

NAESM

a better
way

for horses
consumers
and industry

PRESS RELEASE

NEW EQUINE ASSOCIATION FORMS

Benefits to horses, consumers, manufacturers seen.

February 4, 2000, Fort Washington, PA---The inaugural meeting of the NATIONAL ASSOCIATION of EQUINE SUPPLEMENT MANUFACTURERS (NAESM) took place at the Fort Washington Holiday Inn following a busy set-up day for the popular Stanley KOP Market. A band of leading manufacturers took up the daunting challenge of reforming and clarifying the jumble of labels, laws and products facing the horse owner in today's supplement market.

Today it is difficult for the average horse owner/trainer to make informed supplement purchasing decisions. Manufacturers list ingredient strengths in different formats, using various units of measure, based on a range of sample sizes. How can a consumer know what they're getting, or not getting? The American Association of Feed Control Officials (AAFCO) sets national standards for label ingredient guarantees. But some equine supplement manufacturers do not follow the standards, and some ingredients are not yet defined by AAFCO. Some states do not accept labels that guarantee ingredients according to serving size, even though they can be a big help to consumers. Supplement manufacturers use different standards of disclosure. Some product labels do not list all the ingredients, or may identify them inaccurately.

A determined group of manufacturers has formed the NAESM to try to change all this. Other supplement manufacturers are encouraged to join and work together towards the Association's goals:

- To standardize labeling for easy comprehension by the consumer.
- To certify active ingredient levels in products through independent laboratory testing.
- To work with state and federal regulators for uniform labeling and registration requirements.
- To represent the horse community in AAFCO and FDA deliberations regarding the definition and approval of new (and not-so-new) ingredients.

The Association plans to award an NAESM certification logo to members' products that pass rigorous independent laboratory analysis and CGMP (Current Good Manufacturing Practices) standards. Consumers would be informed that the NAESM logo represents quality assurance in their purchase. The consumer could count on being able to understand the label, and would have an independent guarantee that the label is accurate and the product is well-manufactured. The near unanimous response: It's About Time!

The fledgling Association has already created a great deal of excitement within the industry. Charter members include Grand Meadows Nutritional Products, Vita-Flex Nutrition, Source, Finish Line, John Ewing Company, Equilite, and LPC. The buzz is that many small and large manufacturers players will be signing on this year. Interested parties from industry and the press should contact one of the Association's officers:

President, Nick Hartog, Grand Meadows Nutrition Products, Inc.
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