June/ July 2008

**Hay Selection Workshop – June 9**

The Onslow Extension office will be hosting a workshop on evaluating hay quality on Monday, June 9 at 6:30pm. Participants will learn about visual hay analysis, interpreting hay analysis reports, nitrates, and using various qualities of hay in feeding programs. Hay samples will be available for evaluation and demonstration. Please contact Emily at the Extension office if you have questions about this workshop or would like to attend.

**Purina Feed Re-Call Information**

The recent recall of Purina feeds has led to some confusion among horse owners about the reasons behind the recall. Here is the most recent information that has been released from Purina about the recall.

Land O’Lakes Purina Feed
Eastern U.S. Voluntary Feed Product Retrieval

Our recent aflatoxin-related voluntary feed product retrieval has resulted in a number of questions from animal owners and veterinary professionals. Updated information on this situation is provided below.

- In mid-February our own incoming ingredient testing and routine state regulatory testing simultaneously indicated aflatoxin above FDA action levels in certain feeds manufactured at our Statesville, North Carolina feed plant.
  - We immediately implemented an internal investigation and testing regimen to determine which products might be affected and, as a precautionary measure, initiated a voluntary retrieval of affected products (February 14, 2008) even prior to receiving all testing results.
- Our investigation indicated a single ingredient from a single supplier, serving three eastern plants (Statesville, N.C.; Harrisburg, Penn.; Guilderland, N.Y.), as the aflatoxin source. Note: No
other plants are involved in the product retrieval.

* We suspended purchases from this supplier and, as additional testing was conducted, appropriately expanded the voluntary product retrieval to include specific products, produced during specific time frames at these plants.
* Only products distributed in the following eastern states are included in the retrieval:
  - Connecticut; Delaware; Maine; Maryland; Massachusetts; New Hampshire; New Jersey; New York; North Carolina; Pennsylvania; Rhode Island; South Carolina; Vermont; Virginia; West Virginia; eastern Tennessee; northern Georgia.

Products manufactured at these plants after the following dates are NOT included in the voluntary retrieval:
  - February 8, 2008, Harrisburg and Statesville;
  - March 10, 2008, Guilderland.

- The decision was made to implement the product retrieval through local dealers, whose firsthand relationships and knowledge of customer purchasing patterns offered the best opportunity to get information regarding specific products and lot numbers to potentially affected customers as quickly and clearly as possible. Dealers have been responsive and helpful throughout the process. As of the date of this posting, we have no confirmed cases of aflatoxin-related animal health issues. We continue to urge customers with concerns about their animals to contact local veterinarians.
- We deeply regret the concern this situation may be causing for our customers and for their veterinary professionals. We are continually evaluating measures to further strengthen our quality programs. Animal health and welfare, along with customer trust and confidence, remain our utmost priorities.

- If you have further questions, contact our veterinary website equinevetnutrition.com
- For a list of products included in the voluntary retrieval, see our website at purinamills.com

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**Equine Census and Economic Impact Study**

In 2008, North Carolina’s horse community will participate in a far-reaching study to assess the industry’s statewide economic impact and identify opportunities for growth. For maximum benefit, we need the participation of all members of the horse community -- from horse owners and stable operators to feed and equipment suppliers. The outcome is critical for us all. Please participate in this study and encourage your fellow horse owners to do the same.

*Why do we need an equine study?*

A 2005 study by the American Horse Council placed the national economic impact of the horse industry at $101.5 billion and ranked North Carolina eighth among the states in the number of horses. So far, the fragmented nature of the industry has prevented a more detailed view of the North Carolina picture. Only with a clearer understanding of the industry and its many aspects will we know how we can best protect existing assets and where further investments can stimulate growth in the industry.

*What will it encompass?*

The study seeks to be all-inclusive, taking in all breeds, the three large horsering sectors (showing, racing and recreation) and all associated activities. It will include three major components:

- Survey of horse owners, farms, training facilities, veterinary practices, trailer and building suppliers, feed suppliers, and other

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- Survey of horse owners, farms, training facilities, veterinary practices, trailer and building suppliers, feed suppliers, and other
horse-related operations and businesses. This will determine the value of equine assets and the number of people involved in all types of equine activities.

- Analysis of the economic impact of the equine industry, in total and by industry segment. The analysis will include an examination of exhibition facilities and support programs and services offered by public and private institutions.
- Action plan to maximize the industry’s contributions to North Carolina’s economy. This will include identifying opportunities for growth; recommendations for facilities, programs and services to increase economic impact; and an evaluation of laws, rules and policies that may hinder or that can enhance North Carolina’s attractiveness as a center of equine activities and operations.

