

Equimix Marks First South American Team Member

Fernando Simoes founded the Brazilian company Equimix with one simple objective in mind: to manufacture horse feeds that positively affect the way horses grow and perform. Faced with this challenge, Simoes contacted KER. Why? Simoes' philosophy mirrors that of KER, which is to advance the knowledge of nutrition in an effort to benefit all horses.

"KER is very excited to be working with Equimix, a company that deals exclusively in horse feeds. Equimix is interested in producing feeds that create real, measurable differences in all horses. The company is committed to the manufacture of high-quality feeds and unprecedented customer service," said Florencia Arrambide, general manager of KER International.

Equimix maintains its headquarters in Sorocaba, Sao Paulo, which is close to the main breeding and training centers of the country. While the majority of Simoes' business was once concentrated near Sao Paulo, his area of service is widening. No matter how large his clientele, Simoes is adamant that impeccable customer service will remain a hallmark of the company.

Revisiting Stock Formulations


One of the first tasks given to KER's group of formulation experts involved the reworking of three mainstay feeds, all of which undergo extrusion, a process by which grains are mashed or otherwise ground, forced through die openings, and heated to 250° to 350° F under extreme pressure.

Using MicroSteed, KER's ration evaluation software, KER nutritionists modified the formulas keeping one key component in mind. The vitamins and minerals found in these extruded feeds are concentrated, allowing less feed to be given to each horse daily while maintaining proper vitamin and mineral nutrition.

Diets for Brazilian Horses

A strict diet of only native grasses is popular in Brazil, particularly for pastured horses that are used for ranch work and pleasure riding. One of the most common types of forages grazed by Brazilian horses is coastcross, a hybrid between Bermuda Grass and a Kenyan grass. Coastcross is not used much in the United States because of its intolerance to cold, but it is grown extensively in Brazil, Cuba, Mexico, Puerto Rico, and Venezuela. In addition to coastcross and alfalfa hay, stalled horses are sometimes fed freshly chopped napier grass, also known as elephant grass, a tall perennial.

Because of this traditional forage-only feeding, many horses in Brazil do not receive sufficient nutrients to optimize their genetic potential. With the input of the equine nutritionists at KER, Equimix manufactures feeds that complement the forages commonplace in Brazil.

Horsemen relish the improvement they're seeing in their charges, according to Arrambide. "The horses are changing seemingly right before our eyes. They look great with shiny coats. More importantly, horses are performing better." 



Equimix to Service Diverse Brazilian Horse Population

Equimix represents KER's only Team Member in Brazil, the largest country in South America. The equine population in Brazil, including horses, mules, and burros, is estimated to be 8.5 million, with the southern and southeastern regions having the densest population of horses.

Use of horses in Brazil varies considerably. The country has a long history of success in numerous equestrian disciplines and is by far the most competitive of all South American countries in international competition. The most popular sport is unquestionably show jumping, with its allure due in part to the triumphs of native Rodrigo Pessoa. In 2004, Pessoa, who is the son of world-renowned horseman Nelson Pessoa, claimed the gold medal in the individual show jumping competition at the Olympic Games.

A resurgence in horse racing has occurred in recent years in the country. Some of the finest racehorses bred in Brazil are finding their way to the United States, where they are running successfully.

In addition to show jumping and racing, other equestrian sports have found legions of devotees: dressage, endurance, three-day eventing, polo, reining, vaulting, working cow events. Coupled with these pleasure horses are true working types that are considered essential tools on the numerous cattle ranches that dot the Brazilian landscape.



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