

THE INSIDE SCOOP



20th Anniversary
MAGAZINE



blüegrass

HORSE FEED

FEEDING GRAND NATIONAL WINNERS



Tiger Roll – Gordon Elliott
Randex Grand National Aintree



General Principle – Gordon Elliott
Irish Grand National Fairyhouse



Raz De Maree – Gavin Cromwell
Welsh Grand National Chepstow



CONTENTS

5

Welcome

One of Ireland's leading horse feed manufacturers celebrates its 20th anniversary. Kenneth Irwin invites you to celebrate.

8

Our Team

Bluegrass Horse Feeds has a vibrant team working throughout Ireland. Meet the team of experts.

9

Partnership

Bluegrass Horse Feeds is the Kentucky Equine Research Team Member for Ireland. Find out more.

14

We have the feed for you

Bluegrass has a feed for every equine discipline. Check out the full range of horse feeds.

16

Meet Craig Kileff

He moved from Zimbabwe to Co Down - find out more about our area manager Craig Kileff.

18

Feeding Champions

Find out what the Irish and English Grand National winning trainer has to say about Bluegrass.

21

Winning in Wales

Gavin Cromwell on Raz De Maree winning the Coral Welsh Grand National at Chepstow.

24

Meet Conor Sheridan

He's a stud farm owner, breeder and Bluegrass sales representative.

25

Your Nutritional Guide

Ashley Neely BSc SQP gives you an insight into seasonal nutrition - enjoy this handy guide.

29

Sponsored Riders

Enjoy our interviews with Suzanne Posnett, Edel Quinn, Abbie Sweetnam, Emma Hobson, Katie Wyse and Mackenzie Healy.

34

Our Merchants

Here's a full list of merchants per county. Bluegrass distributes feed the length and breadth of Ireland.

36

Back Cover Challenge

Feed any Stamm 30 Fortified Feed in the Bluegrass 30 Day Challenge.



World Leaders in Equine Nutrition



Kentucky Equine Research develops innovative solutions to the health and nutritional challenges of modern horse management, including unique supplements, exclusive feed ingredients, and partner feeds. KER products are research proven to optimise the health and performance of your horses.

FEATURED PRODUCT

Equi-Jewel[®]

High-fat stabilised rice bran.

The original research-proven stabilised rice bran conditioning supplement for horses. Equi-Jewel is a scientifically formulated, high-fat, low-starch cool-energy conditioner with added vitamin E, selenium, and calcium. Equi-Jewel is specifically designed to support the equine athlete by providing highly palatable additional calories and protein to assist in building muscle and topline while maintaining condition.

Available Through Bluegrass Horse Feeds

Contact our nutrition advisors to discuss your feeding program.



ker.com
info@ker.com
+1 888-873-1988

THE INSIDE SCOOP

20 YEARS OF TRANSFORMING NUTRITION



This year is a very special year for us here at our mill in Eglish, County Tyrone as we are celebrating 20 years of Bluegrass Horse Feeds.

We are proud to have reached this milestone and we are delighted to share it with you.

The Inside Scoop is a new magazine, published by Bluegrass Horse Feeds, as part of our 20th anniversary celebrations.

Inside, we take you on a journey since we first started producing horse feed in our mill in 1998 right up to today.

It has been an amazing journey for us all and our growth and development plans for the future are extremely exciting.

Over the last 20 years, Bluegrass has always been dedicated to producing nutritionally sound, innovative formulas while ensuring our valued customers get a personal customer service from our team.

This has seen Bluegrass join the world's leading research centre in equine nutrition, Kentucky Equine Research (KER). Bluegrass Horse Feeds is Ireland's exclusive KER Team Member which means we are part of an international network of horse feed manufacturers devoted to the advancement of equine nutrition.

Based in the heartland of the American thoroughbred industry in Kentucky, KER conducts extensive research in equine nutrition and exercise physiology. Each research trial is designed to improve the health, performance and well-being of all horses. As such, all Bluegrass feeds, formulas and product development programmes are underpinned and complemented by the world-renowned research and expertise of KER.

My name is Kenneth Irwin and I am the Managing Director of Bluegrass Horse Feeds and Irwin's Feeds. The Irwin family have been involved in milling since 1847. In those times Irwin's processed oats for people to eat following the potato famine. After World War Two the millers switched their attention to local grain to manufacture feed for animals. But it was in the 1990s when I identified a need for scientifically formulated horse feed which would empower owners, riders and trainers to achieve optimum performance regardless of the equine discipline. And so Bluegrass Horse Feeds was formed and we haven't looked back since.

Our Bluegrass range consists of over 25 specialist feeds, ranging from the non-heating Horse & Pony Mix / Pellet, to the higher energy performance mixes and racing rations.

We hope you enjoy The Inside Scoop. We have interviewed our sponsored riders, you'll get an insight into our work within the racing scene and you'll get to know our people who are dealing directly with merchants and customers.

Thanks for being a part of the Bluegrass Horse Feeds story.

Kenneth Irwin

Front cover photo: Christine Taylor

LHK Polo is a team sponsored by Bluegrass Horse Feeds. Our consultant Craig has been out with the team to prep them for the upcoming season. This season the team will be using a combination of Horse and Pony Cubes, Re-Leve for the playing ponies and Stamm 30 for the younger ones. The team has used these feeds for the past three years and have had fantastic results. LKH have found good quality proteins and slow release energy feeds complement the demands of the sport especially with performance horses which are prone to ulcers.

Publisher:

Bluegrass Horse Feeds, Carrowcolman Road,
Dungannon BT70 1LF
Contact: 028 3754 8276

Design and Print:

Minprint, 401 Castlereagh Rd, Castlereagh, Belfast BT5 6QP
www.minprint.co.uk

Editor: Eleanor McGillie

Contributors:

Ashley Neely
Rebecca Haywood
Kentucky Equine Research



BACK WHERE IT ALL BEGAN:

1845

Irish Potato Famine
Over one million people died
Over one million people emigrated

1939

Production of porridge oats was increased to meet the rising demands for home produced food caused by World War One

1975

Pellet mills were installed to manufacture animal feeds using the latest technology

1847

Water powered the mill built by the Irwin family to process oats for human consumption (porridge)

1955

Animal feed was manufactured at the mill to meet the demand of rising livestock numbers in Ireland

OUR MILL IN EGLISH, COUNTY TYRONE

1998

Horse feed production commenced. Bluegrass Horse Feeds was born using scientific advice from Kentucky Equine Research

2018

Celebrating 20 years of Innovative Horse Feed.

1985

Premises expanded to meet rising demands

2012

New technologies were installed to aid the cooking process of the cereals for high bioavailability for the horse



MEET THE BLUEGRASS TEAM



KENNETH IRWIN

Kenneth is the Managing Director of Bluegrass Horse Feeds and Irwin's Feeds. Kenneth has been leading a team from the mill in Eglis, Co Tyrone since 1998 to develop Bluegrass Horse Feeds. The family run company today has a reputation as one of the top horse feed manufacturers in Ireland. In his spare time, Kenneth enjoys time with his family and he breeds and shows heavyweight Clydesdales.



GRAEME CATHER

Graeme is the Manager at Bluegrass Horse Feeds and has worked for the company for five years. He learns every day from his father-in-law Kenneth in terms of the many different aspects of the job of being a leading feed manufacturer from managing the sales and marketing team, the administration team, the mill operators, sponsorships and fleet.



CRAIG KILEFF

Craig is a well known face throughout arenas in Ireland and has been a sales representative and brand ambassador for Bluegrass Horse Feeds for over 10 years. Craig spends his time travelling the length and breadth of Ireland dealing directly with customers and merchants. He grew up in an agricultural community in Zimbabwe and has worked at racing and starting yards in the UK and his home country. He regularly competes on polocrosse pitches and attends Pony Club events with his children.



ASHLEY NEELY

Ashley is the Sales and Marketing Administrator at Bluegrass Horse Feeds. Part of Ashley's role involves dealing with the orders which come through, offering nutritional advice to customers either when they phone or email in. She also offers advice on the different range of products we have and the nutritional aspects of those products.



CONOR SHERIDAN

Conor is a feed consultant and sales representative for Bluegrass Horse Feeds and is based around Munster, Leinster and South Connaught working with merchants and riders his area. He also owns a stud farm which he continues to develop to become the performance stud he has always wanted at his home - Brosna View Stables in Clara, Co Offaly. Conor has been feeding his horses with Bluegrass Horse Feeds for 10 years.

A DOUBLE DOSE OF BLUEGRASS

BY KENTUCKY EQUINE RESEARCH STAFF

An alliance between Bluegrass Horse Feeds and Kentucky Equine Research, a company born in the storied Bluegrass Region of the United States, brings horse owners in Ireland and beyond research-proven products.

Kentucky Equine Research® was founded in 1988 by Joe Pagan, PhD, with one primary goal - to serve as a conduit for the free flow of information from research laboratories to feed manufacturers and ultimately to horse owners.

Soon after earning his doctorate from Cornell University, Pagan realized the scientific advances taking place in academia were not being passed on to those that needed it most. Many feed manufacturers understood and supported Pagan's concept, as they wanted to create and market science-backed products that appealed to conscientious horse owners.

Pagan's deep understanding of equine nutrition coupled with his appreciation for the complexities of manufacturing and business led to the recruitment of many feed-manufacturing partners in the years since, including Bluegrass Horse Feeds in 2002.

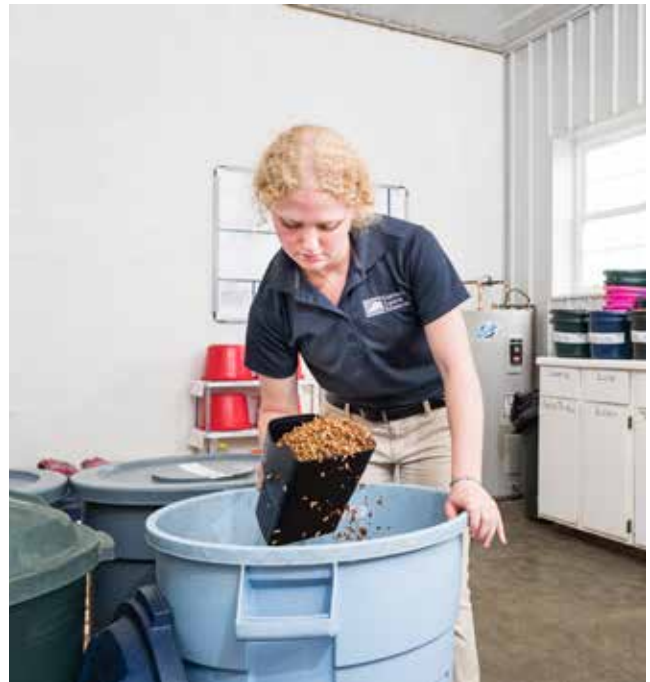
Over a 30 year period, Kentucky Equine Research has become the global authority on applying equine nutrition science within the feed industry.

The company's influence spreads far.

Not only is Kentucky Equine Research well known in North America and Europe, but, on four other continents as well, with an especially prominent presence in Australia.

“ *When choosing a feed from Bluegrass Horse Feeds, horse owners can be assured that, when fed as directed, the product will fulfill the nutritional needs of the type of horse the feed is intended for, and that the complex vitamin and mineral package at the heart of the feed is the highest quality.*

”





RESEARCH EFFORTS

As the name of the company suggests, the cornerstone of Kentucky Equine Research is its in-house exploration of nutrition and exercise physiology. Year-round trials form the basis for consultation services and product development. Three research centers are located in the United States - one in Kentucky at the company's headquarters and the other two in Florida.

Kentucky Equine Research is one of the most prolific private equine nutrition and exercise physiology research organizations in the world. The quantity of published research derived from studies conducted at the research farm rivals that of leading universities. Technical staff also collaborate with scientists in academia to develop and patent products and diagnostic techniques that target specific problems in growing and performance horses.

