

EasiBeet™

MICRONIZED, FLAKED, UNMOLASSED SUGAR BEET FLAKES
The complementary feed for Happy and Healthy Horses



Charnwood



EasiBeet & EquiVeg™

**MICRONIZED* UNMOLASSED SUGAR BEET FLAKES
WITH DRIED CARROTS & PARSNIPS**

A COMPLEMENTARY FEEDSUFF FOR EQUINES & RUMINANTS

*Infra-red processed to promote rapid water adsorption

SOAK PRODUCT FOR 15 MINUTES

Will absorb up to **FIVE TIMES** it's weight of water

ANALYSIS

PROTEIN 8.0% FIBRE 15.0% SUGAR 3.6% ASH 8.5%

- ⌚ Ideal source of fibre & succulents
 - ⌚ Adds variety to the diet
- ⌚ Quick and Easy to feed - encourages the fussy feeder
 - ⌚ Excellent feed for horses on box rest
- ⌚ Allows an important uptake of fluid, to aid rapid re-hydration
 - ⌚ Quick & convenient when travelling to Shows
 - ⌚ Unmolassed - low in Sugar - and starch
 - ⌚ Readily available and very digestible fibre
 - ⌚ Energy - when the horse wants it
- ⌚ Unmolassed Sugar Beet is thought not to exacerbate Laminitis

NET WEIGHT



Good Feeds Naturally

Manufactured and distributed for
H M VETERINARY LTD

By

CHARNWOOD MILLING COMPANY LTD

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CHARNWOOD MILLING COMPANY
was established in 1960, and has been manufacturing top
quality feeds for over 45 years.

**We are a privately owned, independent Company, who
believe in putting our Customers, and their animals first.**

**We have no outside Sales staff, preferring instead to invest in
manufacturing feeds which sell themselves.**

**Please visit our website, or contact us at the address shown
below, for further details of any of our products.**



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FEEDING EasiBeet™

All horses vary, not only in their make up and build, but also in the exercise they get, or the work they do.

The feeding suggestions shown below, can only therefore be a guide, and should be used as such.

Horse/Pony/Donkey	App Weight	Hard Feed	EasiBeet Incl
Thoroughbred/Hunter Eventer - in full work	450/500kgs	7.0 - 9.0kgs	2.0 - 2.5kgs
Brood Mare	400/500kgs	5.5 - 7.0kgs	1.5 - 2.0kgs
Thoroughbred - resting	350 /450kgs	4.5 - 5.5kgs	1.0 - 1.5kgs
Hack & Riding Pony	300/350kgs	3.0 - 4.0kgs	0.7 - 1.0kgs
Thoroughbred Yearling	250/350kgs	2.5 - 3.5kgs	0.7 - 1.0kgs
Children's Pony	175/225kgs	1.7 - 2.5kgs	0.5 - 0.8kgs
Donkey		1.0 - 2.0kgs	0.2 - 0.5kgs

SOAK FOR 20 MINUTES BEFORE FEEDING

DO NOT FEED DRY

As with all feeds, EasiBeet™ should be introduced to the diet gradually



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THE BENEFITS of using EasiBeet™

- ↳ An ideal source of fibre and succulents

- ↳ Quick and easy feed to encourage the fussy feeder

- ↳ Allows an important up-take of fluid to aid rapid re-hydration

- ↳ Unmolassed

- ↳ Processed beet pulp is a feedstuff approved by the Laminitis Trust

- ↳ Low Sugar - maximum 5%

- ↳ Ideal when showing or competing - quick and convenient

- ↳ Adds variety to the diet

- ↳ Less starch and sugar than cereals - an excellent source of betaine and non-structural glucose

- ↳ Palatable energy - on tap!

- ↳ Improves availability of nutrients prior to fermentation in the hind gut

- ↳ Not Genetically modified

- ↳ Excellent feed for horses on box rest

- ↳ Easy to store and transport

- ↳ Discourages to formation of mould

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THE SOLUTION WITH EasiBeet™

Charnwood's sister company, Micronizing UK, is the world leader in the manufacture of Infra-Red cooking equipment. Various models of their Micronizer are built at Framlingham, before shipping all over the World

The Micronizing process is used in a variety of industries. The common feature of Micronizing is the penetrating effect of infra red energy on organic materials, and the subsequent improvement in digestibility.

This Rapid penetration is enhanced by the presence of moisture, and causes structural changes within the products being processed.

During our process, prior to being treated, beet pulp pellets have water precisely added in a carefully controlled quantity, through our Vibronet, a newly developed, highly sophisticated moisture monitoring system.

The pellets are then passed quickly through the Micronizer, and, while hot and "plastic" in consistency, they are flaked through a roller mill, and then carefully cooled.

The effect of flaking is a beneficial part of the process, as it helps to "fix" the structural changes in the beet pulp.

These structural changes enable a far more rapid water absorption, and soaking time is significantly reduced, thus eliminating the risk of mould infection.

It also cuts soaking time from 12/24 hours to around 20 minutes

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INTRODUCTION

THE PROBLEMS WITH BEET PULP

Sugar Beet Pulp has been a traditional part of the horses diet, especially during the winter months.

It is a palatable, and useful source of digestible fibre, which is typically produced in shredded or pelleted form, either molassed, or unmolassed.

Current interest tends more to unmolassed products, because it is felt that molasses can contribute to laminitis problems.

One problem with feeding beet pulp is that it is capable of absorbing a significant amount of water, which leads to a large increase in volume.

If fed dry in too large a quantity, this swelling would take place in the stomach, and could give rise to serious health problems.

For this reason, Beet Pulp products have to be soaked prior to use.

Apart from the "nuisance" factor, this in itself can cause a problem, as it is often carried out overnight, or certainly over a period of some hours.

While avoiding the volume issue, this practice might create problems of another sort, as it could provide a suitable medium for mould growth in the wet product
