

BUSINESS - FARNAM COMPANIES

Farnam companies help care for horses

Farnam Companies offer a wide range of proven products to help provide the most comprehensive care for your animals. They are available at feed and tack stores, pet shops and major retail outlets across the U.S. and Canada.

Their website offers information about each of their products, including how it works, what it is to be used for and the active ingredients. There are links to sites that can give you more in-depth information and how to find a dealer for the product in which you're interested.

Three Farnam fly sprays received top marks from *Horse Journal* magazine. Mosquito Halt Repellent Spray for Horses, Repel-Xp Emulsifiable Fly Spray and Endure Sweat-Resistant Fly Spray For Horses were honored in the recent May issue.

"Farnam's Mosquito Halt topped the class in deterring both biting flies and mosquitoes, both for its duration of activity and is fairly priced for products that claim extended duration of effects," said Eleanor Kellon, DVM

and veterinary editor in the May 2010 issue of *Horse Journal*.

The company recently introduced the SuperMask II Mask Shimmerlator. Now their website allows you to see how different horse colors look in different Shimmer Weave mesh horse fly masks. Select your horse's color and try on the four different mask color combinations to see which mask will enhance your horse's natural coloring. The Shimmerlator is located at www.farnamhorse.com/supermask.

Farnam products are backed by a commitment to animal health care dating back to their founding in 1946. Their reputation for product development, research, production standards and competitive prices has made them a dominant force in the pet care industry. The company works with veterinarians and other professionals in animal care. Many products have been influenced by feedback and suggestions from animal lovers.

Most of Farnam's employees cherish pets of their own – and many are also horse people.

BREED – BELGIANS

Belgians are the "great horses" of Middle Ages

The little country of Belgium is blessed with a fertile soil and abundant rainfall providing the farmers of Belgium with excellent pastures, hay and grain necessary to develop a heavy, powerful breed. Belgium lies in the center of western Europe which gave rise to the large black horses known as Flemish horses and were referred

to as the "great horses" by medieval writers. They carried armored knights into battle. Such horses were known to exist in that part of Europe in the time of Caesar. They provided the genetic material from which nearly all the modern draft breeds were fashioned.

Stallions from Belgium were exported to many other parts of Europe as the need to produce larger animals of draft type for industrial and farm use was recognized. The Belgian government had a system of district shows culminating in a national

show in Brussels, which served as an international showcase for the breed. Inspection committees for stallions standing for public service were established.

The result was a rapid improvement into a fixed breed type as the draft horses of Belgium came to be regarded as a national heritage and a treasure. In 1891

Belgium exported stallions for use in the government stables of Russia, Italy, Germany, France, and the old Austria-Hungary empire. The movement of horses out of Belgium for breeding purposes was tremendous in scope and financially rewarding for her breeders decade after decade.

The American association was founded in February, 1887, in Wabash, Indiana. The breed offices are still in Wabash.

For more information contact the Belgian Draft Horse Corp. of America, 219-563-3205.



A Belgian team of four in competition

NEW PRODUCT

Kerrits offers a variety of equestrian wear

Kerrits combines state of the art fabrics and figure-flattering designs with attention to detail in women's and kids' equestrian apparel.

Their website offers a collection of riding breeches, kids' riding tights, performance riding tights, technical riding shirts and equestrian outerwear.

Kerrits' ventilator jersey is perfect for everyday or under a show coat. Available in bright patterns or solids, the options are many.

The ventilator jersey is made from Kerrits signature Cooltek fabric, a breathable honeycomb weave designed to help reduce core body temperatures by wicking moisture away from your skin. It's made for riders with a stock tie loop for showing and a hem that is shorter in the front and longer in the back. It has an invis-

ible side zip pocket.

The ventilator jersey is available in short sleeve, sleeveless or long sleeve styles. A kids short sleeve style is also available.

The Kerrits Rad Shad is the perfect summer must-have that complements breeches and riding tights. The new shadbelly is perfect for showing in hand, trot ups or for a more formal look in a clinic. It's lightweight, has a split tail and two way front zip. Made of four-way stretch material and a fitted torso, the shad is slimming and allows for freedom of movement.

Comes in black and brown with detailed piping along the collar and two flat front pockets. Machine

washable.

Suggested retail price is \$139, in sizes S, M, L, XL.

Visit www.kerrits.com.



INTERCOLLEGIATE HORSE SHOW ASSOCIATION

IHSA serves 300 member colleges in 45 states

The Intercollegiate Horse Show Association (IHSA) provides collegiate riders of all skills the opportunity to compete individually and as teams in equestrian competition. The organization was founded on the principle that any college student should be able to participate in horse shows regardless of his or her riding ability or financial status.

The group encompasses 29 regions in 9 zones with more than 300 member colleges in 45 states and Canada. It represents more than 6,500 riders in hunter seat equitation, western horsemanship and reining.

Competition includes eight levels of hunter seat riding, beginner through medal/Maclar and six levels of western riding, beginner through open and reining.

The association was founded on the principle that any college student should be able to participate in horse shows, regardless of their financial status or riding level. The IHSA attempts to eliminate the expenses of students owning horses and allows more stu-

dents to compete. Students ride horses that are furnished by the host college and chosen by drawing lots. The use of personal tack is not allowed. The theory is to equalize variables of the competition and test the horsemanship of the contestants. Classes range from walk/trot for first year students to open division for more experienced riders.

Full-time undergraduate students of member colleges or alumni who competed in the IHSA as undergraduates are eligible to compete. Riders qualify for the National Championship Horse Show (Nationals) through a point system. Contestants accumulate points at local shows to qualify for the regional finals in their divisions. The top three riders in each class of the regional finals move to the zone finals. The top two zone competitors in each class qualify for national competition.

Over 8,300 students represent over 370 colleges and universities from across the United States and Canada in competitions.