

Finally! The information Townsville horse owners have been looking for to keep their animals healthy and colic-free...

**Plus** - Discover how you can get food for your horse **FREE OF CHARGE** while also saving on your monthly bill for horse feed...

## **\*\*IMPORTANT HEALTH ALERT\*\***

# **“The 6 Scientifically Approved Tips to Keep Townsville Horses Happy, Healthy and Colic-Free!”**

**“The Must-Read Animal Lover’s Guide to Giving Townsville Horses the Healthiest Life Possible!”**

***...Includes 6 Important Tips Veterinarians Recommend for a Healthier, Colic-Free Horse!***

At last! All the information you need to keep your horse free of colic, leading to a longer, healthier life!

**\*\* REDUCES FREQUENCY OF TRIPS TO THE VET \*\***

With so many horses getting colic every year it is important to understand the steps to preventing it. Fortunately, most of it stems from their diet, however with a few simple management strategies, you can lower the chances of your horse developing this life-threatening condition.

A VALUABLE RESOURCE

***Here’s what you’re about to discover:***

- What **colic** is and why it can be **so dangerous** for horses
- How a **proper diet** can **prevent colic** in your horse
- How you can **save money** by reducing vet call outs
- The **one thing** your horse needs (besides food) for a **healthy lifestyle**

- What one seemingly unrelated aspect of your horse's health can **prevent many other illnesses**
- How you can **receive \$15** worth of food for your horse **FREE OF CHARGE** with no minimum spending amount required

## **JUST A FRIENDLY REMINDER TO ALL TOWNSVILLE HORSE LOVERS...**

*We know you care deeply about your horses and want them to be as healthy and happy as possible. We want to give you the best information out there to help you give your horses the best life they can, all in a simple and inexpensive manner. So **read on** to discover the best information available to raising a healthy horse.*

From David and Roslyn Gordon, owners of Townsville's most complete source of animal feed, Len's Feed Shed - Wednesday, 10:27am - Townsville

### Dear Horse Lover,

So you've decided you want to give your horse a longer, healthier colic-free life, all while saving money at the same time? That's a great decision and one we would love to help you accomplish.

Many owners think it is difficult to provide their horse with a proper and healthy diet because they see so many other horses getting colic.

But it's not!

In fact it is **incredibly easy** to give your horse the **proper diet** as long as you know what to feed him.

Problem is, most people have trouble tracking down the right information, not to mention, where to find the best places to buy the right food for their horse.

But before we go any further, we wanted to take a moment to clarify something with you...more specifically...what exactly is colic?

#### **Did you know that...?**

About 30% of colic cases are caused by impaction in the large intestine due to over feeding of grains and/or dry roughages.

About 10% of colic cases are potentially fatal.

The incidence of strangulation colic has increased by 4-5 times over the past 20 years.

There are at least 14 causes of colic related to poor quality feeds, feeding habits and poor feeding management in horses.

Source: [www.kohnkesown.com](http://www.kohnkesown.com)

Well...the simple definition of colic is basically belly pain, which results from gas build up in the gut, which then leads to distension and stretching of the gut wall.

Other colics are the result of blockages, caused by feed such as un-digested hay or foreign bodies like string or plastic bags, as well as enteroliths, which are large

stones that form over time in the horses gut and can grow to be the size of a small football!

The unfortunate reality is that most horses will experience colic at some time during their life.

Thankfully, your local vet will usually be able to determine if your horse has a medical colic or a surgical colic. A medical colic is one that will resolve with injections and stomach drenches, while a surgical colic is just like it sounds – it requires emergency surgery.

If all this sounds rather scary then **let us apologise**...we certainly didn't mean to give you the willies, we just wanted you to be aware of the facts.

Truth is...

Most cases of colic don't require intensive or invasive veterinary treatment, with most getting better following simple treatment at home.

But as they say, **prevention is better than a cure**, and one of the most effective ways to prevent the development of colic is to ensure your horse is always fed the best available horse food.

AND... the **GOOD NEWS** is...at **Len's Feed Shed** we sell a **complete range of premium horse feeds**...which means we have years of first hand experience in understanding the kinds of food that are healthiest for your horse.

In fact, countless hours of research (probably in excess of 100 hours) and talking to vets and other animal experts has led us to compile this report to help horse owners like you.

Yes, it's become something of an obsession for us.

In fact we're 100% confident that, even if you have been around horses all your life, there's every chance you'll find something new in this report.

