

AskAnnie Podcast - Episode 58 - Alyssa Barngrover

Annie Kennedy: Hi everyone this is the Ask Annie Podcast, horse girl reviews on products you use

Keep your horse happy and healthy and get rewarded with free products at the same time. Farnam, Horse Health Products and Vita Flex Pro are proud to celebrate the partnership between you and your horse. So they created the Horse Care Loyalty Rewards Program. It's their way of giving back and provides an opportunity for you to earn complimentary

full-size supplements, fly control and grooming products that you use regularly. Receive one free product for every five purchased at any online or local retail store. View a complete list of eligible products at www.horsecareloyalty.com enroll today and start earning your rewards.

It's great to meet you, Alyssa, would you mind introducing yourself and then telling us a little bit about yourself and how horses have been a part of your life.

Absolutely.

Alyssa Barngrover: So my name is Alyssa Barngrover. I work at Farnam Companies and I would say that horses are not only a part of my life. They are my life.

I was born with horses in my blood. I guess you could say, I grew up with them. I've had them in my life. Um, like always had them. I love being around the horses and I love being able to combine my passion with my personal career, working on products that make life better for horses and their people. I'm an avid dressage rider, uh, being lucky enough to attend the U S Dressage Finals twice.

And I'm a small breeder of Hanovarian horses. I currently have five horses and my youngest was born in April.

Annie Kennedy: Oh, my gosh.

Congratulations.

Alyssa Barngrover: Thank you.

Annie Kennedy: That's awesome. And you mentioned this, but you really have, um, been with Farnam for a while and really made it a part of your life. I did some research and it looks like over 20 years.

Can you tell us what you love about this company and its products.

Alyssa Barngrover: Yeah, I have been for, with Farnam for over 20 years. And, um, I guess I'd like to say like one of my favorite quotes is choose a job you love and you will never have to work a day in your life. I'm lucky to be able to combine my passion and love for horses into the everyday work that I do at Farnam.

I get to work with a fantastic team of people who are just as passionate about horses as I am. We all strive to launch and market equine health care products that will really make a difference in the lives and caring for horses. So that's, that's why I love what I do.

Annie Kennedy: Yeah, that's fantastic. What is your typical day like?

Alyssa Barngrover: Well, I don't know if there's such a thing as a typical day, but, um, it normally includes interaction and collaboration with the rest of the equine team on a multitude of tactics. We get together often to brainstorm ideas and put those ideas into play. Uh, our marketing encompasses many facets from external touch points, like print ads and digital campaigns to, uh, horse shows and events

uh, that we do mostly at like South Point or with the AQHA sponsorship that we have to also internal stakeholders, like our R and D teams, our supply teams.

Annie Kennedy: Wow. That sounds busy. What is your favorite product and why?

Alyssa Barngrover: I would say that I've got several favorite Farnam products. My first is the Vetrolin and white and bright shampoo with three out of five of my horses being greys,

I use a lot of this. It works to really get the green manure stains off of my mare and it takes the yellow tinge out of her coat, mane and tail. I always get people staring at horse shows and commenting that she looks so clean and white. My other favorite product I'd say is Mosquito Halt. It does more than what it's name implies.

It also kills and repels flies and other insects as well with the powerful formula that combines two insecticides and two repellents. It's strong enough to keep the Arizona bugs away.

Annie Kennedy: Wow. Yeah, both really useful and applicable products. That's for sure.

Alyssa Barngrover: Absolutely.

Annie Kennedy: Well, and Farnam recently launched a new rewards program called Horse Care Loyalty Rewards.

Can you tell us what this program is?

Alyssa Barngrover: Absolutely the Horse Care Loyalty Rewards Program is an easy, convenient way for horse owners to earn free full-size products. There are currently 15 products on the program which provides solutions for various horse care needs. When the consumer buys five of the same qualifying product, they get the next one free.

The free product will be mailed directly to them. Once they, once the required quantity is purchased and purchasing on the program is easy. Qualifying products can be purchased

from the favorite local retail store to any online merchant. Every time a qualifying product is purchased, the consumer is one step closer to the freebie.

Annie Kennedy: Wow. That sounds awesome. Why was the Horse Care Loyalty Rewards Program developed?

Alyssa Barngrover: Yeah. As horse owners ourselves, we wanted to celebrate the partnership between horses and their people. So we created the Horse Care Loyalty Rewards Program. It's our way of giving back and provides an opportunity for horse owners to earn complimentary

full-size supplements, fly control and grooming products that they know and love horse owners, like you made it possible for Farnam to reach 75 years and the Horse Care Loyalty Rewards Program is just another way for us to say thank you.

Annie Kennedy: Why is this program so important to horse owners?

Alyssa Barngrover: Well, we understand that owning horses is more than just a passion.

It's a lifestyle and caring for them is an expensive full-time commitment. The Horse Care Loyalty Rewards Program is a one of a kind program to help horse owners save on products that they know trust and use regularly in caring for their horses. From meeting nutritional demands to protection from flies, or simply having your horse look his best.

There's something for everyone on this program.

Annie Kennedy: Oh, that's fantastic. Really, really helping horse owners. I, I, I appreciate that as a horse owner. Is there anything else new from Farnam that listeners should be keeping an eye out for?

Alyssa Barngrover: Yes there is. We actually just recently launched the Apple Elite Electrolyte Pellets.

It's a new addition to the trusted Apple Elite Electrolytes line of supplements for horses that are picky eaters or sort their powder supplements. The Apple Elite Electrolyte Pellets is a simple way to encourage water consumption and help maintain normal hydration year round, which is important for supporting proper digestion, muscle function and recovery.

These palatable apple flavored pellets are hard for horses to resist and can easily be added to the horses regular grain ration, go to farnam.com to learn more.

Annie Kennedy: Wow, that's really cool. I'll have to keep an eye out for those, those sound really neat. Um, how can listeners learn more about Farnam and the Horse Care Loyalty rewards?

Alyssa Barngrover: If horse owners visit farnam.com to learn more about our products and keep up to date on our happenings. Once they're there, they can sign up for our life with horses newsletter, which will provide helpful horse care-tips, product updates and special

offers. We also have a robust blog with numerous articles on various horse health care topics.

So check it out to learn more or to join the Horse Care Loyalty Rewards Program visit horsecareloyalty.com. There you will find a complete list of eligible products and instructions on how the program works. If you have additional questions, you can check out the FAQ section. Or contact us directly. So go ahead

join the Horse Care Loyalty Rewards Program today. It's one more reason to rely on Farnam, Horse Health and Vita Flex Pro products for your horse care needs.

Annie Kennedy: That sounds fantastic. I'll definitely check that out. That's all I had alyssa, was there anything else that you wanted to talk about?

Alyssa Barngrover: No, I think that's it. I thank you for your time today and for having me on.

Annie Kennedy: Thanks for tuning in. Learn more about the AskAnnie Podcast by following us on Facebook, Instagram and Pinterest at [@askanniepodcast](https://www.instagram.com/askanniepodcast). Have a suggestion for a product you'd like me to use in an upcoming episode? Email me at askanniepodcast@gmail.com or leave a comment on any of our social media pages.

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