



Hasenacher Stud & Farm and OMENTO Next Generation Horsefeed – a partnership for the welfare of the horse

Herrliberg / Zollikon, 5th April 2018

Two strong brands with one common aim – to deliver a healthy way of modern feeding and nutrition which caters for all of the horses' needs – physically and mentally. OMENTO Next Generation Horsefeed has become an exclusive supplier for Hasenacher Stud & Farm.

Hasenacher Stud & Farm is an outstanding venture – in more ways than one: The stud farm towers high above lake Zurich with the most stunning views of the Swiss alps – but moreover is an industry leader in its standards of the breeding and production of top sport horses – as well as the colourful appearance of its residents. Hasenacher Stud is a small but exclusive operation with the aim to produce top class coloured sport horses out of the best international bloodlines.

Barbara Keller, Owner and Founder of Hasenacher Stud & Farm is very proud of her horses: 'I would describe our operation as 'Boutique' – while we don't have the space nor the desire to produce large numbers we have the aim and clear vision to produce top quality horses. We carefully select our broodmares and sires to ensure a perfect match. With being focused on quality in all aspects of our operation, it goes without saying that the nutrition of our horses is of utmost importance to us. The first months and years in our horses' lives are crucial for their development and health later on in life. My team and I are continually following the latest scientific research and are looking into all aspects that help to improve the wellbeing of our horses.

'Only the highest standards are suitable to assist us in achieving our goal – the production of physically and mentally healthy and happy horses for the equestrian sport – for the ambitious Amateur as well as the international top sport.'

'The decision for OMENTO has been a very easy one,' states Keller. 'We have been using their products since 2016 and can see their benefits for the physical and mental wellbeing in the development of our horses. We are therefore so very excited and also proud to now step into a role as an Ambassador for the OMENTO brand.'



OMENTO – Next Generation Horsefeed – is the first energy feed developed specifically according to the horse’s digestive tract. This feed is used as a replacement for all complementary feeds, such as oats, barley, mixes, cubes and balancers. Forage remains the foundation for the horse’s diet.

Due to the maintained structure of raw fibre, it is evident that horses need three times longer for the intake compared to common energy feed.

The extension of the feeding time is beneficial for any horse.

The combination of the three energy sources fat, sugar and protein makes an optimum of efficiency and concentration possible. The adjusted mixture of all raw materials offers safety and a correct supply and makes the feeding itself an easy process to follow for the yard staff.

Maximilian Plank, CEO of OMENTO GmbH is driven by the vision to bring the feeding of our modern sport, breeding and leisure horses as close as possible ‚back to nature‘.

‘OMENTO origins from Latin and translates as ‚net‘ or ‚network‘ - which reflects our philosophy. We connect knowledge and decades of experience around horses’ nutrition with continuous research and veterinary science. OMENTO stands for connecting the knowledge and transferring it with and for all equestrian disciplines.’

‘We are working in a very scientific approach and close cooperation with our suppliers in agriculture, vets, scientist and top athletes,’ states Plank. ‘We are focused on continually developing and advancing our products. We strive to revolutionize the world of equestrian nutrition, one day at a time.’

‘When I visited Hasenacher Stud & Farm for the first time it was immediately apparent that we share the same values and principles. The stud farm is cutting-edge in its facilities as well as all measures taken in the care of their horses. The Hasenacher team lives and breathes the same desire to continually question existing standards, rethink the way we feed our horses to develop and revolutionise the standards of modern feeding. All for the one common goal – the wellbeing of our horses.’

‘We are very excited and proud to partner with Hasenacher Stud & Farm.’

END.



Please find more information on

www.hasenacher.com

www.omento.com

Media contact

HMC Horse Marketing Consulting GmbH

Stefanie Hoy

S.hoy@horse-mc.de | +49 172 81 82 180