



## Customer Success Story: Seminole Feed®



- *Supporting the Equestrian Way of Life*
- *Upgrading for the Future*
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- *Looking Ahead*

### **Seminole Feed® and Repete: Precision, Partnership, and Purpose in Equine Nutrition**

Founded in 1934, Seminole Feed® is a trusted provider of high-quality horse feed. Based in Ocala, Florida—often called the Horse Capital of the World—Seminole is recognized as a respected name in equine nutrition and known for its consistent, fixed-formulation products and commitment to the equestrian community.

After decades of manufacturing for multiple species and operating a fertilizer plant, Seminole made a strategic decision in the late 2000s to return to their roots and focus exclusively on equine feed. This positioned the company to better serve its core customer base with uncompromising quality, care, and value.

Today, Seminole operates a single manufacturing facility dedicated solely to equine feed—free of antibiotics and ionophores—ensuring total product integrity.

Seminole's reach extends beyond the central Florida region through its three retail stores and a local commercial delivery network. The company also supports more than 165 independent dealers, distributing feed across the Southeast United States and as far west as New Mexico. Their reputation for producing high-quality, nutritionally-balanced horse feed has been key to building trust and driving growth across this expansive network. Seminole owns their own fleet of trucks, maintaining full control of product delivery—ensuring the same level of care from mill to stable.

## Supporting the Equestrian Way of Life

In addition to manufacturing top-tier horse feed, Seminole plays an active role in supporting the equestrian lifestyle throughout its community. The company has long been a dedicated sponsor of youth equine programs, local fairs, and private clubs. They provide feed and funding to local programs including the Marion County Sheriff's Posse and the Ocala Police Department's mounted unit, as well as events at the World Equestrian Center (WEC). Seminole's impact is felt throughout the equine community.



## Upgrading for the Future

In 2024, Seminole upgraded its batching automation by implementing a new Repete system, which replaced a non-Repete system that was no longer meeting their needs and an older Repete coating system used for liquid applications. Although the Repete coating system was no longer a current product, the Repete team continued to assist Seminole when needed on this legacy product.

*"That meant something to me," said David Stephens, Vice President of Seminole Feed. "Repete never said it outright, but they kept helping us—even when the product was technically obsolete. That kind of support matters."*

This long-standing relationship—combined with Repete's strong industry reputation—made the decision to upgrade much easier. Stephens noted that peers across the industry had shared positive experiences with Repete. This reinforced the Seminole team's confidence in their decision to choose Repete.

*"Everything we do is fixed-formulation. We rarely change our recipes, so accuracy and repeatability are critical," Stephens said. "We needed a system that could eliminate human error and provide consistent control over every step."*

Repete's hand-add management technology became a game-changer for Seminole. Even small ingredient measurements—some as little as half a pound in a 3,500-pound batch—are now controlled with precision, reducing variability and ensuring batch integrity.

## Improving Efficiency and Empowering Employees

The transition to Repete wasn't just about technology. Seminole emphasized the importance of creating a system that employees could navigate and trust. Repete delivered on that promise, making processes more intuitive and reinforcing operational understanding across the board.

*"Once you understand the functions, everything becomes very straightforward," said Stephens. "The system has made it easier for our team to see the big picture and understand how their role impacts product quality. That visibility—provided through one integrated platform for batching and coating—has improved onboarding, streamlined day-to-day tasks, and boosted confidence among operators."*

While Seminole plans to continue expanding their automation, the improvements from the batching system alone have made a substantial impact. Production efficiency is up, training is easier, and product quality remains consistently high—giving Seminole confidence in their ability to deliver on their brand promise.

Replacing unsupported legacy systems was essential, and the results speak for themselves. *“The main goal was to improve efficiency—and we’ve done that very well,”* said Stephens.

*“Our mission is to make the world’s best equine feed. Repete has given us the tools to back that up,”* he added.

## Looking Ahead

As Seminole Feed continues to grow, their focus remains clear: expand their presence across the Southeast, deepen their impact in the local equine community, and maintain their uncompromising commitment to quality, consistency, and the equine way of life.

Repete is proud to partner with Seminole Feed and support them in providing precision nutrition to horses and horse owners across the country.



Reflecting on the full Repete implementation, Stephens shared, *“In all aspects of the project, my expectations were exceeded—from the initial sales process to implementation and follow-up support. The Repete team went above and beyond.”*

