

## Consumer protection

**Have BETA's backing when shopping for you and your horse.**

Look for the BETA retail logo for confidence when buying. Thanks to BETA, it remains legal to purchase horse wormers at saddleries and tack shops that employ a suitably qualified person specially trained to sell wormers. This gives owners the choice about where they buy wormers and therefore, BETA believes, promotes equine welfare.

When buying horse feeds and supplements, many owners are baffled by the huge and exciting array of products on offer. BETA welcomes competition and choice – but the trade association's Feed Committee has introduced a code of conduct under which manufacturers undertake to label their feeds and supplements in a legal, clear and fair way. Another example of BETA making life easier for equestrian shoppers...

BETA can also help you with:

- Finding your local, professionally trained retailers to help you with fitting and selection of safety gear and specialist products.
- Finding an unusual size, shape, colour or brand that you'd like to buy.
- Making a complaint if you have purchased a faulty item or been unfairly treated.
- Starting your own equestrian retail business. BETA produces a Business Fledgling Pack to help you on your way.
- Choosing your riding holiday – ask for your free copy of our guide to riding holidays.



## Shop where you see this sign



# BETA and you

Retailer's Stamp

To find out more about BETA or to find your nearest BETA retailer contact



**The British Equestrian Trade Association (BETA) represents equestrian manufacturers, distributors and retailers.**

**BETA also serves riders and horse owners by working for excellence on behalf of equestrian shops and shoppers.**

**Turn over to find out how BETA:**

- Helps you shop with confidence
- Fights for equestrian consumers' rights
- Cares about rider safety

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## What is BETA? - The action so far

Established in 1978 by a group of manufacturers and suppliers of equestrian equipment, BETA currently has almost 800 members comprising companies and individuals who sell and supply equestrian equipment, saddlery, clothing, feed and services of relevance to the horsey community.

The BETA Group, of which the trade association is the parent company, also consists of a wholly-owned subsidiary called Equestrian Management Consultants (EMC Ltd). As BETA's commercial arm, EMC publishes the trade journal Equestrian Trade News, the British Equestrian Directory and Trade Suppliers Directory. EMC also organises BETA International, the world's biggest trade exhibition of equestrian equipment and country clothing where many ground-breaking innovations are launched each year.

EMC's activity helps to fund the trade association's work. This means that consumers – horse riders and owners – benefit from BETA without it costing them a penny.

As an internationally recognised equestrian trade association, BETA works with like-minded groups throughout the world. A formidable lobbying force, BETA represents the equestrian industry on working parties and committees at European Parliament and national government level. BETA also forges close links with other groups, inside and outside the equestrian world, as and when the need arises and the interests of the equestrian community are at stake.



## For Service when Shopping, For Safety when Riding - Look for the BETA logo

BETA is very particular about which saddlery retailers and tack shops are allowed to become members – a policy deliberately designed to protect the shopper. In order to join BETA, and have the right to display the BETA logo, a retailer must prove that it is a professionally run business of benefit to the industry with an understanding of the best practice guidelines set by the Association for members.

This means that, if you shop with a BETA Retail Member – as indicated by the BETA logo being displayed – you can be reassured of a good standard of service. If you are disappointed with that service, you can complain to BETA who will investigate and try and mediate a solution.

You may also have noticed the BETA logo on body protectors. This is because BETA devised and administers the BETA Body Protector Standard that is now recognised and widely adopted throughout the world.

BETA's safety remit also extends to working closely with the various bodies that set and monitor riding hat standards. BETA often advises riders on choosing the most appropriate safety gear and has worked with the Pony Club in developing the Safety Equipment Achievement badge.



The Pony Club Safety Equipment Achievement Badge



BETA runs a series of training courses to promote professional skills among equestrian retailers. Training courses cover everything from health and safety to visual merchandising; other courses enable retailers to become qualified to sell horse wormers or have a better understanding of saddlery and livery.



Many retailers choose to send their staff on BETA Safety Courses that concentrate on hats and body protectors, how they should be fitted correctly and the technicalities of construction and safety standards. Shop staff who successfully complete the course are awarded a certificate to display in-store. So when you are shopping for a new hat or body protector, look for the named member of staff on the certificate and ask him or her to help you select your purchase. These courses can also be run for riding organisations and instructors.

