



# “WINTERIZE YOUR HORSE” KITS DRIVE EQUINE MERIT™ HORSE FEED SALES

By Rob Echele and Chris Goodwin

When asked what most retailers want, the answer they usually give is “more customers.” Well, the new **Equine Merit™ Winterize Your Horse Event** kit is designed to do just that. Winterize Your Horse is a friendly and informative horse meeting retailers can host for the top horse feed prospects in their area. It’s an opportunity to bring all these prospects together to learn more about horses, socialize and learn about nutrition options. By putting on these events, coops can quickly become known as the main resource in their community for equine management advice, quality feeding options and unmatched service.

The Equine Merit™ Winterize Your Horse Event kits have been shipped to Advantage Program retailers. The kits contain some exciting tools to put on a great event, such as an ad slick, event posters, radio script, event flyer, shelf talkers, a resource CD ROM with logos and bag images, product sell sheets and more. It even includes an event registration form that coops can fill out. When they fax it to St. Louis, they will receive a foal blanket valued at \$30 and Equine Merit™ T-shirts to use as door prizes.

Many coops who held an event last year using the kit materials reported back great success in growing their Equine Merit™ Horse Feed business. “It was informative. And it wasn’t just shoving the products down the throats of the consumers,” replied Jean Distal of Producer’s Coop in Mont Rose, Colorado. “It was good information about the winter care of horses. And people were really interested.” Her event last year was so successful that Jean has plans to do another Winterize Your Horse event this fall too. “Last year’s event almost doubled the horse feed business for the Producer’s Co-op in Mont Rose,” replied John Volk, Land O’Lakes Purina Feed salesperson.

Besides increasing their horse feed business, the Winterize Your Horse event kit is also a great opportunity to stay connected with horse enthusiasts. Listening to issues and solving problems are an essential part of serving and helping to grow a vibrant community. “We had giveaways with coffee and donuts at the event,” said Jean Distal of Producer’s Coop. “It gave the horse people a chance to trade horse stories on their own.”

So be sure to work with your salesperson to host a Winterize Your Horse Event. It’s a great opportunity to provide nutritional solutions for horse customers, serve your community and grow your horse feed business at the same time.

