

JULY 2021 - ISSUE 1

# BENCHMARK NEWS



## GREETINGS

While the current NSW lockdown has plenty of downsides, it has gifted me the time and opportunity to put this newsletter together. After two years of planning and product development we finally introduced our range of Benchmark Feeds to market a little over 12 months ago. We are well overdue to thank all those people who have contributed to our journey and of course to those of you who have embraced the Benchmark story and moved across to our feeds. I am a firm believer that trusting relationships are the cornerstone of a successful business and I can honestly say that Benchmark Feeds would not exist if it were not for all the people who share these values and have supported us in this endeavour. It would be fair to say that in an ideal world 2020 would not have been the best year to launch a new feed brand but even in the most difficult of years we have forged ahead and gained some real traction. The momentum is building quickly as the word spreads about Benchmark. Every day new retailers are coming on board as stockists, driven largely by customer demand.

For me it is a very personal journey and one that I am enjoying immensely. It is a real pleasure to be able to build a team of likeminded, passionate horse people throughout Australia and New Zealand who are as committed as me

and who get a genuine thrill from seeing Benchmark Feeds making such a difference to horses and owners. I also really enjoy chatting with those of you who email, call or txt via our Facebook pages and I make it my mission to answer your questions fully and honestly. I respect that fact that horse ownership is 24/7 and many of you work long hours to support your passion. I always do my best to respond to messages promptly, regardless of the time of day or day of the week.

Those of you who have read the Our Story section on our website you will know that Suzie's and my family are entrenched in the horse community. My son Tim and his wife Jonelle have both been selected in the New Zealand Eventing team for Tokyo. This will be the second Olympics for Tim and the third for Jonelle. Based in the UK, they have worked incredibly hard to achieve their goals and have forged ahead even when faced with the challenges of COVID and the recent EHV outbreak. Their determination, hard work, commitment and above all their humility makes me immensely proud.

Thank you to all who have embraced the Benchmark brand. You are all very important to us and we value your support and feedback. We are excited about what the future holds.

**Best wishes,  
Colin Price**

# FEATURE PRODUCTS

The steam extruded nuggets in these bags may look much like our competitors' products, but on the inside (where it counts) they are poles apart.

At Benchmark we use highly fermentable super fibres, not starchy mill run as our hero ingredient and principal energy source, resulting in feeds that are far more natural and in tune with your horse's digestive system, and not surprisingly they are incredibly effective.

While many traditional steam-extruded feeds have starch levels of around 20% (because of the mill run or the high grain content) the average starch level across our three steam extruded feeds is less than 10% and the average sugar (ESC) level is less than 5%, making them an ideal choice not only for horses sensitive to grain starch or sugar, but for all horses.

## Why are they so effective?

Put simply, highly fermentable soy hulls stimulate the production of Volatile Fatty Acids (VFAs), the fats that are created from fibre digestion in the hind gut. These fats are a horse's natural energy supply, supporting all bodily functions.

When digested, Soy Hulls provide approximately twice the amount of energy per kg than that derived from the fermentation of hay or pasture, and best of all it is cool, long lasting energy.

The thrill for us is that horses overwhelmingly show us that they thrive on this style of feed, and Benchmark customers are consistently reporting positive changes in their horses - typically

- improved coat and condition,
- calmer temperament,
- increased appetite,
- cooler,
- and more sustained energy levels.

While these changes are fantastic, the real clinchers for many Benchmark converts are those subtle changes that are only obvious to the horse's owner.

They may be as simple as a horse's attitude at feed time, or when being girthed up or how relaxed they become when faced with situational change, or that they don't paw the ground when tied to the float at events anymore.

The list is endless, the changes are subtle, but the effect can have a huge impact on your relationship with your horse.



If you are not already a member, please check out our Benchmark Horse Feeds Community page on Facebook to see what other horse people like you have to say.

#gamechangers



www.benchmarkfeeds.com.au  
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@benchmarkhorsefeeds

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



# Q & A

We are often asked the difference between Super Fibre Mash and Perfect Mash.

## Benchmark Super Fibre Mash®

Super Fibre Mash is an enhanced super fibre product that has been formulated to complement a complete feed to make a balanced diet. While we add a simple mineral mix to balance any deficiencies, we don't add vitamins and all the minerals that are necessary to provide a complete feed.

Because the fibre goes directly to the hindgut we take the opportunity to include high quality pre and probiotics Agrimos®, Yea-Sacc® and the antioxidants Alkoseal 3000® and Melofeed®.

Melofeed® is a SOD (Super Oxide Dismutase) antioxidant derived from the seeds and pulp of melons.

Super Fibre Mash is a fantastic base to go with Benchmark Cool AZ, Invest, Golden Oldies or Achieve -Sport, but if you are not a Benchmark user, it can also complement other complete feeds, adding cool energy and a conditioning quality to any ration.

