



**intelligent worming**<sup>®</sup>

## **Baileys Horse Feeds/BEF Futurity 2010**

### **Factsheet 11**

#### **What is Intelligent Worming?**

Intelligent Worming (IW) is a process which combines scientific research, with over 10 years of parasitological experience to design unique individual worming programs.

It is the UK's best weapon to stop further development of resistance.

IW determines whether the horses natural immune system can cope without any chemical intervention, with the larvae in the pasture it grazes. Each horse is assessed individually and should any existing worm burden be identified then the reason for this is investigated. A full risk assessment is carried out at an early stage, and any pasture contamination is identified. The process also completely stops the development of resistant worms.

#### **Intelligent Worming and the BEF Futurity**

Intelligent Worming are generously supporting the BEF Futurity 2010, by offering EVERY young horse entered a free six month Intelligent Worming Program. This will include the annual subscription, a full detailed risk assessment, a program design, any faecal egg counts or chemicals prescribed in the program within the six months.

#### **What does Intelligent Worming involve?**

It's so simple! There are just two stages.

##### **Stage 1**

IW carry out a full detailed risk assessment on information which you provide them about each of your horses, then combine this with the analysis/ interpretation of the results from an initial faecal egg count. From these two pieces of information a senior consultant will then design a program for each individual horse ensuring that they are only prescribed

chemicals which they actually need. Better for you, better for your horse, better for your pasture.

## **Stage 2**

Once the program has been designed, IW contact you to run through the strategy of the program for each of your horses, ensuring that you understand exactly what has been prescribed in your program and why.

If you are happy with this, a full detailed copy of your program will be sent out to you. Your treatments (chemicals and/ or faecal egg counts) will then start arriving on your door step a week before they are due, then all you have to do is open the envelope and follow the instructions. It really is that simple!

## **Why do I need Intelligent Worming?**

Only 2% of horses in the UK are on programs that the British Veterinary Association and leading parasitologists would endorse.

Most horse owners do not realise that they need Intelligent Worming, but once they see the difference they do not consider anything else. 50% of all of our business comes from our customers recommending us and over 90% of our customers stay with us year on year.

The way that horses have been wormed in the UK has led to the development of resistance to all of the chemicals we have to treat worms. Basically this means they don't work any more. Horse owners have to realise that worms are alive and are a mutating disease. This means they are clever and can adapt.

Standard worming programs do not take into account the requirements for the broodmare or young horse. Producing a successful foal is a costly and emotional process and the risk of worm infection can be eliminated with the expert knowledge of an Intelligent Worming Consultant. The parasite control program should take into account the environment and pasture conditions, in addition to any pre existing worm burden. It must use faecal egg count analysis with professional interpretation to avoid compromising the health of the mare and the development of the foetus.

If you have either a mare in foal, a young horse, or a mare that is going to stud this year ask yourself these two questions:

1. Does my worming program take the grazing conditions and environment into account?
2. Do I know through a scientific test that my current worming program is working?

If you cannot answer yes to both of them then you are putting the health of your foal at risk and you need Intelligent Worming.

## **How do I know Intelligent Worming works?**

We have a number of studs who are clients, ranging from 10 horse private studs to 80 horse commercial studs which are successfully using Intelligent Worming and we have testimonials from them which are available to you. Also Intelligent Worming has a 100% success rate

with horses which have been following the program, and now over 4,500 horses are reaping the benefits of the service.

**Does it mean using herbal / organic / homeopathic parasite control products?**

The programs will include the medicine that each horse needs. There are herbal products available that are sometimes included to support a low immune system when the larvae in the pasture are low. However if a parasitic disease is present then the only way to successfully remove it is to use regular medication [wormers].

Intelligent Worming is NOT a herbal alternative and is NOT a worm egg count service.

**What happens after the six month FREE program has expired?**

If you are happy with the program and you wish to continue all you will have to do is pay for any chemicals or faecal egg counts as prescribed in the remaining six months, then at the renewal your program will simply continue in to the next year, and at which point all you will pay is the annual subscription then the products within your program.

If you are not happy with the program or do not wish to continue then simply tell us and you will not proceed into the next six months of the program.

**What are the costs involved – is it more expensive or cheaper than the regular worming plans most people follow?**

This is the hardest question that we get asked.

In addition to the annual fee, the only costs you then pay for are the chemicals/ faecal egg counts which have been prescribed by your consultant. There are no other hidden costs; you simply pay for what you have. The one thing you can be sure of though is that every penny you are spending is on a program which you know will be working, and that you are not giving chemicals just for the sake of it.

It is like comparing supermarket “own brand” products with the brand leaders. On some products you compromise but on really important stuff you make sure that what you buy is going to do the job you need it to.

Would you use an unqualified farrier, just to save £20 a year? Or would you ask your farrier to just attend to some of your horses because to treat them all would cost too much money? A lot of horse owners do with worming.....

You can see your horses’ feet but you cannot see what is going on inside their gut. It is easy to ignore the fact that there might be a problem or you might be giving chemicals that the horse does not need.

We can guarantee that you will stop wasting your money.

The average cost for a horse in the first two years is only £2.00 per week. This will reduce to just 75 pence once the program enters its maintenance level. A regular worming program will cost you £1.50 per week. So over a 3 - 5 year period it is no more expensive but you will know exactly what is going on with your horse and your pasture when it comes to worms.

As the advert says.....priceless.

**What if I sell any of my stock?**

There are a number of options for you if you sell your horse:

**Option 1**

Many people choose to add the cost of the worming program to the sale cost of the horse and sell the program on.

**Option 2**

The annual subscription fee is non-refundable, but may be transferable to a new/ different horse. Because you only pay for chemicals or faecal egg counts that you have, if you have paid up front for your program then sell an animal you will be refunded for any treatments which have not been sent to you.

Intelligent Worming also provide certificates for youngsters to say that they have been covered by the “Intelligent Worming Guarantee”. This could be a real benefit.

**How do I get more information?**

Further information can be found at [www.intelligentworming.co.uk](http://www.intelligentworming.co.uk)

At each of the BEF Futurity venues, an Intelligent Worming equine representative will be present, to run through any questions you may have and to activate your program should you wish to take up the offer.

To sign up call 01267 223322 and in just a few minutes your account will be sent up, and you can soon be enjoying the worry free worming program which over 4,500 IW members are already successfully using.

**FURTHER INFORMATION**

T: 01267 223322

The logo for Intelligent Worming features the words "intelligent worming" in a lowercase, sans-serif font. The letters "i", "w", and "i" are highlighted with a yellow square above them. A registered trademark symbol (®) is located at the top right of the word "worming".

**intelligent worming®**