



BETA Innovation Award Winners

The best new products for the horse industry were celebrated with the Innovation Awards during BETA International 2018 in Birmingham, GBR, on January 21st. Some of this year's top products included:

EASYCONTACT by Paskacheval:

This liquid product enhances the relaxation of the horse's mouth when training or competing and improves the dialogue between the rider's hand and horse's mouth to obtain an elastic connection. It is particularly recommended for equines with a stiff mouth.



HORSEPAL 1.01 HORSE MONITOR by Horeware: This small monitor provides actual temperature and humidity data, and takes the guesswork out of choosing the correct blanket weight on any given day.

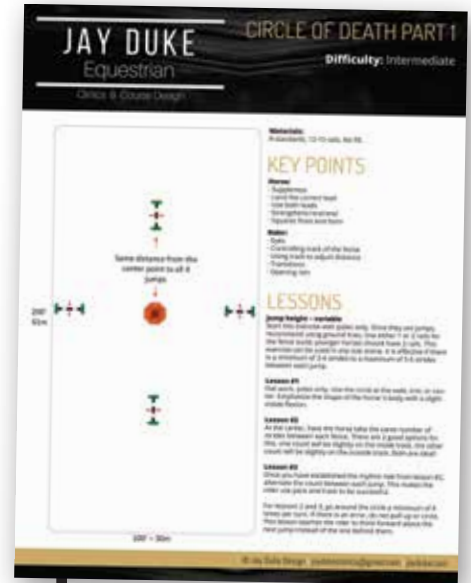


ESTRIDE by Stride Innovations: This multi-functional fitness tracker measures training time, stride count, gait pattern, session regularity, horse stability, calorie burn and other data needed to improve riding and ensure a horse's good health.



ANTARES BEANIE by Extremities: This fashionable knit cap with X Glo yarn in the design is 360° reflective. Perfect for dog-walking or riding in low light.

GIZAHAND LED WHIP by Vale Brothers: This whip with LED light is highly visible to motorists and charged using a USB port providing constant light for 10 hours, flash mode for 14, and flashlight for 20.



Digital Lessons with Jay Duke

Canadian Equestrian Team veteran Jay Duke of Whistler, BC, a senior course designer with Equestrian Canada and renowned clinician throughout North America, has recently developed a digital lesson plan. This subscription program allows trainers and riders to enroll in three-month, sixth-month, or year-long lesson plans. A weekly mobile-friendly lesson is delivered via email to subscribers with notes, material lists, explanations by Jay, and the occasional tip from guest contributors. The yearly subscription also includes phone and video support from Jay for questions, horse evaluations, etc. Additionally, a portion of the proceeds from

the program are donated to JustWorld International and Uryadi's Village. (jayduke.com/virtual-lesson-subscription/)

HW AIR MK 2 JACKET by Horeware: This competition jacket evolved from 3D mesh construction to single-layered, lightweight, cool-touch woven fabric with four-way stretch. The product is breathable and allows the rider good movement.

LONG MICKLEM GIRTH by Horeware: A girth that is ergonomically-shaped for minimum slippage and maximum elbow comfort, developed following research on saddled horses put through various paces to establish saddle movement and its effect on pressure points on the horse's elbow.

RESCUESTUDS by Inivo Studs: The rescue remedy for loose stud holes, Rescuestuds fixes the problem when a stud won't tighten, avoiding the cost of replacing a shoe.

