

**REPORT ON THE SECOND MEETING OF THE
NATIONAL ASSOCIATION OF
EQUINE SUPPLEMENT MANUFACTURERS
(NAESM)**

At the second organizational meeting of the NAESM , membership applications were accepted, the association's bylaws were adopted, a board of directors was elected, and plans were laid for the association's first year agenda.

The next membership and board meetings are scheduled for Equine Affaire in Columbus, OH in April 2000.

Highlights of the meeting:

- 1.) Presentation of new simplified membership - This provides every equine supplement manufacturer the opportunity to join the association now with no initial requirements other than a \$500 annual membership fee. An application form is attached. It was stressed repeatedly during the meeting that it is very important for members to take an active role in the ongoing development of the Association. On the application form there are a number of committees identified and the Board of Directors (now elected) requests as much support as possible to provide a truly democratic and inclusive process as the NAESM moves from an idea to a functioning entity.
- 2.) The proposed new by-laws (enclosed) were presented by Susan Domizi of Source, Inc. The main changes were a simplification of the by-laws from the original document enabling the ease of membership now offered. The issues of product certification, membership standards, regulatory affairs and public relations will be addressed by the committees to be formed.
3. Jamie Brooks of Vita-Flex Nutrition gave a report on NAESM's attendance at the AAFCO Novel Ingredient Regulatory Framework Task Force (report enclosed). Jamie also discussed the clear and important benefits of being a member of the NAESM. Most important in the short term is the fact that NAESM is actually sitting at the table representing the interests of equine supplement manufacturers and will be able to report in a timely manner any developments of a regulatory nature that concern us as manufacturers. We hope we can also influence the policy developed to the benefit of our membership. Jamie also stated that if we had not been on this task force there is a good chance that horses could have been left out of the whole process by being categorized as food producing animals only.

4. Jamie also reported on the 1/25/2000 meeting of the AAFCO Herbs and Botanicals Committee, chaired by Roger Osborne of the New Mexico Agriculture Department. William Prull of Chamisa Ridge, distributors of Hilton Herbs, is part of the industry liaison to this committee. The committee agreed to ask industry for lists of herbs and botanicals currently marketed for animals. The committee will use these lists to guide its initial work in developing AAFCO ingredient definitions for this category.

5. Susan Domizi talked about the submission of our proposed dual labeling system (which would permit the addition of "Per Serving" guarantees). The proposal was submitted to the Feed Labeling Committee, (Eli Miller, KY Chairman) at the AAFCO meeting in Phoenix. At this time we have received limited written feedback from individual states - however the initial response was positive to the concept and no objections have been raised at this time.

6. Nick Hartog of Grand Meadows Nutritional Products Inc. talked briefly about the committees.

Product certification will be tasked with developing a program for the certification of products on a per product basis - issues to be addressed include product assays conducted by approved labs for the association, products submitted for assay will be purchased in the retail marketplace, lot/batch numbers and expiration dates on products, label claims etc. There will be a fee to submit products for certification. Once approved a product will then be able to display an NAESM certified logo and use the logo in that product's advertising and promotional materials.

Membership standards will deal with the code of ethics, disciplinary procedures etc.

Regulatory affairs will coordinate the efforts of members in addressing issues affecting the manufacture, sale and marketing of equine supplements.

Public Relations will be given the job of marketing the organisation to the media, retailers, wholesalers, distributors and consumers. Any opportunities to source grant funds will also be one of its tasks.

7. Nick Hartog discussed expected expenditures in the coming months - these would include incorporation as a 501C 6 not for profit corporation in Delaware. Attorney fees, stationery etc.

8. Attendees were then invited to sign the membership application (enclosed). NAESM membership applications have been received from Equilite, Inc., Finish Line, Inc., Grand Meadows Nutritional Products, Inc., John Ewing Company, LPC International, Source, Inc., Farnam Companies and Vita-Flex Nutrition . Richdel, Inc.(Select the Best) indicated that they would be joining shortly. A number of other manufacturing companies who were unable to attend the meeting have expressed a desire in joining the association.

9. A membership vote was adopted to adopt the by-laws. This vote passed.

10. Members were then asked to propose nominations to the Board of Directors.

The following members were elected _

Steve Blanchard - Finish Line, Inc.

Jamie Brooks - Vita-Flex Nutrition

Susan Domizi -Source, Inc.

Nick Hartog - Grand Meadows Nutritional Products Inc.

Tim Kyte - LPC International

Melanie Luark - John Ewing Co.

Stacey Small - Equilite, Inc.

11. Adjournment

12. After the adjournment the Board of Directors met briefly to elect officers.

The following were elected officers:

Nick Hartog - President

Jamie Brooks - Vice-President

Steve Blanchard - Treasurer

Stacey Small - Secretary

13. It was suggested that the next meeting take place during Equine Affaire in Columbus Ohio in early April. More news about a time and place will be forthcoming.

If you wish to join the association print the membership application, fill it out indicating which committees your company might have an interest in. Send the completed application and check payable to NAESM for \$500 to: NAESM, P. O. Box 1905, Melrose Park, IL 60160.

The National Association of Equine Supplement Manufacturers strives to promote high professional and ethical standards of manufacturing, labeling, advertising and promotional materials for equine supplements. The Association will work to develop and maintain a united voice to address regulatory and consumer concerns affecting the equine supplement industry, and to encourage a spirit of co-operation among its members.