

INTERVIEW WITH JEFF HEMPFLING  
ON HIS USE OF PERMA GUARD  
FOSSIL SHELL FLOUR

This is Dennis Topper, President of Southwind Distributors, the date is January 21, 1991. I have with me here this evening Jeff Hempfling, trainer of J.H. Quarter Horses, Inc.

Topper: Jeff how old are you?

Jeff: Thirty five

Topper: Thirty five, then you have had some experience raising quarter horses.

Jeff: Well lets just put it this way, I did not get this bowlegged riding a bicycle.

Topper: OK, how long has J.H. Quarter horses been in business?

Jeff: The barn and stables where you are now have been here since Sept. of 1979, that's when the actual facility was built.

Topper: Your present address has been here since '79, but how long have you been associated with horses?

Jeff: My family purchased their first horses back in 1964. We started activity showing horses back in 1968 and I came up through the 4-H program. It was a national program horse and pony club nationwide. We first started showing registered quarter horses sometime in the spring of 1971. I have been associated with the American Quarter Horse Association since then and have been in tune with the trends and style changes and what it takes in quarter horses to win and compete in national competition.

Topper: What about some horses you have raised previously have you got any World Champions?

Jeff: Heza Classic Fox horse that won the World was born and raised here at this barn. That's the latest World Champion I have been associated with. I raised and I trained him. Then one other horse that I had trained and brought out of obscurity back in '79 was Gold Bar Eddie and he was sent to me by a client of mine from Arthur, Ill. and I trained this young stallion and fitted him and showed him in his early shows for about 7 or 8 months as a yearling. After he was purchased from the gentleman that I trained the horse for, Gold Bar Eddie went on that next year to also become a World Champion FHEA Palomino Stallion. So I have been associated with two World Champions now, they both have been Palomino Stallions and both have been exceptional horses.

Topper: OK, Jeff what are your future goals in the horse business? Is there anything on the horizon?

Jeff: Well my future goals are what they have always been in the past to train and handle and be associated with outstanding horses, outstanding individuals and try and affiliate myself with nothing but the best. My family has always strived in quality not quantity. I think the horses we have raised in the past, have been an excellent representative of that. We have never been ones to try and flood the market with horses, have a large number of horses, we tried to have a small amount of horses and have excellent quality.

Topper: So, in other words you are striving for champions then?

Jeff: We are striving for the best possible individual we can possibly raise. We are talking about outstanding horses of outstanding physical characteristics and we want a smart and intelligent horse, good disposition animal, we try to get everything rolled into one, that's what we shoot for, we shoot for the best.

Topper: Well let me ask you another question. When were you first introduced to Perma Guard Fossil Shell Flour?

Jeff: We started feeding the Perma Guard product, diatomaceous earth, in October of 1988 and at that time Ladds Golden Girl, my parents best brood mare, was in foal and she and several other horses in the barn were put on DE and she at that time was caring Heza Classic Fox. We put the mare on DE in October and Heza was foaled on Feb. 8th and the history on him is he's just been a tremendous individual. To this day is an outstanding individual in his own right just standing there on four feet.

Topper: Can you elaborate on that some what? What about point standings and what not?

Jeff: His current show record right now is that he has just been awarded the highest single award that the American Quarter Horse Association gives any horse for an individual event. He has been awarded his AQHA Superior event award for halter. That's where horses are judged on conformation in competition against other horses and he has just received that award from the AQHA and like I said that is the highest honor any horse can receive for any on event. He just received that award in December, his point totals were enough back in Nov. but there was a delay from when you turn in the stuff, I believe he was awarded that in Dec. That is the latest award he has accomplished at present. His show record is 40 Grand Championships at individual shows and 24 reserve Grand Championships. I guess his latest big quarter horse win was 1st place at the North American Livestock Exhibition. This is a very prestigious show and that is his biggest and latest win in AQHA shows. Then of course as a yearling, year before last, he was taken to Tulsa, OK and he was put in competition for the Palomino

