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Viterra confirms new three-year sponsorship between NZSBA and NRM Feeds

Viterra is continuing the long association between its NRM brand and the New Zealand Harness racing industry via a new three-year sponsorship deal with the Standardbred Breeders Association (NZSBA). This new deal continues NRM's strong support of the harness racing industry over the last twenty years.

Terry O'Connor, Viterra's Executive Manager New Zealand said Viterra, through its feed brand NRM, is committed to the New Zealand feed industry and the company will continue to invest in organisations that support its brands.

"We are very passionate about quality feed and ensuring our products deliver the right results for our equine industry. Our association with the Kentucky Equine Research Association is one example where we invest in the world's best research to deliver quality feed products as well as technical nutritional information and advice to members through our NRM branded feed products.

The NRM brand has built a loyal client base in the harness racing industry over the years by producing quality and affordable feed for horses.

NZSBA is delighted Viterra has agreed to extend their support to the breeding sector by becoming a "Key Partner" of the NZSBA.

Many breeders will be familiar with NRM products such as "Asset" a balanced feed specifically for yearlings; "NRM Evolve" specifically formulated for pregnant and lactating mares; and "Equine Balancer" a supplementary feed source developed in conjunction with Kentucky Equine Research to provide a scientifically formulated feed to balance the diets of horses, to name but a few.

Viterra through the NRM brand will continue to provide informative and well researched articles in feeding of horses, specifically breeding stock and retains a strong focus on nutritional education, which is a perfect fit for the NZSBA publication Breeding Matters.

"The NZSBA is thrilled that Viterra has agreed to sponsor the association. Now more than ever breeders need to get the best from their stock – nutrition starts with the mare and NRM is not only a quality feed with scientific research, it is backed up by education for customers and now NZSBA members."

"Strong well-muscled yearlings are the stand outs at the sales, strong well-muscled horses stand a better chance at the race track. Genetics of course play a major part in the overall make-up of the horse but correct nutritional planning is key to optimising the chances for success. The NZSBA's core function is to provide a service to breeders. It is of great benefit that NZSBA members have access to NRM and Kentucky Equine Research information and expertise to maximise their return on investment." Said Kiely Buttell, Executive Manager.

For more information on NRM or the NZSBA please visit our website www.harnessracing.co.nz

Kiely Buttell
Executive Manager

