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The Monthly business magazine for equine retailers

FEATURES

- 12 **Hitting the Trails**
A variety of trail saddles made with new technologies keep riders and their horses more comfortable.
- 18 **Innovative Tack Products**
The natural talent for innovation and the need to provide better products for companion animals has resulted in a growing pool of inventors with a stable full of clever new products.
- 24 **Finding the Cultural Bridge**
Rapid growth of Hispanic populations in the U.S. bring new challenges to retailers who want to sell to this demographic.

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