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Applied Animal
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Press Release

Applied Animal Enrichments, LLC, Makers of Genuine HORSEBALLS® Products, Improves the First and Best Animal Activated Feeder:

The PasturePal® Recreational Feeder™

Applied Animal Enrichments, LLC is the industry leader in enrichment and “the leader in therapeutic recreation and for horses”.™ Now the equine industry gets an improved PasturePal® Recreational Feeder™, HORSEBALLS’ latest innovation in equine recreational therapy and boredom reduction.

Kensington, MD, December 10, 2003: Applied Animal Enrichments, LLC has improved the PasturePal® Recreational Feeder™. The PasturePal® is now made of heavier duty material and comes in a beautiful hunter green base, not the industrial gray, anymore, with a maroon drum.

The PasturePal® Recreational Feeder™ is a challenging, entertaining puzzle of a feeder. It promotes and encourages constructive, busy activity, through the natural act of foraging. The PasturePal® Recreational Feeder™ provides an outlet for exercise and the release of excess energy – thus preventing boredom and stable vices.

BIG NEWS: The physiological motion of foraging, for several hours necessary with the use of the PasturePal®, promotes the clearing of sinuses and overall health in horses. Given all the modern conveniences (to us humans!) in the well-equipped barn or stable, where feeding is up higher, much of the act of foraging, at ground level, is missing in the daily life of many horses today. Horses quickly learn to use the PasturePal® Recreational Feeder™ because of the natural act imitated and promoted.

BIGGER NEWS: The PasturePal® might be the cure for cribbing! The interest a horse finds in the PasturePal® Recreational Feeder™ and the motion and reward involved in using it may be just the diversion a cribber needs to stop.

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COMPONENTS / USAGE

The PasturePal® Recreational Feeder™ is made up of a FEEDER DRUM and BASE / TRAY. Both components are made of highly durable heavy-duty, PVC plastic. The heavier weight and improved flexibility of the base are part of the improvements of the PasturePal® Recreational Feeder™. The cap for the Feeder Drum now fits much tighter and is nearly impossible for the horse to remove.

Like all HORSEBALLS® products, the PasturePal® is proudly made in America.

FEEDER DRUM

The FEEDER DRUM is a sturdy, barrel-shaped drum with holes that allow the feed (or grain or pellets) to fall out when turned, nudged, kicked, etc. Horses quickly learn how to get to the feed inside of it.

The FEEDER DRUM can be used alone – in grassy pastures and paddocks. (There should be no sand or dirt to cause colic.) The cap area has been improved, so the “easy cap” is very secure.

In most cases, the FEEDER DRUM should be used with the rest of the complete PasturePal® Recreational Feeder™.

The FEEDER DRUM holds 5½ quarts of feed or grain but we suggest that no more than 3 quarts be used.

BASE / TRAY

Aside from the added stability, the BASE / TRAY is a safe, clean place into which the feed, pellets, or whatever you choose to feed, can be dropped and eaten.

The BASE / TRAY can be mounted to a wall, post, or outbuilding. This allows the PasturePal® Recreational Feeder™ to be used, stationary, in a paddock or stall. It can also be used freestanding – preferably staked down, in a paddock or pasture.

FEED MANAGEMENT

The PasturePal® Recreational Feeder™ is unparalleled as a boredom reducer and a feed management dispenser.

The PasturePal® Recreational Feeder™ is designed to help manage the free feeding of horses. The amount and flow of the feed can be monitored and adjusted as needed. The holes for the feed / pellets can be enlarged or added easily and can be made smaller or closed with little difficulty.

The PasturePal® Recreational Feeder™ is especially helpful for those horses who eat their feed too rapidly. It's also excellent for horses who like to nibble throughout the day.

It can take a few hours for a horse to feed, using the PasturePal® Recreational Feeder™.

Because the FEEDER DRUM is sold separately, you can buy more than one and keep them filled so that there is always a FEEDER DRUM ready.

BOREDOM REDUCTION

The PasturePal® Recreational Feeder™ now gives your horse something else to do in the stall or pasture besides play with HORSEBALLS®, to keep them occupied and to prevent boredom.

The PasturePal® Recreational Feeder™ uses the natural act of foraging to stimulate the busy activity that deters the boredom that leads to stable vices.

DUAL PURPOSE PRODUCTS

All HORSEBALLS® products have at least a dual purpose. They provide Entertainment, Enrichment, and Recreational Therapy.

Eggbutt™ and Two Bar™ Stallball®: As fun as it is to watch horses play with them, they are effective in reducing and preventing stable vices.

Hopalong Harrison: As children enjoy bouncing on them, they are developing the muscles and coordination required in horseback riding. The larger size is for adults to exercise and play on.

PasturePal® Recreational Feeder™: It challenges the horse and occupies the mind to get to the feed, while promoting the beneficial act of foraging.