

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. IW is still the only company in the UK which assess, test, plan and deliver. 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.

Intelligent Worming and the BEF Futurity Scheme

Intelligent Worming are generously supporting the BEF Futurity Scheme again in 2011.

We have upgraded last year's offer by offering EVERY animal entered in to the scheme a **FREE 12 Month Intelligent Worming Program**. *This will include the annual subscription, a full detailed risk assessment, program design, and ALL faecal egg counts.*

All Futurity Entrants need to pay for are any chemicals (wormers) prescribed in the program.

At each BEF Futurity venue IW will be using their brand new Weigh Bridge to assess each entrant's weight. We will also compare this to measurements using a Weigh Tape so that you can compare accuracy.

Shortly after your Futurity event, Intelligent Worming will send you a Horse Information Sheet which will require completing for each horse, and also your initial Faecal Egg Count kit to get you started. We will also advise you when you need to proceed with taking the sample as this will depend on the last time you wormed, and which product you used.

What does Intelligent Worming involve?

Its so simple! There are 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.

Stage 2

Once the program has been designed IW contact you to advise you of the content, ensuring that you understand exactly what has been prescribed 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. 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. It is evident from findings from the information gathered from the entrants who took up the six month free offer in 2010 that only 5% are currently on a sustainable worming program that will still work in the future.

Most horse owners and breeders 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 the worms are clever and can adapt.

Standard worming programs do not take into account the requirements for the broodmare during gestation or lactation, or the foal, or youngstock. Producing a successful foal is a costly and emotional process and the risk of worm infection can be eliminated with the expert knowledge your Intelligent Worming Consultant.

All effective parasite control programs should take into account the environment and pasture conditions, in addition to any pre existing worm burden. They 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 who 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 who have been following the program, and now over 6,000 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 is 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 12 month FREE Intelligent Worming program has expired?

If you are happy with the program which we are sure you will be, then the program will be renewed annually.

If you are not happy with the program or do not wish to continue then simply tell us and you will not proceed into Year Two of Intelligent Worming although we expect that to be very unlikely.

What are the costs involved?

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 which have been prescribed by your Consultant. There are no other hidden costs. The one thing you can be certain of is that your horse has an effective worming program that you can be completely confident in, and that you are not giving chemicals just for the sake of it.

You can see your horse's feet but you cannot see what is going on inside. We can guarantee that you will stop wasting your money by being far more specific when it comes to worming.

The average cost for a horse in the first two years is only £2.00 per week. This will reduce to just 75pence 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.

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"

How do I get more information?

Further information can be found at 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 6,000 IW members are already successfully using.

WE LOOK FORWARD TO SEEING YOU AT FUTURITY 2011...

intelligent worming[®]