

# November Newsletter



## From the front counter

Happy Mo-ember! Check out P5 and see what the boys at BPB are getting up to for charity. A huge Thankyou to those customers who shopped in store on Saturday 27th October and helped us raise \$450.15 for Cancer Council. We are looking forward to the Melbourne Cup raffle and the new horse feeds coming in-store. If you have an interesting story or wish to share pictures of your furry, feathered or scaly friend please don't hesitate to email them through to [bettaproduce@bigpond.com](mailto:bettaproduce@bigpond.com) Thanks for your support and see you at the front counter! Remember to like our Facebook page for the latest updates!

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## Is an electrolyte supplement really necessary?

When a horse exercises, it sweats. When the horse sweats, it loses electrolytes. When electrolytes in a horse's body are depleted, its performance and general well-being are in jeopardy. The work load, fitness of the horse and environmental influences all can have an impact on the amount a horse sweats.

### WHAT ARE ELECTROLYTES?

-Electrolytes are positively or negatively charged particles that have the ability to conduct electricity.

-The electrolyte minerals include sodium, chloride, potassium, magnesium and calcium.

-Horses, like humans rely on these minerals (electrolytes) to maintain fluid balance and circulatory function, facilitate muscle contractions, trigger nerve functions and maintain the body's acid-base balance

### IS ELECTROLYTE SUPPLEMENTATION REALLY NECESSARY?

-Small quantities of electrolytes are lost from a horse's body on a daily bases in urine and faeces and are usually replaced by the diet.

-However, what makes the horse unique is that during exercise, sodium, potassium and chloride and smaller quantities of magnesium and calcium are lost from a horse's body in sweat. The horse is unable to store a reservoir of these, thus generally making some form of supplementation necessary.

Electrolyte deficiencies are associated with a large number of problems- including:

- « Fatigue « Muscle Weakness « Lethargy
- « Reduced Feed & Water Intakes « Weight Loss « Dehydration
- « Hyperthermia (over-heating) « Recurring Bouts of Tying-Up

### HOW DO I SELECT A SUITABLE ELECTROLYTE SUPPLEMENT?

Buy smart; be wary of products that contain less than 800 grams per kg of actual electrolytes. Some of the most popular products on the market are more than 50% 'filler' (usually dextrose or glucose) - which is of little benefit to the horse as part of an electrolyte replacement program (glucose should make up less than 10% of an electrolytes composition to assist in effective absorption of sodium).

**An example of a well formulated electrolyte is Kelato's KelatoLYTE- it contains 880 grams of actual electrolytes per kilogram and its is only 9.2% glucose.**



\$32.90



\$34.95



\$59.50

\$27.50 1L

SPECIAL PRICE 5L  
\$75.00



[www.kelato.com.au](http://www.kelato.com.au)

# Meeeeooooow!



Following on from our article on Kitty Litters last month, this edition we look at Supercoat Cat Food.

**-Premium Quality**

SUPERCOAT only produces high quality foods using high quality wholesome ingredients.

**-Natural Balance**

We believe natural, well-balanced foods are essential for naturally healthy cats. That's why our formulations are always free from artificial colours and flavours.

**-Tailored Nutrition**

SUPERCOAT understands how the lifestyle and activity levels of cats vary according to

their age, and how this influences their nutritional needs. So we have created formulations to meet a range of needs.

**-Genuine Caring**

We believe correct feeding is more important than just satisfying a cat's appetite. We don't tempt owners with special shapes, colours and flavours. Nor do we add refined sugars or sweeteners. Our formulas just provide top quality natural\* nutrition.

**-No artificial colours or flavours**

**-Made In Australia**

SUPERCOAT is made in Australia using quality ingredients.

**SUPERCOAT Kitten With Real Chicken & Rice**

Specifically formulated for kittens up to 12 months. 32% Protein 16% Fat provides complete and balanced nutrition, with no artificial colours or flavours, to help give your kitten a healthy

start to life.

**SUPERCOAT Adult**

Specifically formulated for Adult Cats 1 to 9 years. 30% Protein 14% Fat provides complete and balanced nutrition, with no artificial colours or flavours, to help keep your cat happy and healthy.

Available in Salmon & Tuna or Chicken & Liver and Lite & Mature with Chicken.



Supercoat Kitten

8KG \$37.50

Supercoat Adult

3.5KG \$20.90

8KG 37.50



**Handy Hint for Summer– HYDRATE– FURMINATE- EDUCATE!!**

Ensure your cat has access to water at all times and putting 3 or 4 different water sources around the house can assist in your feline staying hydrated. Regular grooming can assist with access hair during summer. Familiarise yourself with the symptoms of heat stress and hypothermia in cats. Quick action can save their lives!