To be honest...if you pick up just one pointer it's been worth your time, because you'll have saved your best friend from the pain of colic!

As you read on...I'm sure it will come as no surprise to you to discover we only use and recommend **the very best horse feed available**.

And there are good reasons for this which will be outlined in the 6 Important Tips in this report.

We'll get to the **6 tips** shortly.

First, it helps to have an understanding of the fundamentals of a healthy horse diet. Here's a quick guide for you...



**Bush grass** - A horse needs to eat between 1.5% and 2.5% of their body weight every day. This means that a 500kg horse needs about 7.5-12.5kg per day of roughage. If your horse has free access to high quality pasture (1 horse per hectare / 2.5 acres) this would be sufficient. However, the pasture is only as good as the nutrients in the soil, so in the Townsville region, that would mean fertilising and irrigating. Even though we have good wet seasons and grass grows quickly, the nutritional value of this bush grass is very poor.

**Junk food** - If we lived on junk food alone, there's no doubt we would be increasing the risk of medical problems, even an early death later down the track. Well, the same applies to horse food. There is healthy food and there is junk food. Feeding your horse a healthy diet, means a healthy happy horse that lives longer and without the risk of developing colic.

**Supplementary products** - There are many supplementary products available on the market including Copra, Millrun, Rice Bran Soybean Meal etc. Unfortunately these products do not form a complete balanced diet. Indeed some horse owners make the mistake of replacing a complete product with a supplementary product for the sake of saving some dollars. All this does is water down the effect of the feed, eventually leading to a loss in condition, which in turn means you need to feed your horse more to bring him back to good health.

As you can see, it can be easy to fall into the trap of feeding your horse a diet that doesn't give him the adequate nutrition he needs to stay colic-free.

So in the interest of keeping your animal healthy, we present to you...

## **The 6 scientifically-approved secrets to rearing a happy, healthy colic-free horse!**

### **Healthy Horse Secret #1- Food quality matters, so never settle for second best!**

If you're like most horse owners then we can assume there's a fair chance your horse means everything to you. And why wouldn't he? He's been part of the

family for many years...he's brought you so much pleasure...and the kids absolutely adore him. The thought of seeing him sick with colic is hard to contemplate right?

So...what if we were to tell you that by following a **simple, proven** and **well balanced diet** you can keep your horse in **great condition** and **dramatically decrease the risk of colic?**

OK...now I've got your attention...let's begin!

**FACT:** A horse's diet doesn't need to be overly complicated. In fact it should be as close to a natural diet as possible.

What does that mean exactly...?

Well, the majority of your horse's diet should be roughage in the form of hay or pasture, as they require between 1% and 2% of their body weight per day.

Now...the **best quality** hay and chaff is **Lucerne**, which you'll be pleased to hear is high in nutrition, and available at **Len's Feed Shed!**

However your horse needs to eat small and often (grazing 20 hrs / day) so Lucerne is too rich and too high in protein for your horse to eat all day long.

A big percentage of grass hay produced is made for cattle and not for horses, so many are old thick hay which is low in nutrition, high in starch and linked to problems like bighead, laminitis and digestive upsets when fed to horses.

So...where does that leave **YOU?**

Well, for your horse, we recommend a variety of Rhodes Grass called **Premium Finecut Rhodes**. It's been specifically bred for hay production, and when irrigated and fertilised from rich soils, produces a **great quality product** that you can trust for your horse.

Feeding low quality 'hard feeds' that lack the right mix of vitamins and minerals or not providing them at all) will cause the horse to overeat and gorge themselves and increasing the risk of colic. This is particularly important for horses in grassy paddocks.

## **BUT REMEMBER...**



When feeding your horse, **under no circumstances** should you substitute feed which was meant for cattle, pigs or chickens.

**AND**...just to be sure...any food that is old, mouldy or possibly contaminated should be **immediately thrown out.**

**SO**...just to recap, if you're a horse owner from Townsville...your **biggest, most important defence against poor health** – and potentially **colic** – is to start with a **balanced, nutritious diet.**

### ***Did you know...?***

*The age of your horse, his activity level and sensitivities, will determine his daily dietary requirements?*

*Len' Feed Shed stock a huge range of HEALTHY foods to suit your horse's individual needs as well as your budget.*

***We recommend... Premium Fine-Cut Rhodes Hay, Sprenger's Premium Steam Cut Chaffs, Mitavite (leaders in equine nutrition), Barastoc (high performance nutrition).***

## **Healthy Horse Secret #2- Being late for dinner really isn't fashionable!**

OK... so you know **WHAT** you should be feeding your horse to ensure he stays happy, healthy and colic-free.

