

ON COURSE EQUINE NUTRITION, LLC

Content

Presented by Natalie Shaw, MS PAS

The Purpose

Teaching horse owners to balance their horse's diets without lengthy math problems or spending a fortune. Teach little-known, but very powerful industry secrets that will give you confidence and purpose at the feed store.

The Problem

- 1. Feeding your horse is the greatest daily expense to owning them and it's getting more expensive all the time...not to mention, more complicated!*
- 2. Equine nutrition information is often incredibly biased coming directly from people selling their products. With so much mis-information, myths, and half-truths out there, the supplement industry has been allowed to get out of control!*
- 3. Traditional equine nutrition education is sooooo boring! Digestive anatomy? Formulation? Who cares??? That stuff doesn't help you at the feed store or when purchasing supplements online!*

How does this course help me?

Become the smartest feeder at the barn.

Help your clients make savvy nutrition choices.

Improve nutritional balance without spending more.

Make your horse look and feel his/her best.

Spend more time vacationing with a simple feed room.

Win with your partner/spouse when you cut monthly horse costs.

Avoid being overwhelmed by feed and supplements.

Walk into the feed store like a BOSS!!!

Week 1: The ULTIMATE Equine Diet Power Tool- Get a Grip on Feed and Supplement Labels

Description

Learn Natalie's "11th Commandment" of feeding horses and apply this simple principle to your current feed program. Then, explore other types of feeds and supplements to better understand the information available to you on packaging. Natalie has developed simple tricks to breaking the feed label code and empowering horse owners to make smarter decisions at the feed store!

Homework

1. Review your state's feed and supplement regulations and complete Worksheet #1
2. Research locally available products that fall into one of five feed categories (i.e. complete, mid-range, ration balancer, trace mineral supplements, one-nutrient supplements)
3. Research 3 senior feeds and compare using Worksheet #2

Week 2: Forage First Factor

Description

Stop GUESSING about what your horse truly requires in his diet from feed or supplements! Now that you have a basic understanding of labeling laws, it's important to back pedal to a clear understanding of your horses' primary forage source (i.e. hay or pasture). Natalie will teach you how to prioritize your forage factors to empower you, not only at the feed store, but with your hay distributor! This is not your typical boring nutrition lecture about hay and feed. This is a power packed tool to help you save "TONS" of money for the long haul of owning horses.

Homework

1. Compare 3 forage results (i.e. timothy, orchardgrass, and alfalfa, and teff) and match them to the right horse using Worksheet #3
2. Read University of Idaho's extension bulletin about sampling hay
3. Arrange your list of forage priorities with Worksheet #4

Week 2 (Optional): Guest Lecturer "Gut Health"

Description

No topic is hotter in the equine feed and supplement marketplace right now than "gut health"! What does that even mean and how can you begin to choose from all the options out there? We have a surprise lecturer who will help us understand the horse's microbiome and how what we feed it can help you with your feed goals.

Week 3: Equine Energy Sources- Balancing Carbs and Calories

Description

Some of the most common questions when it comes to feeding horses is "How do I make a skinny horse fat?" and "How do I make a fat horse skinny?". We'll take that a step further and, using the information we've build upon in previous lectures, design diets that are appropriate for individual horses without spending MORE! Plus, what are these carbohydrates anyway and why are the bad (or good) for my horse(s)?

Homework

1. Build a diet for one fat horse and one skinny horse using Worksheet #5
2. Read "....." by

Week 3: Hi-TECH Horse Feeds & Supplements

Description

There is SOOOO much more in today's feeds and supplements than most people realize. Learn how to identify the different types of technologies and understand what they can do for you and your horse. We'll explore a wide range of supplements and find out if they add value to your horse's diet or not.

Homework

1. Using Google Scholar research one feed ingredient that you are curious about and teach me about it (online research or call the company)

Week 4: Compare for Yourself- Calculating Costs

Description

I get it...we all want autonomy when it comes to feeding our horses and we all want to spend less without sacrificing nutrition and quality. This final seminar will bring together all of Natalie's ***tricks-of-the-trade*** to send you confidently to the feeds store and fill your frugal feed room!

Homework

1. Calculate your desired daily forage, feed and supplement costs using Worksheet #6 and choose the feed program that best works for you!

Cost of On Course Equine Nutrition, LLC (One month, 6 lecture, 4.5 hour online program offered through Zoom.us. All you need is a computer and WiFi.)			
Single Participant	Invite a Friend 50% OFF	Invite 2 Friends 66% OFF	Post Course Guided Practice
\$238 Full Course	\$119 each	\$79 each	3 Month Package \$280
20% OFF April-June Courses			6 Month Package \$520
\$190 (June course must be purchased by May 31st)			Full Year Package (Best Deal) \$950
	*Invite a barn friend, pay one invoice, and each get access!		*Private consultation not available without course completion.