

BETA Reference sheet #1



For you to retain and refer to throughout the year. If you have any questions for the council please feel free to contact them on the below details.

PLEASE DISTRIBUTE THIS TO YOUR STAFF AND COLLEAGUES.

Advisory Council Members 2026

Chairman: Kathryn Jaquet	R B Equestrian	Tel: 01908 365335	E: kathryn@rbequestrian.co.uk
Vice Chairman: Sarfraz Mian	Neue Schule Ltd	Tel: 0844 6644600	E: s.mian@nsbits.com
Hon Treasurer: Wendy Hofstee	Unicorn Trails	Tel: 01767 600606	E: wendy@unicorntails.com
Malcolm Ainge	Shires Equestrian	Tel: 01568 613600	E: malcolm@shiresquestrian.com
Ruth Bishop	H J Lea Oakes	Tel: 01889 572500	E: ruth.bishop@hjlea.com
Sara Blackshaw	Sara Blackshaw Consultancy	Tel: 01886 833592	E: sara@sarablackshaw.co.uk
Laura Cackett	Blue Chip Feed	Tel: 07739 412416	E: laura@bluechipfeed.com
Abi Cannon	DJ Murphy Publishers (H&R Mag)	Tel: 01428 601020	E: Abi@djmurphy.co.uk
Dean Cox	Red Gorilla International	Tel: 01455 848184	E: dean@redgorilla.red
Michael Darley	Darley Equestrian	Tel: 07427 009221	E: michael@darleyequestrian.com
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Amanda Watson	Watsons Directories Ltd	Tel: 01432 367977	E: amanda.watson@watsonsdirectories.com
Ishbel Watson	Abbey England	Tel: 01565 650343	E: IshbelWatson@abbeyengland.com

BOARD MEMBERS

Kathryn Jaquet, **Chairman**
Sarfraz Mian, Vice Chair, Chair trade fair committee
Michael Darley, Immediate Past Chair
Wendy Hofstee, Treasurer
Sara Blackshaw, Chair Retail Committee
Ruth Bishop, Chair Feed Committee
Nikki Newcombe, Chair PR Committee

Sub Committee members:

TRADE FAIR

Sarfraz Mian, Neue Schule - **Chairman**
Dean Cox, Red Gorilla
Marcus Cridland, Shires Equestrian Products
Elliot Galbraith, Ayr Equestrian (co-opted)
Serena Harriman, Millbry Hill
Kathryn Jaquet
Nicola Preston
Olivia Turner

RETAIL (elected)

Sara Blackshaw, **Chairman**
Jo Boyd, Wadswick Country Store (co-opted)
Abi Cannon
Jane Cunningham, Insight Equestrian and Country
Michael Darley
Elliot Galbraith, Ayr Equestrian (co-opted)
Maria Guiliani, Lillico's Country Store (co-opted)
Ian Hassard
Victoria Highfield, Highfield Equestrian (co-opted)
Emma Hill, GS Equestrian
Kathryn Jaquet
Nicola Preston
Ian Silman (co-opted)
Olivia Turner

P. R.

Nikki Newcombe, **Chairman**
Sara Billingham, Stockley Trading
Abi Cannon
Michael Darley
Rhea Freeman, Rhea Freeman PR (co-opted)
Barbara Huddart, Bedmax (co-opted)
Wendy Hofstee
Amanda Watson, Watsons Directories
Rachael Holdsworth, Holdsworth PR

FEED

Ruth Bishop, **Chairman**
Harry Ancill, ADM
Clare Barfoot, Mars Horsecare UK
Chris Gordon, Ex-Officio
Alana Harvey-White, Cargill
Kate Hore, NAF
Louise Jones, Connolly's Red Mills
Clare McAfferty, Premier Nutrition
Katy Mickle, TopSpec Equine
Katie Williams, Dengie Crops Ltd - Vice Chair

BETA & EMC STAFF

Claire Williams **Executive Director**
Agy Mossakowska **Liaison Manager**
Tricia Nassau-Williams **Field Officer & Lorinery Consultant**
Nicki Lewis **ETN Digital Manager**
Rachael McCarthy **EMC Office Administrator**

What do the committees do for you?

The Council oversees a number of sub-committees who discuss in detail, issues of importance to BETA and its membership. Sub committees will normally be chaired by a Council member, but its make-up will include both Council and general members of the Association.

TRADE FAIR

Following the acquisition of the BETA International Trade Fair by Raccoon Media, the BETA trade fair committee will continue to serve on the steering committee for Raccoon Events. Both exhibitors and retailers are represented on the committee to help with suggestions for the show.

RETAIL

The responsibilities of this committee include any items relating to retail members other than those discussed by the full Council. It puts forward ideas to the Council on behalf of retailers and with the Secretariat puts together the retail training programme for members. This committee particularly is always pleased to hear from members about issues of concern to retailers or suggestions for future work. The BETA field officer provides bi-monthly reports to this committee from her discussions within the trade.

PUBLIC RELATIONS

Consisting of representatives from a range of member categories, this committee is responsible for the promotion of BETA to the Trade (members and non-members) and to consumer audiences.

It decides how best to promote the BETA brand to raise awareness of the work the Association does on behalf of its members to both internal and external audiences, and of the value of membership itself to the industry. It is responsible for ensuring that BETA's reputation within the trade, with other organisations, politically and the riding public in the UK and abroad is of the highest and is also tasked with promoting riding as a leisure activity.

FEED & BEDDING

Set up to deal with all matters affecting the equine feed industry including ethics, labelling, legislation changes and training. It runs the independently audited NOPS certification scheme to reduce the risk of naturally occurring prohibited substances (NOPS) in feed. In 2016 it launched the new feed assurance mark for feed suitable for horses prone to gastric ulcers. In 2021 the NOPS scheme for bedding was subsequently launched. It has representatives from manufacturers of compound, complementary, additives and herbal feeding stuffs on the committee. Alongside the main committee we have a number of working groups looking after the various schemes as well as special areas of interest including Forage, Technical Communications. 2026 will see the continued growth of ENFAR, the Equine Nutritionist and Feed Adviser Register

2026 Courses

We have several types of courses available including: Social media and Marketing, Rider Safety Equipment Fitting Course, Bits and Biting (Lorinery), BETA NOPS Technical Course, Feed labelling and Marketing claims – an introduction and In-store Display and Merchandising. More information about dates, costs and what the courses cover scan the QR code here:



Membership survey – how do you use your membership?

Your feedback is essential to us as we strive to continuously improve your membership experience. We've created this brief questionnaire to gather your insights on the benefits you're currently using, the training topics you'd like us to focus on, and how we can better serve your needs. Please take a few minutes to complete this survey by scanning the QR code:



Talk of the Trade –

Facebook group
Keep up to date with BETA courses, news and useful information via our Facebook group – Talk of the Trade. Scan the QR code to request access.