BOOSTING QUALITY THROUGH PREMIXES

For feed manufacturers, a relationship with Kentucky Equine Research represents a commitment to science and quality. Manufacturers, like Bluegrass Horse Feeds, rely on Kentucky Equine Research to provide expertise in formulation, ingredient technology, and best practices, as well as technical support such as answering customer questions.

At the centre of these relationships with manufacturers lies the micronutrient premixes formulated by Kentucky Equine Research. Premixes represent the nutritional core of modern horse feeds, combining vitamins and minerals in an easy-to-mix form suitable for textured or pelleted feeds. By using a premix, manufacturers ensure precise mixing and reduce the opportunity for error on the mill floor.

The exclusive premixes available to Kentucky Equine Research feed-manufacturing partners feature the latest in equine nutrition science and ingredient technology. Each premix is customized with the region's specific climatic and soil conditions in mind and with an understanding of the nutritional profile of local forages.

These KER premixes are produced by manufacturers that adhere to the highest international safety standards.

When choosing a feed from Bluegrass Horse Feeds, horse owners can be assured that, when fed as directed, the product will fulfill the nutritional needs of the type of horse the feed is intended for, and that the complex vitamin and mineral package at the heart of the feed is the highest quality.

Mike Lennox, longtime formulation expert for Kentucky Equine Research, was instrumental in helping Bluegrass Horse Feeds refine its

line of high-quality feeds when the companies began working together. “One challenge of helping any international client is sourcing the finest ingredients so the nutrient profiles of the finished products meet not only the rigid nutritional requirements set forth by Kentucky Equine Research but also the feed manufacturer’s standard of excellence,” Lennox said. “Bluegrass is dedicated to producing premium feeds day in and day out, so that makes my job easy, even when confronted with the unexpected.”

Bluegrass Horse Feeds products receive support from Kentucky Equine Research long after the formulas have been fine-tuned.

Catherine Whitehouse, MS, a nutrition advisor with Kentucky Equine Research, is the point person helping Bluegrass Horse Feeds with technical aspects, lending her expertise to Bluegrass’s nutritional staff whenever the need arises.

“In addition to specific feeding recommendations for Bluegrass customers, our nutrition team helps Bluegrass at trade fairs, like the Dublin Horse Show, or at other speaking engagements,” she explained.



BEYOND FEEDS

In the early 2000s, Kentucky Equine Research responded to requests for more specialized products for horses with specific nutritional needs by developing a line of cutting-edge supplements. Designed to work in concert with partner feeds, these supplements were thoroughly researched and produced with a level of quality control unheard of in the loosely regulated equine supplement industry. Proprietary ingredients and unique solutions characterize the line.

One Kentucky Equine Research supplement available through Bluegrass is Equi-Jewel, a stabilized rice bran with added calcium and antioxidants. “Equi-Jewel® supplies calories to horses that have a tendency to get excitable on high-grain rations, and, it is a great product for adding condition and topline,” said Eileen Phethean, chief operating officer at Kentucky Equine Research.

Over the years, Kentucky Equine Research has created new technological innovations and applied them to the feed industry and, as with many initiatives created by the company, Bluegrass and other feed-manufacturing partners were given exclusive access. A custom software program called Gro-Trac® was developed to track and compare the growth rates of young stock to their peers, both within a certain geographical region and worldwide. In other words, breeders in Ireland can compare the growth of their young horses with those of other breeders across the country.

Another program, MicroSteed®, evaluates and recommends appropriate feeding programs for individual horses based on specific criteria. Recommendations include the premium feeds





manufactured by Bluegrass and available throughout Ireland and in some neighboring regions.

The company’s content-rich website and mobile apps have brought the latest in equine nutrition and exercise physiology innovations to horse owners around the world. A freshly revamped website, available at ker.com, features an extensive library of articles that covers not only nutrition topics but also a wide array of health and management issues. Periodic newsletters, including the award-winning Equineews, keep horse owners on six continents informed of advances in equine nutrition.

A WIN-WIN SITUATION

“I am thrilled with the relationship Kentucky Equine Research has built and maintained with Bluegrass Horse Feeds over the last 16 years, and I congratulate Bluegrass on this milestone 20-year anniversary,” said Phethean. “I feel the company’s success has to do with not only the first-class products it offers the industry but also its tremendous team of employees.”

The partnership shared by Kentucky Equine Research and Bluegrass perfectly demonstrates the vision Pagan had for his company decades ago. The work of equine nutritionists all over the world, including the team at Kentucky Equine



Research, is now featured in every bag of fortified feed sold by Bluegrass. No longer is there a stopgap in the information pipeline that extends from the laboratories to horse owners. Horses of the 21st century are certainly better nourished than in centuries past, due, in part, to the efforts of Kentucky Equine Research and Bluegrass Horse Feeds.



Kenneth Graham with George at Cavan Equestrian Centre. Kenneth feeds his horses with Bluegrass Horse Feeds RE-Level

SHE'S AMBITIOUS, SCIENCE DRIVEN AND IS FULL OF NUTRITIONAL ADVICE - MEET ASHLEY!

Ashley Neely, BSc SQP, is our Sales and Marketing Administrator

NAME: Ashley Neely

AGE: 23

WHERE ARE YOU FROM: Fivemiletown in Co Tyrone.

WHAT ABOUT SCHOOL: I attended Fivemiletown College where I studied GCSEs. Then I went to Catre in Enniskillen for a Level Three Extended Diploma in Horse Care. I then went to Reaseheath University in Cheshire to study my Bachelor of Science in Equine Science. I was the most successful graduate out of that year so achieved their graduate profile. I graduated in 2015 with a BSc.

WHAT DID YOU DO NEXT: I moved home and taught in pony clubs and then I decided to start up my own business which is called EFEC - mobile equine and agriculture worm egg counts (you'll find me on Facebook). Essentially what I do is I travel to yards all over Ireland to do on site testing to see if your horse has worms. I adopt a targeted worming approach so that you only worm your horse when worming is needed. I am an SQP (Suitably Qualified Person) a veterinary medicine advisor which means I am licensed to legally advise on wormers and other veterinary medicines.

ARE YOU BUSY: From November through to March time my business gets quiet as the worms either die or hide in the gut. It's a nice natural break for me but I have so many other things to do so I am kept really busy.

WHAT DO YOU DO AT BLUEGRASS: I am the Sales and Marketing Administrator. Bluegrass is such a great company to work for and we have sales orders coming in from all over. Part of my role involves dealing with the orders which come through, offering nutritional advice to customers either when they phone or email in. I also offer advice on the different range of products we have and the nutritional aspects of those products. This is one element of the job which I love. There are not too many companies out there which can deliver such a personable approach. We believe it's always important to be accessible for our customers and ensure they have the right feed for their horses. Bluegrass is a science led company and I too add to that with my science background.

BEST PART OF YOUR JOB: I'm so happy to be working with a team which is consistently building on the approachability of the company. We are Ireland's official Kentucky Equine Research (KER) partner so to be in a position to speak directly to customers and pass on vital research and nutritional advice on our products is a great feeling. It's



important to us that we can continue to offer a science driven approach to customer service.

WHAT ARE YOUR HOBBIES: Mainly horses. I have four of them. They are all obviously #PoweredByBluegrass as we say. One of my horses is an eventer. I used to compete before going to university. He's fed on Relieve. He's called Cecil, he's a Connemara and is about seven years old, 15.2 hands but he's a pony at heart.

YOU ARE VERY AMBITIOUS. DO YOU HAVE ANY TIPS FOR YOUNG PEOPLE? Education is everything. The more qualifications and experience you have the better. I found it vital to build up my CV from as soon as I left school. If you know you want to work in the equine sector don't be afraid to do the jobs in the yards. Get your experience. I still teach pony clubs because that's important to me and is great grounding. Be confident about who you are and your capabilities and other people will see that in you.

WHAT ABOUT PET HATES: I really don't like being disorganised. I am always organised. Also I can't stand bad time keeping.

WHAT ARE YOUR PERSONAL AMBITIONS FOR THE FUTURE? I would love to achieve my Research Masters in the next couple of years. It's going to be a Research Masters combined with my business - EFEC and equine nutrition.



BLUEGRASS HORSE FEEDS PRODUCT GUIDE



Bluegrass Nice an Easy Range

Available in both a mix and a cube, the Bluegrass Nice and Easy range is a high fibre, oat free and fully balanced feed. Ideal for horses in light work, box rest, seniors and overweight/ good doers. Providing energy through alternative sources such as super fibres and oils.



Bluegrass Horse and Pony Range

The Horse and Pony range is available in both a mix and a cube, providing energy through controlled, slow release sources. Suitable for horses and ponies in light work, recovery from injury and good doers. The Horse and Pony range also contains a unique calming pack, containing three sources of magnesium and vitamin B1.



Bluegrass Cool N Condition Cubes

Bluegrass Condition cubes provides slow release energy whilst promoting weight gain and condition. The high oil content promotes skin and coat health. Suitable for horses in moderate to hard work, sales prep, increase weight and seniors. Bluegrass Cool N Condition cubes contain Equi-Jewel, naturally high in oil but low in starch, providing a concentrated controlled source of energy.



Bluegrass Competition Range

The Bluegrass Competition range is available in both a mix and a cube. A highly palatable mix containing high quality vegetable oil with an optimum level of vitamins to encourage a healthy coat and condition. An oat free feed, suitable for horses in moderate work, showjumpers, eventers and those needed extra condition.



Bluegrass Prime Condition Mix

A high spec conditioning mix, high in fibre and optimal vitamins and minerals with bioplexes to enhance absorption availability. Bluegrass Prime Condition Mix contains Equi-Jewel, Stamm 30 and Alfalfa. Suitable for horses needing extra condition, show horses, competition horses and seniors.



Bluegrass Hi-Performance Mix

Hi-Performance mix contains top quality cereal grains processed for optimal release of nutrients in a low glycemic mix. Includes yeast cultures for promoting fibres digestibility and gastrointestinal health. Suitable for performance horses, sales prep, racehorses and horses in moderate to hard work.



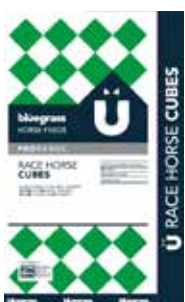
Bluegrass Prep 14

Prep 14 mix contains beet pulp blended with premium quality cereal grains and vegetable oil, designed to promote condition and provide slow release energy sources. Prep 14 mix provides 20% more calories than conventional mixes and is fortified in Stamm 30. Suitable to show prep, sales prep, horses requiring to gain weight and endurances horses or those needing extra stamina.



Bluegrass Race 13

Race 13 mix contains complex carbohydrates which can be broken down immediately and provide instant energy. Race 13 has extensive research, testing and an impressive list of champions. Suitable for flat racehorses, high performance horses and eventers.



Bluegrass Race Horse Cubes

Bluegrass Race Horse Cubes is a low starch high energy feed, containing super fibres designed to complement the soluble carbohydrate content and provide an immediate energy source. Containing a natural vitamin E which is 180% more bioavailable than synthetic forms. Suitable for intense exercise, flat and national hunt racehorses and high performance horses.



Bluegrass Fastrak Cube

Fastrak is a high energy, high starch cube containing acid buffers and yeast cultures. It contains a KER performance balancer designed to provide the essential proteins, vitamins and minerals required for the equine athlete. Suitable for intense exercise, racehorses and performance horses.

BLUEGRASS HORSE FEEDS PRODUCT GUIDE



Bluegrass Stud Range

Bluegrass stud range has been specifically developed to provide a balanced diet to meet the requirements of breeding stock. A low starch content to prevent gastric upset. The mix is fortified in Stamm 30 and the cube is enriched with flaxseed, a natural source of omega 3. Suitable for broodmares, stallions and youngstock.



Foal and Yearling Mix

Offering the Bluegrass Foal and Yearling mix at an early age encourages daily weight gain, reducing the risk of developmental disorders. The mix contains high quality protein rich in lysine, designed to promote a sound, steady growth without overloading the digestive system. Suitable for foal pre and post weaning and yearlings.



