



FOR IMMEDIATE RELEASE

Contact: Phone: (502) 245-0425
E-mail: info@naeric.org

North American Equine Ranching Information Council Announces On-Line Sales Program

(August 1, 2016 – Louisville, KY) The North American Equine Ranching Information Council (NAERIC) announced today the launch of NAERICHorseSales.com, an on-line sales system to assist their members in marketing horses bred by NAERIC ranchers. The benefit to buyers is this commission free web site will allow buyers to view photographs and videos of several breeds of horses and have easy access to communicate with the breeders of those horses.

Horses sold via NAERIC Horse Sales will have significant added-value because of their eligibility for the “NAERIC Advantage™,” which pays supplemental dollars to eligible horses competing at a variety of equine competitions.

Norm Luba, NAERIC executive director, said, “The quality of horses bred by our member ranches has been proven over the years. We developed the on-line sales system to further assist our members in marketing their horses to an even broader base of potential buyers. The ease of the system allows potential buyers to communicate with breeders more easily through the purchasing process. Multiple photographs, video capability, and other potential buyer’s incentives make this site a must visit before you purchase your next horse.”

Go to www.NAERICHorseSales.com to view the on-line horse sale web site.

Go to www.NAERIC.org/advantage.asp for more information on the NAERIC Advantage™.

The North American Equine Ranching Information Council (NAERIC) is a non-profit association of equine ranchers engaged in horse production and management of pregnant mares. Estrogens extracted from pregnant mares’ urine (PMU) are used in the production of a hormone replacement therapy for menopausal women. NAERIC serves its members, the horse industry and general public as an agribusiness resource by providing the latest information and research on ranch management, equine care, breeding practices and innovative marketing programs. The council is dedicated to ensuring the NAERIC brand represents overall quality. NAERIC supports and promotes the partnership between agriculture and women’s health care. For more information go to: www.naeric.org

###