

## SAFETY

BETA promotes equestrian safety by offering vital training to retailers in hat and body protector fitting, product standards and public awareness campaigns.

BETA is perhaps best known for the body protector standard started in the early 1990's and now recognised on approved garments around the world. Under the BETA standard garments are annually retested to ensure the quality of materials and manufacturing processes are ongoing and consistent.

BETA urges the public to visit BETA trained retailers for personalised fittings of body protectors and riding hats indicated by a BETA safety certificate displayed in store.

Our public awareness raising campaigns also shine the spotlight on all aspects of horse and rider safety, particularly through our Summer of Safety. Topics covered include yard safety, bio-security, feed room safety, and promoting best practices for use of safety equipment and responsible riding.



### An expert service

BETA is dedicated to improving knowledge, standards and professionalism within the Equestrian industry. Training courses are available covering a wide range of topics riding safety equipment fitting, equine nutrition, livery (bits and biting) retailing, digital marketing, AI, social media and marketing and Saddle fitting (booked through the Society of Master Saddlers).

BETA can help with:

- Finding local, professionally trained and trusted retailers to help with fitting and specialist safety products
- Complaints for faulty items / unfair treatment
- Starting your own equestrian retail business with a Business Fledgling Pack to help you begin your journey
- Accessing reliable, trustworthy and research based feed advice from BETA approved equine nutritionists and feed advisors via the BETA ENFAR register.
- CPD and adherence and improvement of safety standards and consumer experience
- Networking opportunities in the UK and overseas

Use the BETA Member's Directory to search for BETA Members near you, scan the QR code or visit the link below:

<https://beta-uk.org/members-directory/>



# BETA & YOU



BETA is an internationally recognised trade association representing approx. 800 members from small independent businesses to international industry leaders.

All members are involved in some way with the equestrian industry whether as retailers, manufacturers, wholesalers, agents, horse dealers or service based businesses.

BETA also serves the wider equestrian community by working on their behalf for excellence in service and products and safety in all aspects of equestrian activity.



## Safer Riding, Safer Shopping – Look for the BETA logo

The process to join BETA is a comprehensive one. To join BETA and have the right to display the BETA logo, the business 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 its members.

This means that shoppers can be confident when shopping with a BETA Retail Member or BETA trusted brand that they will receive a good standard of service.



## WHY SHOP AT A BETA MEMBER?

BETA is an assurance of quality service and expert advice.

Membership and the use of the logo indicates:

- A commitment to industry standards
- You will receive a trustworthy and professional service
- An extra layer of consumer protection with potential for BETA involvement should any difficulties arise
- The member has been approved and adheres to a good standard
- A continuous dedication to training and development
- A reputable and knowledgeable company



Image credit: Thank you to Baileys Horse Feeds, Red Gorilla, Bedmax, Hilton Herbs

## Consumer protection

### FEED

Over 95% of equine feeding stuffs placed on the market in the UK alone are made by BETA members. We have a strong and active Feed Committee with a number of working groups that oversee BETA's activity in this sector.

### NOPS

Since 2009 BETA has run the highly successful Natural and Other Prohibited Substance (NOPS) certification scheme to help reduce the risk of naturally occurring prohibited substances being present in equine feed.

The BETA NOPS Code calls for every one of its members to evaluate the risk of NOPS contamination during each step of the manufacturing process. This includes sourcing, storage, transport and actual processing, in effect from the field to the feed room.

A feed bag or tub featuring the BETA NOPS logo indicates adherence to these standards.



### EGUS Mark

This mark indicates compliance with the BETA Feed Assurance mark for products suitable for horses and ponies prone to gastric ulcers. Developed with the Veterinary Medicines Directive (VMD) it has strict guidelines for nutritional composition and marketing including limitations and management guidance.



### ENFAR

The Equine Nutritionists and Feed Adviser Register was designed to recognise the expertise of our nutritionist and feed adviser members. The ENFAR register is designed to help horse owner's source reliable and evidence based feed advice from BETA accredited professionals. It is accessible for all to use via the BETA website.



### BEDDING

BETA NOPS Code for Bedding was launched in 2021 and like NOPS for Feed, it aims to audit and reduce contamination. This gives trainers, riders and owners peace of mind that their chosen brand shows conformity to current best practice and have undergone the same degree of scrutiny as feed manufacturers.