XL-ENT Foal Pellets

The Bluegrass XL-ENT Foal Pellets are a complementary feed designed to be fed at the early days of life up to eight months of age. Soft palatable pellets of milk and plant raw materials, low in starch and enriched in high quality proteins. Suitable for foals not receiving enough milk, orphaned foals and for optimising solid feed intake.



Bluegrass Re-Leve

Bluegrass Re-Leve mix is Ireland's original low starch, low sugar feed. Specifically designed for horses prone to gut health problems. KER product with sound research backing showing the benefits of feeding Re-Leve compared to high starch diets to reduce to incidence of tying up. Contains Equi-Jewel, Stamm 30 and alfalfa. Suitable for horses prone to tying up, colic, lack of condition, laminitis, gastric ulcers and cereal intolerances.



Bluegrass Re-Solve

Bluegrass Re-Solve is a low starch and glycaemic cubes, specifically designed for sensitive horses. Containing both Stamm 30 and Equi-Jewel, this feed provides energy from alternative sources to reduce the starch level. Suitable for horses prone to laminitis, colic, hind gut acidosis, digestive upsets, gastric ulcers, tying up and horses sensitive to grain.



Bluegrass Flax Plus

Flax Plus is high in omega 3,6 and 9 vital for skin, coat and joint health. Flax seed has been known to boost the immune system and can help regulate thyroid function. Flax Plus can be fed alone or as a top dressing. Suitable for horses in moderate work, showing, sales prep, seniors and horses recovering from injury.



Bluegrass Equi-Jewel

Equi-Jewel is a scientifically formulated, high fat, low starch supplement providing a slow release energy with added vitamin E, selenium and calcium. Suitable for horses requiring extra condition, sales prep, horses suffering from Cushing's Disease or Metabolic Syndrome.



Bluegrass Stamm 30

Stamm 30 is the industry's premium protein, vitamin and mineral concentrate. "Foal to finish balancer", suitable for all horses from pregnant mares, weanlings, performance horses and laminitic sufferers. Stamm 30 is high in magnesium and low in starch, enabling a faster recovery from work and improves gut function via the unique yeast cultures.



Bluegrass Fibre Range

The Bluegrass fibre range contains both traditional and garlic chaff. A high fibre oat straw chaff with the additional of limestone flour and salt with a light molasses coating. The garlic chaff contains approximately 30 grams of garlic per 1kg. Garlic has been reported as a natural antibiotic, anti-inflammatory and natural fly repellent. The fibre range is ideal for slowing feed intake, increase fibre to the diet and reduce gastric upset.



FROM ZIMBABWE TO BLUEGRASS

- MEET OUR AREA MANAGER, CRAIG KILEFF

From the troubled lands of Zimbabwe to the hills of County Down. Craig Kileff is very much the face of Bluegrass Horse Feeds. Eleanor McGillie finds out more about the man who works directly with Bluegrass customers



NAME: Craig Kileff

AGE: 50 (nearly)

WHERE ARE YOU FROM: I was born in Blantyre Malawi where my parents farmed. I then had a brief stint in Mozambique farming, where my mother likes to tell the story of how she had to set the legs of my cot in tins of parafin to stop all the creepy crawlies from sharing my bed. Our family then moved back to Rhodesia to a ranch near Victoria Falls where me and my siblings learned to swim in the Zambesi river. I come from a farming background where I developed a love for the outdoors and animals.

On leaving school after O-Levels I worked in a flat racing yard in Borrowdale, Harare working for Et Halfpenny who had been a successful jockey and had then taken his success to the training ranks. To further my knowledge of the racing industry I moved to Herringswell Bloodstock Centre in Suffolk a starting yard that specialised in breaking and pre training thoroughbred racehorses for the likes of Henry Cecil and Michael Stoute.

This dove tailed nicely into two years working at the legendary Warren Place for Henry Cecil in the era of Indian Skimmer and Old Vic. I returned to Zimbabwe where I continued to work in the racing industry until opportunity on the family farm drew me home. We ran a beef herd, grew tobacco, maize and paprika successfully. Then the Mugabe administration began to wreak havoc with the agriculture sector eventually forcing us from our home and then the move to Co. Down.

TELL US A LITTLE ABOUT YOURSELF: I am married to Sarah with a gentleman's family - Hannah and Thomas.

DID YOU ALWAYS WANT TO WORK WITH HORSES? Yes. Horses have always played a central role in my life.

WHAT TOOK YOU FROM ZIMBABWE TO IRELAND: My wife's family live here and when the land invasions in Zimbabwe forced us from the farm we took the opportunity to relocate here in 2003. Needless to say disembarking from an aeroplane on a cold, dull February day in Belfast had me questioning the decision, but, in truth, I haven't looked back since.

WHAT IS YOUR ROLE IN BLUEGRASS? Area Manager and Sales Representative

TELL US ABOUT YOUR JOB: I have the unique opportunity of travelling over large parts of our island meeting people who are passionate about the equine industry and the horses. As with ourselves nutrition makes a huge difference to our horses physical mental and overall health. The great thing about our company is that it's not just about the Usain Bolts or Tiger Rolls of our generation. We provide ideal diets with the guidance of the Kentucky Equine Research (KER) for horses and ponies in all walks of life.

WHAT AREAS OF IRELAND DO YOU COVER? I cover the northern and eastern parts of the country.

WHAT'S IMPORTANT TO YOU IN YOUR ROLE: I am lucky to represent a company whose products I use and believe in. I've seen the difference KER formulated feeds have made to horses. It gives me great satisfaction to see the improved results and enjoyment horse owners and trainers get from using our products in terms of their physical appearance and behaviour and their mental and behaviour. That, alongside with the company's the history since 1847, and the strong family values at the core of the company.

HOW IMPORTANT IS THE BLUEGRASS APPROACH TO CUSTOMER SERVICE? Bluegrass customer service is central to what we do. We provide an excellent product and try and back that up with a service which is second to none. Whether it's the friendly helpful office staff, the efficient and courteous drivers, the knowledgeable men in the mill making and bagging the feed, and, with the help of the state of the art equipment to the professional advice from both Ashley at head office, and the back up of the nutritional expertise of the Kentucky Equine Research, this all helps us reps on the road to help, advise and support our customers.

YOU RIDE YOURSELF. TELL US A MORE ABOUT THAT: I play polocrosse and spend a large amount of my free time working toward being competitive on the polocrosse pitch. I've also tried my hand at a bit of jumping and dressage and have had some brilliant days with the Co Down Hounds drag hunts.

DUBLIN HORSE SHOW 8TH-12TH AUGUST 2018

August can't come quick enough as the team at Bluegrass Horse Feeds will be packing up and heading to the RDS in Dublin again this year for the unmissable Dublin Horse Show 2018.

The Dublin Horse Show is truly an event for everyone and is the pinnacle event in the Irish Sport Horse calendar.

Our team will have a stand again this year and will be delighted to welcome our colleagues from Kentucky Equine Research who will join us at our stand. We will be discussing all things in equine nutrition so this is an ideal opportunity for people to come and say hello to us.

As Ireland's Team Member for Kentucky Equine Research this is a fantastic event to bring our colleagues from Kentucky to. Keep an eye on our Facebook page as we are planning a series of live videos, hints and tips and will be sharing photography from the event.

This is the ultimate day out for any horse lover. With 1,500 horses and ponies competing in over 130 classes and competitions across the five days - what is not to love?

There will be more on offer than just horses. It will showcase all the elegance of Ladies' Day, there will be an entertainment programme which is sure to keep the little ones happy, there will be copious amounts of dining and shopping opportunities and of course there'll be the renowned lively social scene.



For the more cultured, show goers can enjoy the RDS Craft Awards which showcase and reward excellence in Irish craft and there'll be opportunities to wander through the RDS Library Exhibition.

The 2018 Dublin Horse Show promises to be unmissable. It's always such a busy event so anyone seeking to secure tickets can do so now at dublinhorseshow.com/tickets

Friday's Nation Cup and the Land Rover Pussiance on Saturday are always particularly busy.

We look forward to welcoming you to our stand from August 8-12.

EFEC NUTRITION IS A MOBILE EQUINE AND AGRICULTURAL WORM EGG COUNT BUSINESS OPERATING IN THE NORTH AND SOUTH OF IRELAND.



The business, which is owned by Ashley Neely, our Bluegrass Horse Feeds Sales and Marketing executive, has been established for nearly three years.

The company offers clients on yard faecal egg counts, which help diagnose the horses worm burden, and advises on how to keep their horses healthy.

As part of running her business Ashley delivers talks and demonstrations to horse owners and riders on a range of topics including the science of parasitology and general equine nutrition. She's also

had the opportunity to represent EFEC Nutrition at various specialist equestrian shows and events across Northern Ireland, including CAFRE equine technology showcase event.

Ashley said: "Studying at Reaseheath has helped me gain knowledge and practical skills to start out in the equine industry. Thanks to support of my lecturer Dawn Gale, and her passion for parasitology, I found my gap in the Northern Irish market."

Resistance to anthelmintic's is a growing concern but implementing a strategic worming programme will decrease the chances of resistance developing.

Parasitic infestations can lead to health and performance related issues. But by conducting worm egg counts you can develop a picture of the parasitic burden within your yard and treat accurately.

EFEC was the first Northern Irish stockist for the Equisal tapeworm test for horses. As well as on yard tests and instant results, EFEC provides a postal service with results provided within three to four days.

To keep up to date with EFEC follow the news and updates on Facebook.



PUNCHESTOWN, AINTREE, FAIRYHOUSE, CHELTENHAM - BLUEGRASS IS PROUD TO FEED ELLIOTT'S CHAMPIONS

Eleanor McGillie talks to Gordon Elliott - the Irish trainer who has been feeding his champions with Bluegrass Horse Feeds since 2005



Horse racing enthusiasts all over the world were biting their knuckles as they watched the finish of the 2018 English Grand National Aintree spectacular as Davy Russell on Tiger Roll secured Gordon Elliott's second Randox Health Grand National.

A few weeks before Aintree we watched General Principle win the Irish Grand National at Fairyhouse in a photo finish.

And five weeks before that trainer Gordon Elliott pipped Willie Mullins to the Leading Trainer Award for the second year in a row after his list of winners at the Cheltenham 2018 Festival.

We watched Samcro, Tiger Roll, Veneer of Charm, Shattered Love, Delta Work and Storyteller crossing the line on the Wednesday and Thursday. Glenloe did a mighty job at a photofinish. On Cheltenham Friday we watched Farclas cross the line in the JCB Triumph Hurdle and Blow by Blow in the Martin Pipe Conditional Jockeys' Handicap Hurdle.

It seems like the whole of Ireland has been rooting for Gordon Elliott and he and his team have done the entire country proud.

What a season it has been and one thing these champions have in common is they're all fed with Bluegrass Horse Feeds.

Speaking with Gordon Elliott at Cullentra House, he said: "I feed my horses Bluegrass Race Horse Cubes and Bluegrass Hi Performance Mix. It's good feed and I am more than happy with it. I have been feeding Bluegrass since 2005, and, as results stand, we train Grand National winners and Gold Cup winners. This season has been brilliant and last year we had six winners at Cheltenham and over 200 winners on the track, so, the results speaks for themselves. I couldn't speak highly enough about it.

“ I feed my horses Bluegrass Race Horse Cubes and Bluegrass Hi Performance Mix. It's good feed and I am more than happy with it. I have been feeding Bluegrass since 2005, and, as results stand, we train Grand National winners and Gold Cup winners.





“Bluegrass provides the correct amount of protein, carbohydrates and nutrients that each individual horse needs to produce a solid performance as an athlete and our results speak for themselves.”

Top of the agenda too for Bluegrass Horse Feeds is ensuring the trainer gets the best customer service possible. Gordon Elliott gets his feed directly from the merchant, Delany Performance Feeds Ltd.

Gordon said: “I have a great relationship with Alan. He is very informative, helpful and has always gone above and beyond for us - from having feed delivered to the Cheltenham Festival for us to making sure we are fully stocked before the snow storms we had this year. He provides us a top class service.”

It has been celebration after celebration for the trainer. Tiger Roll got hero's welcome home after the Aintree win. Crowds gathered on the streets of Summerhill, drinks were poured, the cup was on display and was shared around as the Randox Health Grand National winner was paraded down the streets.

