



# Executive Summary: Madison County Equine Industry

by Dani Pidgeon

## Typical Madison County Equine Owner Profile

- Own 1-4 horses
- Participate in 1-5 equine activities annually
- Between 31-56 years old
- Work full-time
- Work in a non-equine field
- Household income under \$90,000
- Spend \$2,004-\$20,000 on equine-related expenses annually

## Madison County Equine Statistics\*\*

### 2000

- 2,600 horses
- \$12,220,000 total value

### 2005

- 4,100 horses (58% increase\*)
- \$20,630,000 total value (69% increase\*)

\*Increase may be partly due to improved data collection methods

\*\*Information taken from American Horse Council 2005 Economic Impact of the U.S. Equine Industry Survey

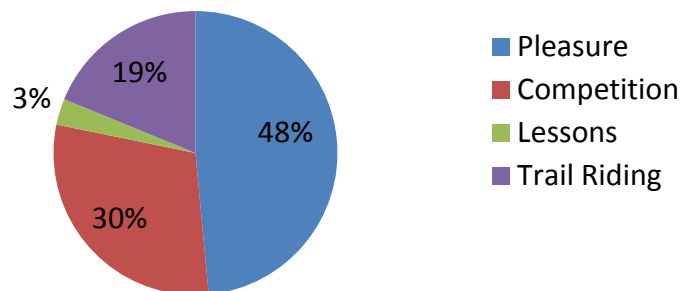
## Next Steps

- Database of equine businesses on CCE website
- Calendar of equine events on CCE website
- Release report

## Key Findings

- 56% of equine business respondents are lesson and training facilities
  - **55% of equine owners do not train their horse's locally**
- 43% of equine owners are not satisfied with the equine activities offered locally
  - Respondents said most of what is offered is too focused on beginners, and there is a lack of discipline variety
- 55% of equine owners are not satisfied with the equine clinics and seminars offered locally
  - Respondents said there aren't many options clinic/ seminar wise
- 26% of respondents are not satisfied with local hay because of price and quality
  - Prices paid per ton varied between \$100 and \$350
- Average equine business owner spends up to \$160,000 annually on equine related expenses
- **Only 2 out of 15 equine businesses report a profit range greater than their expense range, 12 out of fifteen businesses report a profit range equal to their expense range.**

## Primary Use of Equines in Madison County\*



\*Taken From Cornell Cooperative Extension 2013 Equine Survey

## Recommendations

- More seminars/clinics for adult crowd
- Show series in Madison County
- Hay cooperative
- Pass Equine Inherent Risk Law