

BENCHMARK NEWS



GREETINGS

It is now two years since we launched Benchmark Feeds and to be honest, while we believed that making highly fermentable super fibres the hero ingredients in a horse's diet was a gamechanger, we didn't expect to be in the place we now find ourselves, quite so soon. In our last newsletter, we said we were humbled by the response to our feeds and that feeling has only deepened over time as we establish ourselves within the equestrian community.

Besides our fabulous team of Territory Managers, our Benchmark Horse Community Facebook page is our greatest asset. I believe that providing a forum for horse people to share their Benchmark experiences and ask other users advice goes to the heart of who we are as a community of horse lovers.

As a small family-owned business we were able to make the decision to create this page and give members the opportunity to make comments and share their views.

You may not realize that the majority of horse feed manufacturers in Australia are owned by either private equity groups or large corporations. To prevent anything that might harm their brand or their share price, these companies carefully control the messaging about their products.

This is why you won't see them hosting community-style pages. This is not meant as a criticism of their products or services, but instead is meant to explain how small businesses like ours can achieve genuine engagement with the horse community.

We absolutely love the interaction on our Community FB page. For us it is informative, inspiring, and incredibly satisfying.

Raw Materials Pricing - like all manufacturers, we are being heavily impacted by the rapidly increasing price of raw materials and freight. Unfortunately, as a result, you will experience increases in the cost of our feeds over the coming weeks. We hope that the benefit from using our products and their low feeding rates will help you make the decision to stay with us. Once we get through this period, we don't anticipate any further increases for at least 12 months.

Winter Feeding - winter can add some new challenges to horse management, particularly for those of you in colder climates. We are available via our Facebook page or email for advice and support. Always happy to help where we can.

**For the love of horses.
with kind regards,
Colin Price**

OUR PARTNERSHIP with The CatWalk Spinal Cord Injury Research Trust

Media Release 31st May 2022

CatWalk is very proud to announce a new partnership with Benchmark Horse Feeds.

#FeedForTheFuture - The tagline of Benchmark Horse Feeds shows their commitment to investing in the future health and wellbeing of equines throughout Australia and New Zealand. Benchmark Horse Feeds are also investing in a future where a spinal cord injury does not mean paralysis for life by committing to a new partnership with CatWalk.

Starting on 1st May a donation from every bag of Benchmark Perfect Mash sold in New Zealand will be made to support the funding of world class spinal cord injury research.

"We are thrilled to welcome Benchmark Horse Feeds as a committed supporter of CatWalk", says GM Meg Speirs. "CatWalk and Benchmark both strive for a positive future, and this generous support will assist us as we focus on our vision of improving the function of those living with a spinal cord injury".

Benchmark Horse Feeds was founded by Colin Price and Suzanne Hull, both of whom have extensive ties to the equestrian and business world. Prior to its sale in 2018, Colin was the manager of Mitavite for 15 years, and his knowledge and expertise in this field has seen the development of the Benchmark range of horse feeds. Alongside providing nutritional expertise, Colin and Suzanne also enjoy the development of relationships both within business and the community and are looking forward to building a strong partnership with CatWalk.

"Our family has a strong connection to The CatWalk Spinal Cord Injury Research Trust", says Colin, "and we are proud to donate every time a bag of Benchmark Perfect Mash is sold in New Zealand".

Benchmark Horse Feeds are available through independent feed stores throughout NZ and for further information visit <https://www.benchmarkfeeds.com.au/> or the Benchmark Horse Feeds Facebook page or join the Benchmark Horse Community Facebook page.

CATWALK™
Funding research to cure spinal cord injury

"Our family has a strong connection to The CatWalk Spinal Cord Injury Research Trust, says Colin, and we are proud to donate every time a bag of Benchmark Perfect Mash is sold in New Zealand".



www.catwalk.org.nz



Why do horses do so well on Benchmark Perfect Mash and Super Fibre Mash?