Gordon said: “Tiger Roll, General Principle and Bless The Wings paraded in my home town of Summerhill the day after the National. There was a great turn out on the day and we are delighted to support our local communities.”



Bluegrass provides the correct amount of protein, carbohydrates and nutrients that each individual horse needs to produce a solid performance as an athlete and our results speak for themselves.



Speaking at the yard at Cullentra House, Alan Delany, who supplies Gordon Elliott Racing, said: “I find working with Bluegrass very beneficial for my company. If I have any problems or issues I can ring up and speak to them team up there. From very small beginnings I now run a very successful company and I supply a lot of successful trainers. You just have to look at the horses here at Cullentra House. The horses look well, they run well and have been successful at all the big race meetings throughout the world. It's a pleasure working with Bluegrass Horse Feeds and the Gordon Elliott Racing team here in Longwood.”





A TRIED AND TESTED FORMULA COMBINED WITH BLUEGRASS - IT'S A WIN WIN FOR OLLY

He has been described by many as Gordon Elliott's prodigy and with a successful debut season Ollly Murphy has a good formula in place which includes feeding his horses with Bluegrass Horse Feeds.

One of Britain's newest recruits to the training ranks, Ollly got off to a flying start with his first runners in June of last year and has continued in great form notching over 50 winners and counting.

The young trainer has always played a part in the operation at his family's Moor Farm Stables from an early age. He was also an accomplished Point to Point jockey and is a natural horseman. He spent time with Alan King before he made the move to Ireland in 2012 as an assistant trainer to Gordon Elliott.

It was during his time here that Ollly Murphy learned the ropes from the man who this year won the English Grand National at Aintree, the Irish Grand National and had a string of winners at the 2018 Cheltenham Festival.

Involved in horse racing his whole life, Ollly's father Bloodstock Agent Aiden Murphy is considered to be one of the best judges of a National Hunt horse in the UK and Ireland and has a close association with many of the leading owners and trainers. Ollly's whole family is immersed in racing. His mother Anabel was a highly respected licensed trainer, before hanging up her boots a few weeks ago.

During the four years spent working at Cullentra House, Ollly watched Gordon rise to the top of the Irish training ranks. During his time there, Ollly was

a part of a team which produced 10 Cheltenham festival winners, Gold Cup winner Don Cossack and duel festival winners Cause of Causes and Tiger Roll.

It was only a matter of time before Ollly returned home to Warwickshire to set up his own training establishment and is surely a trainer to follow for the future.

In an interview Ollly said the trick to his success includes keeping things similar to the operation at Cullentra House in Co Meath. This includes feeding his horses with Bluegrass Horse Feeds.

Speaking about the feed, Ollly told us: "Bluegrass horse feed suits my horses very well. It is nutritionally balanced and appetising.

"We've had a successful season and the horses continue in good form. They look well in their coats and are holding their condition after a busy season.

"I'm very happy with the feed and the service provided by Alan Delany of Delany Performance Feeds - after all 'food is fuel!'"

Ollly feeds his horses with Bluegrass Race Horse Cubes and Bluegrass Hi Performance Mix. To find out more about our extensive range of Bluegrass Horse Feeds visit www.bluegrasshorsefeed.com

REBECCA MENZIES RACING: PROUD OF BLUEGRASS ASSOCIATION

Rebecca Menzies is an inspirational trainer who, for the last four years, has been out training on her own at her dual purpose yard at Howe Hills Stables in Morden, in Co Durham.

And from day one, Rebecca has been feeding her horses with Bluegrass Horse Feeds and is very proud of her association with the company.

With 45 horses at her yard, Rebecca wants the best out of her horses to ensure the best performance.

Speaking to Bluegrass, Rebecca said: "From day one I have been using Bluegrass Horse Feeds. I use Hi Performance Mix and Racehorse Cubes but there are some horses on RE-Solve. When we get horses coming in from other yards we put them on Bluegrass Horse Feeds and literally within a couple of days the difference is remarkable. It's quite amazing.

"Horses fed on Bluegrass look fantastic in their coats all year round and perform consistently. I have never had a bad word to say about Bluegrass. The customer service is brilliant. If I ever have needed any nutritional advice I just ring up the office and get the advice I need."

Rebecca, alongside a committed team pride themselves on attention to detail, working closely with specialist nutritionists, physiotherapists and vets



ensuring the horses in their care are absolutely at their utmost condition and contentment.

It's that attention to horse welfare and condition that puts Rebecca and her yard at the forefront of a new generation of Racehorse Trainers and it's bringing the success it deserves to everyone involved.

RAZ DE MAREE IS ‘A GENTLEMAN OF A HORSE’ POWERED BY BLUEGRASS HORSE FEEDS

The year started with Raz De Maree winning the Coral Welsh Grand National at Chepstow, Trainer Gavin Cromwell says without good feed you have nothing. Eleanor McGillie speaks to the Danestown trainer.

Gavin Cromwell has had a cracking beginning to the New Year with Raz De Maree, the champion horse fed by Bluegrass Horse Feeds, winning the Coral Welsh Grand National at Chepstow.

Ridden by 16-year-old jockey, James Bowen, Raz de Maree proved he's not the retiring kind and came out of the race in great spirits to then finishing in 10th place at Aintree in the 2018 English Grand National.

Powered by Bluegrass, the gallant 13-year-old, has been described by Cromwell as 'a gentleman of a horse'.

The win at Chepstow placed Raz De Maree as the oldest winner of the race in modern times.

Cromwell, who's facilities are in Danestown, Co Meath, has been feeding his horses with Bluegrass Race Horse Cubes and Bluegrass Hi Performance Mix for over five years now.

He said: "I have 40 horses here at Danestown. I am very happy with the feed we get from Bluegrass Horse Feeds which is supplied to us by Delany Performance Feeds LTD.

"It's important to get the basics right and make sure the horses are being fed to ensure best performance. The feed is everything really. Without good feed you have nothing.

"Our horses are in top form and are in great

condition. Raz De Maree proved that at Chepstow and he was in great form after the race. He's a small horse but he's a great horse and, at 13-years-of age, this win means he's the oldest horse in modern times to win this race. That's a great thing to be able to say.

"The horses need the right amount of power to compete so the feed is vital to that performance. So we are really pleased with the feed and look forward to the future."

Raz De Maree has a host of top quality performances to his name. These include a win and a runner-up spot in Welsh Nationals, two wins and a second in the Cork National and a runner-up spot in a Midlands National. Stamina is this horse's forte. Raz De Maree finished eighth four years ago behind Pineau De Re and then was unlucky when unseating his rider last year when trying to avoid a fallen horse.

Speaking after the Welsh Grand National Kenneth Irwin, MD of Bluegrass Horse Feeds, said: "A huge congratulations to Gavin on this brilliant win with Raz De Maree. That congratulations is of course extended to his entire team and all connections involved in his recent winners.

"We are delighted to supply Bluegrass Race Horse Cubes and Bluegrass Hi Performance Mix to Gavin. We wish Gavin and the team huge success in the future and we look forward to supporting them."





WITH OVER 50 YEARS IN THE BUSINESS JOHN JOE WALSH KNOWS A GOOD FEED

Eleanor McGillie talks to John Joe Walsh who has been training horses for over 50 years, and, while the face of racing has changed, one thing which remains stable for him is the quality of Bluegrass Horse Feeds.



John Joe Walsh is a gentleman - one who has seen the face of horse racing change over the decades but one thing he says which has remained consistent for him is the quality of Bluegrass Horse Feeds.

Sitting at his home at Kilbyrne House Stables in Cork John Joe reflects on how the racing industry has changed from the days when those involved were mostly farmers who had a few horses on the land and a few lads looking to ride them. Nowadays it's a serious industry and the competition is fierce.

Born and reared in Doneraile, his longevity in such a competitive environment is testament to his knack for getting the best out of his charges.

His impressive Kilbyrne House Stables has capacity for 60 horses and boasts a sand gallop, a wood chip gallop, a grass gallop and schooling ground. With a well deserved reputation for getting the best out of his horses, he currently has 30 to 40 young horses in training.

His two sons, Brendan and Martin, are both working with him which doesn't come as a surprise as, in his own words, 'they know nothing else but horses'.

"We have about 40 horses in training here at Kilbyrne," John Joe tells me. "We have some flat horses, National Hunt and race horses. I am feeding Bluegrass Horse Feeds a long time - most Racehorse Cubes.

"The feed is great, the horses perform and I have a great relationship with the Bluegrass team. We buy direct from them. The lorry pulls up every week and we get great customer service. At the end of the day, it's the performance of the horses which gets the end results."

No stranger to big-race success over the years, Walsh

gained one of his his most valuable wins when the Rachael Blackmore-trained Ballyegan Hero took the €100,000 Galway Shopping Centre Handicap Hurdle on the penultimate day of the 2017 Galway festival.

And in December 2017, Davids Charm made a 20-1 shot for the County Hurdle after landing the €100,000 Bar One Racing Handicap Hurdle under Rachael Blackmore at Fairyhouse.

"We have had a good 2017 season. Galway and Fairyhouse were brilliant results for us."

Looking back to days gone by John Joe said horse racing was all about young lads wanting to ride out. "They were the sons of farmers", he said. "There were very few women in the industry back then. There were a few and they were really good but I remember the days when women weren't allowed to ride out on the tracks. I could count on one hand the number of women involved. That has all changed and there are lots of great female riders out there today. There are a lot of good females in the industry in this country. They are very dedicated and committed."

John Joe Walsh started his training career when he got his license in 1962. Grub Stake was his Walsh's first winner as a trainer when taking the bumper at Clonmel, on Thursday, March 7, 1963, and, for good measure, he rode it himself.

Walsh had begun his training career the previous year and along with Kevin Prendergast, he is Ireland's longest serving trainer.

Walsh won the Munster National with Pelegro (Liam O'Donnell) in 1975 and Propunt (Trevor Hogan) in 1992. Propunt and Horgan were also successful in the Kerry National in 1992. In the Nineties, Lord Singapore won the Troytown chase at Navan for Walsh in 1996, ridden by David Casey.

HE'S A HIGHLY RESPECTED TRAINER AND HE FEEDS WITH BLUEGRASS HORSE FEEDS

“When you’ve got the right feed for your horses you’ll do well”. Eleanor McGillie speaks to trainer Stuart Crawford from the 2018 Perth Festival.



The sun is shining over Perth Racecourse and times are good for Northern Ireland trainer Stuart Crawford.

Nestled in the stunning parklands of Scone Palace, Perth Racecourse is Scotland’s most northerly course and one of the UK’s favourite days out.

The 2018 festival is no different.

In between races I get to chat to the respected trainer about how vital it is to get the right feed for his horses.

“When you’ve got the right feed for your horses you’ll do well,” Stuart said. “I have been feeding Bluegrass Horse Feeds for 20 years now, pretty much since they started, and I have never had a problem with it. I am happy with it and the horses are happy with it.

“Everyone wants a feed that is consistent and that’s what Bluegrass Horse Feeds do. The horses perform well. We are feeding them with consistently high quality feed. I have no complaints about it at all.”

Stuart Crawford is based at his Newlands Farm near Larne in County Antrim alongside his brothers who make up Crawford Bros Racing.

He first hit the headlines in 2008, when he sent out 10-year-old mare Oh Jackie to register his first racecourse success in the prestigious La Touché Cup at the Punchestown Festival. It was a victory which earned Stuart the spotlight he deserves.

He first took out a full public license in 2011 and trains his horses on the well-appointed, family-run Newlands Farm, alongside his brothers Steven, Ben (stable jockeys) and Ross.

In 2013, Stuart and Steven had a great day at Ladies’

Day at Aintree when unbeaten Legacy Gold claimed the John Smith’s Mares’ National Hunt Flat Race by a-length-and-a-half. Those stunning victories for Now Let Go and Legacy Gold have provided the team at Crawford Brothers Racing with their most notable wins to date.

