

HOT TO TROT

Winter 2010

MERRY XMAS
TO ALL OUR CUSTOMERS

Your first stop for all your equestrian needs

BEAT THE VAT

We are sure you are all aware that VAT will increase to 20% in January. Why not beat the VAT man and save money by checking your tack, leatherwork, grooming, accessories, rugs and clothing so you can purchase the things you need before the VAT goes up? Don't worry about your horse feed and supplements however - they are VAT free!

For your pets why not buy a new bed, grooming products, dog coats, leads or collars before the VAT increase and save on those purchases also. Don't worry Farmway are on hand to offer some fantastic promotions during November and December to save you even more money!

- **NOVEMBER OFFERS** 1) Beaphar Reflective Collars and K9 Lites
2) Silvermoor Recreation • 3) Roma Haynets • 4) Dublin Half Chaps
5) Dublin Essence Jean Jods • 6) Effol Mint Snackies
- **DECEMBER OFFERS** 7) Roma Ultimate 10 piece Grooming Kit
8) Roma Satin Shoulder Guard • 9) Good Hand Polar Fleece Gloves
10) Dublin Supafit Jods • 11) Dublin Thermal Trousers



Don't miss out on these fantastic christmas offers and promotions throughout November and December

PURSE-FRIENDLY FEEDING

By Nicola Tyler BSc (Hons), Nutrition Director, TopSpec Equine

When money is tight it concentrates our minds on how to keep feeding costs down. Nobody wants to compromise the health of their horses but wise decisions could even benefit your horse.

One approach is to buy a cheaper compound feed and this may appear to work for a while, especially if your horse is a good-doer on good spring and early summer grazing. However if you have to start feeding more of the feed to maintain condition and then perhaps buy a supplement to address a problem that starts to appear, for example a hoof supplement for poor hoof quality, you may find that you

have actually spent more money over a number of months than you were previously.

• Feeding cost-effectively

The best value feed for horses is grass. They even harvest and process it themselves! Managing grassland well is therefore a good investment and regular poo-picking, rolling and harrowing are all worthwhile. Poo-picking will cost you nothing but your own labour and will also reduce the worm burden on your pasture or livery yard. It is also cheaper than going to the gym! Conserved grass, that is hay or haylage, is the next best value for horses and so it makes complete economic sense to maximise the use of grass, hay or haylage when feeding horses. Even more importantly nutritionists worldwide are convinced that offering ad-lib forage to horses is the key to success in terms of feeding healthily.

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INSIDE • XMAS PET GIFTS • RUGS • COMPETITION →

CHRISTMAS TREATS FOR YOUR PETS



◀ Sydney Moose
£5.99



▶ Latex santa / reindeer £3.99



◀ Horse Advent Calendar
£3.49



▶ Samuel Santa
£4.99

▶ Dylan Dog
£5.99



▶ Christmas Mighty Mouths (various) £2.49 each



▲ Tuggers £3.99 each



▲ Snug Tugs £3.49 each

▶ Travis Turkey £4.99



◀ Vinyl Ball Rings
£2.49 each

▶ Christmas Creatures £3.99 each



lookout for more promotions in your local Farmway County Store or log on to www.farmway.co.uk

NEW WINTER LINES FROM DANISH DESIGN

Following the success of the Hunter Tweed range of bedding Danish Design are introducing a superb throw in the same design. Featuring the combination of faux suede and tweed effect fabric, this beautifully quilted throw is ideal for the car or that favourite chair at home. Attractively presented, the Hunter Tweed throw makes the ideal gift for pet owners.

New from Danish Design are the Sherpa Fleece **Cage Mattresses**. Available in a Navy Paw Print design the cage mattresses offer a comfortable and robust product suitable for the rigours of cage life, whether it be travelling or just at home.

A new addition to our range of cat bedding are the delightful **Fluffies**. Available in gentle grey or stunning purple, these sumptuous faux fur cushion beds are great fun. A delightful way to spoil any cat or small dog!



Hunter Tweed Throw Medium

MEDIUM
£14.99 rrp



Cage Mattress Fleece Navy

S-XL SIZES
£8.49-£19.99 rrp



PURPLE OR GREY
£19.99 rrp

Cushion Bed Fluffies Purple & Grey

NEW

"PURSE-FRIENDLY FEEDING" → continued from page 1

Even horses and ponies that cannot tolerate grass very well because they are prone to laminitis, need a high-fibre diet, but grazing will need to be restricted in some way and winter forage will need to be in the form of soaked late-cut, low-sugar hay and suitable chop, for example TopChop Lite.

● **How do we improve the forage to concentrate ratio?**

The first step to take when trying to improve a horse's forage to concentrate ratio is to feed a top specification feed balancer, for example TopSpec Comprehensive Feed Balancer.

TopSpec Comprehensive Feed Balancer contains concentrated amounts of nutrients and yeast products in a small amount of feed; this reduces the weight of concentrates that need to be fed in three ways: -

- 1) The micronutrients (amino-acids, minerals and vitamins) in TopSpec Comprehensive Feed Balancer balance the forage and straights in a ration, improving their utilisation and thus reducing the requirement for extra hard feed.
- 2) The yeast products in TopSpec Comprehensive Feed Balancer improve the digestibility of fibre in the hindgut, allowing the horse to gain more nutritional benefit from the forage part of the diet.
- 3) Because TopSpec Comprehensive Feed Balancer is so nutrient dense you are feeding less concentrate, making room in the horse's digestive system for more forage, thus improving the forage to concentrate ratio

● **In what other areas could you look to reduce expenditure?**

By choosing a diet that is free of cereal-grains the need for purchasing additional calming supplements or pastes is often eliminated or minimised for those horses and ponies that find life a bit too exciting. Products that are very low in starch and free of cereal grains include unmolassed alfalfa chop, for example TopChop Alfa and unmolassed sugar beet pulp for example Speedibeet. There are also cereal-grain-free conditioning cubes available called TopSpec Cool-Condition Cubes which often eliminate the need for a calming supplement.

