



Cornell University  
Cooperative Extension  
Madison County

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# Madison County Equine Industry Research 2013



Photo Credit: Sophia Bianculi

# Acknowledgements

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# Executive Summary

This research was designed to analyze the current status of the equine industry within Madison County. A total of 73 responses were collected, 44 from equine owners, and 29 from local equine business owners. The results show that 49% of equines in Madison County are used for recreational purposes. Hunter/Jumper and trail riding are the most popular disciplines in the county. The average equine owner within Madison County has 1 to 4 horses and participates in 1 to 5 equine activities annually. The majority of local equine businesses are lesson and training facilities. Breeding and boarding facilities were the second most prevalent equine business in the county. The average equine owner in Madison County spends between \$2,004 and \$20,000 annually on equine related expenses, while the average equine business owner spends up to \$160,000 annually on equine related expenses.

Based on the research conducted, equine business owners feel there is a need for a centralized listing of local equine businesses and events. Equine owners agree with this need, but also feel there could be more equine activities targeted towards the serious adult amateur crowd. Currently respondents feel that most equine events are targeted toward children.

Activities such as educational seminars and discipline-specific clinics with well-respected trainers would encourage equine owners in the area to participate in more activities locally and attract outside equine owners into the area.

**For the purposes of this research “locally” will be defined as within Madison County.**

## Areas for Further Research

- Analyze the need for a hay cooperative
- Research why equine owners are not training their horses locally
- Analyze effectiveness of centralized listing of local equine businesses and events

# History of Equine Industry's Economic Impact

## New York State Statistics\*

- In 2005, the New York State horse industry produced goods and services valued at **\$1.4 billion**
- In 2005, there were **152,000** New York State residents involved in the industry as horse owners, service providers, employees, and volunteers
- In 2005, the New York State horse industry provided **12,700 full-time equivalent jobs**
- In 2005, **202,000 horses** lived in New York State. Over 70% of these animals were involved in showing and recreation
- In 2011, the economic impact of the equine industry in New York State reached **\$4.2 billion** and yielded about **33,000 full-time equivalent jobs**

## Madison County Statistics\*\*

### 2000

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

### 2005

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

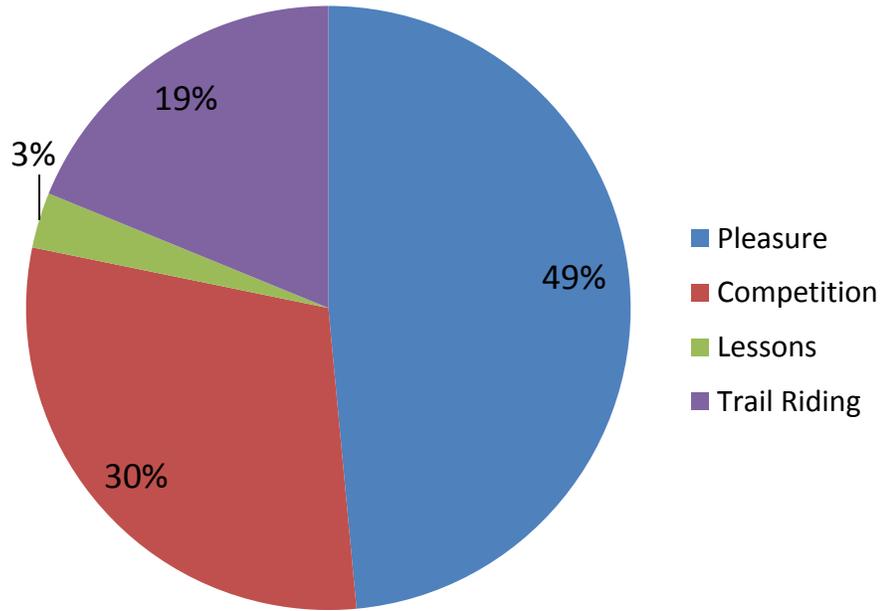
\*Increase may be partly due to improved data collection methods

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

\* Information taken from American Horse Council 2005 Economic Impact of U.S. Equine Industry Survey and the 2011 New York Horse Racing and Agriculture Industry Alliance Survey.

# Primary Use of Equines in Madison County

- Horses in Madison County are primarily used for pleasure
- 56% of equine business respondents are lesson and training facilities
  - **55% of equine owners do not train their horse's locally**
- 31% of equine business respondents are involved in breeding or boarding
- Hunter/Jumper and trail riding are the most popular disciplines in the county

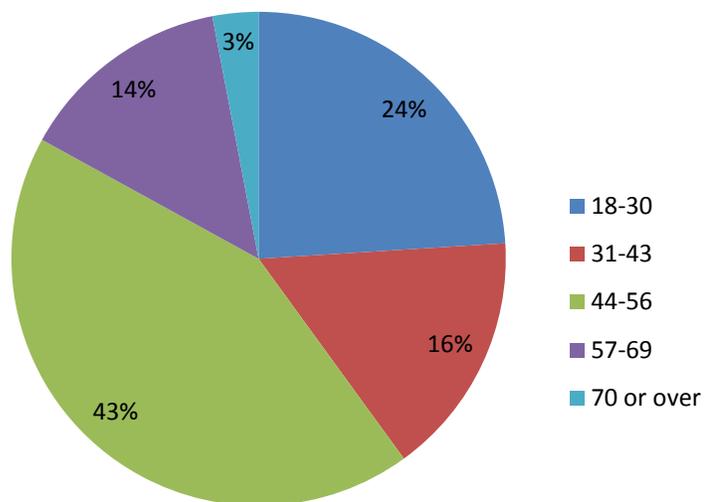


## Disciplines in Madison County Ranked by Popularity

Hunter Jumper	27%
Trail Riding	27%
Dressage	14%
Western	11%
Driving	10%
Eventing	7%
Fox Hunting	7%
Racing	2%