In May 2016, Crawford Brothers Racing trained the progressive 20-1 shot Now Let Go to win the Irish Thoroughbred Breeders Association Premier Fillies Bumper at the Punchestown Festival under a positive ride from claimer Steven Clements. The Flemensfirth mare made all the running from halfway out to win by two-and-a-quarter lengths to claim the first prize fund of €24,500.

Another one of Team Crawford’s best horses Fine Rightly has been a fantastic flag bearer for the yard, winning Grade 2 bumper and the Grade 3 Imperial Call Chase has been his career highlights so far. With a win on home soil in Cork in 2016.



“I have been feeding Bluegrass Horse Feeds for 20 years now, pretty much since they started, and I have never had a problem with it. I am happy with it and the horses are happy with it.





HE'S A STUD FARM OWNER, A BREEDER AND SHOWJUMPER - MEET CONOR SHERIDAN

Eleanor McGillie speaks to Conor Sheridan to find out more about the sales rep for Bluegrass Horse Feeds who also runs a stud farm in Co Offaly.



NAME: Conor Sheridan

AGE: 30

WHERE ARE YOU FROM: Clara, Co Offaly

WHAT'S YOUR BACKGROUND: I grew up with horses. I have been around them all of my life. My family competed ponies and my father was huntsman for a local hunt the South WestMeath Harriers. I started competing in my teens and after my Leaving Cert I took over the running of our yard at home.

DID YOU ALWAYS WANT TO WORK WITH HORSES? Not quite!! I had originally wanted to work in the creative unit for video games as a screen writer. Then I was told I had better learn Japanese and move to Japan, so that was the end of that!! My sister used to train thoroughbreds and when she fell out of training I took over the yard. Essentially I've been doing ever since and I love it. I showjumped nationally, where I was usually riding young horses. I used to start horses and then sell them on, never really had horses hang around too long. I also breed a few mares and I think my proudest moment was seeing BVS Echo Island be crowned the leading young horse in the 2016 Spring Grand Prix Tour.

WHY DID YOU STOP COMPETING: By accident more than anything else really! I stopped competing back in 2012 because I found out I had testicular cancer. When I came off chemo in the spring of 2013, all of the livery horses in the yard had gone home so instead of starting again from scratch I took the decision to go back to university. I had always promised the mammy that I'd eventually go back and get a degree for her. Seemed like the right thing to do at the time!!

HOW DID YOU REALISE SOMETHING WAS WRONG? I was sitting at home on a Sunday evening, September 30th, and I had a massive pain

in my side out of nowhere. Like nothing I had ever felt before. So I went to the hospital and they kept me in to run scans for four days. Then on October 4, the doctors came in and said they had found something I couldn't believe it and they told me I had cancer. So, to have a broken back and cancer in the same year - let's just say it was a tough year.

I was very lucky with chemotherapy. I hold my hats off to nurses. Incredible people to see what they see everyday. So, as a way of saying thanks, in 2013 I did a fundraiser. I started that April and finished in November. I did a different event every month. Started with a skydive and lots of other things, like 10k runs and cycles and duathlons and mud runs. Between myself and my friends, we raised £10,000 for cancer charities.

YOU JOINED THE BLUEGRASS TEAM IN 2017. TELL US ABOUT YOUR JOB: I am a feed consultant and sales representative for Bluegrass Horse Feeds. It's the perfect job for me. I'm working around Munster, Leinster and South Connaught and I work with merchants and riders my area. I studied Business and Management at Maynooth and I love getting out and about and meeting people.

My job is flexible. I can continue to develop the stud I have always wanted at home - Brosna View Stables in Clara, Co Offaly. It's a performance stud. We have been feeding Bluegrass Horse Feeds for 10 years. We have about 15 horses in all between brood mares and young stock. I have more of a focus now on breeding since I stopped competing.

WHAT'S IMPORTANT TO YOU IN YOUR ROLE: What I love about my job is that I'll be continuing to build and foster new business and maintain relationships which is what Bluegrass Horse Feeds is all about. There'll be plenty of horse shows, dressage shows, three day events and horse racing events to be attending. Life is good!

YOUR BLUEGRASS SEASONAL GUIDE TO EQUINE NUTRITION - ASHLEY NEELY BSC SQP

Different seasons bring about different requirements when it comes to horse nutrition. Bluegrass Horse Feeds gives you a seasonal guide to equine nutrition.



WINTER

During winter our horse's weights fluctuate with the changes in temperature, however, some breeds gain more weight than others predisposing them to health issues such as obesity.

As temperatures decrease, horses naturally increase their forage intake to create more heat from hindgut fermentation. Studies on native breeds have shown them to slow their metabolic rate which allows them to use all nutrients from poor quality forage.

Good bacteria, fungi and protozoa aid the fermentation process producing a by product known as volatile fatty acids. These are absorbed by the blood stream and transported to sites for energy stores in the form of fat or glycogen. These energy stores are used when required such as during exercise and they are known as slow release energy sources, unlike cereals that provide quick 'buzzy' energy. Provide a minimum of 1.5-2 per cent of body weight in forage per day. Poor quality forage should be supplemented with a fortified feed or balancer to ensure your horse is receiving sufficient vitamins and minerals.

A balancer such as Bluegrass Stamm 30, is ideal for 'Good Doers', when weight gain is not desired.

As workload is increased extra energy is required. It is important to understand the level of work your horse is at and whether or not an additional fortified feed or balancer is required to meet their energy and nutrient demands.

Feeding excessive energy can lead to problems to growth in young horses as well as behavioral problems. The Bluegrass Horse Feeds range contains feeds with the horse owner in mind by using super fibres and alternative slow release energy sources, sufficient energy is provided without the undesirable 'fizz'.

Unusual eating behaviours known as pica are commonly observed by horse owners during the winter months as horses are stabled for longer times and natural nutrients supplies are limited. Eating soil or wood can often be a sign of horses seeking alternative sodium sources due to a lack of sodium within their current diet.

"Horses aren't considered to be able to seek out sources that may be lacking in their diet"
- Catherine Whitehouse M.S, Kentucky Equine Research Equine Nutritionist.

Kentucky Equine Research recommend providing a non- flavoured salt blocks. Those with low salt diets may benefit from the addition of 30-60 grams of white salt within their feed per day.

During colder weather a fresh water should be supplied and monitored, frozen water should be broken to ensure they are able to drink and all automatic system checked. It is good practice to provide additional water buckets in case automatic systems become frozen.



SPRING

As spring arrives we jump for joy at the thought of getting our horses out to grass and it's often the case our horses are bucking for joy too. The lush spring grass can bring problems to some horses. The distinctive stance and lameness characterised by laminitis is one all horse owners dread to see. However, it is important to know that not all laminitic cases are caused by nutritional influences.

Laminitis occurs when the laminae do not receive sufficient nutrients within the blood supply, which, in turn, leads to inflammation and deterioration of the cells which eventually results in cell death. As the laminae weaken they are unable to hold the coffin bone in place resulting in rotation of the coffin bone and penetration through the sole of the hoof. Laminitis often affects both front feet simultaneously - one foot is often a result of excessive load bearing caused by an injury of the opposite leg.

Management is key in the prevention and treatment and a low-calorie diet should be implemented. It is vital we do not starve these ponies as they require extra nutrients to help control the inflammation and replenish the laminae. Reducing the amount of starch and sugar level within their diets is essential while providing an adequate supply of key vitamins and minerals to aid recovery. The Bluegrass Horse Feed range has specifically formulated feed for horses prone to laminitis, designed to promote hoof health and aid recovery.

Throughout Spring we turn our attention to the breeding season. The Nutrient Requirement

of Horses produced by the National Research Council, consider breeding as a state of work, with breeding stallions expending nearly the same amount of energy as a performance horse in light work. Correct nutrition is vital for supporting optimal performance throughout the breeding season. Recent studies have shown benefits of Omega-3 fatty acids, specifically docosahexaenoic acids (DHA), on semen motility with regards to artificial insemination techniques.

It is a common practice by owners to overestimate the energy requirements of a stallion. Entering the breeding season, the stallion should be in a moderate to fleshy condition score, 2.5-3. A certain level of fat cover is important to provide energy reserves for work and breeding, however, obesity is detrimental to fitness and fertility. Overweight stallions have an increased risk of developing laminitis, insulin resistance and soundness problems (particularly hind limb lameness). Alternatively, underweight stallions can also have detrimental effects as the required energy stores are not available, resulting in decreased performance.

Mares with a condition score of 2.5-3 have enhanced fertility, but excessive condition negatively impacts fertility. The overall diet of the broodmare should be complete and balanced. In addition to feeding high quality forage, micronutrient balance is highly important especially trace minerals copper, zinc and selenium. The nutritional status of the broodmare before conception is vital, overweight and underweight mares are in risk of lower conception and foaling rates.



SUMMER

Increasing fitness takes time, and, without a conditioning programme, the occurrence of lameness and serious injuries is highly likely. Conditioning programmes are designed to help improve the cardiovascular function, flexibility, bone strength and increased muscle mass. Energy is the most important component of the horses diet and it can be supplied via several forms.

Feeds providing part of the energy sources from fats such as oils, have shown beneficial to those carrying out intense exercise. These slow release energy sources are often a favourable option compared to the traditional high starch feeds.

“Feeding management affects a number of different aspects of equine health and performance including gastrointestinal function, hydration, electrolyte status, and substrate selection during exercise.” - Dr Joe Pagan

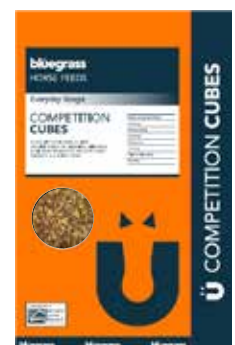
Amino acids, which make up proteins, are the basic building blocks for muscle. At least nine essential amino acids are required within the equine diet. The equine athlete requires appropriate muscle mass to support soft tissues such as tendons and ligaments during training and throughout their competition season. It is important that diet is not overloaded with protein as it can have adverse effects. Bluegrass Competition Range is enriched with high quality vegetable oils and slow release fibres, fortified in bioplexes to enhance nutrient availability and aid efficient muscle function.

The key to success involves slow, steady training to allow the body systems to adapt and condition, including the cardiovascular system and musculoskeletal system, along with adequate nutrition.

When competing and travelling during hot weather, dehydration and electrolyte imbalance is a concern. Horses should be offered plain water after exercise, however, be vigilant they are not “gulping” large amounts as this can result in colic. After intense exercise electrolytes expelled from the sweat are often seen on the coat as a grit residue. The purpose of electrolytes in the body is to maintain acid-base balance and osmotic regulation of body fluids, without them the body is not able to maintain the correct amount of fluid in and around the cells, without sufficient fluid the cells will die. Therefore, it is often required for additional supplementation of electrolytes to be provided within the diet during intense exercise or when working in hot conditions.

An adequate forage intake will provide some electrolytes to the diet, along with a commercial feed suitable for the workload and providing free access to an unflavoured salt lick, all the horses electrolyte demands will be met under normal circumstances.

Bluegrass Competition Range is enriched with high quality vegetable oils and slow release fibres, fortified in bioplexes to enhance nutrient availability and aid efficient muscle function.





AUTUMN

When setting out your feeding programme it is important to consider the time of year along with the workload and status of the horse. Throughout the autumn months the grass quality slowly decreases, and it is important that we take this into consideration. Additional calories may be required for some horses to maintain weight and condition as the quality of forage declines.

Ideally alternative sources of energy and calories rather than cereals are desirable, such as the use of super fibres such as soy and beet as well as oils and fats. Along with energy levels, the nutrient content of the forage will also decline and therefore additional supplementation is often required. This may be fortified within a feed or via a balancer such as Stamm 30.

During autumn our attention also turns to our breeding stock as weaning begins. The weaning process has been reported as one of the most stressful events in a horse's life. Nutritional mistakes at early life stages can lead to structural problems that may limit performance potential. During weaning, excess energy is utilised, and a temporary period of decrease weight gain can be observed. Inadequate nutrition to the weanlings has shown to be associated with higher risks of Development Orthopaedic Diseases (DOD).

