

A black and white photograph of a white plastic bag of KERx Special Needs Nutrition, a stethoscope, and a syringe resting on a pile of grain. The bag is the central focus, with the text 'KERx SPECIAL NEEDS NUTRITION™' printed on it. The stethoscope is positioned diagonally across the bag, and the syringe is placed vertically next to it. The background is a pile of grain, likely oats, which is visible in the top left and bottom right corners.

KERx: Joining Forces with Veterinarians to Help Your Horse

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You are a responsible horse owner. The welfare of your horse is always at the forefront of your mind. You schedule timely appointments with your horse's farrier and dentist. You double-check the floorboards of your trailer spring and fall to test their strength. You canvass his pasture for poisonous plants, roadside litter, and rodent holes.

Who do you turn to when a question about nutrition arises? Most horsemen will seek the advice of their veterinarians. No doubt, they are the point-men when it comes to your horse's health issues, but are these professionals qualified to dispense hard-core nutritional advice? Many are, but an equal number will admit that they are not as adept at nutrition as they are everyday medical problems—suturing jagged wounds, performing reproductive examinations, and diagnosing lamenesses. Yet, it is everyday nutrition that fuels the horse and allows it to leap over indestructible obstacles, gallop gallantly down the towpath, or produce nourishment for a suckling foal. In this day, when trends run toward veterinary specialization, this may be doubly accurate.

If not to a veterinarian, where else could you go for credible guidance about your horse's nutrition? That's a tough question. Your local feed store probably has several knowledgeable staff members, all willing to answer your question or mete out advice. Perhaps you have a mentor or trainer that is extremely experienced in feeding horses. But what if the question is too complex or convoluted for the feed-store personnel or the trainer? Then what?

If the feed store is a Kentucky Equine Research (KER) Team Member, an employee can route the question to one of the professionals at KER. With several nutrition advisors on its employee roster, KER is seldom stumped when it comes to answering queries regarding equine nutrition. In an effort to broaden its range of services, KER has set out on a new mission: helping veterinarians learn more about the importance of equine nutrition as part of a well-rounded wellness program. KER plans to do this through a new program called KERx Special Needs Nutrition.

The program is the brainchild of Dr. Joe Pagan, president of KER. The driving force behind this initiative is, however, nothing novel for Pagan. Since he formed KER nearly two decades ago, one of the company's primary objectives has been the continuing education of horsemen on the importance of high-quality nutrition for all horses. With KERx Special Needs Nutrition, he is taking aim at a specific audience, one that has a direct bearing on the wellness of horses: the equine veterinary community.

The program centers on three core objectives: evaluation, consultation, and solutions.

Evaluation. Veterinarians will have at their disposal several tools to help them perform a comprehensive nutritional evaluation. KERx features useful software programs unavailable to the general public. Software includes MicroSteed, which helps owners and veterinarians evaluate rations for nutritional adequacy, and Gro-Trac, which allows caretakers to optimally manage the growth of young horses.

Online services permit veterinarians to create nutritionally balanced diets using feeds formulated by KER and provided by KER's network of Team Member feed manufacturers. With this software at arm's reach, veterinarians can recommend feeds and supplements best suited to a particular horse's needs.


Consultation. KERx endows veterinarians with complete answers to complex nutritional questions. Veterinarians have unlimited access to the latest research on equine nutrition and exercise physiology through various KERx channels: Web site, nutritional forums, and qualified personnel including three equine nutritionists.

An important component of the consultation services is proper care of horses that require specialized nutrition as a result of an ongoing health concern such as Cushing's syndrome, founder, or insulin resistance, or simply old age.

Solutions. High-quality forage and well-formulated grain mixes that are appropriately fortified with vitamins and minerals form the foundation of healthy diets. KER Team Members provide state-of-the-art feeds to horsemen

throughout the United States and in various countries.

In addition to these basics, KERx offers veterinarians wellness products designed to promote optimal health. Other products intended to help manage horses with certain health issues are also marketed. These research-proven products are designed to be dispensed by the veterinarian as part of an overall preventive plan.

Separately, veterinarians and KER offer outstanding products and unprecedented customer service to their clients. When veterinarians and KER mesh their separate strengths, however, a unique and powerful partnership is formed. As a KERx user, your veterinarian can depend on KER for its nutritional expertise. 

Would your veterinarian be interested in learning more about the KERx program? Show your veterinarian this article, and have him or her contact KER today at 1-888-873-1988! It's never too late to be concerned about your horse's wellness.



The KERx Special Needs Nutrition program centers on proper nutrition as a factor in the wellness of all horses. Veterinarians are key components of the program.



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