## Fly In for Fly protection.....continued

Biting flies, nuisance flies, lice and bots can cause damage and irritation to horses. Biting flies tend to draw more attention because of the irritations and infections they can cause.

- Stable flies and horse flies (females) feed on blood, particularly from any warm blooded animal (horses, humans, pets, livestock)
- Peaks of feeding activity commonly occur during early morning and late afternoon.
- Prefer feeding on lower parts of the host.
- Can inflict painful bites and present major problems for horses grazing near streams or low, wet areas.
- Horse flies have been incriminated in the transmission of equine infectious anemia.

**Prevention**

- Sanitation around stables or yards to reduce larval development
- Spreading of manure in paddocks promotes drying and prevents larvae from developing
- Keeping horses stabled during peak sessions
- rugging horses and the use of fly veils can be helpful

-application of insecticidal and or repellent sprays to control flies to both horse and housing.



Apple Cider Vinegar– Double Strength 2L \$12.50 or \$5.95 for ACV. Apple Cider Vinegar with Garlic 5L \$31.00 or 20L \$102.90

Most Insecticidal sprays will assist in the control of biting and nuisance flies on Horses, Dogs, Cattle and Pigs. Some will also control fleas and lice on Dogs and Cats. The sprays that assist with sand-fly and midge control will assist with symptoms of QLD Itch. Concentrated rinses are good value for money and will also assist in the control of biting and nuisance flies and biting insects associated with QLD itch. Some products will also do tick control on both Horses and Dogs however not effective for Paralysis tick.

Did you know? Apple Cider Vinegar is a natural fly repellent? One of the benefits of feeding your horse apple cider vinegar is to make the horse less attractive to flies and insects. Some specialists believe that horses sweat the vinegar out so that it becomes a natural horse fly spray.

# We Heart Dogs but not Heartworm!

## HEARTWORM IN DOGS

Is your dog protected against heartworm? There are now so many effective and easy solutions to so many canine diseases, that it can be easy to lose track of what is being treated and what is being missed. It is very important to remember that the worms that live in the intestine [gut] and heartworm are very different worms and although some products treat both, most intestinal wormers do not treat heartworm.

Heartworms and Intestinal worms [roundworms, hookworms, tapeworms] are different!

Here are some important points:

Heartworm is carried by mosquitoes, so it is everywhere, even if your dog does not mix with other dogs

Heartworm must be prevented whenever possible. It can be treated, but this is extremely expensive and very bad for your dog. Intestinal worms can be treated easily.

The only way to know if your dog has heartworm is to get a blood test from a vet. By the time your dog is showing signs of heartworm disease [heart failure], it is almost too late to treat.

You should never start heartworm prevention without first checking with your vet, as giving preventatives to an infected dog could be fatal.

Once started, treat all year round. Do not stop in winter [the mosquitoes don't stop in winter so neither do the heartworms]

PREVENTION IS EASY!! Talk to us about monthly spot-ons, monthly tablets or chewables. Combine them with the right intestinal wormer and flea treatments for a healthy, happy dog!

*Will's Wisdom..... Having trouble getting dogs to swallow or chew tablets?*

*Advocate and Revolution are products that prevent heartworm and are applied as a spot on treatment!*

## Feeding Fibre the Easy way!

**Fibre-Beet can be fed as a forage replacer and/or as a complimentary feedstuff.**

**Fibre-Beet is a superb conditioning fibre feed and is a good short term solution if you have no forage.**

**Fibre-Beet– the natural Super Fibre liquid diet!**

**-Formulated using all the benefits of Speedi-Beet incorporated with good quality Alfalfa.**

**-High fibre feed promoting a natural “trickle” feeding regime.**

**-High quality, forage fibre, providing slow releasing energy- No fizz!**

**-A unique pelleted lozenge that rapidly absorbs water.**

**-Ideal soft feed for recovering or veteran horses or ponies with poor teeth.**

**-quick and convenient to use– no wastage.**

**-improved nutrient availability– release of nutrients prior to hind gut fermentation.**

**-Ideal fibre source for horses and ponies prone to laminitis-approved by The Laminitis Trust.**

**-Very palatably for fussy eaters.**

**-Added biotin for maintaining hoof integrity.**



IN STORE NOW!

Introductory Price \$38.90.

