Executive Summary: Madison County Equine Industry
by Dani Pidgeon

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.

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

Primary Use of Equines in Madison County*

- Pleasure: 48%
- Competition: 30%
- Lessons: 19%
- Trail Riding: 3%

*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