World, and he won the palomino World.\* He was judged World Champion Yearling Palomino Stallion and I believe there were 20 some horses in that individual class that day. One of the young stallions that he beat at that point in time was leading the United States, he was the leading yearling in the Nation at that time in Palomino and American Quarter horse. I don't know if that horse had ever been beaten up to that time or not, but we beat him that day and that win meant a little more than just winning the World. That day we beat the leading horse in the Nation up to that point in time and it was a real big win. I've taken a number of individuals into World competitions in the past and not only do you have to have an outstanding individual to go to the World, just taking an outstanding individual there and winning are too different things. Like I said, I have taken some super horses in the past and have not been able to win with them, Heza Classic Fox dominated and walked away being the World Champion. He has just been and outstanding individual from day one.

Topper: OK, from day one, does that mean that Heza Classic Fox has been on the Perma Guard Fossil Shell Flour for say since he was born then?

Jeff: Right, right. The mare was pregnant with him in Oct. of '88 when she was put on the DE and then this colt was immediately put on it, I would say, he started eating the grain at 2 months old and he was on the product then eating it himself, sure was.

Topper: OK, so what are your thoughts on the product for the horses? What do you think this product is attributing to some of the different things you are seeing in your horses since you have been on the product?

Jeff: Yea, I have seen some things that are unaccountable, and to an extent. I'm seeing benefits in areas I don't know where to account these benefits to. There were some other horses in the barn that I was feeding at the time, and there was one horse in particular that came to the barn as a young horse, I believe he came to the barn sometime in Oct. and he was immediately put on DE. He and the brood mares and some other horses and very early on we noticed that this horse started having some excellent growth. Excellent development and to this day, in fact my father was just here today, and he made a statement that when I brought that horse here, he thought that horse was never going to amount to anything and never have any size or anything, and he said look how big he is now and that individual right there is still here on the farm, he showed unusual good development and growth and if you were to look at him when he came here and I've got some film of when he was turned loose the first day he was brought here. He has really surprised us to be the size horse and developed out like he did. He was the first horse I actually noticed, or actually thought that I was seeing things here you know hey what is going on here and why is the horse taking off like he is and why am I getting the height and development out of the horse when

it didn't look like he was going to be much of a horse. As far as size or anything, that is one of the early things I noticed from a horse that came from some where else, and I have had since I started feeding DE. I do feel that I've had better bone development in my horses, I've had better joint development, less unsoundness, and less abnormalities in my horses. I don't ride and train to the extent that I used to, but still a lot of young horses here are put on an exercise program and worked on a lounge line, and I just see over all better bone development and better joints on my horses. I'm very pleased about that because you can have the greatest horse in the world and if he does not have a good sound base under him you've got nothing. It's extremely important. Joint and bone development are two of the things I have seen development in. The one strong thing that I can speak of is the parasite control, the worm control. I actually think that DE gives me almost total parasite control, if it is not total control maybe there are some parasites that do not show up in the manure when you worm your horses or when worms die of a natural cycle and I could not speak extremely intelligently right now about all the different kinds of internal parasites. I know quite a bit about stronglids and some of the blood worms, bots and such and I know quite a bit about their cycles. Anyway, I just do not see anymore worms in my horses since I have started feeding this product, I do not see any signs of internal parasites. I do not see natural life cycle deaths from parasites like I have seen in horses all my life. Where once or twice a year you would go out to the barn and you would see a dead wad of worms and you would see a pile of stronglids or a big pile of ascarids that had actually lived out their life cycle totally in your horse and the wormer had never gotten them and they had literally died of natural causes. This is something that I have seen in the business for years and years. It is something that has always bothered me a little bit, but what do you do about it. You use commercial wormers that are on the market and you worm your horses accordantly to how your vet tells you and still you see a natural death of worms. I don't see this anymore. That has been completely irrodicated from my barn. In the last two years I can say that when you worm a horse, you don't see near the worm death and the worms don't show up the same but when you worm young horses you see dead worms. Roughly within a 24 to 36 hour period after using a good commercial wormer you see dead worms, in the last two years in this barn I think it is safe to say , it has been so extraordinary how low the number of worms, I think I have seen 4 dead ascarids here and I saw all 4 of those in one fecal pile one time and that is all the worms I have seen dead in a fecal pile here in this barn. To me that is extremely impressive.