Have a chat to Betta Produce staff for your free sample

### Feeding Fibre-Beet.

Soaking of Fibre-Beet is preferred, not essential. The Speedi-Beet content has been micronized which improves soaking and reduces impaction and feeding un-soaked will not cause problems associated with traditional sugar beet pellets. However, soaking is a good preparation, not just a “softening”. Chewing and swallowing soaked material works enzymes into the product improving the efficiency of digestion. Also, it ensures good bulking of the horses feed and maintains water intake during feeding. If a horse is prone to choke then all feeds should be soaked.

### What are the benefits of Alfalfa?

Alfalfa is a member of the legume family and has a good amino acid profile. The leaves are rich in protein and essential minerals whilst the stem has a beneficial profile of fibre.

A great feed for Miniatures, Ponies and good doers or horses/ponies prone to laminitis/Founder and/or Metabolic conditions.

-Low Starch, High Fibre, Cool energy.

-Low Sugar & Low Non-Structural Carbohydrates

-No Grain

-Nutritious & Filling

-Essential Fatty Acids (omega 3 & 6) & fortified with vitamins and minerals, vitamin E and organic selenium

Omega Feeds has used quality ingredients to provide your horse or pony with a nutritious and filling feed that will satisfy appetite without providing too much dietary energy.. Pony Plus will provide your equine with good quality protein, vitamins, minerals, essential fatty acids (Omega 3 & 6) and bulk without oversupplying calories, starch or sugars.

Ingredients: Sunflower Seeds, Lucerne Chaff, Copra Meal, Full Fat Soybean, Sunflower Hull, Linseed, Iodised Salt, Dicalcium Phosphate, Omega Feeds Vitamin & Trace Mineral Premix, Limestone, Magnesium Oxide, Canola Oil, Vitamin E



IN STORE EARLY NOVEMBER

INTRODUCTORY OFFER \$27.50





# ADVANCE®

ADVANCED PET NUTRITION™

## NEW ADVANCE Indoor cat

Urbanisation and cat curfews are just two of the many reasons why more cats are living indoors.

As a result these cats are less active, spend more time sleeping, grooming and need you even more to provide nutrition for their lifestyle that;

Appeals to their palate

Has less calories

Reduces litter box odours

Manages hairballs

Promotes optimal water turnover

Improves skin and coat lustre

Helps with oral care

Reduces DNA damage



**\$32.50 3kg BAG**

**55 FEEDING DAYS (APROX)**

**That's .59c a DAY!!!!**

### Change

Meat #1 Ingredient

More digestible starch

Bioavailability of nutrients

Yucca Extract

Larger dental kibble

Improved feeding guide

Protein increased slightly

Kibble rationalisation

Meet new Pet Food

standards PFIA

### Benefit

Palatability & Digestibility

Rice

Smaller firmer stools

Litter box odour control

To promote chewing

Australian climate

Cats are carnivores

Size appropriate

Legislation

## Sow your seeds this Spring

### The Key to Success!

The key to success is to plan pasture programs well. This is essential if you want to consistently establish good pastures. The most important factors are-

-Adequate Soil Moisture– Always aim to sow on good subsoil moisture. Rain following sowing is critical.

-Effective Weed Control– Weed competition is a major cause of failure.

-Good Seed Quality/treatment

-Shallow Sowing Depth– Aim to sow less than 1.5cm deep, especially with

Rhodes grass.

-Adequate Soil Fertility

### Rhodes Grass

-Widely adapted depending on variety

-Particularly suited to sandy & sandy loam soils

-Moderate tolerance of salinity & acidity

-Easily established

-available in Pioneer, Katambora, Nemkat & Callide.



### Guidelines for Establishing Pastures

-Select paddocks early and plan especially to reduce weed competition through until pasture is established.

-Reduce weed problems through the cropping phase.

-Sow on good subsoil moisture.

-Sow shallow ( aim at 1.5cm)

-Use press wheels or a roller (not on crusting soils)

-Check fertiliser needs

-Sow when there is the greatest chance of follow up rain for your area.

-Sow annual legumes with a crop or introduce the following year.

-Monitor weeds and pests and control if necessary.

-Preferably do not graze until plants have seeded.

**HELP NEEDED WITH HOLIDAY HOMES FOR HORSES DEC-JAN FOR THE CARTMILL CENTRE, BURPENGARY RDA. For more information please phone 3888 5611.**

# What's On!

18 November Caboolture Dressage Group Associate & Sign On Day for 2013  
for more info Karen Ph: (07) 54967995 herald@hotkey.net.au or

[www.caboolturedressage.org.au](http://www.caboolturedressage.org.au)

07 December Queensland State Equestrian Centre Movie Series - 'The Lorax' Gates open from 6.30pm with free activities for the kids with the movie kicking off at around 7.30pm. Food and beverages will be available for purchase. Tickets are just \$5 for adults and kids under 10 are free - on sale soon!

