

STABLE VIEW PARTNERSHIPS - STABLE FEED



Olivia Sobczak (left) and Mary Hartman (right) with Mary's horse, Monty

StableFeed is sponsoring the Saturday night Graze and Gaze at Oktoberfest on September 30th from 5-7pm.

Mary Hartman, founder of StableFeed, and Olivia Sobczak kindly shared some background on the company.

StableFeed was started in April of 2017. Mary was looking for a natural way to support her horse. She said, "As people started to see positive changes in my horse they started asking me to make the chia products for them. From there a company was born!" The company became known as StableFeed. Mary and Olivia said, "StableFeed harnesses the power of nutraceutical, non-gmo, organic foods and clean forages to create, restore and maintain horse health at a high level." They shared that they recognize that how horses are traditionally fed is in a large

part responsible for many chronic health issues. As they said, "StableFeed offers solutions, not just supplements."

Mary and Olivia are both dressage riders. Mary studied Bio-Chemistry at the University of WI - Madison. She said that while her major wasn't directly tied to horses that she has always had a passion for animals. Olivia graduated from the University of Minnesota Twin Cities with a major in Animal Science with an equine emphasis.

When asked about their relationship with Stable View they shared, "We hold Barry and Cyndy in very high regard and are grateful for their on-going efforts on our behalf. It is extremely difficult to find your footing in a market dominated by 100 year old corporations. That effort is exponentially more difficult when you are attempting to re-introduce something entirely new to the equestrian community. Stable View has gone to great lengths to support our efforts, making us feel more like partners than Sponsors."

Their final thoughts were, "We believe StableFeed and Stable View align very well in our overall view of horses and horse sports. We are committed to creating feeds and supplements that honor and respect the horse and help horse owners provide clean and health-giving foods. Stable View provides best-in-class services for the safety and enjoyment of the horses, riders, support staff and spectators. Every detail; the beautifully manicured grounds, the stabling, Attwood arena footing, and the hospitality at Ollie's Pub shows their commitment to the horses, the riders and relationships. Stable View is a gem and we are honored to play a small role in their story."

Come out to Oktoberfest, meet Mary and Olivia, and try StableFeed for yourself.