

- WINTER 2026 ISSUE 11 -

BENCHMARK NEWS



GREETINGS Benchmarkers

The Benchmark community continues to expand with now over 6,500 members on our community Facebook page. This might seem a low number when compared to some pages, but the steady stream of people joining has occurred not through gimmicky advertising or promotion, but from user recommendations. We value this organic growth and appreciate your engagement with our Benchmark brand and with our small business.

We like to keep things real and pride ourselves in being honest and transparent. The Australian and New Zealand economies, and our own lifestyles are facing challenges related directly to the global oil crisis. I suspect that we may feel the effects of this for some time.

Price stability

We are not planning to increase our prices at this stage. However, if the full fuel excise returns after the three-month pause, higher fuel costs may increase the cost of raw materials, manufacturing, and distribution. We understand that many Benchmark users rely on discretionary income to care for their horses, so please

be assured that we will do everything we can to avoid, or at least minimise, any price rises.

Please be aware that even if our pricing is unchanged, this may not insulate you from price increases applied by feed retailers. They too are facing increased freight charges to get our feeds from our distributor's warehouses to their stores that they may have to pass on.

If we must increase our prices, we will certainly let you know.

Take care,
Colin Price
Managing Director
M 0478612901



RETAILER SUPPORT

We rely on retailers to stock and support the demand for Benchmark feeds. We have an amazing network of over 700 stockists throughout Australia and New Zealand.

Keeping retail staff fully informed about our feeds so that they can offer accurate advice to their customers is a huge task, made more challenging when staff members we have trained on our feeds leave and new people come on board. Not all retail staff have horse knowledge so providing clear, concise information is imperative.

We are currently rolling out a retailers support kit that helps with this and we thought that you may be interested in how we have gone about this.

The objective is for the staff member to ask specific questions about your horse or pony and then make a product recommendation based on your answers and detail the reasons for the recommendation.

This process is only possible because we have kept our range very tight and category specific. By this I mean that we don't have multiple products that do the same job. Other feed companies offer over 30 feeds, making it impossible for retailers to both stock the full range and to offer specific product recommendations. It can be very confusing.

We invite you to step through the questions and answers and see if your choice of Benchmark feed matches our recommendations.



1

How old is your horse?

- A. Weanling to 3 years
- B. 4-16 years
- C. 16+ years

- A.** BENCHMARK INVEST® is specifically formulated to support growth and development. If pasture is limited or poor quality, use SUPER FIBRE MASH® as the fibre base. See "Perfect Partners" on the Benchmark website.
- B.** Refer to answers for Questions 2 to 7 to select the most suitable feed.
- C.** BENCHMARK GOLDEN OLDIES® is suitable if there are no metabolic issues. If the horse is starch-intolerant, use PERFECT MASH®. If pasture is limited or poor quality, use SUPER FIBRE MASH® as the fibre base.

2

What is your horse's height and approximate weight? (eg: 15.2hh / 500kg)

Follow the feeding guide for your horse's weight. If feeding a pony, consider a low starch/sugar option such as PERFECT MASH® (many ponies are sensitive to grain starch).

3

Does your horse have access to good pasture?

- 1. Yes
- 2. No

- Yes.** If in light work, BENCHMARK BALANCER MASH® can help top up any pasture deficiencies. In this case, pasture provides the main fibre component.
- No.** Add BENCHMARK SUPER FIBRE MASH® as a fibre base alongside the recommended feed.

4

Is your horse in work?

- 1. Yes
- 2. No

If yes, what level of work?

- A. Light** (Ridden occasionally for 30-60 minutes at low intensity)
- B. Medium** (Ridden 3-4 times per week for 1 hour walk, trot, canter)
- C. Strenuous** (Ridden 5-6 times per week with focused fitness work in all paces, including some faster work. Examples: 1* or higher eventing, advanced dressage, 1.20m+ showjumping, endurance, or polocrosse.)

Yes. (horse is in work)

Light work: BENCHMARK PERFECT MASH®

Medium work: BENCHMARK COOL AZ®

Strenuous work: BENCHMARK ACHIEVE -SPORT® with a base of SUPER FIBRE MASH® to add fibre and provide energy via volatile fatty acids (VFAs). This supports a high-energy, non-fizzy ration.

No. If pasture is of good quality and your horse is in good condition, consider BALANCER MASH®. If weight gain is required or pasture is poor quality or limited, consider COOL AZ® with SUPER FIBRE MASH® as a base.

5

Does your horse or pony have any metabolic issues such as Cushings syndrome or laminitis?

- 1. Yes
- 2. No

- Yes.** Avoid feeds high in starch and sugar, and provide low-sugar hay. BENCHMARK PERFECT MASH®, or BENCHMARK BALANCER MASH® if the horse/pony is a "good doer" (Balancer Mash® is highly nutritious but lower in calories than Perfect Mash®).
- No.** Choose the BENCHMARK feed that best fits your answers to Questions 1 to 7.

