

Consultation





Core Values

Team Members heart of consultation services

At the core of the Kentucky Equine Research (KER) consultation services rests its Team Members, a collection of regional feed manufacturers dedicated to the production of high-quality feeds.

The Team Member program was initiated in the early 1990s. In addition to the manufacturers' knowledge, the program relied in part on the nutritional expertise of its founder, Joe Pagan, PhD, and his support staff to supply advice in the formulation of world-class feeds. From the outset, the program flourished.

"KER is an unlimited source of information and unquestionable expertise. The association gives us and our customers complete confidence in our horse feed formulations," said Cindy Brown, the horse and pet specialist at CFC Farm and Home Center, a KER Team Member since 1991.


In the early years, CFC Farm and Home Center was one of only a handful of manufacturers enrolled in the Team Member program, but in the intervening years the roster has grown significantly. KER now boasts more than 35



Team Members, about half of which are located outside of the United States.

The advantages of a Team Member's association with KER are numerous: expert formulation of feeds that are appropriate for the region or country in which they are intended to be fed; a clearinghouse of useful and up-to-date information about trends in equine nutrition; on-site visits by nutritionists; and many other benefits.

Assurance Feed, a division of Farmers Mill & Elevator, Inc. based in Minnesota, has been part of the Team Member program for eight years. The company uses several services provided by KER, including consultations and speaking engagements.

"Assurance Feed has an excellent relationship with the professionals at KER. They are a talented group, and we have utilized their expertise in the areas of equine nutrition, feed formulation, ration evaluation, and so much more," said Ron Genrick, sales and marketing manager for Assurance Feed. 



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