



PREMIUM

THE QUALITY OF THE CHAMPIONS



BEYERS PREMIUM MIXTURES

THE QUALITY OF THE CHAMPIONS

From a quality point of view, the **PREMIUM mixtures are the supreme products within the BEYERS range**. The emphasis is on the **smaller** types of grain in the premium mixtures, like small Cribbs maize and small peas, in combination with toasted soya, in order to guarantee **optimal absorption of the grains**. Whoever opts for **PREMIUM** mixtures opts to never **throw money down** the drain again. **Plus the composition of these mixtures is of such high quality that we can refer to this as** optimally nutritious. This will allow you to get the very most out of your pigeons' qualities.

TOP MIXTURES AND COMPLEMENTARY PRODUCTS BY AND FOR PIGEON FANCIERS

BEYERS doesn't believe in working on its products for the pigeon market from the top of its ivory tower. Pigeon fanciers are employed at various different levels within the organisation, from production to sales and management and these people can perfectly empathise with modern pigeon racing experiences. Plus the company also boasts some very intensive working relationships with the absolute top of today's pigeon racing sport, both at home and abroad. Their feedback regarding their practical experiences with **BEYERS'** products allows us to continuously optimise the mixtures and complementary products

This intensive collaboration has led to the co-creation of a number of very high quality mixtures and supplements, suited to the vision of feed and the strategy of a number of top pigeon-fanciers. On the following pages, you will find the story about how each of these co-creations was developed. We present the specific characteristics of the mixture and/or supplement and tell you about the feed regime & strategy of the champion concerned.



CHAMPIONS CHOOSE QUALITY
CHAMPIONS CHOOSE BEYERS



PREMIUM JELLE JELLEMA

PREMIUM JELLE JELLEMA POWER

JELLE JELLEMA - THE UNCONTESTED GRANDMASTER OF HEAVY LONG DISTANCE RACES.



The name **Jellema** and success in heavy long distance races are inextricably linked to each other. As a youngster, Jelle was always at the lofts alongside his father **Ultsje Jellema** and there he gained his first experiences with pigeons. Until the mid 1980s, he

successfully raced in the racing programmes. Starting from 1985, he effectively bred, raced and selected for heavy long distance races / international races. Until 2008, father and son raced in tandem. Later Jelle continued on his own at his current location in Nijverdal, basically racing his own pigeons that have proven themselves multiple times in heavy long distance races (the international races). Nowadays, together with his wife Janneke and their 3 children, he enjoys top moments!

Jelle Jellema is always searching for ways of making the difference in order to remain at the top. Feeding, training, teaching the youngsters, genetics, fierce selection for racing and breeding, the loft - all this always keep Jelle querying and searching for how to improve all the components in pigeon racing.

For Jelle, the ideal racing system on the heavy long distance races (the international races) is with nestlings. Here it is important to train the pigeons well.

Training starts with the youngsters with the ultimate goal of having everything subjected to growing into a potential winner in a heavy long distance race.

In terms of nutrition, Jelle mainly trusts the instinct of the pigeon itself: *"A pigeon knows best by itself what he/she needs"*. Therefore, a wide variety of grains and seeds is essential. For heavy long distance races, energy-rich (fat-rich) nutrition is necessary, but: *"Fat feed is good, conversely too fat is not good"*. Jelle also considers it very important to provide a generous ration of a variety of grits and mineral mixtures with the right ratio of calcium and phosphate and in combination with grain and seed mixtures. Nesting pigeons in any case have a great need for fresh minerals.

Jelle wants to avoid the use of supplements by means of thorough training, an in advance predetermined flight programme per pigeon, and individually-set extra rest/recovery period, if necessary. He considers a redundant or frequent use of these as an extra load for the digestive system of pigeons. Vaccinations, examination/diagnosis and adapted medication in case of sickness as medical guidance he applied with the necessary care as a veterinarian in training.

Jelle has always looked for feed that - with some minor adjustments - he can use all year round. Therefore, he has always mixed various bags of feed, looking for the ideal bag. However, he never seemed to find it. When he discussed this with **Rick te Morsche** and **Dick de Leeuw**, they suggested to formulate a mixture themselves, which would meet all the aspects required by Jelle.

