



# SERA Newsletter

## December - 2011

End of the year beginning of a new year. It is unbelievable how the rides go by. There were new rides, old rides, multi-day rides, each filled with their own unique offerings. As far as members are concerned there have been exciting events, tragic events and near miss events that show how life can change in an instant.

This is also the time of year to renew SERA memberships. This offers many benefits to you and the ride managers. It could be the horse scales, blood gas machine, trails support, awards and more. PLEASE join or renew this year and show your support.

Just because it is "winter" (some places colder than others) doesn't mean we cannot still ride and enjoy our equine partners even if at a slower pace. There are some rides coming up on the calendar that will be great to attend if you like to start early or prepare for the spring.

We are looking forward to the SERA convention on Jan. 21, 2012 at the Unicoi State Park in Helen, Ga. Specifics are listed on the SERA website and below.

Below is an article submitted by Ken Marcella, DVM. Please read and enjoy.

Please have a great new season and a very Happy New Year!!!!

Terry Price, V.P. SERA



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Submission to Thoroughbred Times  
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### Biosecurity of Equine feed

The Mid Atlantic Nutritional Conference was held in Maryland this month and a general theme for the equine section was the biosecurity of horse feeds. Papers were presented on various types of equine food threats including fescue toxicity in hay, Ionophore poisoning in processed feeds and supplements and mycotoxins or mold produced poisons in equine grains and forages. The safety of equine foods is currently a hot topic. Weather conditions throughout much of the United States over the last few years- droughts followed by heavier than normal rainfall and hot summers, have produced conditions favorable for mold growth, increasing the chances of finding contaminated grains in horse feeds. Changes in weather patterns may also be contributing to the increases in foxtail and blister beetle problems found in hay in some areas. Because of increased incident reporting in local news and national horse magazines, the public is more informed about the occurrence of feed mill errors, and the potential that exists for problems in processed horse foods and supplements. Overall the average horse owner is more aware and more concerned than ever before about the quality and safety of what goes into the feed bucket. Fortunately, because of programs like the American Feed Industry Association's (AFIA) Safe Feed/Safe Food Certification program, the average horse is also better protected than ever before.

The AFIA is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the United States animal feed industry and its suppliers. AFIA was founded in 1909 and represents the entire feed industry. Its members include more than 500 domestic and international companies and state, regional and national associations. Recognizing that "the feed industry makes a major contribution to food safety, nutrition and the environment", the AFIA seeks to play a crucial positive role in the production of healthy, wholesome meat, milk, fish and eggs. Additionally, more than 75% of the 165 million tons of commercial feed in the United States is manufactured by AFIA members.

The Safe Feed/Safe Food (SF/SF) program was developed by AFIA in 2003-2004 in response to a lack of general knowledge about feed industry practices in the manufacture of safe feeds. Feed producing companies wanted a way to supply assurances about the quality of ingredients, the safety and cleanliness of production and processing facilities, and the maintenance of high standards in feed manufacturing to their food animal customers. The SF/SF Certification program mission was "to establish and promote generally accepted food safety guidelines designed to ensure continuous improvement in the delivery of a safe and wholesome feed supply for the growth and care of animals". Initially a program for essentially food animal (cattle, pigs and chicken) feeds, the SF/SF program has been expanded to include equine feeds. Additional expansion of this program is slated by AFIA for this spring and will feature a more dedicated equine feed producer emphasis and possibly a new logo that is more equine oriented.

In order for companies to be accepted into the SF/SF program and allowed to utilize the certified facility logo on their products they must undergo independent third-party facility and conduct inspection. Richard Sellers, Vice President, Feed Regulation and Nutrition of the AFIA explains, "we don't think of our SF/SF program as a regulation but as an adjunct to regulation and a program developed to highlight the high standards the industry already has above the basic regulatory requirements for feed". The United States Food and Drug Administration (FDA) and the individual state administrations are the primary regulators of feeds and have been since the 1880's. Yet, the FDA, like all federal agencies, must prioritize its resources. Dr. Stephen Sundlof,

former director of the FDA Center for Veterinary Medicine says, “AFIA is ahead of the curve in this crucial area and this direction simply makes sense since FDA cannot do it alone”. The AFIA has tried to augment the standard feed safety programs and incorporates many aspects that exceed FDA’s requirements for the manufacture of feed. “Under the new Food Safety Modernization Act or FSMA, more regulations for feed manufacturing will be written over the next two years”, according to Mr. Sellers, “but AFIA’s SF/SF program will meet all of those and exceed several”. The idea of being on the advancing edge of industry standards is the backbone of the SF/SF program and is encapsulated by AFIA’s statement that companies associated with the program know “that getting ahead of the curve today means being in a position to succeed tomorrow”. Better feed is simply better business.

