



Customer Success Story: Ocala Breeders Feed & Supply



Ocala Breeders Feed & Supply:

Precision and Protection in the Horse Capital of the World

For more than four decades, Ocala Breeders Feed & Supply (OBFS) has been a trusted name in equine nutrition, serving thoroughbred owners, breeders, and sport horse operations from Ocala, Florida—widely known as the Horse Capital of the World. Established alongside Ocala Breeders' Sales Company, one of the nation's leading two-year-old thoroughbred sales organizations, OBFS was created to produce its own feed and support the quality demands of horse-focused operations.

As the operation grew alongside Ocala's expanding equestrian industry, that responsibility only increased. Feeding high-value performance horses leaves no margin for error, making tight control over formulation and production essential.

That commitment to precision has supported some of the most recognized names in the industry, including American Pharoah, triple crown winner and American Racing Hall of Fame inductee, who was fed OBFS feed during his two-year-old training period.



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Modernizing a Legacy Operation

Recently, OBFS completed a major modernization of its feed mill, upgrading a facility that had been operating for more than 40 years, relying primarily on manual buttons and levers. While the team was experienced, engaged, and committed to quality, the limited visibility of their manual operation made it difficult to verify processes or quickly identify and diagnose issues.

The modernization at OBFS included an automated system that could provide control and consistency across the operation. This upgrade also included the addition of robotic equipment.

As part of the modernization effort, Ty Springer, General Manager of Ocala Breeders Feed & Supply, evaluated automation providers with a focus on proven performance. When selecting the Repete automation system, he said he relied on brand reputation, feedback from trusted industry peers and visits to other installations to see the system in operation before moving forward.



From left to right:
Brandon Jelks (Mill Production Manager)
Jeff Martin (Repete Business Relationship Manager)
Ty Springer (OBFS General Manager)

“Quality and control are everything. I can’t have any mistakes here,” Springer said. “Repete ensures that quality and keeps that checklist in front of us—just like a pilot before takeoff.”

Operational Impact

Following implementation, Repete changed how OBFS manages daily production. Moving from manual buttons and levers to a modern control system created a more consistent and efficient approach to running the mill.

“Compared to the way we used to do things, Repete has been ten times more efficient,” Springer said.

The system provides reliable feedback that helps operators confirm processes, understand system behavior, and make informed adjustments when needed. This supports smoother day-to-day operation and reinforces consistency throughout production.

That operational improvement also strengthened confidence in the quality of finished feed.



“Working with Repete and watching our system this closely really gave me the trust factor that our quality is increasing,” he added.

Together, these changes created a more dependable day-to-day production environment, supporting consistency and efficiency, while reinforcing confidence in feed quality to their partners and end-users.

Protection & Visibility Where It Counts

For OBFS, automation isn't just about efficiency—it's about protection. Feeding multimillion-dollar horses requires accountability at every step.

"When you're feeding horses like this, there's no room for error, and at the end of the day, that responsibility falls on me," Springer said. "I want as much protection as I can get, and I feel like I have that with Repete."

That protection includes real-time alerts and system monitoring. Springer recalled coming into the mill on a weekend and hearing an alarm, which led him to investigate and discover that a pellet mill door had loosened slightly as air pressure dropped while the mill was idle. Without the alert, the issue may not have been noticed until production resumed.

"The system alerted me that a door had opened over the weekend," he said. "That level of visibility is a big advantage."

That same visibility has also helped operators adjust to the new system. By making issues visible and actionable, Repete has supported a smoother transition for long-tenured production teams and reinforced confidence across the operation.

"The biggest challenge was moving old-school production teams to a new way of working," Springer said. "But now they're confident with the system—and that's made a real difference in daily operations."

Looking Ahead

Today, OBFS still operates as an equine-only feed manufacturer, feeding animals whose value and success depend on precise nutrition—from elite racehorses to sport horses.

As the company continues to support the equestrian community, its focus remains clear: protect quality, reduce risk, and ensure every batch meets the highest standards.



Reflecting on the implementation and its impact, Springer added, *"The more we work with the Repete system, the more we like it."*

Repete is proud to partner with Ocala Breeders Feed & Supply, supporting their commitment to precision, accountability, and quality in equine nutrition.

