

UK NEWS

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Frontier's Country Store wins Spillers competition

Frontier Agriculture's Country Store in Sandy, Bedfordshire, was the winner of a special competition run by Spillers to celebrate the launch of its new Balancers last autumn. Equestrian retailers around the country were invited to make up a display of the new Balancers packs, combined with the extensive range of point of sale materials, including posters, shelf strips banners and show cards. They then simply had

to send a photograph showing their creative genius back to Spillers.

Spillers marketing manager Sarah Kitson reports: "We received some fantastic entries from all over the country but Frontier's submission really stood out. They had used all the point of sale provided to take over several areas of the store with bold displays, including the cash desk and the roadside entrance to the car park!"



New controls over selling veterinary medicines online

The Veterinary Medicines Directorate (VMD) has announced new measures to control the selling of veterinary medicines online.

The controls will mean that only approved websites will be legally allowed to dispense and supply veterinary medicinal products. Customers will be able to see the approved status of veterinary medicine websites by looking out for a logo which all registered websites will display.

John Fitzgerald, director of operations at the VMD says: "Some medicines are being sold by 'rogue' traders and without any advice being provided. This irresponsible retailing of medicines risks animals' health, which is why these new controls are crucial.

"From 1st April 2012, if people are buying vet medicines from online retailers they should only use websites registered with the VMD so they know the medicine is correctly prescribed and dispensed for their pets."

Following the implementation of the controls the online retailer will be expected to demonstrate compliance with the requirements set out in the Regulations concerning dispensing, supply and advertising of veterinary medicines.

The new logo will contain a unique number and will link back to the VMD website. The VMD will monitor websites selling veterinary medicines and if they are found to be operating illegally action will be taken. The rules will only apply to UK based websites.

It is recommended that the public buy veterinary medicines from UK approved retailers.

Following a consultation on a range of proposals the new Regulations will also continue to allow antimicrobials to be advertised to farmers.

Changes to the Regulations will be implemented on 1st April 2011. The controls on internet retailing of veterinary medicines will come into force one year later.

Spot light on America

Take a Closer Look was the theme for the 14th to 18th January Denver International Western/English Apparel & Equipment Market produced by the Western & English Sales Association, writes Lua Southard.



And take a closer look they did, judging by the huge overflowing parking lot. The crowds were out in full force and one of my magazine buddies said that it was the best show at Denver in years.

Western Wear Goods commented on its Facebook page that WESA is truly a special show, both professionally and personally. The company backed that up by releasing The Ephemerer Collection, a group of colourful Western and English pillows. The designs even include some antique-looking shoes and scenes.

Other products to catch my eye included a new gel saddle pad introduced by Cactus Saddlery, of Grapevine, Texas. Cactus prides itself on making the finest western saddles and tack, all made in the USA. Meanwhile, to mark its 100th anniversary in 2011, Tony Lama Boots will be launching new product lines, commemorative boots, retailer promotions and a consumer contest. And, in other news, Wrangler Western congratulated Trevor Brazile on a record-setting performance at the December 2010 Wrangler National Finals Rodeo (you can download a poster of this eight-time All-around World Champion cowboy on the company's Facebook page!)

A friend reported that she saw more companies having big parties this year, which she interpreted as a sign that business is good. The boots and jeans markets in particular seemed to be strong. Ariat had quite a showing with its new fashion boot line designed by 19-year-old Quincy Freeman, as well as its new denim line.

Another interesting new collection, Slender Rider Undergarments, came from Kerrits, of Hood River, Oregon. According to Kerri Kent, president and designer, the collection is to create an effortless balance of support and attractiveness in our most challenging areas!

Additional winter trade fairs in the USA recently have included the Dallas January Total Home & Gift Show (19th to 25th January) at the Dallas Market Center in Dallas, Texas; and the Midwest Western Market Kansas City Show (29th to 30th January) at the Embassy Suites Hotel, Kansas City, Missouri.

The American Equestrian Trade Association (AETA) International Trade Fair meanwhile takes place from the 29th to 31st January at the Greater Philadelphia Expo Center in Oaks, Philadelphia. My column in next month will include a report from this key North American trade show (the equivalent of your BETA International), but in the meantime you can contact Kent Hopper or Ginger Estep of show organisers Hopper Expositions Inc. for more information by emailing e-mailkent@hopperexpos.com or ginger@hopperexpos.com. Alternatively visit www.hopperexpos.com and www.aeta.us

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