● **Worm thoroughly**

Consult your vet to be sure that your worming programme covers tapeworms as well as roundworms. There is no point spending your money feeding worms!

● **Use an equine dentist**

Annual visits by a qualified equine dentist justify their cost because a horse needs to grind his feed effectively with his teeth in order to utilise that feed well.

● **Keep your horse warm in winter**

Horses can use up a significant amount of feed value keeping themselves warm and dry, so good quality stable and turnout rugs are a wise investment.

lookout for more promotions in your local Farmway County Store or log on to www.farmway.co.uk



CHRISTMAS PHOTO COMPETITION

To help you get into the Christmas spirit we invite you to enter our Christmas Pet photo competition.

All you need to do is send us a festive photograph*, by post or email, of your pet or horse/pony. The lucky winner will receive a Lincoln Goodie Bucket filled with Lincoln branded goodies!

Please send your photographs to **"Hot to Trot Reader Competition"**, Farmway Ltd, Cock Lane, Piercebridge, Darlington, DL2 3TJ or email: hottotrot@farmway.co.uk by 07/01/2011. Please make sure you include your name and contact details, and of course the name of your pet.

The winning entry will appear in the next issue.

*We're sorry we won't be able to return any photo's sent.



SUPER CODLIVINE

RE-LAUNCH

It always was the best, now it's even better!

Your horse may need to spend time in the stable during the winter months. This could result in stiff joints. Feeding a joint supplement could ease this stiffness and keep your horse feeling fit and agile.

Feeding the new Super Codlivine The Joint Supplement, with added MSM and Glucosamine,

will aid mobility in movement whilst the rest of the ingredients will offer your horse all the vitamins and minerals it needs. For a more concentrated method try Super Codlivine The Joint Liquid.

Super Codlivine The Joint Supplement

- Active life support, for supple joints
- Optimises health and wellbeing
- With added Evening Primrose Oil and Cod Liver Oil
- Make your horse-fit, agile and radiant

Super Codlivine The Complete Supplement

- Supports inner health • Bursting with health and vitality
- With added Cod Liver Oil • Improves coat / hoof condition

available in 1.5kg & 2.5kg value packs



MAGNACALM

Magnacalm isn't a conventional Rockies' trace mineralised salt lick. The specification contains slightly more than 1/3 of the purified Cheshire salt present in the Rockies equine flavours range! Magnacalm was named for its high bioavailable, palatable magnesium content (Magn...) and the evidence of its calming effect (...calm) on horses and ponies! Today many owners are convinced of the value of feeding magnesium supplements and Magnacalm simply delivers the magnesium in a convenient self-fed format. This helps to make nervous or excitable horses less prone to skittishness, more manageable, and puts the pleasure back into riding them.

What else does it contain? Rockies know that some horses don't take salt readily, while others have their salt needs met by the salt formulated into compound horse feeds. To be effective Magnacalm had to be taken free access and on a daily basis. Unfortunately horse and ponies don't store magnesium for future use! The Rockies solution here has been developed over several years in conjunction with the research team at a leading UK, university-associated, equine college faculty.

Rockies licks are manufactured with no organic ingredients (such as cereals or molasses) and with no additives or binders: so any

added ingredient had to be crystalline, capable of withstanding high production pressures and resulting in a block that was palatable and good quality.

Addition of the 'sweet tasting' cerelose ingredient alongside the 'sour' of salt assures an improved uptake of the essential ingredient purified, bioavailable magnesium sourced from Sweden. Plus the low salt content means lick intake is not so naturally restricted.

Magnesium is an essential mineral and must be continually regulated and distributed around the body. Equine research has linked magnesium deficiency to hypertension that, in turn, affects nervous and behavioural reactions. A natural, high fibre horse diet reduces magnesium absorption, further strengthening the case for magnesium supplementation.

Today there are many commercially available calmativie supplements on the market including liquids and powders. Many of these are based on magnesium sometimes in combination with vitamins and amino acids and potentially improving the coping ability of the horse during stress whether real or imaginary!

Magnacalm lick from Rockies offers a simple but effective alternative solution to horse and pony magnesium supplementation.

Magnacalm puts you in control, and puts the pleasure back into riding.

tried & tested & tried & tested & tried & tested & tested & tried & tested & tried & tested & tried & tested & tried & tested

£4.99

Straight from the Horses Mouth

We put the lick in our pony's paddock (she does share with a few others!) a few weeks ago. They have all been

fairly interested in the lick, it seems very palatable. There is less than half the lick left now although I am sure a stabled pony would go through it a little quicker. The pony is only ridden on weekends and attended a showjumping and cross country event last weekend, my stepdaughter commented on how calm she was being and the pony definitely looked a lot less stressed in the

showjumping phase! Could this be a coincidence? Don't know but we are not complaining! We will definitely invest in another lick when this one has finished.
Review by – Kate, Farmway Customer



ROCKIES
MINERALISED SALT LICKS

Look out for other promotions in your local Farmway Country Store or log on to www.farmwayonline.co.uk

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PIERCEBRIDGE01325 504621
STOKESLEY01642 717600

www.farmway.co.uk

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For information and queries email: hottotrot@farmway.co.uk

EARN TRIPLE POINTS ON ALL FARMWAY OWN-BRAND PET FEED PRODUCTS IN STORE

EARN TRIPLE POINTS ON ALL FARMWAY OWN-BRAND HORSE FEED & CARE PRODUCTS IN STORE