Pigeons racing long distances often have difficulty with endurance and should be prepared better for it in order to utilise their full potential. Jelle described this as follows *"As fancier with main focus on long distance races you want your athletes to be fully fuelled at*

the start. For this you need a very fat-rich mixture. The mixtures that were available were actually not energetic enough to my liking and were also not well balanced. For these reasons we developed PREMIUM JELLE JELLEMA POWER, which worldwide is probably the most fat-rich mixture available. Thanks to the high protein content, it is also the ideal mixture for recovery after an international race and for use during breeding".

With years of focusing on heavy long distance racing, the experience he has amassed in these races and his 'keep it simple' mentality makes Jelle an advocate of the use of maximum 2 mixtures.

On the one hand, a versatile all-round mixture and on the other hand, an energy (fat-rich) and protein-rich mixture. He feeds these in various combinations of both mixtures that he feeds throughout the year. This jointly guarantees an ideal balance between supplying the necessary carbohydrates, fats and protein and the needs of the pigeons according to the circumstances. Adding extra paddy rice (high content of crude fibre) that has lots of nutritional fibres, which helps regulate the intestinal passage and good digestion, is only necessary during long rest periods or in the preparation for short distance flights.

Good and quick recuperation from a heavy long distance race is the start of preparation for the next race; here too there are requirements set for the mixtures. The predetermined race programme of every pigeon is independent of the location in the loft. Consequently, pigeons remaining at home, pigeons returning home from a flight or about to return, and pigeons in their last preparatory days for basketing sit together in the same loft. This means that the 2 mixtures should provide optimal feed for use in a communal feed trough and in an individual feed vessel in case of a nest dish in various positions in which the pigeon is sitting and this during the 'period' of the 7 international races (end June to the beginning of August)!

Pigeons start their preparation/training for long-distance races by training & practice flights over the shortest distances. These 2 mixtures must also provide a optimal composition for the intermediate tasks. This was a complete challenge that **BEYERS** readily accepted and together with Jelle and a few colleague fanciers had steered this to a very good final result. The initial test mixtures of the 'energy-rich version' were already bagged in 2016 and the creation of the 'all-round mixture' followed a year later in 2017.

The targeted results exceeded amply; all the parties involved were very satisfied with the mixtures. With some delay (for well-known reasons), but at the same time, additional confirmation of a good final result, we are happy to offer these recipes worldwide: **BEYERS PREMIUM JELLE JELLEMA** and **BEYERS JELLE JELLEMA POWER**.

BEYERS PREMIUM JELLE JELLEMA

A versatile all-round mixture composed of 21 high-quality ingredients. With minor adaptations, this can be used as feed throughout the year by fanciers of long-distance racing:

- During the winter/rest period and racing season for short distances supplemented by paddy rice. Paddy rice has a high content of crude fibre (5-7%) and contain lots of nutritional fibre that helps to regulate intestinal passage and good digestion.
- During the breeding and moulting season and for longer distances, supplemented with **PREMIUM JELLE JELLEMA POWER** for providing the higher fat and protein needs.

Ingredients: maize Cribbs, maize Bordeaux, white wheat, extra white dari, paddy rice, cardy, sorghum extra red, small yellow peas, small Cribbs maize, small green peas, maple peas, vetches, peeled oats, brown rice, toasted soya beans, kadjang idjoe, lentil, hemp seed, buckwheat, dun peas, canary seed.

Carbohydrates	58.10%
Crude protein	13.60%
Crude fat	5.80%
Crude fibre	6.50%
Crude ash	2.20%

BEYERS PREMIUM JELLE JELLEMA POWER

An extreme energy (fat-rich) and protein-rich mixture consisting of 27 different ingredients that in terms of choice and quantity were meticulously selected as the perfect supplement in combination with **PREMIUM JELLE JELLEMA** for the internationally heavy long-distance race programme and during the breeding and moulting period.

- Ensures optimal recovery after homecoming and furthermore, it offers an ideal start of the preparations for the next race.
- As a source of energy during the last 4 days before basketing in an internationally heavy long-distance race.
- During the breeding and moulting period as a source of extra mild digestible proteins with optimal nutritional value and digestion.