You only have to look at the amazing images shared on our Community Facebook page to see that the Benchmark shine is a real thing. So we asked our Nutritional Consultant Dr. Mark Barnett to provide us with a science-based perspective on this phenomenon.

People are commenting that their horses have gained in condition, with shiny (even heavily dappled) coats and are “cooler” in temperament since they have started feeding Benchmark Feeds. Why would this be occurring on such a low-ingredient feed? There are three main reasons:

- 1) Quality highly fermentable fibres
- 2) Mineral and vitamin concentrations at levels that work
- 3) Pre and Pro-Biotics

Quality Highly Fermentable Fibres

Fibre is (should) be the basis of any horse’s daily diet, but not all fibres are the same. Chaff, for example, is simply short cut hay, but its digestibility decreases significantly the shorter it is cut. The digestibility of hay too is affected by the amount of hard to digest fibre present. The more undigestible lignin found in the stems of the plant used to make the hay, the less digestible it is.

Soybean Hulls are high-quality, highly fermentable fibres. This means their digestibility inside the horse is up to about 85%, with most of this occurring inside the microbial fermentation vat found inside each horse - the hindgut! Trillions of tiny microbes found in the hindgut perform various tasks but none more so than the fermentative digestion of the fibre consumed by horses.

Through the release of chemicals, these microbes break down and convert hard to digest fibres into something useful for themselves and the horse. The microbes use some of what is produced for themselves while the rest is converted into products the horse can use - volatile fatty acids (VFAs), vitamins and beneficial enzymes.

The VFAs are short chains of fats. These fats pass through the wall of the hindgut into the bloodstream where they travel to the liver to be converted into long-chain fats that can be either used as an immediate energy source or stored for when needed.

VFAs have almost three times the amount of energy in each unit compared to sugars (the common energy source in grain-based feeds.

The storage of energy as fats in the body means an improvement in the horse's body condition. These same fats are also a key component in the presence of dapples commonly found in horses fed Benchmark Feeds.

The vitamins produced from fermenting the soybean hulls, mainly vitamin K and the B vitamins, boost the health, performance and appearance of the horse while the enzymes released by the microbes have been scientifically linked to not only physical but also mental health improvements, especially boosting mood.

Mineral and vitamin concentrations at levels that work

All horse feeds contain minerals and vitamins of some sort. The difference with Benchmark Feeds compared to the rest is that we include them at levels scientifically proven to be effective. When we say effective, we mean at levels shown to help improve the health, appearance and performance of the horse. After all, why add more than you need when you know it is only going to be wasted. Also, why not put in enough if this means you have to feed much more to get any effect - that's way too expensive.

Pre and Pro-Biotics

Good gut health is more than just good feed. It's really about the microbes found in the gut. Feeding, nurturing and supporting these good microbes while minimising the bad ones really is the key to good gut health, and good overall health.

Benchmark Feeds provides quality pre and pro-biotics to help improve digestion, absorption and, just as importantly, the production of beneficial enzymes by the microbes. These are the same enzymes scientifically linked to better gut and overall health.

So, why are horses being fed Benchmark Feeds Perfect Mash and Super Fibre Mash doing so well, looking so well and feeling so well? Because we made sure we included the best ingredients in each feed, at the best levels, to get the best result for your horse and its microscopic companions found in the gut.



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

www.benchmarkfeeds.com.au

WINTER FEEDING

Winter can add some new challenges to horse management, particularly for those of you in colder climates.

Benchmark Super Fibre Mash[®] is an enhanced super fibre product, formulated to complement a complete feed to make a balanced diet.

Adding Super Fibre Mash[®] to any of our complete feed range helps to increase the much-needed fibre into your horses daily ration. It also soaks to a tasty mash in under 60 seconds and aids hydration.

Super Fibre Mash is a fantastic base to go with

- Benchmark Golden Oldies[®]
- Benchmark CoolAZ[®]
- Benchmark Invest[®]
- Benchmark Achieve -Sport[®]
- Benchmark Balancer Mash[®]
- Benchmark Perfect Mash[®]

And, if you are not a Benchmark user, it can also complement other complete feeds, adding cool energy and a conditioning quality to any ration.

