

## *It's In Your Blood*

We often hear about the young girl or boy who dreamed of participating in the Olympics in jumping, dressage or eventing, but for Campbellford Ontario area resident Brad Heffernan, the dream had a whole different script.



Brad bought his first horse at the age of 12, a Quarter Horse named Otoes. Brad's passion from that point on was the traditional cowboy skill of roping. So serious about the sport was Brad that by 1994 he was the runner-up Rookie of the Year in breakaway roping with the Ontario Roping Association. That success only fuelled his determination to be the best in the sport and by 1999 he and Otoes had qualified for the team and calf roping finals five straight years.

After an injury in 1998 Brad concentrated on team roping but without missing a beat he continued to add to his collection of championship buckles and breast collars.

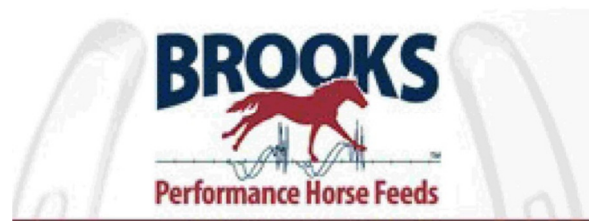
Many accomplishments followed including the Dodge Rodeo Tour Championship in 2001, Ontario Roping Association Champion in 2002, Terry Dunk Memorial Roping Champion in 2008/2009 and strong showings at the Quarter Horse Congress in 2005 and 2007.

Of course Brad gives much of the credit to his horses. Otoes earned a well-deserved retirement at the age of 19. He was followed by a mare named Nifty Doc Blanton (Mini) who earned the honour of Heeling Horse of the Year four years in a row. Peppy's Future Star helped Brad win the Terry Dunk Memorial Championship in 2008/2009.

Fuelling the explosive burst of speed necessary for a successful roping horse isn't something Brad trusts to any feed other than a Brooks feed. ***"I know I drive past several feed stores from my farm to buy Brooks," says Brad, "but I believe my horses need the concentrated energy in Phase III to be at their best. I love this sport and my horses. It's in my blood. I know that a Brooks ration is the best there is so I won't use anything else."***

At Brook Feeds we love to see the passion of horse people, no matter what their sport. When someone like Brad is successful, we feel that we're part of their success as well. Why?

## *It's What We Do!*



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