**BUT** did you know that **WHEN** you feed your horse is equally as important too?

You see... much like us humans... horses are creatures of habit. They like to stick to a strict and regular feeding routine.

So grab your watches, set your alarm clocks, do what you have to ...because **here's the thing...**

Feeding your horse at the same time every day helps to prevent overeating...

**AND...** what does overeating lead to in horses?

Yep, you guessed it...colic!

Now, a good way to mimic your horse's natural grazing behaviour is to give him free-choice grass hay to graze on throughout the day.

If you are feeding hard feed such as pellets, grains, don't feed more than 2kg in one feed.

Instead break it up into **2 to 3 small feeds per day.**

### **IMPORTANT**

***If you make a change to your horse's diet, do it gradually. Make sure you keep giving him the old food and gradually mix in more & more of the new every day.***

## **Healthy Horse Secret #3 – Regular exercise means he can perform at his best!**

Speak to your family doc about the **secret to a long and healthy life** and the chances are he'll tell you how important it is to exercise regularly right?

Well...if it's important for us to stay fit, imagine how important it is for an animal up to three times our size!

It's been **SCIENTIFICALLY PROVEN** that horses grazed on pasture suffer from colic much less frequently than horses that spend the majority of their lives in a stable.

In short, horses need to get out of the house regularly!

**NOW**...if a full pasture lifestyle is not available for your horse then try to give him as much free pasture time as possible on a daily basis.

If still nothing like that is available due to a lack of space then, at the very least, your horse should be ridden, walked or exercised daily.

And let's be honest, **what better excuse do you horse lovers need** to go for a ride, safe in the knowledge that by doing so...you could be preventing your horse from developing colic!

So try to **schedule in some daily riding time with your horse** when the kids are at school, or even before they're up in the morning.

It may take a while to get used to at the start, but if it means you'll be reducing the risk of your colic later down the track, then it's surely **time worth investing in!**

## **Healthy Horse Secret #4 – Regular dental check-ups are the key to a healthy digestive system**

And here's **another tip** we'd like to share with you...

Did you know that **bad teeth in horses** can **result in colic** too?

**Let us explain...**

When a horse eats, he needs to chew efficiently to break down the food in his mouth.

**NOW**...if your horse's teeth aren't in a healthy condition...it means he **WON'T** be able to chew properly...

...which means food can enter the digestive system before it's fully broken down...

...which in turn causes colic...!

### **So...here's where you come in**

Start by looking out for signs that could indicate he is pain when he eats.

For instance, you may notice a drastic change in his eating habits. Quite often when a horse's molars are giving him discomfort he may not want to eat anything at all.

**BUT MORE IMPORTANTLY**...to ensure your horses teeth don't get in this condition...it's super important that he's given a complete dental **check up every 6 months minimum**.

Indeed healthy teeth, combined with a well-balanced diet of premium horse feed will go a long way to ensuring your horse is happy and healthy.

**WHAT'S MORE**, investing some loving care and attention into your horse now, could **SAVE you hundreds of \$\$\$** which you might end up spending on serious colic-related surgery in the future!

## **Healthy Horse Secret #5- Deworming regularly is an essential part of healthy horse management**

Redworms? Tapeworms? Hairworms? Large mouthed stomach worms? Intestinal threadworms? The list is endless...and in our minds...just a little bit creepy!



But...before we continue...we'd like to take you back to the classroom for a brief moment...and give you a **quick lesson on these deadly parasites!**

Using the horse's body as a source of nutrition and lodging, worms are basically parasites that can play havoc with the digestive system.

Even a small number of worms in the early stages of gestation can cause **severe** and **permanent internal damage** to your horse.

And if they're messing with the digestive system, they can dramatically increase the **risk of colic!**

### **But here's the scary thing!**

Studies have shown that **up to 99% of the worm population** exists as infective eggs or minute larvae on the pasture or in stable bedding. **WOW!**

Let me say that again...**WOW!**

It makes your skin crawl just thinking about it right?

Well...enough of that kind of talk...and suffice to say **it's NOT all bad news!**

That's right...there are **some simple cost-effective things that you can do** to eradicate the risk of worms!

## **Let's get more specific...**

**Step 1** - start with a broad spectrum deworming paste or liquid formulation.

At **Len's Feed Shed** we recommend **Equimax Paste** as it's **PROVEN** to be **100% effective** in treating all major parasites found in horses!

