

COMPANIES IN THE NEWS

■ Wild West Supports Horse Rescue

Wild West Company, a leading supplier of wholesale Western gifts to retailers, announced the milestone of selling nearly 10,000 “Hope” chocolate bars in the past year featuring a rescued Premarin Industry horse named Bozeman.

“We chose to support Bozeman through the Horse Sponsorship program at Crystal Peaks Youth Ranch and soon thereafter our product development team decided to introduce a new line of chocolate bars in which Bozeman is one of the featured horses,” said Wild West president Eric T. Wagner. “Because we share the passion Crystal Peaks has for helping children through rescued horses, one of our goals is to create unique Western gift items for our retailers to sell that help spread the word about this great American cause.”

Crystal Peaks Youth Ranch was founded in 1995 by Troy and Kim Meeder, and currently has 25-30 horses, most of which have been rescued from violent abuse or life-threatening neglect. These remarkable horses are paired with the unique needs of each child to learn the values of life, family, faith, and trust.

“We really appreciate the support Wild West Company has given us and it is no secret to anyone how much we love their chocolate around here,” said founder Kim Meeder, author of the best-selling books “Hope Rising” and “Bridge Called Hope”. “We only hope to continue sharing the stories of our amazing horses and the impact they have on the lives of so many.”

Since releasing the Hope Bar, Wild West has released another chocolate bar named Dusk. According to Wagner, this premium dark chocolate bar also features a horse from Crystal Peaks Youth Ranch named Eclipse. “We plan to keep introducing premium gift products featuring these beautiful animals and will have even more items coming this spring under the brand name Divine West,” he said. “There is nothing more important for us than helping our retailers be successful, and at the same time helping wonderful charities like Crystal Peaks Youth Ranch.”

For more information, visit www.wildwestcompany.com



Left to right: Frank Braun, 2nd vice president of Otter Co-op, Rob Anderson, Alltech Canada, Ian Anderson, feed division manager of Otter Co-op and professional rider Laura-Jane Tidball on Enzo.

■ FEI Names Official Feed Partner

Alltech is continuing to maintain momentum as title sponsor of the Alltech FEI World Equestrian Games 2010 with the announcement of Otter Farm and Home Cooperative (Otter Co-op) as an official Canadian animal health and nutrition partner of the Games at the Thunderbird Show Park in Langley, British Columbia.

“The Alltech FEI World Equestrian Games are a perfect fit for our global partners who are dedicated to nutritional excellence for animal health and performance,” said Dr. Pearse Lyons, president and founder of Alltech. “The Alltech Animal Health and Nutrition Partner Program provides a unique opportunity for leading animal nutrition companies such as Otter Co-op to be linked to this prestigious event showcasing the world’s most exceptional athletes at the pinnacle of their career.”

“We are very proud to be a partner of the Alltech FEI World Equestrian Games,” said Otter Co-op Feed Division Manager Ian Anderson. “This partnership will continue to bring light to the growing British Columbia equine industry on an international scale while showcasing Otter Co-op as a top nutrition supplier.”

Otter Farm and Home Cooperative is

a local, member-owned co-operative that has been providing services to the agricultural industry in British Columbia since 1922. The company is a recognized leader in the British Columbia equine feed industry because of its nutrition, feed quality, reputation and product selection. It combines the latest technology, innovation and nutritional research while using only the finest ingredients.

The purpose of the Alltech Animal Health and Nutrition Partner Program is to identify key global players who can serve as multipliers of the message of the Games. This strategic partnership with Alltech enables partners from around the world to take part in collaborative sales, marketing, and advertising activities as well as hospitality opportunities in the build-up to the Alltech FEI World Equestrian Games.

The Alltech FEI World Equestrian Games, to be held in Lexington, Kent., Sep. 25-Oct. 10, 2010, are the world championships of the eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI), including the para-equestrian discipline for the first time. Held outside of Europe for the first time, the 16-day competition involv-