**What will happen as a result?**
That will depend on what we learn and how effective we are in advocating the plan of action. Possibilities include:

- preservation of land for equestrian use, including farmland & other open space
- protection of essential water supplies
- improvement of laws and regulations governing the equine industry
- new public or private investments in equine facilities
- enhanced communication among buyers and suppliers
- greater income generation through more effective marketing

**Who is conducting the study?**
The North Carolina General Assembly provided funding for this study at the request of the horse industry itself. More than 40 organizations, including all of the major statewide equine associations, have endorsed the effort. Oversight is provided by the Equine Study Executive Committee, whose seven members include ties to the horse industry, agriculture and rural development. The Agricultural Advancement Commission, located within the N.C. Rural Economic Development Center, is administering the study with the help of university, government and private consultants.

**When will we see results?**
The final report will be completed by January 2009. You’ll be invited to review the report and explore next steps at a series of meetings to be held around the state early next year.

**Does participation involve risk?**
No. The surveys do not require signatures or other identifying information, and all answers will be confidential. Any resulting publications will aggregate data in a way that does not allow individuals, business or other facilities to be identified. Furthermore, the information gathered will be used for this purpose and this purpose only.

**How can I become involved?**
Everyone connected to the North Carolina horse industry is important to this effort. You will have numerous opportunities to participate. At several times over the next year, meetings around the state will provide additional information on the process and invite your assistance in refining the survey instrument, validating the results and developing the plan of action.

You may also be selected, through a sampling process, to receive a survey asking for detailed information about your horses, business or horse-related activities. If you receive the survey, please fill it out and return it by the deadline. The industry assessment will be accurate, and the plan of action viable, only to the extent that
each individual responds honestly and completely.

For more information about the survey, contact:

**Billy Guillet**, Director
Agricultural Advancement Consortium
North Carolina Rural Economic Development Center
4021 Carya Drive, Raleigh, NC 27610
Tel: 919.250.4314
Fax: 919.250.4325

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**2009 Southeastern Hay Directory**

The updated Southeastern Hay Directory is in the works and will be available before mid-June. If you have not already requested a 2009 edition of the directory, please contact Debby King at 455-5873 to request to be added to the mailing list. The directory will also be available online by visiting our website at http://onslow.ces.ncsu.edu and visiting the Animal Agriculture link on the left hand side of the page.

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**Calendar of Events:**

**June**

7\textsuperscript{th} – Eastern Dressage and Combined Training Schooling Association – Equine Country, Jacksonville – Contact Jennifer Stone (910) 324-1593

9\textsuperscript{th} – Hay Selection workshop – Onslow Extension office - 6:30pm

20\textsuperscript{th} - Seagate Saddle Club Trail Ride & Camp Out (5pm) – Shingleton Farms, Hampstead

20\textsuperscript{th} – Whippoorwill Campground Night

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**July**

9\textsuperscript{th} -13\textsuperscript{th} - State 4-H Horse Show – Hunt Horse Complex, Raleigh

11\textsuperscript{th} -13\textsuperscript{th} – Equine Extravaganza – NC State Fairgrounds, Raleigh (www.equineextravaganza.com)

26\textsuperscript{th} - Seagate Saddle Club Gaming Show – Shingleton Farms, Hampstead

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If you have an event that you’d like to post on our June/July calendar events, contact Emily at (910) 455-5873 or emily_adams@ncsu.edu by **July 15**.

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Thanks,

Emily Adams
Extension Agent
Livestock

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**SPOTLIGHT**

Co-Located Pet Shelter

Hurricane season has just began on June 1. The best way to protect your family from the effects of a disaster is to have a disaster plan. If you are a pet owner, that plan must include your pet-their lives depend on you. The Onslow County Animal Response Team (CART) will set up a co-located pet shelter with the American Red Cross shelter at Jacksonville Commons Middle School in
the event of a disaster this year. Only individuals who have checked into stay at the emergency shelter themselves will be allowed to bring pets. Pets will be housed in an area separate from humans, but owners are expected to provide care for their own pets.

The following items must be brought with your pet to the emergency shelter:

- Kennel/cage
- Food for 72 hours and bowls
- Medications
- Vaccination records
- Leash and collar with UD tag

Remember, whenever you go take your pets with you! They depend on you for their safety!