**Step 2** – Use **Equimax Paste** **every 6 to 8 weeks**. Or if you're trying to break, the nasty Small Strongyle lifecycle, consider two wormings, three weeks apart.

**Step 3** – try to keep your pasture and stable as **HYGIENIC** as possible, as this can reduce manure contamination and **improve worming effectiveness** by **up to 10 times**.

Follow these simple steps and you'll be well on the way to eliminating worm survival – which is **good news** for you and **great news** for your horse!

**But that's not all...** because with a regular deworming routine in place, you'll also be **saving valuable \$\$\$\$** on extra feed that your horse 'thinks' his body needs, because those nasty parasites won't be feeding off him anymore!

It's a win-win for **Townsville** horse owners like you!

## **Healthy Horse Secret #6- Water, as part of a healthy, balanced diet, is the key to a happy, colic-free horse!**

You know the saying, *you can lead a horse to water, but you can't make him drink?*

Well.. the fact is.. **he HAS to drink!**

Just like we need water to survive and function properly, our equine friends need constant hydration too.

And by constant...I mean he should have access to clean, fresh drinking water **24 hours a day, seven days a week.**

In fact...just to be safe...it's even better if you can provide your horse with more water than he needs, so that there is no risk of him not getting enough to drink.

To be more specific, let's **look at the numbers...**

An average **500kg horse** drinks around **30-50 litres a day.**

That's a lot I hear you say!

Well...the reason is... your horse has a digestive system that requires lots of clean fresh water in order to function properly.

His naturally high fibre diet (grass, hay etc.) requires high levels of water to help keep the fibre moving through his digestive system.

The **BAD NEWS** is, if your horse has restricted access to water and does not drink enough he is at risk of developing **colic.**

And as you know already... colic in all its various forms can be **a very serious condition.**

The other thing you need to keep your eye on is the weather...

When temperatures rise, extra attention needs to be paid to how much water your horse is consuming because...many horses refuse to drink more than the minimal amount in the summer.

A good tip to know is that larger volume water troughs will stay cooler...just make sure you place them in the shade...plus...changing the water regularly will also keep it cool and fresh on a hot day.

Similarly, after exercise, horses should be limited to **1 to 2 litres of cold water.**

So, if you want the best for your horse remember...



# Water + a premium horse diet = a happy, healthy, colic-free horse!

Now...if there's a chance your horse will have a long and happy, colic-free life – then surely it's worth giving some of these a shot!

And like they say...there's no time like the present!

**SO...** why not start today by combining these handy practical tips with nutritious premium horse feeds available at **Len's Feed Shed**.

**By following these tips you are on your way to giving your horse a longer, happier life that any horse hopes for.**

When you know exactly what to do to make them healthier, it all becomes so much more simple.

Remember, your horse is a member of your family and you only want the best for anyone in your family. Instead of trying to save a few dollars a week, give your horse the type of food they deserve and will improve their health.

When you do things the right way, you can even save money by giving them the best food out there too.

*Speaking of saving money.....*

**SAVE SAVE SAVE**

At **Len's Feed Shed**, we're so committed to helping you keep your horse healthy and colic-free with premium horse foods that, as standard procedure, we offer all our **VIP Members** a **FREE Gift voucher** worth **5% of all the purchases** you have made over the last three months at **Len's Feed Shed**.

AND...**believe me**...this adds up to quite a large amount in a short space of time!

Not only that...but...**joining our VIP Club is FREE!**

Simply...**register online** or **come in store**...and once you're a member...you'll be automatically entered into our monthly prize draw where you could **WIN a \$150 Gift Voucher for Len's Feed Shed!**

**Plus...**here's how readers of this FREE Report can receive a...

# \$15 GIFT VOUCHER

To be spent in store on ANY  
horse feed you want...

With **NO MINIMUM SPEND!!!**

Expires in: 21 days Code: FRH0513

Simply print this page and bring in this Gift Voucher and you get \$15 off your horse feed purchase. How easy is that?

Plus...

**You can use it in store,  
online or over the phone!!!**

OK...OK...so we've shared with you the **PROVEN secrets** to giving your horse a **HAPPIER, COLIC-FREE** life!

In a nutshell, you need to ensure he gets a **BALANCED, NUTRITIOUS** diet.

And the best way to get this is by serving him **PREMIUM horse feed!**

Now...as you know... **PREMIUM** horse feeds are available at **Len's Feed Shed** – your one-stop for healthy horses!

