

Success Story



David Menard, DVM **Thoroughbred Racing and Sales** *Supporting Healthy Horses in a New Way*

Background

David Menard, DVM, was a self-described “horse kid”. As a third-generation horse person, there was rarely a doubt that he would turn his childhood passion into a lifelong career.

When it came time to choose his profession, Dr. Menard easily found his way to veterinary medicine. He has now been in practice for over 15 years, spending the past eight serving owners near his new home in Florida. While Dr. Menard’s personal practice largely includes small animals, he has maintained his commitment to the horse industry throughout his career.

Departing from his family’s original equestrian roots in Saddlebreds, Dr. Menard has found his true passion in the Thoroughbred industry. With over fifty horses under his charge at any time, he spends his hours outside his veterinary office in raising, training, racing and selling top Thoroughbred contenders.

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PROFILE

- 15 years as a veterinarian.
- Began his practice in North Carolina before moving to Florida in 1997.
- Third-generation horse person.
- Partner in True South, LLC selling top Thoroughbred prospects at world-renowned venues such as the Calder Selected Two-Year Olds in Training sale by Fasig-Tipton Florida, Inc. True South had seven horses on consignment at this sale in 2005, including a top-selling **Yes It’s True** filly that sold for \$435,000.
- Part owner of filly **Celestial Legend**, who won her first five starts between 2004 and 2005.
- Enjoys Arabians in addition to Thoroughbreds and maintains a broodmare and a junior western pleasure/ junior hunter mount.

“I’ve been working with the Thoroughbreds ever since I arrived in Florida eight years ago,” Dr. Menard said. “It was really a natural progression. I met some great people, started to get involved and then found that I really liked these horses.”

As a veterinarian, Dr. Menard approaches his horses’ care with a scientific eye and attention to detail. Constantly on the lookout for ways to support his horses’ health, Dr. Menard examines new product choices carefully to make sure they provide the benefits his horses need in a safe and effective manner. Keeping his racing and training horses in top shape has required Dr. Menard to think long and hard about their digestive tract health as a part of their overall well-being.

“It is blatantly obvious to us that managing these horses’ stomachs on a daily basis is almost mandatory,” he said. “If you don’t, you are truly going to be sub-par.”

**SUCCEED™**
Digestive Conditioning Program™

Success from the inside out.™



The Discovery

Dr. Menard found that he was using products to treat stomach distress in many of his horses, but felt there must be a way to address the needs of the entire digestive tract, as a complete unit.

"We know that gastro-intestinal tract issues are common in this industry where horses are under stress," he said. "That's scientifically proven. And we know that if you treat the problem, you get improvement. But it's more efficient and effective to avoid the issues in the first place."

But Dr. Menard had yet to find a product to support the entire digestive tract, until he tried SUCCEED™ Digestive Conditioning Program™. It was exactly what the doctor had been looking for.

"SUCCEED addresses the entire digestive tract," Dr. Menard said enthusiastically. "It has good theory behind it and it really seems to have a good effect."

Results

After trying SUCCEED with an initially critical eye, Dr. Menard quickly saw its value and placed all of his 25 two-year olds in training on the product, as well as all of his older, racing Thoroughbreds.

"We didn't have clinical horses," Dr. Menard said. "We used this as maintenance. We started the Thoroughbreds on it the day they were broke and they have stayed on it since then. And SUCCEED costs us less than even intermittent use of other products."

Dr. Menard was pleased at the compliments he got about how well behaved his horses were during the stressful run-up to the Fasig-Tipton Florida, Inc. 2005 Calder Selected Two-Year Olds in Training Sale.

"I give SUCCEED some of the credit there," he said. "Because we really had happy, healthy horses. We are very happy with the results we've seen in the horses that are on SUCCEED."

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In fact, one SUCCEED filly made Menard extremely happy at the recent Fasig-Tipton sale. The **Yes It's True** two-year old that True South purchased as a yearling and trained—and placed on SUCCEED—brought in \$435,000 for the company, making her one of the top selling fillies at the sale this year.

SUCCEED Digestive Conditioning Program is a once-daily feed supplement for horses that is available in an oral paste or in convenient top-dress granules. Formulated to support a healthy digestive tract, SUCCEED works while horses continue the rigorous training and competition schedules necessary for competitive success. SUCCEED helps support healthy horses from the inside, out.

For more information on SUCCEED Digestive Conditioning Program, visit www.SucceedDCP.com or call 866-270-7939.



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