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Mitavite joins with NZSBA

Major Australian feed company Mitavite has joined up with the New Zealand Standardbred Breeders' Association (NZSBA) as a Key Partner. Mitavite are good supporters of Harness Racing, sponsoring Mark Purdon and Cran Dalgety in Canterbury along with Kirk Larsen in Southland.

The NZSBA is pleased to build on the support that Mitavite have previously given to the organisation, and looks forward developing a strong and mutually-beneficial partnership over the coming years.

Mitavite has a wide range of feed products for the equine, catering for broodmares, weanlings and yearlings along with horses in training. An exciting new supplement has been developed called Bonafide, containing the essential vitamins K1 and K2 for bone growth and density. This supplement has been added to Mitavites trusted breeding feeds, Breeda, Promita and Yearling Prep along with their premium racing feeds Formula 3 and XLR8.

John Mooney Chairman of NZSBA said.

“Part of our long-term strategy is to encourage major businesses to support the NZSBA, the sponsorship proposal we have developed, is proving that given the right benefits it is possible to attract major sponsors such as Mitavite, especially in these current economic times when many companies are tightening their belts.”

“In only six-months we have attracted three Key Partners to join with the NZSBA, we are very encouraged by the support shown and will be constantly looking at ways to add value to ensure our sponsors needs are being met.”

“We are delighted that Mitavite have chosen to join with the NZSBA and we look forward to our association continuing over the coming years.”

Mitavite is stocked at all major feed outlets throughout New Zealand. Feed can be ordered in bulk through retailers at a discounted rate and delivered free to larger studs and stables.

Cam Price, South Island Sales Representative said.

“I am very excited about our new association with NZSBA. For us it is representative of our ever-increasing commitment to and support of the harness racing industry throughout New Zealand.”

“Breeders and trainers alike are becoming increasingly aware of the benefits of providing premium nutrition to their young stock. Horses that are well provided for in their early years, show better results and more longevity on the track. Furthermore, horses that are fed highly digestible premium feeds when in training have a critical advantage over those that aren’t. “

“With the new break-through bone density product Bonafide now available in a selection of our feeds and as a supplement, we are greatly looking forward to seeing its impact on the industry. It is innovations and advancements like these, that keep Mitavite at the cutting edge of its field and from which its customers benefit.”

“To become associated with NZSBA was a natural progression for Mitavite and we look forward to building our relationship for the better of the association, its members and the industry as a whole.”

For more information on Mitavite products call 0508 648 284 alternatively for South Island enquiries Ph Cam W Price on (0274) 332 478 or North Island Ph Gary Stewart on (027) 241 3191. www.mitavite.co.nz

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