

# BRAZILIAN FEED COMPANY

## AND KENTUCKY EQUINE RESEARCH

# Combine Forces



PHOTOGRAPH | CATHERINE BISHOP

Marcos Lima and Luis Alejandro, employees of Integral Agroindustrial, recently visited KER. Integral, a feed manufacturer in northeastern Brazil, is one of the newest KER Team Members.

Kentucky Equine Research (KER) is pleased to announce its new affiliation with Integral Agroindustrial, a feed company located in northeastern Brazil. KER will help Integral extend the scope of its presence in the equine marketplace by ensuring the continued production of high-quality feeds.

"Integral was looking for a partnership to increase our knowledge of equine nutrition and validate what we do, reinforce the company's reputation, and guarantee we will remain competitive in the market. We found a perfect match with KER," said Marcos Lima, the company's director.

KER will add a new dimension of quality to the well-made feeds currently produced by Integral. The partnership will keep Integral on the cutting edge as developments in equine nutrition occur. In the future, KER nutritionists will help expand the company's line of feeds to include specialized products and nutritional supplements.

The partnership with KER supports Integral's long-established commitment to the equine community of northern Brazil. In addition to the consultation services supplied by the nutritionists at KER, the company is expanding its manufacturing capabilities by building a new facility expressly dedicated to the production of equine feeds. Technical personnel at KER will help in the development of the modern

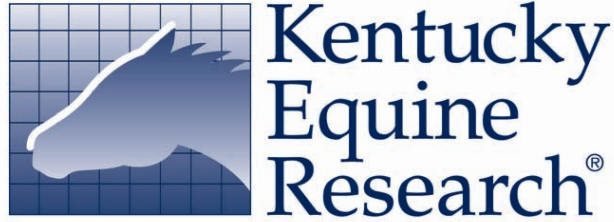
manufacturing facility to ensure state-of-the-art quality-control measures are in place.

With feed-manufacturing clients on six continents, KER is well-known for its ability to develop horse feeds suited for the particular regions in which they are to be fed. The company's research efforts are the cornerstone of KER, and conclusions drawn from these trials are used in the formulation of technologically advanced feeds.

In addition to its research endeavors, KER has a rich tradition of providing top-of-the-line feeds to the greatest equine athletes in the world. In 2000, the company was tapped to be the official nutritionist of the United States Equestrian Federation, and the company maintains that designation today. KER has also played a pivotal role in procuring feeds for the last four Olympic Games as well as other international competitions. 🏆

### DID YOU KNOW?

Brazil is home to approximately 5.7 million horses and other equids. Though many of these horses are members of native breeds, Thoroughbreds and other sport horses have a presence as well. The Thoroughbred industry in Brazil has grown steadily over the last several years, with several racehorses being exported and racing successfully in the United States and abroad. Millionaires Siphon and Sandpit are two examples.



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