

MyHappy.Horse

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Equilize Horse Nutrition Pty Ltd

MY HAPPY HORSE

Point Of Law leads historic Ciaron Maher trifecta in freakish Melbourne Cup performance





MY HAPPY HORSE

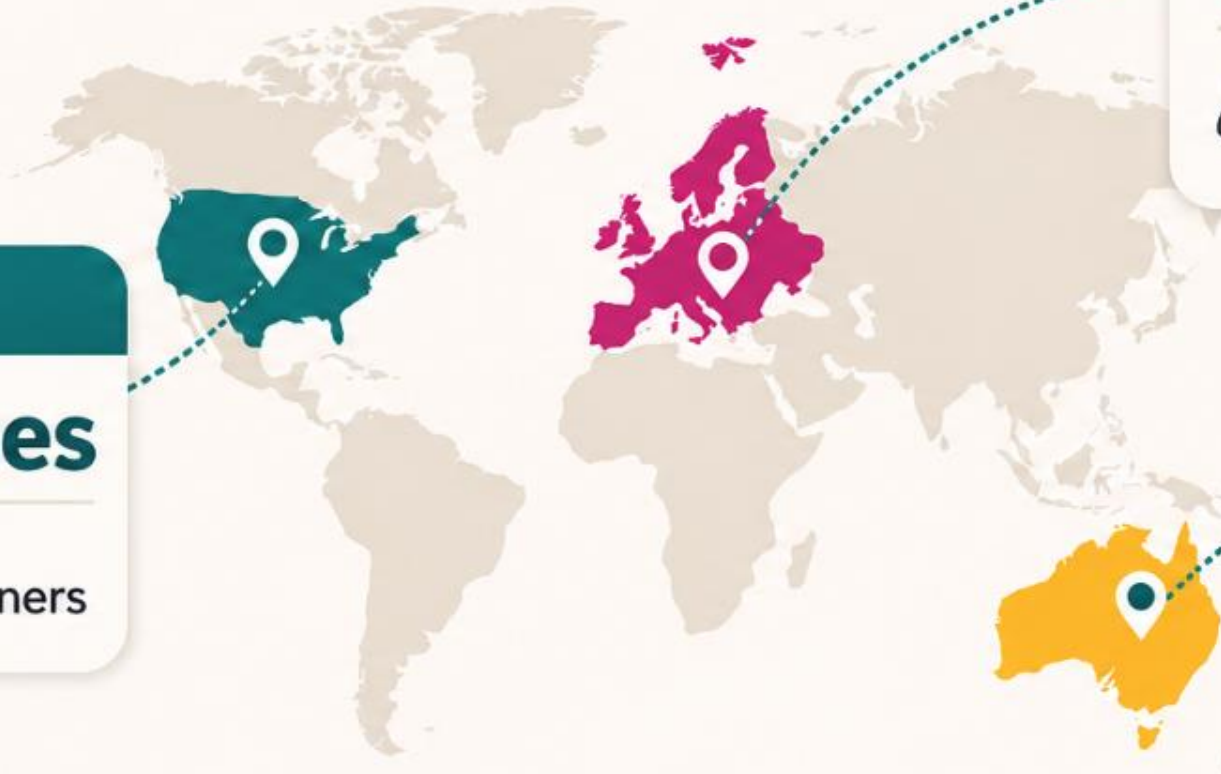

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Horse Populations in Key MyHappy.Horse Markets

Latest publicly available industry estimates



UK & Europe

6M+ horses

An estimated 2.5M+ horse-owning households

USA

7.2M horses

An estimated 4.6M horse owners

Australia

1.2M horses

An estimated 400K horse owners

“Am I actually feeding my horse right?”



MyHappy.Horse

First CD-ROM software. Then cloud-based software.
And now, MyHappy.Horse.