Topper: So you think maybe that we can attribute this to the DE. You think that it is keeping that gut tract cleaned out then?

Jeff: I don't know what it is doing but parasite control is thought to be one of the benefits of the product. I can say that unless this place has been touched with a magic wand in the last

two years then you tell me what has happened to the parasites. Just on parasites control on it's own I would feed this product for no other reason. Just to give you an example, parasites not only do they steal from the stress and general well being of your horse, parasites are major problem of colic in the horses and death. They can also cause death in them by blocking arteries to different parts of the body. I can tell you this right now Heza Classic Fox's mother had another brood mare that was even a more outstanding individual than he and we lost her due to worms blocking a major artery going to her intestinal tract. That was a mare that can not be replaced, her show record can never be replaced and we lost her to worms. I honestly feel that at this point in time, if we would of had DE several years ago that mare would still be alive producing outstanding babies for my family. So worms are a serious problem and anything you can put in your program to eradicate worms you are far better off. I should include something else here. Anytime you have to use a commercial wormer, there is a chance of the horse having a reaction to that wormer. All the commercial wormers have various drugs in them and any time you use a commercial wormer even thought you follow the instructions on them for poundage and for dosage you are always worried and concerned about colicing that horse. Colic is the number one killer of show horses in the nation and every body that deals with horses knows that. Everytime you give a commercial wormer you have that fear. I know our horses are watched more closely when they are given a commercial wormer. I do have one mare right here in the barn that is a daughter of Ladds Golden Girl in foal to the World Champion and we know that when we worm that mare that the odds are that she will colic late that next day. It is always a tremendous concern because we are worried about loosing that mare. In the past I always felt like it was a chance I had to take to get rid of the worms which kind of puts the trainer between a rock and a hard spot, I do feel that with DE I can safely reduce the amount of times in the year I use a commercial wormer, I have not totally eradicated my use of commercial wormers yet, but at this point in time I am seriously scaling back my use of this, and that is one of the benefits I see form DE. Not only do I think I almost get total parasite control, but I don't have the fear of actually loosing a horse due to colic, from an upset stomach or, a condition being brought on by a commercial wormer. So that is another big worry off my mind. With most of the commercial wormers I've used in the past we used once every three months. On my own stock in the barn now I would say that I have cut that in half, so that is another benefit I like very much.

Topper: Now that sounds great Jeff, what dosage are you using on of our DE, what quantity are you feeding a day basically?

Jeff: From what was recommended to me early on, I'll be honest with you, anytime, I try something new with my horses I always go extremely sparingly on the amount. I think that at this point in time from what the daily recommended dosage is I think that I am still staying light on that dosage and I am still seeing the

benefits we have been talking about as far as dosage goes on your product.

Topper: That sounds grate, we recommended a half of a cup a day do you think your feeding approximately half that a day?

Jeff: I would say that would be the maximum amount that I am using .

Topper: And your still seing results?

Jeff: Still seeing results, that amount is being mixed in with a grain ration out here for the young growing horse and the average adult horse, our normal grain ration will be 6 pounds of grain each feeding so I am mixing that amount in a 6 pound grain ration. We like to use a sweet feed, the product seems to mix and stick with the molasses sweet feed and grain products, they do receive it all that way. There is no loss of it that way and it is taken right in with the grain and we know they ingest that amount.

Topper: Jeff, another question. What about the benefit of the trace minerals, Perma Guard Fossil Shell Flour, DE does have several trace minerals in it, what is your feelings on trace minerals in the product?