Ingredients: maize Cribbs, cardy, hemp seed, maize plata, dari white, green peas, brown perilla, power pellet, maize Bordeaux, peeled peanuts, white wheat, sorghum red, paddy rice, maple peas, kadjang idjoe, peeled sunflower seeds, toasted soya beans, lentil, vetches, striped sunflower seeds, rapeseed, linseed, canary seed, buckwheat.

Carbohydrates	38.50%
Crude protein	16.90%
Crude fat	16.40%
Crude fibre	9.80%
Crude ash	2.80%

No supplements or by-products are added to the feed or in the drinking water. However, the pigeons do get constant free access to vitaminised mineral feed in separate vessels, meaning **BELVIMIN**, **VI-SPU-MIN** and **VITALITH**.

BELVIMIN VITAMINISED MINERAL FEED



- Contains important building materials, vitamins (A, D3, B1, B2, E, PP and B12) and minerals to keep the pigeons in top condition throughout the year.
- Contains 25% calcium and 3% phosphorus to compensate for the shortage of calcium in grains and seeds in relation to the presence of phosphorus. That way, you achieve an optimal calcium/phosphorus ratio.
- Helps to prevent field poisoning

Instructions:

- Mix a small quantity daily in the day ration (maximum 10% of the daily ration).



Calcium	25.00%
Phosphorus	3.00%
Sodium	2.00%
Lysine	0.00%
Methionine	0.00%



FEEDING SCHEDULE – RACING SYSTEM JELLE JELLEMA

The ideal race for Jelle for intensive long-distances is with nestlings, certainly when you also succeed in training pigeons well. That means that you train using the flag in the crucial period between 21:00 and 22:00 and this is a very effective method.

Below is the feeding schedule for the various distances. Keep in mind that all the short-distance races in which Jelle participates as preparation and/or training are intended for a later goal of participating in heavy long distance races.

HEAVY LONG DISTANCE/INTERNATIONAL RACES (> 750 KM , 4 OR 5 NIGHTS BASKET)

During the 'period' of the 7 international heavy long distance races (end June to beginning of August):
100% PREMIUM JELLE JELLEMA.

Starting from 4 days before basketing **50% PREMIUM JELLE JELLEMA** and **50% PREMIUM JELLE JELLEMA POWER**. First **PREMIUM JELLE JELLEMA** in the communal feed trough and after a quarter of an hour **PREMIUM JELLE JELLEMA POWER** is added to this. The pigeons get as much as they want and receive up to 4 feeding rounds per day. Once per day, during training, the communal feed trough is emptied completely and refilled. In the case of nest dishes, during these 4 days before the race **100% PREMIUM JELLE JELLEMA POWER** is constantly available in the feed vessel.

(ONE DAY) LONG DISTANCE (> 600 KM & <750 KM, MORE THAN 2 NIGHTS BASKET)

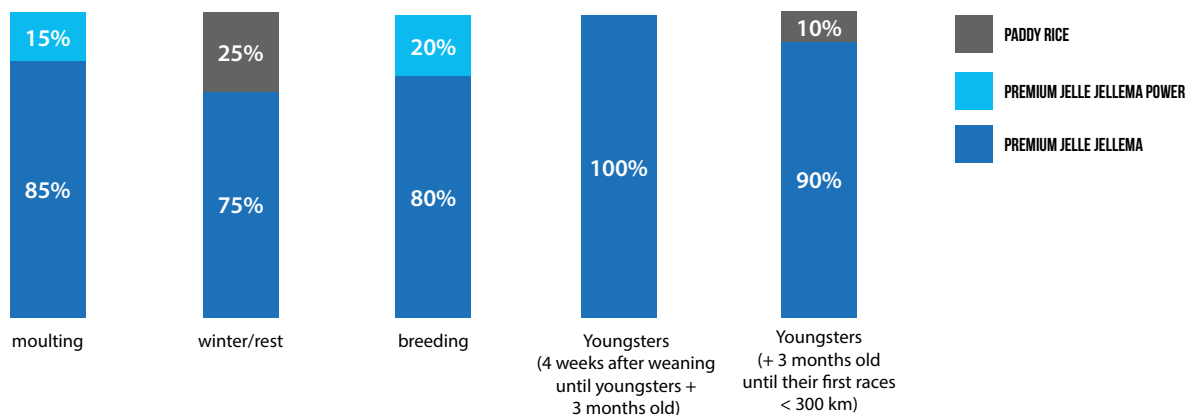
HEAVY MIDDLE DISTANCE (> 400 KM & < 600 KM, 2 NIGHTS BASKET)