Here's what Townsville horse lovers are saying...

**You serve my needs very well**

*"Polite and helpful, not over the top selling, providing good service and quality products at a good price, you serve my needs very well."* Louise Marsden - Black River

**BUT...** that's not all...it gets better!

Here's another **four reasons** why **Townsville horse owners like you** will have **EXTRA PEACE OF MIND** when they choose **Len's Feed Shed** for the very best in horse care.

**We offer these 4 Amazing  
Guarantees...**

# Len's Feed Shed 4 Point Animal Lover's Guarantee

## 1. A 7 DAY QUALITY GUARANTEE

All our products are backed with a **CAST-IRON GUARANTEE** of quality from the day of purchase. That simply means...if you buy any feed product from our store that fails to live up to your expectations, return it and we'll happily **Exchange Your Purchase** for another one, or **Refund Your Money**, whichever you prefer.

## 2. A Weevil-FREE GUARANTEE

In fact...our anti-weevil procedures are so **STRICT** and **EFFECTIVE**, other stores and manufacturers ask us for advice. If on the very rare occasion you might find weevils, just return the product for an exchange or refund. **EASY!**

## 3. A fussy pet GUARANTEE

Sometimes your horse might take time to acquire a taste for **PREMIUM Foods**. If that's the case...**NO WORRIES!** You can simply return the unused portion and we'll happily **REFUND YOUR MONEY**, or **exchange it** for another product. Applies to ALL our feed range!!!

## 4. An EXCLUSIVE checkout-to-car GUARANTEE

At **Len's Feed Shed** we pride ourselves on giving our customers service that doesn't just end the moment they walk away from the checkout.

That's why we'll happily help load your car carefully for you **AND** tie down any bulky items to make sure they're **SAFE** and **SECURE!**



So what's Your Next Step?

To discover more tips on how to keep your horse healthy and colic-free, contact David or Roslyn at...

# Len's Feed Shed



## Two Convenient Locations



1 Mt Kulburn Drive

**JENSEN**

Phone: 4751 5500

1463 Riverway Drive

**KELSO**

Phone: 4789 3868

If you already know what you want there is no need to even come into the store. We deliver within 24 hours to anywhere in the Townsville area and will even unload your purchases for you.

## A Local Townsville Company You Know You Can Trust!

### Hold the stock I want

*"Customer service is already excellent. Holding the stock I want and delivery is a super bonus. Frustrations - None!"*

**Kaye Howell - Cranbrook**

As local Townsville people catering to people like us, other local Townsville people -- we are dedicated to providing the best experience possible to our customers. When you call, there will always be a real, friendly person on the other end to take your call and answer any questions you may have.

So it makes sense to shop with us, a company from Townsville, for the people of Townsville that is going to stay in Townsville.

To get the highest quality feed for your horse, come on down and see us today or give us a call. Here's those numbers again:

**4751 5500**

(Len's Feed Shed at Jensen)

or

**4789 3868**

(Len's Feed Shed at Kelso)

So pick up the phone and give us a call today.

Here's to happy, healthy, colic-free horses!

**Dave Gordon Roslyn Gordon**

David and Roslyn Gordon  
Owners Len's Feed Shed

P.S. Don't forget to take advantage of our gift to you, **\$15 off your first purchase** with no minimum spending amount required!

P.P.S. We also have an exclusive members club and our members are automatically entered into the monthly draw to **win a \$150 Gift Voucher**. Sign up today, the next winner could be you!

P.P.P.S. Remember – **2 great locations** so no matter where you live in Townsville it's just a short drive to **Len's Feed Shed at Jensen or Kelso!!**

P.P.P.P.S. See below for what customers say...

*"Cheerful, knowledgeable on products and a good sense of humour. Very helpful and my wife says very good at carrying the heavy stuff."* **Peter Aworth - Bluewater**

*"Always given the best quality, good advice, having staff like Karen, great lady who knows her job."* **Tina Gordon - Nelly Bay**

*"You know your stuff, I've been served by many different people and they all have been very helpful in choosing the right product."* **Liz Hunnam - Rasmussen**

*"You guys are down to earth and very helpful so if I were you I wouldn't change a thing."* **Leigh McKinnon - Kelso**

*"Smiling faces, happy to help and advice when needed. Friendliness, always willing to help and always have stock of whatever I need. I think the service and goods are great."* **Janine Carrucan - Bluewater**

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