6

Is your horse in good condition?

- 1. Yes
- 2. No

- Yes.** Continue with the most appropriate BENCHMARK feed based on age, workload, and other answers above.
- No. (needs condition/weight)** Feed the appropriate BENCHMARK product at the recommended rate, together with SUPER FIBRE MASH®. Example: Golden Oldies® + Super Fibre Mash®. You may also add BALANCER MASH® to support weight gain and muscle mass. Combining PERFECT MASH® and BALANCER MASH® can be effective when a non-heating conditioning ration is needed (eg: OTTTB).

7

Does your horse need to improve topline or muscle mass?

- A. Yes
- B. No

- Yes.** BENCHMARK BALANCER MASH® is a grain-free, high-protein concentrate that can be added to any ration to support muscle development and recovery after strenuous exercise. It's ideal for show horses and ponies, horses in hard work, or those lacking topline.
- No.** Refer to Questions 1 to 6.



REQUEST A STABLE VISIT

A priority for the Benchmark Team in 2026 is to meet with as many horse owners as possible and provide no obligation advice and support. We can meet you at your property or wherever you keep your horses, whatever works for you.

You may like to get a group of horsey friends together at your property or agistment to make it worthwhile for everyone.

We also love talking to Pony Clubs or Adult Riding groups.

There is no charge for this service, in fact if you facilitate a group meeting we will have a small gift for you to say thankyou.

We have an amazing team of Territory Managers throughout Australia who can help you work through the best feed management plans for your horses, without any pressure or obligation of course. They are all experienced, hands-on horse people who love what they do.

The first step is simple, just complete the form on our website and submit it online. We will contact you promptly to have an initial discussion and arrange a visit.

Of course, with the vast distances involved in this great country, there may be some areas that we just can't get to, or at least not quickly. In this situation, we may arrange a virtual visit.

BOOK A STABLE VISIT TODAY - head to our website and fill out the form
<https://www.benchmarkfeeds.com.au/stable-visit>



HORSE INDUSTRY UNITES TO FUND SPINAL CORD INJURY CURE

A Fundraising First – The CatWalk Stud

CatWalk Stud is a unique virtual stud that brings together every sector of the horse breeding industry to help drive spinal cord injury research.

Participating studs have pledged the value of stallion services to CatWalk Trust to fund research aimed at turning breakthroughs in spinal cord injury treatment into real-world outcomes.

“From our very beginning, the Thoroughbred community has stood firmly behind CatWalk,” says Executive Director, Meg Speirs. “Their support has helped us grow a world-leading team of researchers dedicated to healing spinal cord injury”

“CatWalk is now reaching across the wider equine breeding sector with this novel fundraiser. Donated funds will help drive research seeking to heal spinal cord injury. We know a cure is **a case of when not if**, and we’re determined to keep driving the research forward.

We’re deeply grateful to this year’s participants and look forward to growing CatWalk Stud in years to come.”

CatWalk Stud: Breeding Hope. Backing Breakthroughs

How does CatWalk Stud work?

It’s simple! Participating studs nominate a stallion (or stallions) and commit the value of one service to CatWalk Trust. Studs and their nominated stallions can be viewed on the CatWalk Stud website (Catwalk Stud - The CatWalk Spinal Cord Injury Trust) and on stud webpages marked with the CatWalk Stud logo.

“Woodlands Stud jumped at the opportunity to support CatWalk because it is a cause that resonates deeply within the wider equine and racing community,” says CatWalk Stud donor Stacey White.

The incredible work CatWalk is doing to fund groundbreaking spinal cord injury research is both inspiring and incredibly important. The racing industry has always rallied behind causes that make a genuine difference, and CatWalk is one that unites people right across the equine world. We’re honoured to play a small part in supporting such a worthwhile initiative.”

The CatWalk Stud is a novel vehicle for the equine breeding industry to drive spinal cord injury research in a way that is both authentic and practical.

Studs interested in becoming founding members of CatWalk Stud for the 2026 season are invited to register their interest by contacting Chris Lovelady, chris@catwalk.org.nz.

Founding Members:

Woodlands Stud, Clevedon, New Zealand
Cobbitty Equine Farm, New South Wales, Australia
Matawhio Sporthorses, Karaka, New Zealand
Nevele R Stud, Christchurch, New Zealand
Alabar Stud, Victoria, Australia
Novara Park, Cambridge, New Zealand
Streamline Stud, Christchurch, New Zealand
Yabby Dam Farms: Victoria, Australia

With the endorsement of New Zealand Warmblood Association, New Zealand Standardbred Breeders Association, and New Zealand Thoroughbred Breeders Association



Sweet Lou, Woodlands Stud,



The CatWalk Spinal Cord Injury Trust

The CatWalk Spinal Cord Injury Trust (CatWalk Trust) is a New Zealand-registered charity dedicated to finding a cure for spinal cord injury and its symptoms. Founded in 2005, CatWalk's vision is a world where spinal cord injury is no longer a life sentence, but a condition that can be treated and reversed.