According to The National Research Council (NRC) Guidelines, foals gain an average 0.8kg per day. A diet must meet or exceed to NRC recommendations for energy, protein, calcium and phosphorus. A forage only diet for growing foals is unlikely to meet these requirements as forage is a low source of lysine, an essential amino acid for growth. Most foals are gradually introduced to concentrates through eating small amounts from the mares feed.

Weaning for mares is not considered to be as stressful, particularly those that have previous offspring. However, attention should be given to the nutritional changes required by the mare. Some may be pregnant during the weaning process and therefore it is highly important to ensure nutritional imbalances do not occur. The absence of concentrates during weaning can result in a slow down of milk production. Decreasing milk production as quickly as possible will keep the mare comfortable and reduce the risk of health issues such as mastitis. Providing high quality forage until milk production ceases should be sufficient in most cases, for those that struggle with condition, the addition of a balancer, such as Stamm 30, would be beneficial.

A correct and structured nutritional programme is key to ensure your horses condition does not decline with the poor-quality forage. Providing a sound feeding programme for horses at all ages and workloads ensure they are receiving the correct nutrients needed for growth, performance and recovery.



For those that struggle with condition, the addition of a balancer, such as Stamm 30, would be beneficial.

RIDER PROFILE: SUZANNE POSNETT



Discipline: SHOWJUMPING

Current top horses: Foesuela; Karmijn, Queen of Clubs

Favourite Bluegrass Products: Stamm 30, FlaxPlus, Garlic Chaff

HAVING ridden since a toddler, Suzanne Posnett is no stranger to the competition circuit. “I had my first pony when I was just two-years-old,” says Suzanne, who now runs a showjumping yard from her base in Comber, Northern Ireland. “My parents thought it was easier if I was on a pony than in a pushchair!”

Suzanne first competed in showing and working hunter pony (WHP) classes before a brief stint in eventing for two years. “I was very fortunate that my parents provided me with good ponies,” says Suzanne, 34, who won the WHP championship at Royal Dublin show in 2000.

Before deciding to take up a career in horses permanently, Suzanne graduated with a BA (Hons) degree in Business Management in 2005.

“After all that studying I decided to take a year out and focus on horses full time,” adds Suzanne. “Thankfully things worked out well and I haven’t looked back. I ended up concentrating on showjumping and I’ve been very lucky to have a number of lovely horses to produce over the last 12 years.”

In 2007, Suzanne moved from Donaghadee to Comber. “I’d grown up with a beach at the bottom of our garden, which was beneficial for the horses, but my parents offered me the chance to expand the business,” she says. The set up now includes 10 stables, a number of turnout paddocks, an arena, horse walker and fields to exercise the horses in. It’s a very quiet part of the world and the horses are all very relaxed.”

Suzanne has been sponsored by Bluegrass Horse Feeds for more than 10 years and credits the company’s feed balancer – Stamm 30 – in helping

“ I’d grown up with a beach at the bottom of our garden, which was beneficial for the horses, but my parents offered me the chance to expand the business. ”

improve both performance and well being in her horses. “I feed my whole yard on a cup of Stamm 30 twice daily and wouldn’t be without this product,” says Suzanne. “It gives me the confidence that they’re receiving all the vitamins and minerals they need and that their joints are being looked after, too.

“If they are travelling a lot I know their immune systems are being looked after as they’re getting everything they need,” she adds. “I’m also really into the Flax Plus, which is fantastic for their skin and overall condition. My 26-year-old speed horse, Karmijn, is fed this product and she’s still jumping now.”

“I have some nice horses for Grand Prix classes this year and I’m hoping to travel a bit more,” says Suzanne, who noted she was pleased to win the 6/7-year-old championship at Portmore in 2017. “I had a consistent season with some good results from a lot of the horses. I’m very lucky to have loyal owners and sponsors, who are so supportive.”



RIDER PROFILE: EDEL QUINN

Discipline: PARA DRESSAGE

Current top horses: Grobehill Darcey; Don Romeo

Favourite Bluegrass Products: Re-Solve, Flax-Plus, Garlic Chaff

A SHOWJUMPING accident forced a change in discipline for Edel Quinn, who now competes as a grade III para dressage rider.

The 31-year-old, of Templepatrick, County Antrim, suffered a serious fall 10 years ago. "I was told I was never going to be able to walk again," says Edel, who got into showjumping after changing riding schools and meeting Winnie Thompson. "She told me I didn't know how to ride at all and sat me down to watch videos of Anky Van Grunsven. I learned a lot and got really involved in showjumping for a few years," recalls Edel, who ended up in a wheelchair after the accident.

"In 2014, when I was back on my feet, I saw an advert from a girl who was looking for help with a loan horse. I explained my situation and started to get riding again," says Edel. "A year later I bought my own horse and did my first dressage test in 2016 - which we won. It was at that event that someone approached me to tell me about para dressage and it has gone from there," adds Edel, who hopes to represent Ireland internationally next year.

Edel now has two horses to compete, but, it has been Grobehill Darcey, a nine-year-old full Irish Draught, who she has partnered during her change of discipline. "She's been amazing and has won everything," says Edel. "She also jumps but I let my friend do that now! She moves really well and is very consistent." Edel also has a British Warmblood, Don Romeo, as an up-and-coming young horse. "I want to get him out soon and aim him for his first para competition this year. I bought him from a video, which is totally against the rules in the para world, but I took a chance."

Having been recommended Bluegrass Horse Feeds when Darcey was suffering from colic, Edel says she's never looked back. "Darcey was quite a colicky horse and she's also very greedy, so I put her on the Resolve feed and it's been brilliant for her. Romeo had ulcers when he arrived and the feed has been great for him, too," she adds. "I also use the Flax-Plus, which is good for stiffness and the Garlic Chaff is great as I don't have to buy the garlic separately anymore - the benefits of garlic is inside the chaff."

Edel, who works part-time as a transport coordinator in a dental laboratory, didn't come from an equestrian background so watching others ride has been a way of learning for her.



“ I grew up in the centre of Belfast where there wasn't enough space to put a horse in the garden! I'm a visual learner and I love watching people ride, so adapting to dressage has been a great, new experience for me. I've learnt how you can pick up the marks by being accurate with basic movements and you don't need the most extravagant moving horse to do well. I can't jump anymore so I've turned into a dressage diva!



ABBIE SWEETNAM TALKS PERFORMING AT SHOWS AND LIFE AFTER THE LEAVING CERT

SHE'S young, ambitious and has a one-track mind when it comes to horses, but, one thing is for sure, Abbie Sweetnam is a teenager who knows exactly what she wants.

The 17-year-old from Cork shines in everything she does, and, coming from the Sweetnam family, there's no surprises there.

With 30 horses, two brothers and three sisters who all ride, the driven competitor is an inspiration to many young girls starting out.

"It's important to just do it," said Abbie, who spoke to us at Cavan Equestrian Centre at the Spring Horse Championships 2018.

"I have travelled to Europe to compete a lot, it's a great experience. I absolutely love it, it's all I have ever known and my whole family are into horses." While she is an inspiration to many young riders, Abbie is surrounded by inspirational characters including her uncle Shane Sweetnam, who is based in Wellington Florida and is a regular member of the Senior squad.

Last summer he was part of the Irish show-jumping team who took the gold medal at the European Championships in Sweden.

Abbie comes from a family who live and breathe horses, shows, events and competitions. They are all performers and she spends a lot of time competing at equestrian centres around Ireland and further afield.

Abbie is a pupil of Bruce College Cork, who will face her Leaving Cert next year, and is a sponsored rider for Bluegrass Horse Feeds, "We feed all of our horses and ponies Bluegrass Horse Feeds. We use Racehorse Cubes and RE-Leve and whatever else we need we get it. We are very happy with the feeds all our horses are in great condition and perform well."

2018 will see Abbie move from competing on ponies to horses, this is a transitional time, but a challenge she is looking forward to. Abbie's pony years were filled with many prestigious wins both nationally and internationally. She represented Ireland at the European Championships in 2015, 2016 and 2017. Winning team silver in 2015 and no doubt the highlight being last year in Kaposvar Hungary, when on board Dynamite Spartacus she was part of the Irish team who won the Gold medal (after 32 years).

With the support of Bluegrass Horse Feeds she hopes to continue competing into the future.





RIDER PROFILE:

EMMA HOBSON

Discipline - DRESSAGE

Current top horses: Rolando; Hanna

Favourite Bluegrass Products:

Re-Leve, Re-Solve; Garlic Chaff

A CHANGE in career has seen Emma Hobson go from an English teacher to a freelance equestrian instructor while also competing at top-level dressage.

"I came from a very horsey family and I guess it was always there for me to come back to," says Emma, who competed in showjumping as a teenager. "I had a pony called Reuben and he was a great showjumper. I think I took after my grandfather back then as I enjoyed the adrenalin rush," says Emma, 33, a mother of one. "I thought dressage was uninspiring and boring but little did I know that one day I'd be hooked!"

Emma spent 11 years in Scotland studying and focusing on her career. "I was at Glasgow University where I did a degree in English Literature, a masters, and a Post Graduate diploma in Education before becoming an English teacher at a top state school in Scotland," explains Emma, of Tynan, near Armagh. "When I was about 25 I decided to get back into riding so I bought a horse - a Thoroughbred - who had done zero flatwork, so that's what I started working on," added Emma, who kept Jack, as he was known, at Rowallan Equestrian Centre. "I literally had to start from scratch and it was then that I got the dressage bug. I was also lucky enough to have lessons with Grand Prix dressage rider, Dominique Parsons-O'Sullivan, who inspired and opened up the world of dressage to me."

With Jack being a Thoroughbred, Emma found it was hard for him to maintain weight over the winter months. "He was also a stressy personality type so I sent his details off to Bluegrass for a feed analysis. I started using the products all the time and it was amazing how the horse literally changed for the better."

When Emma moved back to Ireland six years ago, she brought Jack home with her and it was then they started competing in Dressage Ireland competitions. She later bought her current top horse - Rolando, a former showjumper himself. "I picked him up in Cavan sales when my mum and I went for a look. We never intended to buy anything! He's an ex grand-prix showjumper and it was his wonderful paces I fell for."

"I bought him with a view of giving him a career change in dressage. In his first season I started him at preliminary level. He went from strength to strength, bringing home red ribbons on nearly every outing. I was thrilled when he won the Northern Ireland preliminary championship and was placed third in the National championships in



“ “ *When I was about 25 I decided to get back into riding so I bought a horse - a Thoroughbred - who had done zero flatwork, so that's what I started working on.* ” ”

Cavan," adds Emma, who joined Northern Ireland's dressage committee and works as a freelance instructor for riding and pony clubs. "I never thought I'd be as passionate about dressage as much as I am, but I'm a really OCD type person so I think the precision and accuracy of the discipline suits my personality! I'm a determined person so I enjoy the challenge and there's always more schooling techniques, movements and ring craft tips to learn."

Bluegrass Horse Feeds started sponsoring Emma in December 2016. "I use either RE-leve or Resolve as an everyday feed for both my horses and also my daughter's pony, who used to suffer from laminitis. I love the versatility of the feeds and the fact that I'm using the same feed for all of them. I'm a big fan of keeping it simple and not messing about. My horses are looking immaculate and performing really well - if it's working there's no point in trying to fix something that's not broken."

Emma's new ride, Hanna, is a five-year-old eventing prospect and this is a discipline Emma's hoping to break into using her former jumping experience. While she'll be continuing to compete in dressage, Emma has her own business, Emma Hobson Equestrian, and is also working her way up the British Horse Society (BHS) qualifications ladder. "Coming from an academic background, I love to learn and improve so I can enhance riders' experiences."

RIDER PROFILE: KATIE WYSE

KATIE WYSE started showing at top level on the lead-rein at just five-years-old.

Having caught the 'showing bug', the 13-year-old has taken wins and championship titles at the Royal Dublin Horse Show and the Irish Pony Society (IPS) summer show, as well as qualifying for Horse of the Year show (HOYS) and the Royal International Horse Show (RIHS) at Hickstead on her former rides - All That Jazz and Chagford Leon.

