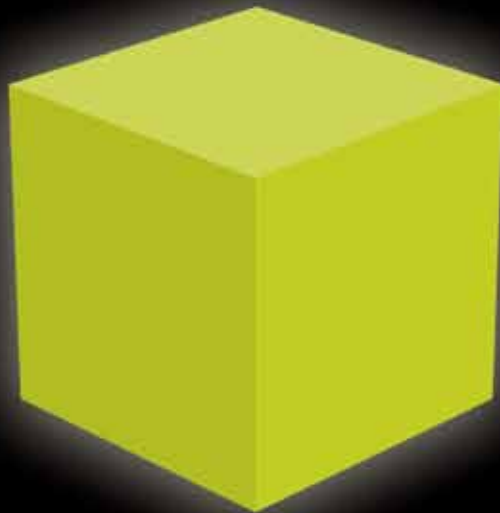


To build a strong foundation



start with the
essential building block

Cornerstone Nutrition[®]

A Better Way of Feeding

What is Cornerstone Nutrition[®]?

Cornerstone Nutrition[®] is a better way of feeding your horse.

Cornerstone Nutrition[®] recognises that fibre is vital in the efficient digestion and healthy function of the digestive tract of the horse and is essential in the correct feeding of all horses. Cornerstone Nutrition[®] promotes building your horse's feed ration BEGINNING with the essential fibre component, using HNF Fiber[®], and then adding the remaining energy required to meet his specific exercise programme.

Until now high energy feeds have dominated the feed ration. Fibre was suspected to be important but was generally not considered to contribute significantly to energy and performance. However, scientists have now proven that making HNF Fiber[®] the cornerstone of your horse's diet will optimise its health and performance by providing more slow release energy and better hydration.

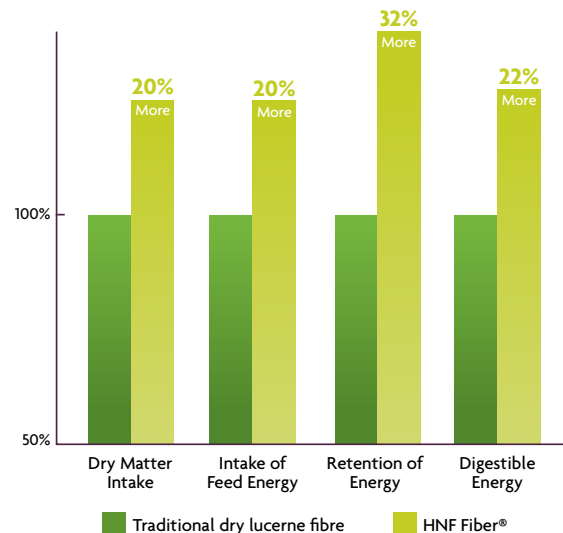
What is HNF Fiber[®] ?

HNF Fiber[®] is a moist feed of pure succulent lucerne (alfalfa) manufactured through a unique process of Controlled Fermentation™. Lucerne is considered the best source of protein for horses. Developed over 25 years, HNF Fiber[®] is a high nutritional fibre from Fiber Fresh Feeds Limited, the leader in advanced fibre nutrition. This natural fibre is grown locally for unsurpassed quality and consistency and is processed fresh and vacuum sealed to preserve its special characteristics. HNF Fiber[®] is the base fibre in all Fiber Fresh horse feeds.

HNF Fiber[®] is scientifically proven to be better than dry lucerne chaff

New scientific research on thoroughbreds at Massey University has confirmed that HNF Fiber[®] provides horses with considerably more slow release energy than traditional dry lucerne chaff. The study, recently carried out to compare the hydration level, nutrient intake and digestibility of dry lucerne chaff against that of the HNF Fiber[®] contained in FiberPro[®] found that HNF Fiber[®] provided 20% more dry matter intake, 20% more energy intake, 32% more retained energy, 22% more digestible energy, and improved hydration.

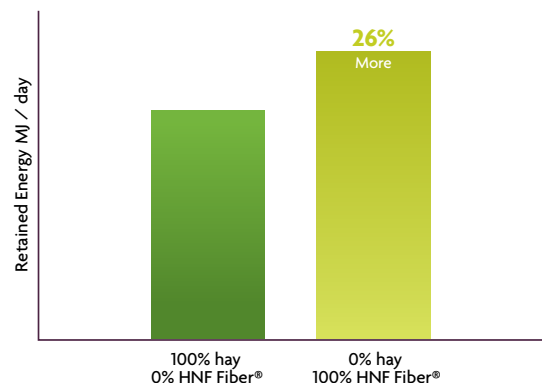
Increase in Dietary Energy (%) Compared to Dry Lucerne Chaff



You will get better digestible energy from hard feeds when the fibre portion of the diet is HNF Fiber[®]

Further scientific research recently conducted on thoroughbreds at Massey University has shown that replacing traditional hay with increasing amounts of HNF Fiber[®] as the forage component in a cereal-based diet of oats and barley increased the total retained energy (RE) in the horse by 26%.

Increase in Retained Energy (%) with Increasing Proportion of HNF Fiber[®] in Feed



The same scientific trial showed that increasing the proportion of HNF Fiber® in the diet increased the total digestible energy of the WHOLE DIET by 9%.

These findings prove that HNF Fiber® will provide your horse with more energy from the fibre itself and will also help release more of the energy contained in the hard feed. This supports our recommendation that the amount of hard feed can be reduced when you are feeding HNF Fiber®. As well as providing economic advantages, reducing the amount of hard feed in your horse's diet will also help protect it from nutrition-related disorders such as Laminitis, Insulin Resistance, Acidosis and Azoturia (Tying Up) – which are all thought to be caused by excess levels of the non-structural carbohydrates (sugars & starches) found in cereals such as oats, maize, and barley.

