Mash[®] with Benchmark Balancer Mash[®] to create a simple and cost-effective meal option. Benchmark Balancer Mash[®] contains highly fermentable fibres, low starch and sugar and is genuinely non heating. It is a concentrated nutritional formula packed with essential nutrients and amino acids but without the carbohydrates.

INGREDIENTS

- 500g of dry Benchmark Super Fibre Mash[®] pellets
- 1-2 litres of cold or warm water
- Half the recommended daily rate of Benchmark Balancer pellets (check on the bag or website)
- 500g-1kg lucerne chaff, haylage or equivalent

Notes - Not all feed scoops are the same. Please weigh a scoop of each dry ingredient to ensure feeding rates are accurate. Horses require at least 1% of their body weight in the form of pasture or hay each day.



DIRECTIONS

Place the required amounts of Super Fibre Mash[®] and Balancer Mash pellets together in a bucket, add 1-2 litres of cold or warm water and leave to soak for 1-2 minutes.

Add lucerne chaff or haylage and mix loosely through and the meal is ready to serve. Provide this meal to your horse twice each day. Adjust the amount of water used to achieve your preferred mash consistency.

HEAD TO OUR WEBSITE OR CONTACT US FOR MORE INFORMATION ABOUT OUR INNOVATIVE NEW FEEDS

www.benchmarkfeeds.com.au



There are down sides in that paper sacks are more expensive, not as strong and may not have the sharp or shiny print of BOPP packaging.

Despite these factors we believe that the benefits far outweigh the negatives, so we are very proud to say the Benchmark Feed bags are made from 100% bio-degradable and recyclable paper.

They are also compostable so you can add them to your worm farm, compost bin, or use them as garden mulch!

So, when you find yourself having to dispose of an empty Benchmark Feed bag you will have peace of mind knowing your next action will have minimal impact on our environment.

WE LOVE THAT!

DOING OUR BIT FOR THE ENVIRONMENT

For us, a real advantage is that we can benefit from experiences gained in previous roles to improve what we do and how we do it.

One of the real dilemmas for horse owners and the feed industry is the responsible disposal of Laminated Poly Propylene (BOPP) feed bags. What has driven the industry move to BOPP bags is their lower cost, durability and their suitability for high-quality print processes to make a brand look premium and for the bag to stand out in a retail store. Sadly BOPP bags are generally non-recyclable, non-biodegradable, and non-burnable and inevitably these feed bags end up as landfill.

As horse owners, we understand the feeling of holding an empty poly feed bag and not having a way to dispose of it responsibly.

Given a unique opportunity to overcome this dilemma at Benchmark Feeds, we decided to look closely at paper sacks for our feed range.

#reducingourcarbonfootprint



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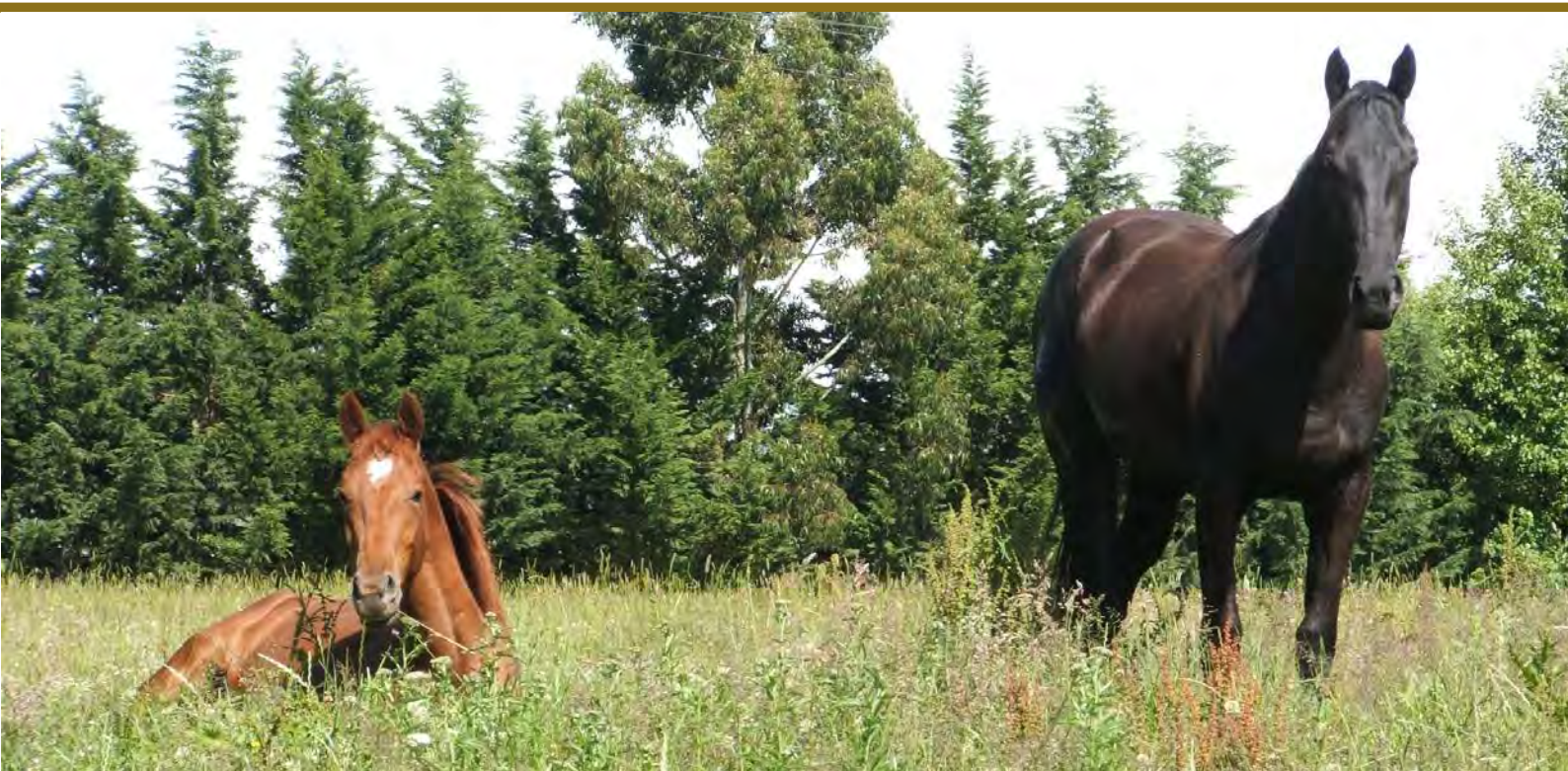
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Equibrands New Zealand Ltd

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OUR Q & A SESSIONS

with Dr. Mark Barnett

Our Q&A sessions were a real hit with Dr. Mark Barnett, and we intend to do more of these over the coming months.

The topics we covered were:

- JULY - We had an open forum of questions for our first session
- AUGUST - Spring pastures - Benefits, pitfalls and dangers! What to be mindful of and what you can do.
- SEPTEMBER - Feeding Gut Microbes - What they do, how and the benefits for your horse!

A huge thank you to Dr. Mark Barnett and to all of you that submitted questions and took the time to participate! We enjoyed your company and look forward to future sessions.

JOIN OUR BENCHMARK HORSE COMMUNITY on Facebook!

Our Benchmark group is for like-minded horse enthusiasts to share stories and ask each other for feedback and information about their Benchmark experience. Also, we love getting your before and after photos and just photos in general!

<https://www.facebook.com/benchmarkhorsefeeds/groups>



WE GET IT!



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