

## **RAMA Resources for Retailers on our Merchant Scheme**

### **Every Horse Needs a Worm Egg Count**



#### **Suggested posts for social media**

Hi,

Promoting worm egg counts and ways to run a targeted worming programme can be great ways to engage your followers on social media.

The **“Every Horse Needs a Worm Egg Count”** campaign is designed to educate, empower, and support horse owners in making informed decisions about their horse’s health.

We’ve made up some images to help you talk about this with your customers and provided some suggested text to accompany this if you wish.

You might also want to include some information on how to access this service in your store and personalise it with who to ask for, how to contact you or the backup you provide.

Feel free to add your own logo to the images but a polite request - please don’t edit these graphics further or crop them to remove or obscure our Westgate Labs logo.

We would love it if you could tag us in your posts and stories so we can cross promote for you. Any questions please ask.

<https://www.facebook.com/westgatelabs.uk>

<https://www.instagram.com/westgatelabs>

<https://www.tiktok.com/@westgatelabs>

Thanks Claire

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Suggested hashtags for socials:

#horseparasites #horseowners #horsehealth #horsemangement #healthyhorses #horseworming  
#testedbywestgate #evidencebasedcontrol #wormcount #everyhorseneedsaWEC  
#everyhorseeveryseason #parasitecontrol

Suggested social media posts to accompany image assets:

#### **Ensure Every Horse Has A Worm Egg Count This Spring**

No matter the size, breed, or workload of a horse, all equines are at risk of internal parasites. Routine worming without testing is an outdated practice that can lead to parasite resistance, a growing concern in equine healthcare. Miniature ponies, leisure horses, performance athletes, and retired companions alike can all carry worm burdens, and managing these effectively is key to their wellbeing.

Spring is the ideal time to start your worm egg count schedule. Over winter, worm activity often slows, but as temperatures rise, parasites become more active, and eggs can develop into infective

larvae on pastures. Testing in early spring gives you a clear picture of your horse's parasite status as the grazing season begins.

### Every Horse, Every Size, Every Season – Start with a Worm Egg Count

Parasite control isn't a one-and-done process. Regular WECs throughout the grazing season are essential for staying ahead of parasites. Horses that consistently have low counts may not need frequent worming, while those with high counts may require closer monitoring.

Managing worms effectively isn't just about keeping your horse healthy; it's also key to protecting the efficacy of worming medications for the future. For this reason, we encourage you to plan ahead for parasite control to ensure you have covered every aspect of this important area of horse health!

A targeted approach, based on worm egg counts and other tests, is the gold standard for modern parasite control, ensuring your horse only receives treatment when needed. Whatever their size or shape, every horse needs good parasite control that starts with a worm egg count.

### Every Horse Deserves Smart Parasite Control

No matter the size, breed, or workload of a horse, all equines are at risk of internal parasites.

Worm egg counts are a simple, non-invasive test that counts the number of parasite eggs per gram in your horse's droppings. By monitoring this egg shedding, we can determine whether each horse needs worming or not. This targeted approach prevents unnecessary use of wormers, reducing the risk of resistance—a growing issue in equine parasite management.

Not all horses carry significant worm burdens, and indiscriminate use of wormers can lead to parasites becoming resistant to treatment. Worm egg counts allow you to treat your horse only when necessary, keeping them healthier and saving money in the long run.

Veterinary advice recommends that all horses are regularly tested throughout the grazing season. A tailored worm control plan should include:

- Worm egg counts every 8-12 weeks to monitor strongyle egg shedding.
- Targeted tapeworm testing every six months, as tapeworms do not show in WECs.
- A risk-based approach to encysted small redworm, assessed in winter to either test and/or treat.
- Good pasture management, including regular poo picking and sensible grazing strategies.

### Accurate Worm Egg Count Results Begin With The Sample Collection

Getting as accurate a result as possible from your test begins with collecting the dung sample. Redworm and roundworm eggs, which are the parasites we are predominantly looking for when we carry out a worm egg count, are distributed fairly evenly through the faeces. This is what makes a worm count a very good test for detecting adult, egg laying infections of these worms.

Choose a day to collect samples when worming is due or overdue for most of the horses. The dung should be as fresh as possible as samples are viable for around six days. If they are delayed in the post or there is insufficient faecal material to do the test you'll need to collect the sample again.

1. Pick up about five small pinches from different places across a fresh dung pile.
2. Press the dung into the sample container, filling it to the top to exclude air. This is important to ensure we have sufficient dung for a representative test.
3. Label the sample with the horse's name and number it if you are sending more than one sample in the envelope. Please write in ball point pen as water based inks may wash off.
4. Put the container in the plastic bag. Do not put any paperwork in with it.
5. Put sample, paperwork and payment or voucher into the postpaid return bag.