Jeff: Trace minerals in the product? There are numerous trace minerals in the product and trace minerals that help benefit can be traced to a whole lot of things in a horse, in people and in all living things. Their benefits are wide spread and fairly well known. The one thing early on that attracted me to DE was the trace mineral that was a rare mineral. Just right off the top of my head when I was first introduced to the product I can remember thinking that here is a product that has trace minerals in it that I can not get from any other source. I can remember that point being a very strong selling point in my mind. That was an opportunity to gain an edge on my competitor and have my horses receive something that who knows what the benefits are. A totally natural product mined out of the earth. A lot of people in the business are doing some very dangerous things to get advanced growth in their horses as fare as steroids and extremely high rates of protein, so I remembered being attracted to and very intrigued by some of the ingredients, some of things that were in DE. The one trace mineral in DE that has had a lot of research and a lot of study on and positive information is cooper. I believe that it has been found that copper is one of the very important ingredients that stimulates the growth hormone or giving it what it needs to actually make a horse grow bigger and taller. Copper plays an extremely important part in that function. There is some new research just found out in the last year or two that is receiving a lot of interest in the quarter horse industry and people are definitely turned on to copper. I know that I mentioned something to you about this when I read about it in th Quarter Horse Journal, in that article there is

one whole section that deals with copper. I had remembered that copper was on of the trace minerals on the list you had given me and I looked that information back up and sure enough copper was listed. So when you talk about the growth that I have seen in my horses ever since I have been feeding this product them I get some scientific information a year or two later to back that up. That makes me feel good. I really think there is something to it.

Topper: Walking through the barn here this evening I see that you have a new filly. When was she born?

Jeff: The new filly out in the barn was born late Thur. evening, so she is just approaching 3 days old. This babies mother is Ladds Golden Girl and her father is Heza Fox, so this is a full sister to Heza Classic Fox the World Champion. At this point, the filly has very advanced development for a new born. We are elated with the bone and overall development.

Topper: So, this fillies mother was on the product?

Jeff: Right, this filly is out of Ladds Golden Girl and she has been receiving DE every since Oct. '88. She has thrown one outstanding individual. The filly at 3 days old, is taller and looks over a week old. She will probably be more outstanding then Heza Classic Fox, and that is a bold statement.

Topper: So, what would you say about recommending this product to other horse people? Do you have any reservation about it? Would you recommend feeding this to other horses in the industry?

Jeff: I have no reservation at all. I have not seen any ill effects. I have seen only positive results. I will be honest with you, I hope that not to many of my competitors would catch on to this his product and start feeding it to their horses. Competition is so extreme and the horses are of such quality that everybody in the business is looking for an edge. When your in the competition we are in with our horses little things can win for you and I feel it has given us an edge and played a part in the success we have had recently.

Topper: Jeff, what about the cost factor of Ferma Guard DE, do you feel it is an expensive or inexpensive product?

Jeff: As far as being an expensive product to use, for the benefits I have seen from the product, the annual cost of feeding the product is almost nothing. It is unbelievable. I can not put an accurate figure on the benefits, but I know this for my annual rate on this product for the benefits I have seen the cost has been extremely minimal. I would say to anybody in the business that if they could not lay out this much more in cost for the benefits of this product then something is wrong. I believe this is a tremendous product, it is very outstanding.

Topper: How do you feel about Southwind Distributors? Have they treated you right? Have they furnished you with material and data and taken care of you as far as introducing you to the product and what you have learned and know about the product?

Jeff: Yes, the information given to me was very complete and interesting. I felt right off the bat I knew quite a bit about what I was feeding. I felt reassured about it being a natural product and safe and as I mentioned earlier I am extremely careful about trying new product or new things on the horses in the barn. The service has been great and I think it is a great product and the cost per benefit is very minimal. I have been very pleased with every facet of it.

Topper: Jeff, thank you for talking to us about Perma Guard Fossil Shell Flour. In closing I want to say that I think you have a barn of very beautiful horses and I wish you nothing but the best and hope to do business with you for years.

Jeff: I do not believe you have nay worries about that, I am extremely pleased.

Topper: Thank you very much.

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