

Havin' a Heat Wave

By Barb Kastens, Assistant Editor

Horse owners fight a year-long battle against threats to the health and well being of their animals. Bacteria, mold, extreme temperatures, viral infections and other challenges keep even the best horse owners busy.

Summer can be difficult. As the calendar pages turn, retailers will notice a change in customer shopping lists. In late May and early June, most horse owners become consumed with fighting flies and disease-laden insects.

By July and August, their attention turns to protecting the horse from extreme sun and heat.

Humans who have fair skin know that they're more liable to burn than their darker-skinned friends. The same is true for horses. Those with lighter coats or visible pink skin will burn faster than those with dark coats, although they too can suffer a painful burn. Horses such as the American Paint Horse will burn faster on the white portions of their coat than on the brown or black parts.

Horses can also become dehydrated, which can result in heat exhaustion. Those that are more active have a higher incidence of these conditions.

Fortunately, there are many products to help your customers shield their animals from summer extremes. Knowing what's available and how it works will help decrease their worries and increase your profit.

