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## **Hundred-Year-Old Promise to *Always Put the Horse First* Nets Small PA Company “Official Feed of the USEF” Title**

**LANCASTER, Pennsylvania**, February 18, 2009 — “Official Feed of the United States Equestrian Federation.” It was a label and announcement that spoke volumes for the quality of a regionally produced product and small, family owned Pennsylvania company that since 1919 has lived by the promise of putting the horse first. Pennfield Equine Feed Technologies of Lancaster, PA couldn’t be more proud of their new partnership with the United States Equestrian Federation (USEF) as the *Official Feed of the USEF*.

“Earning the respect of a partner like USEF speaks volumes on what Pennfield Feed is all about,” explains Jeff Katelan, national sales and marketing manager of Pennfield Country Life Products. “Our competition in the industry is with some huge conglomerates, so this is an enormous honor for us and says a tremendous amount about the quality of our product and company. From day one, Pennfield has been a company that prides itself on its promise to always put the horse first and to care about the well-being of the horse as much as the riders do. It was our founding partner’s mission almost a hundred years ago and it’s still our mission today. So it’s a great honor to be recognized as the ‘Official Horse Feed’ of an organization that values, protects and promotes the well-being of the national riding community the way USEF has proven itself to do.”

A family owned, strictly regional feed company (Pennfield is distributed up and down the east coast), Pennfield is best known for using only the finest, most consistent feed ingredients and precise, manufacturing techniques that ensure top quality “fixed formula” feeds, meaning each lot is identical to the one that came before it. For over a decade they’ve partnered with Kentucky Equine Research (KER) to bring state-of-the-art nutritional expertise to their feed products, and give Pennfield customers advanced equine nutrition and uncontested technical support. “Our partnership with KER gives us the advantage of having the best equine nutritionists in the country involved with the formulation of every bag of Pennfield Feed that leaves our mill,” explains Katelan. “That, combined with our proprietary, state of the art milling techniques that we’ve developed, and our absolute vow to stand by our fixed-formula promise by buying only the best ingredients, and buying them consistently from the same folks regardless of pricing fluctuations, allows us as a regional family-owned company, to compete so successfully in the big leagues.”

Their quality and consistency has not only earned Pennfield the trust of the USEF, but also of world-class

trainers and competitors throughout the equine industry who rely on Pennfield feed to fuel their horses, such as Pennfield's *Promise Partners*: Olympians and super-stars Karen and David O'Connor, Phillip Dutton, Bruce Davidson, John Williams, Kim Severson and Michael Barisone; Four-In-Hand Driving Champion Chester Weber; and top Irish show jumper Jonathon McCrea and his wife, U.S. show jumper Christine McCrea.

These riders will be showing their dedication to Pennfield by helping to host the eight-city "That's a Promise Tour", presented by Pennfield, KER and USEF. Designed to help fulfill the promise of the Olympians of tomorrow by supporting the USEF Young Riders Program through ticket sales and high-end silent auctions, its premise is to bring riders together with some of the best horsemen and women in the country to explore the two meanings of "promise"...one of potential and one of principal...and how they relate to themselves as riders and to their horse. Hors d'oeuvres, cocktails, mingling with stars and other amazing company from the riding world, and a silent auction will be the base format for each stop, and Dr. Joe Pagen, world-renown KER nutritionist, will provide cutting-edge nutritional insight. Plus, at each Tour stop attendees will have the opportunity to win a private lesson in their sport with one of Pennfield's *Promise Partners*, and can bid on items donated by riders, the U.S. Equestrian Team, and other industry companies in a silent auction to benefit the USEF Young Rider fund. Many items promise to be unique – think Karen O'Connor preparing a gourmet style meal for you and five of your friends at her farm, or a crystal horse sculpture presented to the 2008 U.S. Olympic Equestrian Team by the Mayor of Hong Kong.

The tour kicked off with a huge party on the WEF show grounds in Wellington, FL on Sunday, February 8<sup>th</sup>, and was followed by the first educational tour stop in Ocala, FL on Monday night, February 9<sup>th</sup>. From there the tour will head north, following the competitive season, with monthly stops in Aiken on March 10<sup>th</sup>, then Lexington, Middleburg, Unionville, the Hudson Valley and Gladstone. For more information on the tour, or to get tickets for the tour stop in your area, visit [www.thatsapromisetour.com](http://www.thatsapromisetour.com).

### **About Pennfield**

Pennfield is a widely respected, family-owned feed company headquartered in Lancaster, Pennsylvania that has been serving the Mid-Atlantic since 1919, and was named in 2008 as the "Official Feed of the U.S. Equestrian Federation". Pennfield is known for using only the finest, most consistent feed ingredients and precise manufacturing techniques that ensure top quality "fixed formula" feeds. In 1996, Pennfield joined forces with Kentucky Equine Research and consequently merged tradition and technology. Pennfield's quality manufacturing and personal service combined with KER's state-of-the-art nutritional expertise gives Pennfield customers advanced equine nutrition and uncontested technical support. For more information, please visit [pennfield.com](http://pennfield.com) or call 800-995-0333.

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