#TIP Our horses tend to drink less water when it's cold therefore feeding a mash like Super Fibre Mash or Perfect Mash can aid with hydration.

We have variety of meal plans on our website available for you to download at your leisure.
www.benchmarkfeeds.com.au

We're also available via our Facebook page or email for advice and support.

 @benchmarkhorsefeeds
 support@benchmarkfeeds.com.au

"GET IN TOUCH, we are always happy to help where we can".



MANUKA HAYLAGE

Health Food for Horses

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

Premium Nutrient Value

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

Low Non-Structural Carbohydrate (NSC) Level

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

High Moisture Content

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

Long Fibre Length

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

Aussie Grown

Manuka Haylage is an Australian grown product and not subject to the supply issues faced by similar imported products.



100% DUST
& WEED FREE



LAMINITIS
FRIENDLY



LOW SUGAR
NSC 2.5%



TRACEABILITY
BACK TO
PADDOCK

Manuka Haylage is an excellent fibre source and a great companion feed to any of our Benchmark Horse Feeds. #haylage

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.



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#healthfoodforhorses

WE LOOK FORWARD TO SEEING YOU AT EQUIFEST NZ & EQUITANA Melbourne!

EQUIFEST NZ- Friday 28th to Sunday 30th October 2022

With a focus on creating a festival of all things equine, Equifest combines education, competitions, shopping and entertainment - over three days.

Inspiring crowds with educational seminars from industry experts to fierce competition and spectacular Nightshows.

Visitors to the event can also shop till they drop with avenues of exhibitors selling everything from horse tack and horse floats to lifestyle products. Equifest is a "must see" event.

We have a stand booked and we look forward to seeing you all there!

<https://www.equifest.co.nz>



EQUITANA Melbourne - Thursday 10th
to Sunday 13th November 2022



THE BIGGEST CELEBRATION OF
AUSTRALIAN EQUESTRIAN
RETURNS IN 2022!

We are very excited to be attending
Equitana 2022.

<https://www.equitana.com.au/>

 **EQUITANA**
MELBOURNE
10 - 13 NOVEMBER 2022

What Benchmark MASH should I feed?

We often get asked the difference between our three mashes, here's a snap shot for you...

PERFECT MASH®

Is a complete feed rich in antioxidants, amino acids, vitamins, minerals and electrolytes. Additionally, it includes Melofeed, pre and probiotics Agrimos® and YeaSacc® as well as Alkosel 3000®.

SUPER FIBRE MASH®

It's primarily a fibre source therefore it does not provide a full array of vitamins, minerals or amino acids. We recommend adding Super Fibre Mash to a complete Benchmark ration such as Perfect Mash® Cool AZ® Invest® Golden Oldies® or Achieve Sport®.

*use it as a white chaff replacement, and if you are not a Benchmark user you can add it to other complete feeds.

BALANCER MASH®

Is a feed balancer. It is a concentrated formula packed with essential nutrients and amino acids. It can be fed alone or with the addition of fibre such as Super Fibre Mash.

Balancer Mash will improve any ration by topping up nutritional deficiencies that may occur in fibre, pasture or grains or poor-quality complete feeds.

All of our mashes contain pre and pro biotics and are genuinely non-heating and low sugar and starch.

Head to our website for our meal plans and you can download the full nutritional and product information, and do remember you can message us.



BENCHMARK BALANCER MASH BAGS

" Thank you to all those who have been using our new Balancer Mash, despite the bags being decidedly unexciting and barely fit for purpose.

I am delighted to say that the new bags have arrived and the next time you buy this feed it will be in its bright green livery and in a stronger bag. Thank you for your understanding and patience."

Colin Price



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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 pictures in general!

ABOVE: Wall Pacing Stables & Katrina Lodge shared these photos of their horses #benchmarkshine



WE GET IT!



CONTACT US

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[@benchmarkhorsefeeds](https://www.instagram.com/benchmarkhorsefeeds)

