



## Summary GEHNA Launch Meeting – March 12, 2025

- **General Atmosphere:** positive; strong interest in global collaboration between scientists, companies, and industry bodies.

### Mission & Vision Key Objectives

GEHNA's mission: to promote global unification and harmonization of practices in equine health and nutrition. It aims to foster a collaborative environment that drives impactful research and aligned practices, enhancing the health, care, and performance of horses worldwide.

GEHNA's proposed Vision: Our vision is to establish a unified global standard for equine nutrition, optimizing the nutrition, health, care, and performance of horses worldwide.

GEHNA's Key objectives: To address these challenges, the Global Equine Health and Nutrition Association (GEHNA) aims to:

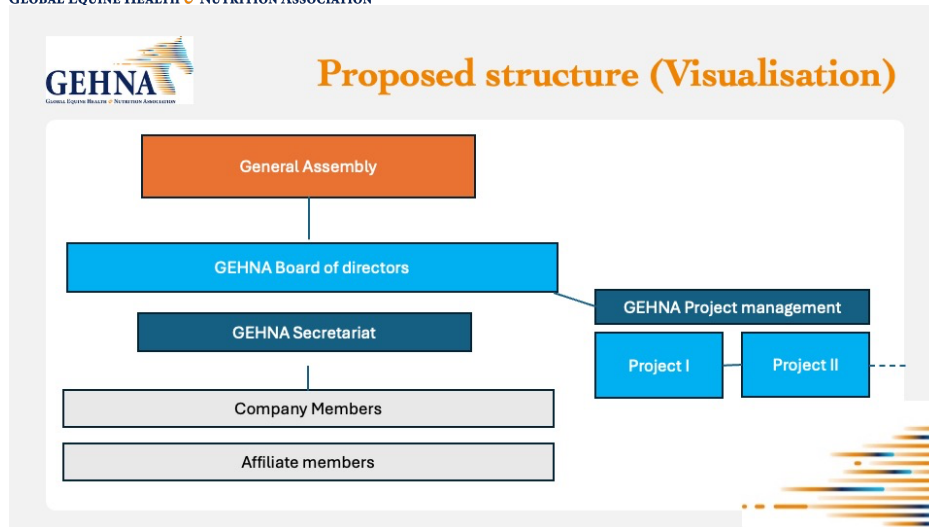
- Global Alignment and Standards:
  - Drive a unified global effort to align and elevate standards in equine health and nutrition.
- Collaborative Research and Development:
  - Support and initiate projects addressing critical issues in equine nutrition and health. Promote global alignment and ultimately the harmonization of standards and best practices.
- Facilitation of Knowledge Transfer:
  - Organize collaborative meetings at prominent equine events, including EEHNC and KER Conferences.
  - Collaborate with the global equine scientific community to advance impactful initiatives.
- Dissemination of Knowledge:
  - Share research findings and best practices through an open and collaborative network of members and stakeholders.

Positioning within the equine industry and scientific communities

- GEHNA aims for a good relationship with BETA and other Feed Associations
- GEHNA aims for a relationship with ESS & EWEN and other equine science congresses

### Proposed structure

The proposed structure of GEHNA's organization was presented (Fig 1)



**Fig 1. Proposed GEHNA structure**

## Main Objectives Discussed:

- Structuring **membership models**: Different fees depending on company size, possibly offering voting power relative to investment
  - Keeping **communication strategies** in mind (**End-users**) – showing clear value to justify membership fees.
- Creating a **collaborative platform** linking global players, academia, and industry, including small companies.
- Building a **global forage database** linked with analysis methods to standardize and align results.
- Improving **feed evaluation systems** and creating **global consensus statements** on nutrition (e.g., starch and sugar recommendations).
- Encouraging **in vivo/in vitro research** on digestibility and **nutrient metabolism gaps**.
- Launching **joint research projects** in critical areas (e.g., mineral metabolism, sustainability metrics, NRC requirement gaps).
- Ensuring **peer review before dissemination** to avoid misinformation (concern over preprints and pre-publication dissemination).
- Including broader issues like **welfare** but being careful to manage the scope.

## Main Outcomes of the GEHNA Launch Meeting (March 12, 2025)

- Offer a Bronze sponsor package with access to a collaborative platform connecting global players, academia, and industry, including smaller companies.
- Recognize the need for an international voice on equine nutrition with a global perspective.

- Express interest in launching collaborative projects and creating a shared knowledge platform.
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## Essential Points to Discuss Further:

1. **Forage Database Development:**
    - Feasibility, methods for analysis, linking data to calculation methods.
    - Ownership, access rights, and update mechanisms.
  2. **Feed Evaluation Systems:**
    - Agreement on methodologies.
    - Global calibration standards (e.g., NIRs).
  3. **Membership and Sponsorship Models:**
    - Tiered membership (smaller companies vs. larger investors).
    - Decision-making linked to sponsorship levels (more money = more votes?).
    - Reducing fees to allow more global inclusion.
  4. **Research Priorities:**
    - Focus areas like NRC gaps, mineral metabolism, and sustainability metrics.
    - How to prioritize projects democratically among members.
  5. **Publication and Data Sharing:**
    - Peer review before information is published.
    - Deciding how internal and public communications will be handled.
  6. **International Regulatory Harmonization:**
    - Lobbying for updated and harmonized regulations through GEHNA on specific (global) topics.
  7. **Long-Term Vision and Launch Planning:**
    - Timeline toward the next GEHNA-meeting (target: KER 2026).
    - Milestones and interim deliverables.
  8. **Risk Management:**
    - Managing commercial interests vs. open collaboration.
    - Preventing dominance by the largest companies.
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## Key Actions and Considerations for the GEHNA Initiative put forward in launch meeting:

1. **Redefine Define sponsor packages & Develop Clear Communication Material:**
  - Create communication showing the *value proposition* for companies to justify their sponsorship.
  - Create “Wordpress based” website that functions as portal
2. **Define the Organizational Structure:**
  - Clarify membership levels, governance, voting rights, and fees.



- Invoicing
- 3. **Create a (Scientific Advisory) Board:**
  - Gather experts from different regions (Europe, US, Australia, etc.) to align methodologies and define research priorities.
- 4. **Shared Knowledge - legacy**
  - Develop a unified knowledge-sharing platform.
  - Enhance collaboration by establishing a university and research portal to engage academic and industry partners.
  - Launch pilot projects that deliver measurable value.
  - Possibly a smaller forage database or joint review paper to showcase collaboration value at low cost.
- 5. **Engage Academia and Industry Together:**
  - Define initial working groups mixing scientists and company representatives.
- 6. **Prepare for the Next Meeting:**
  - Plan a structured agenda for KER 2026, including preliminary findings or agreement