“The Safe Feed/Safe Food Certification program offers peace of mind”, according to Brian Rittgers, National Sales Manager of the Dairy Business Unit for Elanco Animal Health. “When I’m dealing with a facility that believes in this program, I know that it’s using the same standards as we’re using, and that we are on the same page”. Pennfield Corporation, makers of Pennfield Feed the 2008 official feed of the United States Equestrian Federation has four AFIA FS/FS certified facilities. “Our number one priority is to have a top notch quality control process”, stresses Jeff Katelan of Pennfield Country Life Feeds. “Anything less than 100% vigilance to ensure a safe feed supply for our customers is not acceptable”. Southern States Cooperative is another member of the SF/SF certification program and its equine feeds are utilized by horse owners throughout the Eastern United States. Jim Moore, Vice President of the Feed Division of Southern States observes, “American consumers are more concerned than ever about how their food is handled. Animal agriculture is a critical component of the food industry, and the feed industry is critical to animal agriculture. Feed safety programs such as the Safe Feed/ Safe Food Certification Program will take the industry to new heights in providing safe feed products for animals.”

The bottom line for horse owners and barn managers is that when you see an AFIA Safe Feed/Safe Food Certification program logo on a bag of equine feed or a particular feed supplement you can rest assured that that product was produced in a plant or facility that was independently inspected and that it has exceeded all FDA requirements. That feed or equine additive that you are pouring into a bucket for your horse to eat is the very best that the American food industry has to offer.

# SERA / GERA CONVENTION INFORMATION

Please join us at the SERA / GERA Convention on January 21, 2012, at the Unicoi State Park in Helen, Georgia. GERA and SERA will hold their members' meetings in the morning, followed by a guest speaker after lunch and then dinner and year-end awards. The evening will be capped off by the fantastic sound of The Men of Soul. On Sunday Ike Nelson will offer "Cowboy Church" to those interested in attending.

## Location and Accommodations

The event will be held at the Unicoi State Park & Lodge located in Helen, Georgia. A block of rooms has been set aside for members at a cost of \$85.00 per night. Call (706) 878-2201 to reserve your room and book under our group code "SERA/GERA". The deadline to make your reservation at this group rate is January 12, 2012.

The hotel check-in time is 3:00 p.m. and check-out is 11:00 a.m. Your reservations must be guaranteed to a credit card. Confirmed reservations must be canceled by 6:00 p.m. the day of arrival or you will be billed for the first night's room and tax.

## Meals

Dinner will be a buffet offering:

Garden Salad with Two House Dressings  
Pasta Salad  
Roast Loin of Pork  
Vegetable Lasagna  
California Blend Vegetables  
Green Beans Almandine  
Potatoes Au Gratin  
Hot Rolls  
Assorted Cakes  
Warm Fruit Cobbler

The cost is \$25.00 per person. Please email Alison Bailey at [agbailey@carolina.rr.com](mailto:agbailey@carolina.rr.com) with your dinner reservation by no later than January 13, 2012. Please note that if your dinner reservations are made and confirmed before January 13, 2012 and you need to cancel, they must also be canceled by January 13, 2012 or you will be expected to pay for your dinner reservations in full.

There will be a cash bar at dinner and beyond.



**Meet**



**Eat**



**Dance to the Beat**

**Rides Sanctioned by SERA for the 2011 Ride Season:**

Goethe	December 17, 2010
Gator Run	January 15, 16, 2011
DuPuis Piney Pig	January 28-29, 2011
Camp Osborn Boy Scout Powwow	February 10-11, 2011
Far Out Forest	February 19, 2011
Blazing Saddles	February 26, 2011
FITS	March 10-12, 2011
Spring Fling	March 18-19, 2011
Red Barn Run	March 25-26, 2011
Witch Dance Revival	April 2, 2011
Chicken Chase	April 16, 2011 (note, only day two sanctioned)
Ride in the Low Country	April 22-23, 2011
Biltmore Challenge	May 7, 2011
USA SE Fund Raiser	May 28, 2011
GERA Benefit Ride	June 17-18, 2011
Leatherwood	August 12-13, 2011
Virginia Highlands	August 26-27, 2011
Blalock Lakes	September 3-4, 2011
Big South Fork	September 8-10, 2011
Fall Fling	September 17, 2011
Alabama Yellowhammer	September 29 – October 1, 2011
The Raptor Run	October 15, 2011
Sandhills Stampede	October 22, 2011
Blackwater Boogie	October 28-29, 2011
Skymont High in the Cumberlands	November 4-5, 2011
Ride the Low Country	November 11-12, 2011
Kentucky Diehards	November 19, 2011
Carolina Ride	November 26, 2011