EQUITANA 15-18th November 2012 Melbourne Showgrounds [www.equitana.com.au](http://www.equitana.com.au)

Open Sports Day - Albany Creek Pony Club. Sunday 4th November. Gates Open 6.30, starts at 8.30 No need to be a Pony Club

## Customer Profile- Pine Rivers Pony Club!

PINE RIVERS PONY CLUB RECENTLY HELD ITS 50th ANNIVERSARY FORMAL GYMKANA AT ITS REFURBISHED GROUNDS AT YOUNGS CROSSING WHITESIDE. THE WEATHER WAS GREAT AND THE GROUNDS LOOKED FANTASTIC, THANKS TO OUR CLUB CAPTAIN WILLIE, AND HIS BAND OF VOLUNTEERS.

THE DAYS EVENTS WERE WELL SUPPORTED WITH A VERY LARGE CONTINGENT OF RIDERS, SOME OF WHOM TRAVELLED FROM PLACES SUCH AS TAMBORINE, WYNUM, PARK RIDGE, KILCOY AND OTHER FARAWAY PLACES. I AM SURE THEY FELT THE JOURNEY WORTHWHILE AS MANY OF THEM TOOK HOME TROPHIES. THE DAYS EVENTS PROCEEDED SMOOTHLY AND WITHOUT INCIDENT, AND IT WAS PLEASEING TO SEE ST JOHNS AMBULANCE NOT HAVE TO LEAVE THEIR SEAT ALL DAY. A REFLECTION ON THE RESPONSIBLE WAY IN WHICH ALL OUR PARTICIPANTS CONDUCTED THEMSELVES. CONGRATULATIONS.

THE CANTEEN DID A ROARING TRADE, AND TESTAMENT TO THE CULINARY SKILLS OF JEAN AND HER TEAM WAS THE FACT THAT THE LARGE CROWD ATE US OUT OF HOUSE AND HOME. NOT SO MUCH AS A CRUMB OF STALE BREAD WAS LEFT OVER. BETTA PRODUCE BURPENGARY WAS ONE OF OUR MAJOR SPONSORS FOR THE DAY, AND THE COMMITTEE AND MEMBERS OF P.R.P.C. WISH TO EXTEND TO GREG AND HIS TEAM OUR HEARTFELT THANKS FOR THEIR SUPPORT IN MAKING THE DAY THE HUGE SUCCESS IT WAS.

FUTURE EVENTS AT PINE RIVERS INCLUDE OUR MYSTERY OBSTACLE COURSES DAY ON THE 10th NOVEMBER FOLLOWED ON SUNDAY THE 11th NOVEMBER BY OUR OLDIES DAY GYMKANA. BOTH DAYS ARE OPEN DAYS, MEANING YOU DO NOT



### MELBOURNE CUP DAY RAFFLE

From the 1st November  
till 6th November 2012

Drawn Melbourne  
Cup Day!

- Winner receives a Brisbane Racing Behind the Scenes Tour
- 2hr guided tour with morning tea
  - Listen to a leading racehorse trainer as he discusses how a horse is prepared for racing
  - Take a tour of the jockeys room
  - Witness the start of a race
  - See how a race caller commentates the race
  - Tour includes access to the members grandstand for the day.



Just spend \$50 in store between 1st Nov-6th Nov to go into the draw to celebrate the race that stops a nation!



### MO-VE-MEMBER.....Betta Produce Burpengary's Charity Day 30th November

Donate through out November to watch Greg, Will, Troy and Andrew's Mo's grow! We will be celebrating the boy's Mo's on the 30th November with a sausage sizzle! All donations and funds raised will be donated to Movember.

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces in Australia and around the world. The aim of which is to raise vital funds and awareness for men's health, specifically prostate cancer and male mental health.

Guys then start Movember 1st with a clean-shaven face and then for the rest of the month, these selfless and generous men known as Mo Bros, groom, trim and wax their way into the annals of fine moustachery. Supported by the women in their lives, Mo Sistas, Movember Mo Bros raise funds by seeking out sponsorship for their Mo growing efforts.

Mo Bros effectively become walking, talking billboards for the 30 days of November and through their actions and words raise awareness by prompting private and public conversation around the often ignored issue of men's health.

Check out <http://au.movember.com/?home>

Keep your "Composure" a new exciting flexible horse feed is coming from Jenco Feeds and Seeds. Affordable, practical, flexible, full of "cool" ingredients and the Formulation NEVER changes! Check our Facebook page for release details and availability.