

Amy Gill, Ph.D., a freelance consultant and writer, as well as owner of Amber Lane Farm, is another integral part of the series. As an equine nutrition consultant for Nutrena and an expert in the field, she is in charge of developing the scripts for the shows.

Gill, who holds a master's degree in equine nutrition and a doctoral degree in equine nutrition and exercise physiology, says she will be augmenting the show by contributing specifics to nutrient requirements of horses and also specifically talking about how to nutritionally manage specific diseases or disorders in horses. She says she believes the series will be popular because of the desire for knowledge out there.

“I think we are starting to recognize some of the metabolic syndromes that we have created in horses due to their management situations. We’ve completely taken them out of all of their natural environment including their genetics and so we have some issues that we have to handle from a feeding standpoint that we are now finally recognizing and learning about so I think the general public that owns horses are aware of this and there is great interest in getting all of the pertinent information so they can manage their animals correctly,” Gill says.

Altair Brondani, brand manager for Nutrena, says there is a tremendous need for education in the horse industry, especially in the area of nutrition. He believes that sponsoring the series is a good investment for Nutrena because “it is a great opportunity to increase Nutrena’s visibility while educating consumers.”

John Wallace, business development manager for Nutrena in the

Florida and Caribbean region, has worked for the company for 28 years and focused the last 20

on horse nutrition. He says horse owners

seem to crave knowledge more than any

other group of people. Wallace was

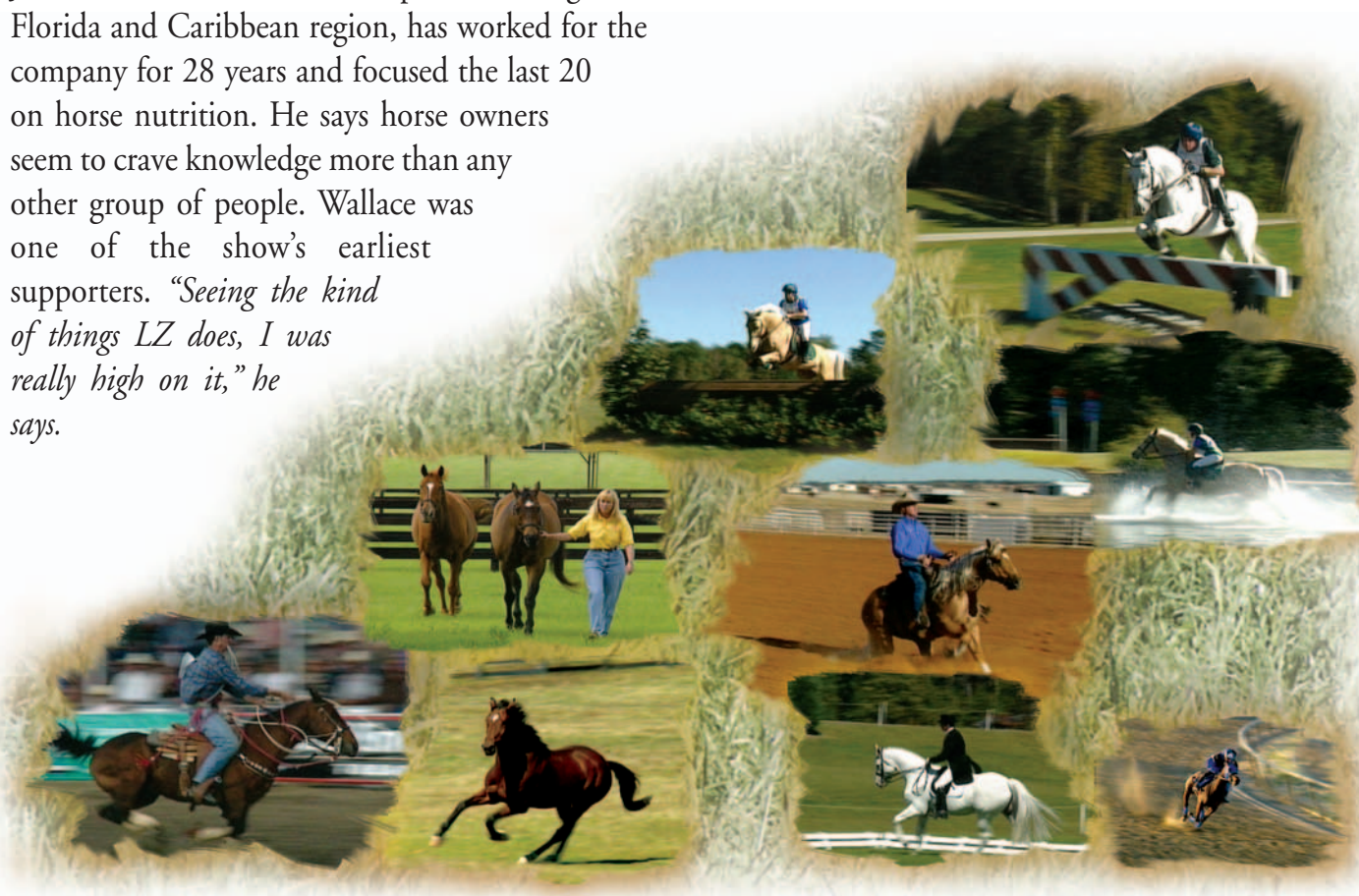
one of the show’s earliest

supporters. *“Seeing the kind*

of things LZ does, I was

really high on it,” he

says.



Horse Sense will air beginning September 21 on RFD-TV.