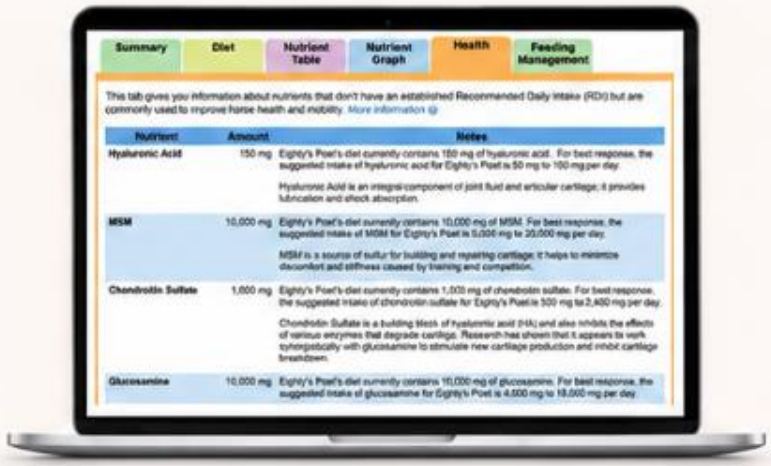
2004 — 2008 — 2025 →

Equilize



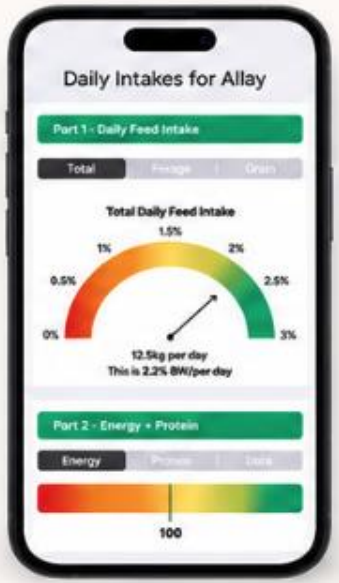
CD-ROM software

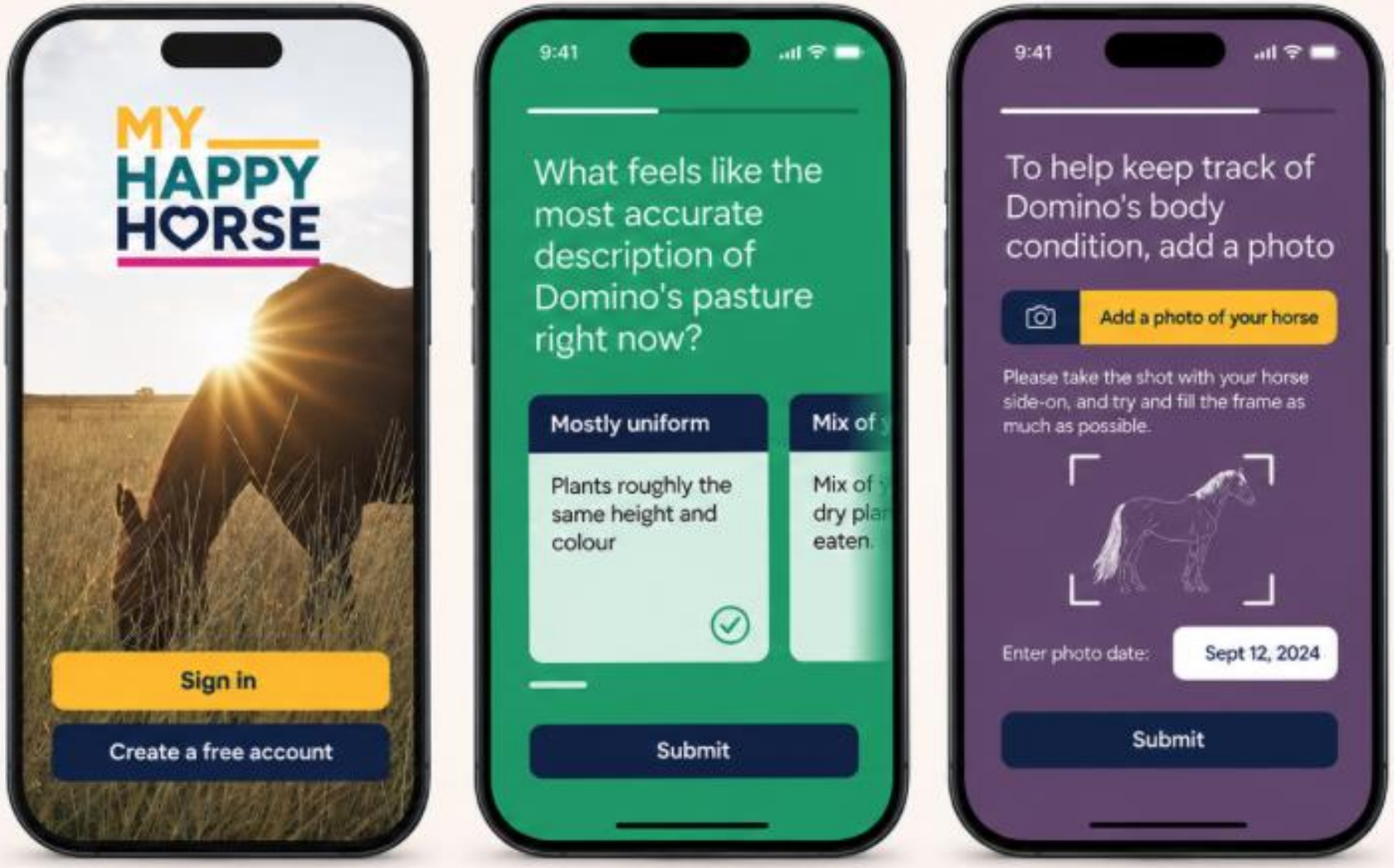
FeedXL



Cloud-based software

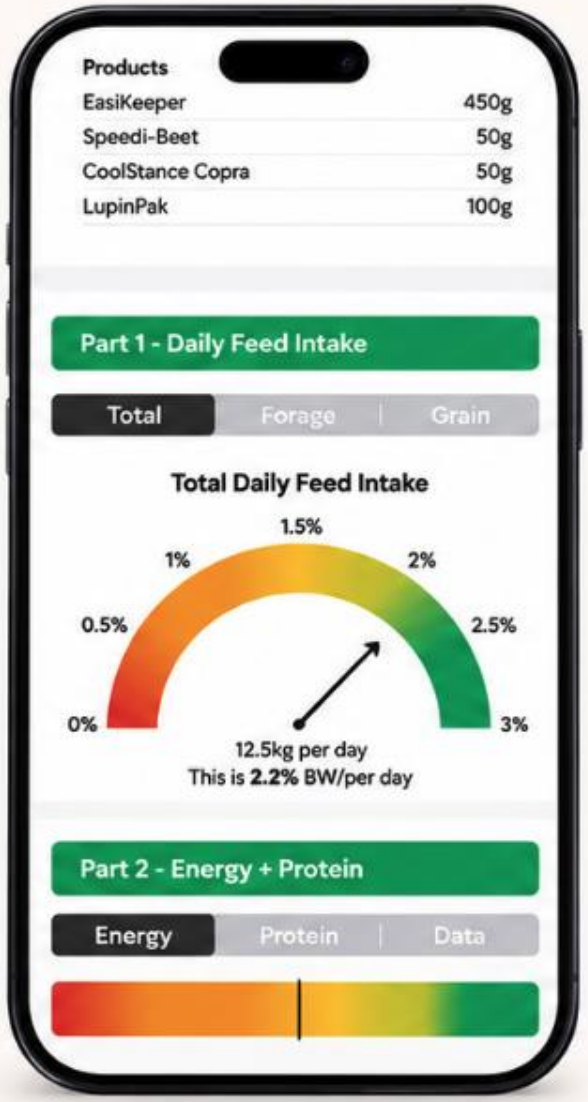
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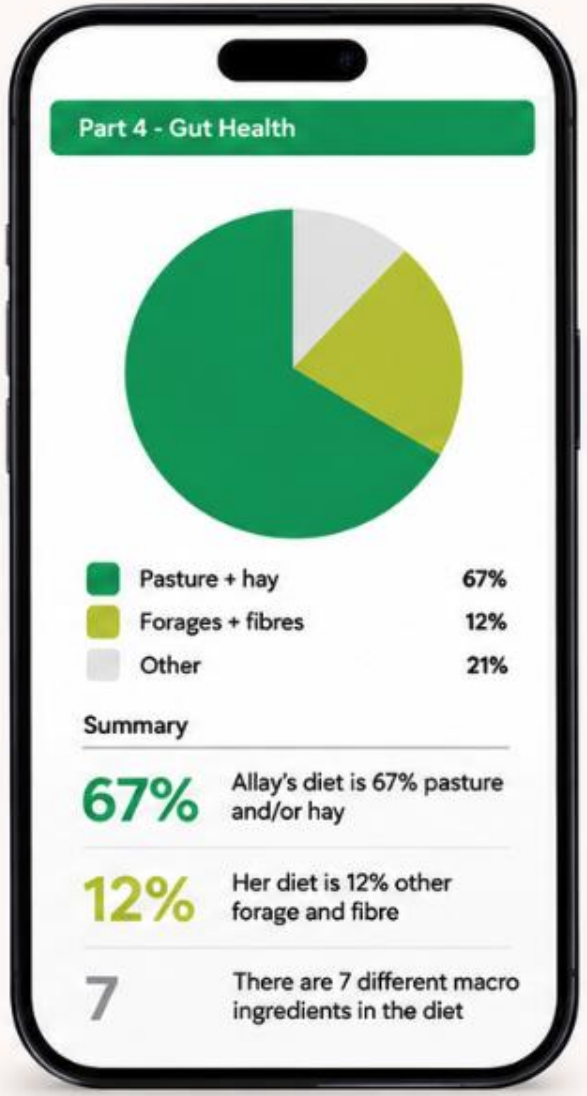




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This is good.
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Podcast

Happy Horse Nutrition

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Following

All Episodes

77. Horse Nutrition, Exercise & Performance: New Research from ICEEP 2026

Happy Horse Nutrition

Can lunging your horse actually be harder work than riding? Does speed strengthen bones or damage them? And could restricting...

Nov 2 • 1 hr 10 min

76. Horse Nutrition Q&A: Gut Health, Straw, Beet Pulp Colic & Ryegrass Mycotoxins

About

The Happy Horse Nutrition Podcast with Dr Nerida McGilchrist makes horse nutrition make sense. A PhD equine nutritionist with more than 25 years of ex

... Show more

4.9 ★ (18)

Happy Horse Nutrition

Chapters

25. Breaking the Horse Nutrition N
Challenging Status Quo in Austral

he Horse Nutrition Mold

Happy Horse Nutrition

Chapters

Show all (15)

These chapters are auto-generated.

Head of Data and Performance: Josh Kadlec-Cavanagh
2 min 26 sec

Ciaron Maher Racing's Courage to Break Feeding Norms
5 min 33 sec


The Ask...
MY HAPPY HORSE