CatWalk was established in 2005 by Dame Catriona Williams MNZM, formerly one of New Zealand's leading international equestrian riders. Motivated by the profound personal and societal impact of spinal cord injury, Williams founded CatWalk with the belief that, with the right focus and investment, a cure is not a matter of if, but when.

What CatWalk Does

CatWalk Trust funds and advances world-leading spinal cord injury research, with a clear, targeted strategy focused on restoring feeling, movement, and function for people living with paralysis. The Trust drives progress by investing in scientific research that has the greatest potential to translate into real-world treatments.

At the heart of CatWalk's work is The Cure Programme, a long-term research initiative designed to accelerate the development of regenerative treatments for spinal cord injury. The programme brings together leading researchers, clinicians, and international collaborators, with a strong emphasis on innovation, accountability, and measurable outcomes.

Over nearly two decades, CatWalk has built and strengthened research capacity in Aotearoa New Zealand through sustained investment in intellectual capital, leadership, and collaboration across neuroscience and regenerative medicine.

Why It Matters

Spinal cord injury can happen to anyone, anywhere, at any time, and New Zealand has one of the highest rates of spinal cord injury in the Western world. The personal, social, and economic costs are significant, with lifelong impacts for individuals, families, and communities.

CatWalk exists to change that future. By focusing resources on the strongest scientific leads and supporting researchers at the forefront of discovery, the Trust aims to transform lives and deliver lasting impact for people affected by spinal cord injury.

Organisation Details

The CatWalk Spinal Cord Injury Trust is a registered New Zealand charity under the Charities Act 2005 and operates nationally while supporting research with international reach. It is commonly referred to as CatWalk Trust.

More information about CatWalk Trust, its research programmes, and impact can be found at www.catwalk.org.nz

In New Zealand Benchmark Feeds supports CatWalk. For every bag of Perfect Mash sold we donate 50 cents to the CatWalk Trust to help fund research to cure spinal cord injury.

FEEL GOOD DOGGO®

GOOD HEALTH COMES FROM WITHIN

A Feel Good Doggo® Update

We are having a lot of fun rolling out the Feel Good Doggo® range of meal toppers. It is all fresh territory for a horse feed business launching a dog range, but we are learning fast and interestingly both markets have much in common.

While a visit to any pet shop can be overwhelming, with the vast array of dog treats and supplements on offer, there is nothing that sits in the same space as Feel Good Doggo®.

As a fibre based, probiotic rich, vegetarian meal topper Feel Good Doggo® sits apart from the rest. While this can be a positive, it can also be a negative, as store owners struggle to give it a category and dog owners have to look at a new type of supplement.

Overall, the response has been fantastic with dog owners enjoying the benefits that the range can offer. Digestive problems are as common in dogs as in horses.

We've just added an online store to our website so it's easy to order!

www.feelgooddoggo.com/shop



  @feelgooddoggo



A Tribute to Our Wonderful Friend, Colleague and Breast Cancer Advocate

Our beloved Renee Margetts fought with extraordinary courage, strength and determination right to the very end. Although Renee would probably tell us there was no end – only a reminder to get your boobies checked.

Renee was a much-loved member of the Benchmark team, managing sales across Western Australia and the Northern Territory, as well as serving as our Nutrition Lead. If you ever had a question about nutrition, Ren was more than likely the expert who answered it. She generously shared her knowledge, provided unwavering support, and was always willing to help wherever she could.

It is difficult to find the words to express the love, gratitude and admiration we feel for Renee. She was fierce, resilient and faced every challenge with unwavering positivity. Even during her own battle, she continued to encourage, reassure and inspire everyone around her.

Renee had a remarkable way of making people feel seen, valued and supported. Whether you knew her for many years or only crossed paths with her briefly, she left a lasting impression. Her warmth, humour, kindness and strength touched countless lives, and those fortunate enough to know her will never forget her.

More than a friend and colleague, Renee was a passionate advocate for breast cancer awareness. She used her own experience to encourage others to take action, to be vigilant about their health, and to have those important checks. Her message was simple, direct and heartfelt: Get your boobies checked.

While our hearts are heavy with sadness, we are also incredibly grateful for the time we shared with Renee, the memories she gave us, and the legacy she leaves behind. Her courage, generosity of spirit and determination will continue to inspire us every day.

Rest peacefully, Ren. You were one of a kind, and you will be deeply missed, forever loved, and never forgotten. ❤️



Renee & Rocky



Renee & King

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JOIN OUR BENCHMARK HORSE COMMUNITY on Facebook!

Our Benchmark group is for like-minded horse enthusiasts to share stories and ask each other for feedback and information about their Benchmark experience.

We also love getting your before and after photos and just pics and updates in general!



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