



p.14

**Hot Topic**

• Industry In Focus:  
American Horse Council  
reveals findings of  
latest research

**DEPARTMENTS**

- 2 Heard About
- 4 Industry In Focus
- 8 Retail Roundup
- 10 Tried 'n True
- 12 Market Calendar
- 32 What's New
- 36 Industry News
- 42 Show Ring
- 46 Advertisers' Index
- 47 Classifieds
- 48 Through the Years

*Horse Health News*

**14**

Industry news briefs covering the ever-changing world of horsecare.

*Horse Health Products*

**22**

The latest innovations and formulations in horsecare product lines.

**On the Cover**

Holiday gift wrap courtesy of:  
R&D Packaging (rdpackaging.com)  
American Packaging (800)284-7382

**CAUTION:**  
*Holidays Ahead*

**26**

A gallery of 30 must-have products for the busy holiday selling season.



**The Miller Publishing Company**  
1873-2005

In our third century of business communications, Miller Publishing Company, part of Rural Press Limited.



p.22



p.26