Katie was born into an equestrian family with her father, Karl, being a former jockey and racehorse trainer. "Katie got very keen when she was little and soon became a regular on the Irish showing scene," says Karl.

This season Katie is contesting 143cm working hunter pony (WHP) classes with Mr Beau Beaut, a grey gelding who was found out on the hunting field. The pair recently won at the Tipperary Area IPS working hunter show. "They had a really good novice season in 2017 and we're hoping they'll be successful again this year, but we've had a slight setback with Katie breaking her wrist during a football match."

The family has sold Katie's former show pony,



which they're hoping to replace with a bigger pony so Katie can continue to ride in flat classes.

"Katie's hoping to combine flat showing with WHP classes and also do some Pony Club eventing, too," adds Karl.

Katie has been sponsored by Bluegrass Horse Feeds for the last three years. "We've always used the Cool N Condition cubes on all Katie's ponies from lead-rein upwards," says Katie's mother Anna. "We find it keeps them calm without affecting their performance in the ring. They look magnificent on it and they have a super coat all year round."

RIDER PROFILE: MACKENZIE HEALY

AT 15-years-old Mackenzie Healy has her future firmly mapped out. "I'm really competitive now and I can't see myself doing anything else," says the teenager of Mountfield, County Armagh.

Mackenzie was 18-months-old when she was bought her first ride - a 12.2hh pony. With showjumper Shane McFadden being Mackenzie's uncle, the sport is in the family's blood. "I can remember always riding about the yard and wanting to get on the lorry to go to shows," says Mackenzie. "I was six-years-old when I won the under-8s Discovery final."

Shane represented Ireland in 1998 at the European under-21 championships in Portugal, where he clinched a bronze medal, and donned the green jacket again in 2013 when he competed in the FEI World Championship for young horses in Belgium.

Mackenzie, who currently has a string of nine horses, has her sights set on top-level showjumping. "I'm aiming for the Junior European championships this year," adds Mackenzie, who moved on to jumping horses instead of ponies quite early on. "I jumped ponies in the 138cm classes, but then I started riding the horses and we sold the ponies. I decided I got on better with the horses so I stuck with them."

Last year Mackenzie and Quick Jack finished second in the Nations Cup with the junior team in Hagen, Germany. "I'm very lucky to have a French



horse, Pleasure Ride, by Kannan, with me now and I'll be aiming him for the Europeans, but I'm not going to rush things with him."

Having been sponsored by Bluegrass Horse Feeds since 2016, Mackenzie feeds Releve to her showjumpers. "I would feed this to the ones that are jumping big tracks. It gives them good condition and they're all looking really well in themselves. I had a young horse, who lost a bit of condition last year, so we gave him Flax-Plus and we could really see how he put on condition and has a lot more shine on his coat," says Mackenzie. "For the broodmares we use Stamm 30 as I think it helps both the mare and the foal get the right nutrients."



COUNTY ANTRIM

Horse & Dog Food
Old Mill Saddlery
110 Larne Road

Dog Food
Paws At The Parlour
161 Ballyrobbert Road
028 9334 1643

Dog Food
Pets @ The Square
77 Main Street,
Ballyclare

Dog Food
Pets At The Port
9-13 Causeway Street,
Portrush
028 708 23766

Horse & Dog Food
Hugh Mcmanus & Sons Ltd
3 Main Street,
Randalstown
028 94 472 241

Horse & Dog Food
Sam Anderson Gen
15 Broughdone Lane,
Cullybackey
028 25 881 071

Horse & Dog Food
David Christie & Son
16 Greenhill Road
Ballymoney
028 2766 3381

Horse & Dog Food
Ross Farm Supplies
13 Main Street, Crumlin
028 9445 4414

Dog Food
Ballinderry Hardware
1 Glenavy Road, Lisburn
028 92 651 379

Horse & Dog Food
Clonkeen Equestrian
18 Clonkeen Hill
028 79 659977

Dog Food
Costcutter Hillhall
1 Hillhall Gardens
028 9262 9771

Dog Food
Whitehead Home &
Hardware
89 Larne Road
028 9337 2656

Dog Food
Harley & Me Dog Services
1 Finsbury Avenue
028 9070 1895

Horse & Dog Food
H Colvin & Son
82 Ballybollen Road
Ballymena
028 2965 0222

Dog Food
Rowney's Fruit & Veg
50 Collinview Avenue
Ballyclare
028 93 342145

Dog Food
K9 Bonus, Richard Farquhar
9 Smithfield Square, Lisburn
028 9266 7722

Dog Food
Fin & Feather Pet Shop
2 Castle Croft
Main Street, Ballymoney
028 27 664 565

Dog Food
A1 Boarding Kennels &
Cattery
3C Browndod Rd, Doagh
02825 898 315

Agri Products
Corby Stores
85 Drumagrove Road
Rathkenny
028 217 58215

Dog Food
Crossland Grooming
90 Hillside Road, Armoyn
028 2075 1058

Agri Products
Manola Farm Supplies
30 Dirraw Road, Finvoy
028 295 4197

Horse & Dog Food
Bracken Equestrian
87 Ballycoan Road,
Purdysburn
028 9081 2485

Horse & Dog Food
Greenmount Country Store
20 Tirgracey Road,
Muckamore
028 94 466 299

Horse & Dog Food
R K Blair
4 Main Street, Straid
028 9335 2292

Horse & Dog Food
Connon General Merchants
29 Liminary Road,
Ballymena
028 25 642464

Agri Products
Steele Farm Supplies
65 Ballytober
Road, Bushmills
028 276 67391

Dog Food
Carrick Pet Stores
24 North Street
028 9335 1599

Horse & Dog Food
Doagh Equestrian
10 Ballyclare Road
028 9335 2282

Horse & Dog Food
Rowan Equestrian
2 Creevy Road, Lisburn
028 9263 8329

Agri Products
Taylor Farm Supplies
7 Lisnoe Road, Lisburn
028 92 665974

Horse & Dog Food
Equestrian Farm Feed
7 Flush Park
Knockmore Road, Lisburn
028 92 677 640

Agri Products
Sam Mcconnell
50 Glenavy Road, Lisburn
028 92 673 757

COUNTY ARMAGH

Horse & Dog Food
Henry Beattie & Son
120 Portadown Road
028 38 840486

Horse & Dog Food
Dmb Farm & Garden Ltd
Unit C, 85 Cloghanrader Rd
028 302 62354

Agri Products
Kingsmill Farm Supplies Ltd
41 Drumnahunshin Road
Whitecross
028 30839077

Horse & Dog Food
The Country And Equestrian
Store
52 Markethill Road
02838849509

Horse & Dog Food
Carma Farm Supplies
191 Castleblaney Road
028 3086 1064

Horse & Dog Food
Value Stores (Ni) Ltd
44A Newtownhamilton
Road
079 2147 1949

Dog Food
Spar Killylea
22 Main Street, Killylea
028 375 68323

Horse & Dog Food
Creggan Farm Supplies
6 Donaldsons Road
Crossmaglen
028 30 868 836

Horse & Dog Food
Premier Saddlery Ltd
17 Terraskane Road
028 37 525492

Horse & Dog Food
Safe Farm & Fules Supplies
Keady Store
Clea Road
028 37 531 573

Horse & Dog Food
Annaghmore Saddlery
35A Moss Road
Annaghmore
028 38 851 128

Horse & Dog Food
Fane Valley Stores Ltd
61 Clare Road, Tandragee
028 37 551 223

COUNTY CAVAN

Horse & Dog Food
Grousehall Stores
Loughduff
0 43 6683116

Horse & Dog Food
Waller Bros. Ltd
Cavan Road, Bailieborough
0 42 966 5325

Dog Food
Lakeland Stores
Kilnaleck Co - Op
0 494336214

Horse & Dog Food
Poles Co-Op Creamery Ltd
Poles
0 49 433 0108

Agri Products
Kill Co-Op Agricultural
Tullyvin, Cootehill
0 49 555 3207

Horse & Dog Food
James Duffy & Sons Ltd
Market House, Shercock
0 42 966 9214

COUNTY CARLOW

Horse & Dog Food
Old Mcdonald's Farm & Feed
Store
Unit 1 Barrowside Business
Park, Graiguecullen
059 917 9548

COUNTY CLARE

Horse & Dog Food
Petstop (Ennis)
Unit 8B
Ballymaley Business Park
Gort Road, Ennis
087 6769483

COUNTY CORK

Horse & Dog Food
Tj Crowley (Bandon) Limited
Old Chapel Mills, Bandon
023 884 1114

Horse & Dog Food
Barrett Agri
Dunbittern East
027 30099

Horse & Dog Food
Saddles & Style Ltd
Unit 2, Classes Lake Retail
Park
0 21 487 6756

Horse & Dog Food
Ryall O Mahony Ltd
Unit 12
Knockgriffin Ind Pk
Cork Road, Middleton
0 21 463 4144

COUNTY DONEGAL

Horse & Dog Food
Pets R Us (Donegal)
Donegal Town

Horse & Dog Food
Equi-Wash /Equestrian
Boutique
Kellee Stables
Legnahoor, Kilmacrennan
0 74 9139436

Horse & Dog Food
Cullens Cockhill Ltd
Cockhill, Bunrana
074 936 1550

Horse & Dog Food
Bmg Hardware Ltd
Finner Road Roundabout
071 984 1455

Horse & Dog Food
Lennon Agri Supplies
Moorefield
0 74 9151621

Dog Food
Lk Pets
Unit 4 Glencar Retail Park
Glencar Road
0 74 912 7397

Horse & Dog Food
Judge Equestrian
Gerry Judge

Horse & Dog Food
Maurice Rice
5 Points, Killybegs
07513040848

COUNTY DOWN

Dog Food
Super Pet
116 Newcastle Road
Kilkeel
028 417 65118

Agri Products
S Mcconnell & Sons
184 Carrigenagh Road
Kilkeel
028 417 63717

Dog Food
Mcgreevy Spar
24 Main St, Hilltown
028 406 38501

Horse & Dog Food
Old Manor Mill
Mill Street, Newtownards
028 91 813 186

Horse & Dog Food
George Shanks
36B Donaghadee Road
Newtownards
028 91 812 315

Horse & Dog Food
East Down Farmers
20 Tullynaskeagh Road
Downpatrick
028 4484 1463

Dog Food
Kilkeel Pet Centre
The Nautilus Centre
Rooney Road
028 417 63784

Horse & Dog Food
Farm Tackle Sales
2 The Square, Clouchey
028 4277 1336

Horse & Dog Food
Down Equestrian
104 Bridge Street
028 4461 7557

Horse & Dog Food
Rockvale Farm And
Equestrian
44 Dromore Road
028 975 63555

Dog Food
George & Margaret Scott
34 Carricknaveagh Road
Boardmills
028 97 519650

Agri Products
Samuel Robinson
30 Killyleagh Road
Crossgar
07720590730

Dog Food
Mckelvey Bros
34 - 36 Lisburn Street
028 97 565 680

Horse & Dog Food
Farmline
11 Kinallen Road
028 9753 3422

Horse & Dog Food
E & M Shields
112 Carrigenagh Road
028 4176 2568

Horse & Dog Food
Riverlodge Tack Shop
270 Moyad Road
028 417 64771

Dog Food
Craigycor Boarding Kennels
Brantwood House
8 Grovehill Road
028 9261 1285

Horse & Dog Food
Murphy Bros (Forkhill) Ltd
103 Carrickastricken Road
Forkhill
028 30 888 760