Because of its high fibre content (31.4%), Super Fibre Mash also eliminates the need for cereal chaff in a ration and because it contains less than 1% starch and 5% sugar it has the effect of reducing the starch and sugar levels in the total ration. This is why we have put together a series of meal plans incorporating Super Fibre Mash on our website.

**FIND THE MEAL PLANS > [www.benchmarkfeeds.com.au](http://www.benchmarkfeeds.com.au)**

## Benchmark Perfect Mash®

While using the same base of Soy Hulls as Super Fibre Mash, Perfect Mash is fully fortified with Vitamins and Minerals and electrolytes to make it a complete feed. We also add the pre and probiotics Agrimos®, Yea-Sacc® and the antioxidants Alkoseal 3000® and Melofeed®.

Perfect Mash can be fed alone or with the addition of lucerne chaff or a low sugar, fermented lucerne such as **Manuka Haylage™**. This is an excellent combination for EMS horses and ponies.

Like with Super Fibre Mash, it can be fed without the addition of cereal chaff.

**#feedforthefuture**





## RIDER SPONSORSHIP

One of the bonuses of starting a new business is that you are presented with a clean slate and a one-off opportunity to set down guidelines that will define the business into the future. One of the key areas that our team discussed was rider sponsorship.

Engaging Sponsored Riders or Brand Ambassadors is a common marketing practice with the major horse feed brands in Australia. While the number of sponsored riders and their individual packages varies according to the budget and parameters set by the individual feed company, the agreements usually take the form of a monthly allocation of free product, a feed voucher, or a discount on purchases. The sponsorship agreement usually requires the individual to regularly spruik the brand on their social platforms and of course to wear branded clothing when in public. The value of the rider to the feed brand may be assessed by the number of followers they have on social or their profile within their respective discipline.

While there are several examples of long term, loyal partnerships between riders and feed companies, most agreements are up for review annually, with the feed company deciding if their financial investment in the rider is providing a return on their investment.

The Benchmark Team felt that while these arrangements can increase the profile of a brand, the general perception of the horse community is that these comments may not be genuine, instead based on an obligation by the sponsored rider to fulfill their contractual arrangements.

Because our goal is to build trust throughout the equestrian community both through our innovative products but also by the way we communicate our story, we decided not to enter any individual sponsorship arrangements.

It is our intention to support clubs and equestrian events as our business grows. We have been able to support several events in various disciplines over the past year, albeit in a modest way. Wherever possible one of our brilliant Territory Managers has attended these events to talk to attendees.

What has delighted me is that we have had several professional riders and studs who want to partner with us without asking for a financial benefit. Mostly they want to align themselves and their business with our brand and our story and all have reached out after using our feeds.

We also have many loyal individuals who get what we are trying to do and who are personally invested in our products. Many of these wonderful people are active on our Benchmark Horse Community Facebook page. It is not uncommon for them to step in to answer questions on a feed question and guide new or potential users and share their experiences.

Many also jump in on other Facebook forums to share their experiences when Benchmark Feeds are discussed. We really value this connection.

[#wegetit](https://www.instagram.com/wegetit)



# MONARO CLASSIC 2021

Benchmark Feeds and Manuka Haylage were proud to be associated with the inaugural Monaro Classic Barrel Race at the picturesque Cooma Showgrounds in February.

Hosted by **Cherry Tree Barrel Racing**, the two day program saw a contestants coming from all over New South Wales, with many people keen to get their horses out after a fairly interrupted twelve months.

Colin Price was in attendance for the weekend. Colin received a lot of interest from the competitors with many keen to give the feeds a try.

The Cooma Arena is renowned for having one of the best surfaces for barrel racing in New South Wales and the combination of this and the prizes and prize money on offer, saw some of the best come to try their hand.

There were several competitors who excelled over the weekend, one being **Adele Edwards** who is a great supporter of both the Benchmark and Manuka range. She took out three events over the weekend on her home bred and trained horses.

It will be exciting over the next season to see how many of the horses who are now being fed Benchmark Feeds perform. Many of the competitors who have started using the feeds have reported excellent results and we are looking forward to hearing more success stories in the future.

Above pictured left to right - Colin Price, Adele Edwards, Bec Nilan and Michelle O'Neill - Monaro Classic (for horses aged six years and under).



# JOIN OUR Q & A SESSIONS

with Dr. Mark Barnett

In the next few weeks, we are going to run a handful of Q & A sessions with our Nutritionist – Dr. Mark Barnett. Mark has a Ph.D. in Animal Nutrition & Physiology.

Colin Price will be hosting these online sessions and we will announce the dates and timings for the sessions in the coming week/s and how you can access the event.

In the meantime, head to our Benchmark Horse Feeds Community Facebook page to submit your questions.



## WE GET IT!



### CONTACT US

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