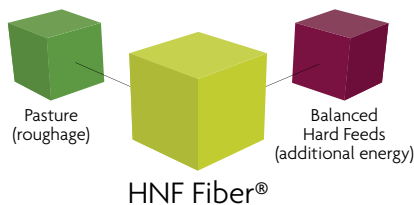
Feeding moist is the best way to feed fibre

The moist nature of HNF Fiber® helps lubricate the throat, avoiding damage often caused by dry chaffed feeds and encouraging digestive material to move through the large bowel. Horses fed dry lucerne need more water to compensate for the dehydrated feed, but still remain less hydrated compared to horses fed moist HNF Fiber®. This additional moisture provides more rapid rehydration critical for endurance and other performance horses.

HNF Fiber® is the Cornerstone of feeding performance horses

A balanced feed ration should always be prepared starting with a good quality forage fibre as this has the most influence on the health of the horse.

Three key elements of healthy feeding



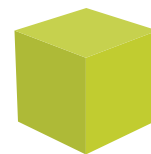
HNF Fiber® should be used to fortify a grass diet or act as an alternative to grass when pasture quality or quantity is reduced. The forage/fibre content can be up to 100% of the diet but should never be less than 50% of the total dry feed weight.

The advantages of HNF Fiber® include;

- Unique high quality fibre for optimum digestive tract health
- Highly digestible slow release energy for sustained performance
- Excellent protein content for muscle building
- Superior nutrient availability and uptake for better feed conversion
- Good calcium levels to balance deficiencies in cereal based diets
- Naturally low Glycemic Index (GI), non-heating feed, for safe feeding
- Improved digestion for reduced risk of colic and other digestive disorders
- Rapid rehydration for endurance and performance horses
- Moist feed is the solution to dust related respiratory problems
- Extremely palatable for proven acceptance

HNF Fiber® is compatible with your preferred hard feed

FiberPro®, FiberEzy®, FiberMix®, FiberSure® and FiberEdge® brand horse feeds all contain HNF Fiber®. Almost any cereal based or concentrated hard feed can be fed alongside HNF Fiber®. You can confidently replace dry lucerne (hays, chaffs, and cobs) with the superior nutrition, convenience, and better value of the HNF Fiber® feeds.



HNF Fiber®

The energy behind Fiber Fresh Feeds



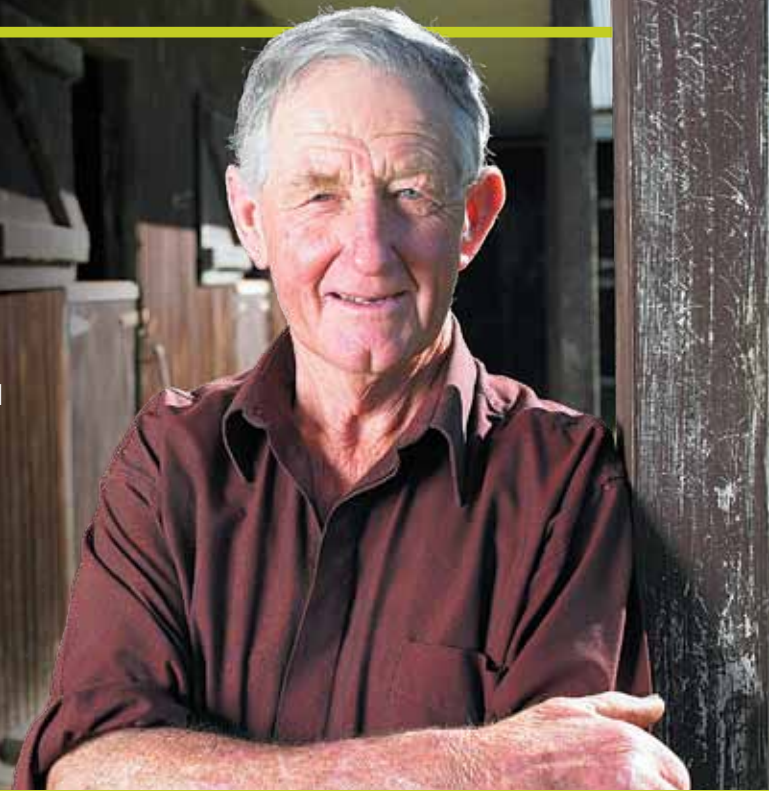
Feed fibre first...feed Fiber Fresh®



www.fiber-fresh.com

Success at the highest level

“As a family we’ve used FiberPro® consistently for over twenty years and recognising immediately we had found something special we made it the foundation of our feeding programme. We’re pleased that research has now proven what we’ve found over many years of feeding horses. HNF Fiber® is not only healthy fibre but brings its very own energy to the ration.”



Above: David Goodin – Former New Zealand Show Jumping Team captain and respected trainer of elite New Zealand riders



Left: Bruce Goodin – World class show jumper and four-time Olympian (seen here competing on Yamato at Beijing 2008)

How to purchase Fiber Fresh products:

Per bag purchases: Fiber Fresh products can be purchased from most leading feed supply merchants. Enquire at your local supplier or ask your Area Consultant.

Pallet purchases: For buyers of large quantities (pallet lots = 1 Tonne) we can deliver (free) direct into our serviced areas. These orders must be placed as usual through your local feed merchant.

Order HNF Fiber® today. Call **0800 545 545** or contact your local Area Consultant:

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Central Northland

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