

February 20, 2013

Kansas Senate Standing Committee on Agriculture
300 SW 10th Ave.
Topeka, KS 66612

Dear Committee Members,

As a Lifetime Member of the Kansas Horse Council and an employee of LandOLakes/Purina Mills for the past 35 years, I can't tell you how pleased I am with the possibility to bringing the Kansas Equine Education and Promotion Bill to life.

As a Rep. for Purina Mills I have been responsible for growing the Equine business in Central and Eastern Kansas and feel I really know the impact of the Equine Business to the State of Kansas. Along with being a rep. for LOL/Purina I am the owner/publisher of The Better Horses Publication, a major equine publication in the State of Kansas and a the host of the Better Horses Radio Show. When it comes to state equine media, I feel we are the voice and ears of the Equine Industry.

We need to continue the growth and promotion of the Equine Industry in Kansas. By having the Kansas Equine Education and Promotion Bill a reality, we will spur growth in the Equine Industry and keep it at home. One example I can see this happening is what the Governor is presently trying to do to promote the Kansas Flint Hills. This bill will work with great synergy in promoting the Flint Hills with the trail riding opportunities. I can also see this bill working as a springboard in helping keep shows from leaving our area, helping not only Kansas Horse Owners, but the businesses it affects.

This bill will help the Kansas Equine Industry by giving them the revenue to keep our State Equine business thriving and growing. The commercial industry is for it, the people are for it, and we really need the support of our Kansas Government to make this a reality to keep our Equine Industry growing.

Thank you,

Ernie Rodina
Land O'Lakes/Purina Feed
Better Horses Network

Senate Agriculture Committee
Date: 2-20-13
Attachment # 11-1
Ernie Rodina, Purina, Land O Lakes,
SB87