# Equine Owner Demographics

## Age Brackets of Equine Owners

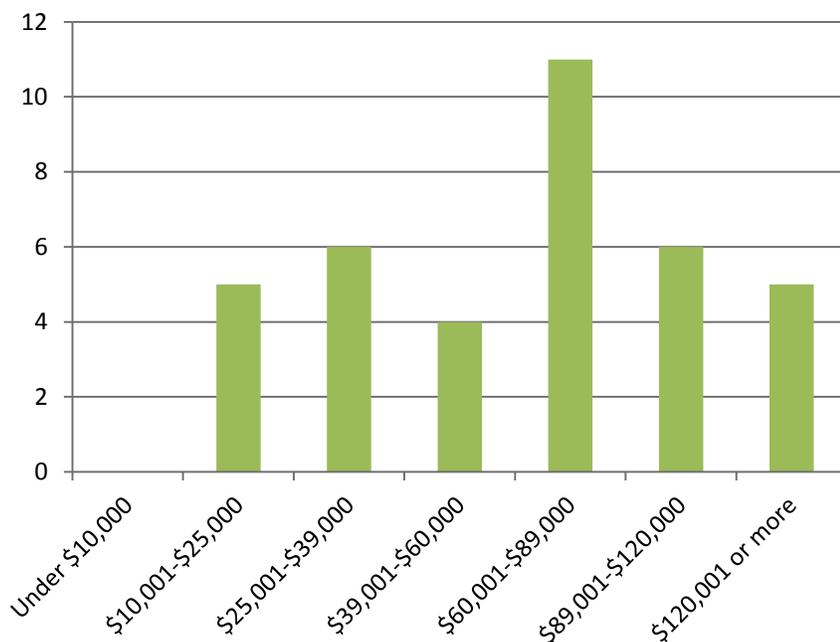


- 46% of equine owner respondents participate in 1-5 equine activities annually
  - 77% of these activities are held locally
- 43% of equine owners are between the ages of 44 and 56

## Typical Madison County Equine Owner Profile

- Own 1-4 horses
- Work full-time
- Work in a non-equine field
- Household income under \$90,000
- Spend \$2,004-\$20,000 on equine-related expenses annually

## Household Income



## Equine Owner Needs

- 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

### Representative Comments from Madison County Equine Owners

*"Multiple driving and dressage events at Lorenzo"*

*"We need more local inexpensive events"*

*"More publicity about the various events and activities"*

*"Equine business directory and a calendar of events/shows"*

*"Horse Park! More events for serious adult amateurs, everything is made for kids. And best of all, get Equine Inherent Risk Laws passed!"*

# Equine Business Demographics

- 69% of respondents reported an annual income less than \$50,000
- 67% of respondents reported annual expenses less than \$50,000
- 92% of equine business respondents employed under 10 full time employees
- 100% of equine business respondents employed under 10 part time employees
- 100% of employees live within Madison County

### Amount of Local Clientele



### Representative Comments from Madison County Equine Business Owners

*“Build a year round show facility”*

*“A centralized listing of equine related businesses and a calendar of events/shows would be tremendously helpful!”*

## Madison County Equine Business' Total Annual Income Compared to Total Annual Expenses

		Average Annual Expenses				Total
		Less than \$50,000	\$50,000-\$100,000	\$300,001-\$350,000	\$350,001-\$400,000	
Average Annual Income	Less than \$50,000	10	1	0	0	11
	\$50,000-\$100,000	0	1	0	1	2
	\$100,001-\$150,000	0	1	0	0	1
	Over \$600,000	0	0	1	0	1
Total		10	3	1	1	15

- **2 out of 15 equine businesses reported incomes greater than their expenses**
- 12 out of 15 equine businesses reported incomes equal to their expenses

## Average Annual Expenses for Equine Owners and Equine Business Owners

	Equine Owners	Equine Business Owners
<b>Entry Fees</b>	\$0-\$2,000	n/a
<b>Traveling Expenses</b>	\$0-\$4,000	\$0-\$20,000
<b>Training Expenses</b>	\$0-1,000	\$0-\$20,000
<b>Grain Expense</b>	\$501-\$3,000	\$0-\$20,000
<b>Farrier Services</b>	\$501-\$3,000	\$0-\$20,000
<b>Hay Expense</b>	\$501-\$3,000	(included in grain expense)
<b>Veterinarian Services</b>	\$501-\$3,000	\$0-\$20,000
<b>Lessons</b>	\$0-\$1,000	n/a
<b>Bedding Expenses</b>	n/a	\$0-\$20,000
<b>Marketing Expenses</b>	n/a	\$0-\$20,000
<b>Labor Expenses</b>	n/a	\$0-\$20,000
<b>Total</b>	<b>\$2,004-\$20,000</b>	<b>\$0-\$160,000</b>

# Areas of Economic Opportunity

- **Hay Cooperative in Madison County**
  - Set standards of quality
  - Less variation in hay prices
- **Passing Equine Inherent Risk Law**
  - Lower insurance costs for equine business owners
  - Increased trail riding opportunities
  - Lower barrier to starting trail riding business in Madison County
- **Show series in Madison County**
  - Incentive for equine owners to attend shows regularly to win year-end prize
  - Increases participation in local shows
- **Clinics/ Seminars geared toward adult amateurs**
  - Hunter/Jumper and Dressage disciplines most popular