SHORT MIDDLE DISTANCE (> 300 KM & < 400 KM, 1 NIGHT BASKET)

SHORT DISTANCE/SPEED(< 300 KM)

During these preparatory flights: **100% PREMIUM JELLE JELLEMA.**

MOULTING - WINTER/REST - BREEDING PERIOD - YOUNGSTERS



MULTI-YEAR TRAINING: FROM YOUNGSTER UNTIL PARTICIPATION IN INTERNATIONAL RACES FROM BARCELONA & PERPIGNAN.

- Youngsters: minimum 10 flights in their birth year, built up to distances of maximum 500 km.
- Yearlings: 2 races > 1,000 km (Bordeaux/Agen & Narbonne)
- 2-years old: 3 races > 1,000 km (excluding Barcelona)
- >3 year: International race in Barcelona and international race in Perpignan. Between these 2 heavy long-distance classics (Barcelona and Perpignan) there is normally a rest period of 3 to 4 weeks.

TOP SERIES RESULTS FROM THE "QUEEN OF THE CLASSICS": BARCELONA

It is impressive to view the top series national results from the previous years with regard to the most evocative race, the Queen of Classics: Barcelona (1,268 km):

- 2014:** 1^e National ("Kleine Jade" NL11-1292679) & 3rd National ("Silvie" NL09-1783772) - 5,423 pigeons.
1-3-102-195-256-351-501-644 (8/12)
"Kleine Jade" also achieved the 1st International out of 20,669 pigeons.

1ST NATIONAL BARCELONA
5.423 OLD BIRDS - 05/07/2014

RUSSENSESTRAAT 373
7441 AG NIJVERDAL
INFO@JELLEJELLEMA.NL

KLEINE JADE
NL11-1292679

RELEASED AT SATURDAY 05/07/2014 09:00:00
CLOCKED ON SUNDAY 06/07/2014 05:14:29
AVERAGE VELOCITY: 1400.760 M/MIN
DISTANCE: 1258.807 KM

BEYERS
BELGIUM
SINCE 1988

PREMIUM JELLE JELLEMA
PREMIUM JELLE JELLEMA POWER

- 2015:** 358th National 5,183 pigeons (only 1 along)
- 2016:** 3rd National ("Roos" NL13-1755860) & 10th National ("Evi" NL13-1755856) - 5,244 pigeons.
3-10-18-37-77-173-317-928 (8/12)
- 2017:** 2nd National ("Saar" NL14-1559574) - 4,504 pigeons
2-84-132-136-172-191-209-235-260-301-1033 (11/21)
- 2018:** 8th National ("Rena" NL14-1559583) - 3,912 pigeons
8-26-132-157-440-468-626-724-751-778 (10/16)
- 2019:** 3rd National ("Romy" NL16-1163446) - 4,129 pigeons & 9th International - 15,981 pigeons.
3-63-70-189-307-321-386-800-803 (9/19)
- 2020:** 1st National ("Silke" NL15-1320979) - 4,477 pigeons & 2nd International - 12,315 pigeons.
1-7-18-24-33-38-40-116-149-191-192-204-247-274-307-652-747-784-1106 (19/34)

1ST NATIONAL BARCELONA
4.477 OLD BIRDS - 31/07/2020

RUSSENSESTRAAT 373
7441 AG NIJVERDAL
INFO@JELLEJELLEMA.NL

SILKE
NL15-1320979

RELEASED AT FRIDAY 31/07/2020 08:50:00
CLOCKED ON SATURDAY 01/08/2020 17:00:15
AVERAGE VELOCITY: 857.985 M/MIN
DISTANCE: 1293.195 KM

BEYERS
BELGIUM
SINCE 1988

PREMIUM JELLE JELLEMA
PREMIUM JELLE JELLEMA POWER

- 2021:** 6th National ("Noud" NL17-1732264) - 4,838 pigeons
6-9-37-71-180-187-246-258-294-295-346-365-412-425-442-536-598-637-644-671-760-823-1035-1174 (24/52)