Dog Food
Alan Black & Co. Limited
Craigmore, Bessbrook
028 30 830 340

Horse & Dog Food
McCanns Of Killinchy
3 Comber Road, Killinchy
028 97 541 314

Dog Food
The Dog's House
31 Ballyblack Road
07899 910 577

Dog Food
Mace Annaclay
26 Carragh Road, Annaclay
028 44 830 220

COUNTY DUBLIN

Horse & Dog Food
Whites Agri Services Ltd
Ballough, Lusk
0 1 8438521

Horse & Dog Food
The Corn Store
Unit 1 Grove Industrial Est
0 18568412

Horse & Dog Food
Lamberts Feeds
Lamberts Lane
0 87 969 8737

Dog Food
Fingal Pet Supplies
0 18437009

COUNTY FERMANAGH

Horse & Dog Food
James Gilroy
Derrygonnelly
028 68 641 909

Dog Food
Raymond O'brien
Drumboghanagh Glebe
Newtownbutler
028 677 38386

Dog Food
D&G's Pet Shop
2 Bank Brae
028 6772 1453

Horse & Dog Food
McCullagh's Fuels & Feeds
49 Skea Hall Road, Arney
028 66 347717

Horse & Dog Food
Fuels & Lubricants
10 Derrygonnelly Road
Drumlyon
028 6632 2585

Agri Products
R A Mcclung & Co
5 Station Road
028 8953 1203

Agri Products
Mccorry Agri Supplies
Gortaree
Derrylin, Enniskillen
028 67 748 343

Horse & Dog Food
Johnston Agri Supplies Ltd
228 Main Street
028 677 22377

Agri Products
Farm Feeds, Newbridge
028 67 721 426

COUNTY GALWAY

Horse & Dog Food
John Murray Ltd
Riverstreet, Ballinasloe
090 96 42138

Dog Food
Howard Haynes
Unit 2, Building 1,
Liosban Industrial Est
091 770 400



Horse & Dog Food
O'donnells Hardware
River Road, Spiddal
0 91 55 8983

Horse & Dog Food
Howley's Service Station
Ltd
Ennis Road, Gort
0 87 239 9250

Horse & Dog Food
Divilly Agri Supplies
Leitra, Glenamaddy
0 949659024

Horse & Dog Food
Tack Up Galway
Duffys Equestrian Centre
Rockwood, Claregalway
0 87 065 5955

Dog Food
Shane Quinn Hardware
Ardrahan Ltd
South Galway Tyre
Centre
Labane, Ardrahan
091 635104

Horse & Dog Food
Ft Fuels Limited
Cartymore, Athenry
0 87 938 9457

Horse & Dog Food
Galway Equestrian Centre
Peakroe, Athenry
0 87 415 4751

Horse & Dog Food
Western Agri Nutrition
Ltd
Ballinderreen
0 87 1827040

Horse & Dog Food
Jocyes Grocery Ltd
Lissoughter, Recess
09534658

COUNTY KERRY

Horse & Dog Food
Kelliher Mills Ltd
Unit 9&10,
Boyle Industrial Estate
Clash, Tralee
0 66 718 0200

Horse & Dog Food
Kelliher Feeds & Agri
Supplies Ltd
Ballymullen, Tralee
0 66 7123446

COUNTY KILDARE

Horse & Dog Food
Pollardstown Horse Feed
The Curragh
0 45 431 684

Horse & Dog Food
Kehoe Horse Feeds
Goulyduff, Athy
0 87 270 0225

Horse & Dog Food
Lightning Farm Supplies
Ltd, Lara
Roestown, Maynooth
0 86 251 8115

Dog Feed
Ian Delany, Furryhills
Rathmore, Naas
087 6732 763

COUNTY KILLKENNY

Dog Food
Porters Saddlery
Dungarvan, Gowran
0 56 772 4664

Horse & Dog Food
Ger & Susan Kirwan
Station Road
Thomastown

Horse & Dog Food
John Dalton & Sons Ltd
Freshford Road,
Talbots, Inch
0 56 7721705

CO LAOIS

Horse & Dog Food
Midland Vet
(Portarlinton) Ltd
Lea Road, Portarlinton
0 57 8623993

Horse & Dog Food
Browne's Animal Feed
Ltd
Clonminan Industrial
Estate, Portlaoise
(057) 8672980

CO LONDONDERRY

Horse & Dog Food
W J Chambers
91 Glenshane Road
Drumahoe, Londonderry
028 7130 1361

Horse & Dog Food
Longs Farm Shop
Kingshall Road
Unit 1 Campsie Industrial
Estate
077 5166 6114

Dog Food
Northern Counties Co-Op
Garvagh Road, Swatragh
028 79 401 246

Horse & Dog Food
Workmans Hardware
Main Street, Garvagh
028 29 558 229

Dog Food
Mckeever's Chemists
Castledawson Pharmacy
13-17 Main Street
028 79 468 227

Horse & Dog Food
Roe Valley Feeds & Eng.
Supplies
8E Ballyclose Street
Limavady
028 777 29420

Horse & Dog Food
Hughes Equine Supplies
Ltd
81 Lower Ballyartan Road
028 71 338235

Horse & Dog Food
Richmond's Store
46 Creamery Road
028 7034 3133

Horse & Dog Food
Dungiven Farm Supplies
Limited
Main Street
028 77 742 289

Dog Food
Harkin Lawnmowers
Springtown Ind Estate
7 Springtown Road
028 7126 9992

Horse & Dog Food
Scotts General Merchants
2-4 Main Street
028 796 42212

Horse & Dog Food
Mid Ulster Feeds
13A Ballygonny Road
West
028 867 36303

COUNTY LEITRIM

Horse & Dog Food
Ballinamore Agricultural
Cannaboe, Ballinamore
071 964 4060

COUNTY LIMERICK

Horse & Dog Food
Greenmount Equine
Hospital
Greenmount Park
Limerick Race Course
0 61 513777

CO LOUTH

Dog Food
Bernard Corcoran Ltd.
8 Dywer Street
Drogheda
0 87 822 3810

Horse & Dog Food
Dan O'connell
Thistle Cross
Mountpleasant, Dundalk
0 42 9371 830

COUNTY LONGFORD

Horse & Dog Food
Anthony Mulvey And
Co Ltd
Ballinalee Stores
0 43 332 3104

Horse & Dog Food
Flaherty Saddlery
Stone House
0 86 873 9047

COUNTY MAYO

Horse & Dog Food
Petstop (Castlebar)
Sir Ernst Chain Road
Moneen Industrial Park
0 83 374 1736

Horse & Dog Food
Claremorris Saddlery
Galway Road
0 94 936 2292

Horse & Dog Food
Petstop (Ballina)
Rehins
0 83 370 5897

COUNTY MEATH

Horse & Dog Food
Royal Town & Country
Stores Ltd
Ardracran, Kilmessan
087 162 4600

Horse & Dog Food
Kells Stores
Bective Street, Kells
0 46 924 0222

Horse & Dog Food
Rooney's Homevalue Agri
& Hardware
Unit 47
Kells Business Park
0 46 924 9726

Horse & Dog Food
Delany Performance
Feeds Ltd
Ashgrove, Laytown
086 820 2874

COUNTY MONAGHAN

Horse & Dog Food
Petstop Monaghan
Old Cross Square
0 4775566

Dog Food
Coyle's Service Station
Rockcorry
0 87 276 9065

Horse & Dog Food
Corby Rock
Ballybay Road
0 47 300 66

Horse & Dog Food
Irwins Agri Store Ltd
Dublin Road
Castleblayney
0 42 9746922

Horse & Dog Food
Marese Mearra
The Hayloft
Tydavnet, Monaghan
0 47 89645

COUNTY OFFALY

Horse & Dog Food
Midland Veterinary
(Edenderry) Ltd
Kishawanny
Edenderry
0 46 977 2239

Horse & Dog Food
Midland Veterinary Ltd
(Tullamore)
Cloncollig Commercial
Park,
0 5793 51332

COUNTY ROSCOMMON

Horse & Dog Food
Castlecoote Stores
Castlecoote Village
090 666 3394

Horse & Dog Food
Services L.t.d.
Ardconra
Carrick On Shannon
0 86 2595092

COUNTY SLIGO

Horse & Dog Food
Petstop (Sligo)
Unit 13
Carraroe Retail Park
0 87 796 4263

COUNTY TIPPERARY

Horse & Dog Food
Cleanline Farm Services
Ltd
11 O'brien Street
Tipperary Town
0 62 82952

Horse & Dog Food
Boomerang Equestrian
Ltd
Dublin Road, Thurles
0 50 490 402

Horse & Dog Food
Toomevara Agri Ltd
Toomevara, Nenagh
0 67 26022

Horse & Dog Food
Equistyle
Unit21 Springfort Ind Est
Nenagh
0 67 37888

COUNTY TYRONE

Horse & Dog Food
Ruby Donnell
21 Garden Road
Sion Mills
028 8165 8123

Agri Products
Termon Farm Supplies
Ltd
Units 4-5 Termon
Business Park
Carrickmore
028 8076 1991

Horse & Dog Food
William Stockdale & Son
83-85 Main Street
Clogher
028 855 48206

Agri Products
Hawkes Group
75 Moylagh Road
Beragh, Sixmilecross
028 8075 7723

Dog Food
Gkh Supermarkets
Limited
1-2 Tattymoyle Road
028 82 841 481

Horse & Dog Food
Howard Speers
3 Main Street
Killen, Castlelderg
028 816 71472

Horse & Dog Food
R L Hewitt
26 Main Street
Tullyhogue, Cookstown
028 86 763 434

Dog Food
Irwin Farm Supplies
4 Carrowcolman Road
Eglish, Dungannon
028 3754 9998

Horse & Dog Food
P&M Mckenna Agri
Supplies
5 Legamaghy Road
028 82 841578

Horse & Dog Food
Hacketts Of
Newtownsville
222 Newtownsville Road
Eskragh, Omagh
028 85 568 253

Horse & Dog Food
Taggart - Jack
1 Carnkenny Road
Ardstraw, Omagh
028 81 661 271

Dog Food
Garden Fresh
32 Beltany Road, Omagh
028 82 242 625

Dog Food
Holden Agriculture
Limited
27 Art Road
Artigarvan, Strabane
028 71 382 283

COUNTY WATERFORD

Horse & Dog Food
Waterford Farm Relief
Services Ltd
Ahanaglog
0 51 294 277

Horse & Dog Food
Phelan's Fuel & Hardware
Shandon, Dungarvan
0 5842138

COUNTY WESTMEATH

Horse & Dog Food
Arden Equestrian
Blyry Industrial Estate
Athlone
0 90 648 6163

Horse & Dog Food
Mullingar Agri Store
Limited
Lynn Industrial Estate
0 44 934 7440

COUNTY WEXFORD

Horse & Dog Food
Kilmacow Fuel & Agri
Limited
Wallace Homevalue
Hardware
Wellington Bridge
051 881 894

Horse & Dog Food
Gardiner Grain Ltd
Coolgreany
Gorey
053 94 216 50

Horse & Dog Food
Killeens Equestrian Store
Newline Road
Wexford
0 87 994 1571

Horse & Dog Food
Clonroche Agribuild Ltd
Ross Road
Clonroche, Enniscorthy
0 53 9244856

Horse & Dog Food
Gardiner Grain Ltd
The Mill, Millands, Gorey
0 40 237 103

Horse & Dog Food
O'hanel Brothers
4 Woodbine Business
Park, New Ross
051 445 399

COUNTY WICKLOW

Horse & Dog Food
Boswell Equestrian
Centre Ltd
Boswell House
Newtown Boswell
0 87 6895 818

To join our list
of merchants
call:

028 3754 8276

30 For 30 Challenge



Feed any Stamm
— 30 —
Fortified
Feed for 30 Days

Feed any Stamm 30 fortified feed for 30 days or get the difference back. Proof of purchase must be shown.

blüegrass

HORSE FEEDS

bluegrasshorsefeed.com



Bluegrass Stamm 30 Fortified Feeds Include;

- Bluegrass Stud Mix
- Bluegrass Prep 14
- Bluegrass Race 13
- Bluegrass Foal and Yearling Mix
- Bluegrass Prime and Conditioning Mix
- Bluegrass Hi - Performance Mix
- Bluegrass Re-Leve
- Bluegrass Re-Solve
- Bluegrass Cool N Condition Cubes
- Bluegrass Race Horse Cubes
- Bluegrass Stamm 30



Bluegrass Horse Feeds

T: +44 (0)28 3754 8276

E: info@bluegrasshorsefeed.com

Follow us on:

