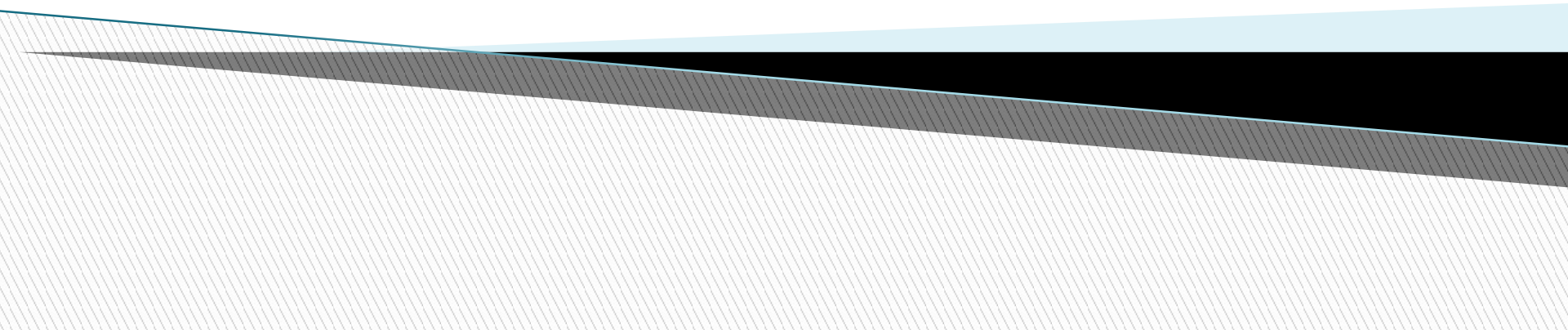


# EQ 100:Equine Studies

Lecture 1:The Equine Industry & Career  
Opportunities  
Chapters 2 & 22



# Economic Impact of US Equine Industry

- ▶ \$101.5 billion in spending
- ▶ \$38.8 billion direct economic impact
- ▶ 9.2 million horses



# Horse Population Trends

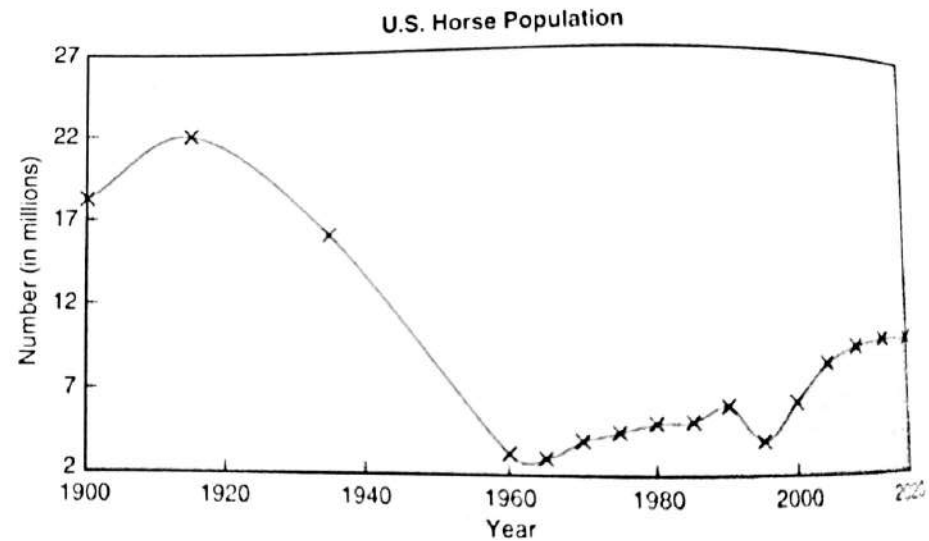


Figure 2-2 Horse population trends in the top five countries. Source: Food and Agriculture Organization of the United Nations (FAO; FAOSTAT)

# Economic Impact of US Equine Industry

- ▶ \$ 32 billion – recreational
- ▶ \$ 28.8 billion – horse show
- ▶ \$ 26.1 billion – racing



# Economic Impact of US Equine Industry

- ▶ 4.7 million people participate in industry
  - 1.8 million as owners
- ▶ 1.4 million full-time equivalent jobs including related services
- ▶ 700,000 jobs directly provided across all sectors
  - 450,000 full-time job equivalent





# Horse population

- ▶ Texas – 978,822
- ▶ California – 698,345
- ▶ Florida – 500,124
- ▶ Oklahoma – 326,134
- ▶ Kentucky – 320,173



- ▶ Report provided by American Horse Council
- ▶ Tom LaMarra , *The Horse*. (2005).

# Horse Population

- ▶ Recreation – 3.9 million horses
  - ▶ Showing – 2.7 million
  - ▶ Racing – 845,000
- 
- ▶ QH – 3.3 million
  - ▶ TB – 1.3 million



# Racehorse Farms in Kentucky

**Three Chimneys** – Three Chimneys Farm began with a dream, a plan and 100 acres of undeveloped land in 1972. Today it incorporates approximately 2,300 acres in seven divisions, five of which are devoted to mares and foals, one to yearlings and one is home to 12 world class stallions. <http://www.threechimneys.com/>

**Win Star** – Today WinStar Farm is comprised of approximately 1400 acres, including the original 450-acre tract of land, once known as Silver Pond Farm. Settled in the 1700's by the Williams of Tidewater Virginia, the Silver Pond property remained in the family for over 150 years. Pioneer of the Nile, Revolutionary, Super Saver, Tiznow. <http://www.winstarfarm.com/>

**Winter Quarter Farm** – Established in 1948, located in Lexington, Kentucky. The farm has a rolling 389 acres and mainly raises horses to be sold at auctions. This farm is best known as the breeder of the great race mare Zenyatta. <http://www.winterquarterfarm.com/>





# Racehorse Farms in Kentucky

**Kentucky Horse Park** – The Kentucky Horse Park is an equine themed park and competition facility dedicated to man's relationship with the horse. <http://www.kyhorsepark.com/>

**Lane's End** – The first 240 acres of what would become Lane's End was purchased in 1979. A portion of the property was formerly Bosque Bonita Farm ("Beautiful Woods") a Thoroughbred farm owned by Abe Buford, a general for the Confederacy. Bosque Bonita was later owned by leading horseman John H. Morris. MANNIE GRAY, the dam of the great DOMINO, was raised at Bosque Bonita and LEAMINGTON, sire of the first Kentucky Derby winner ARISTIDES, stood at stud there. In 1875, the year before the Battle of the Big Horn, General George Custer came to Bosque Bonita to buy cavalry remounts. The Farish home, once known as Pleasant Lawn, was built in 1829. Visitors to the farm have included former President George Bush, his son President George W. Bush, as well as Her Majesty the Queen. <http://www.lanesend.com/>

**Overbrook Farm** – W. T. Young constructed many avenues of success before he turned his thoughts toward creating Overbrook Farm. He had a Kentuckian's feel for the land, and the Thoroughbred horse, but he refrained until he could create with a luxurious touch. His broodmare band would be recruited from among Prix de l'Arc de Triomphe winners and spectacular American race fillies. Overbrook farm has produced a host of Breeders Cup winners, Eclipse Award Winners and U.S. Classic Winners. Including Grindstone the 1996 Kentucky Derby Winner. <http://www.overbrookfarm.com/>



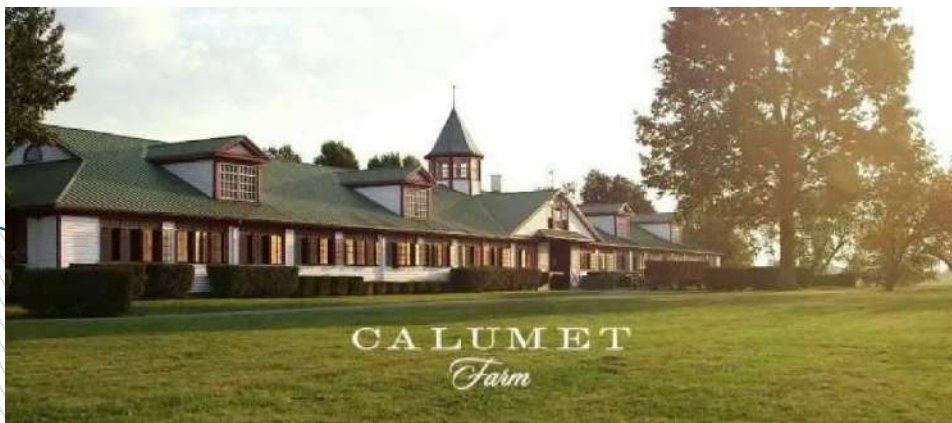
# Racehorse Farms in Kentucky

**Calumet Farm** – Calumet Farm has a record history of Kentucky Derby and Triple Crown winners and continues to be unmatched worldwide. <http://www.calumetfarm.com/>

**Claiborne Farm** – The world-renowned Kentucky Thoroughbred farm, Claiborne, has origins in Virginia. There Civil War veteran Capt. Richard Hancock raised Thoroughbreds on the Ellerslie Farm of his wife's family. The move to Kentucky came with the next generation when Capt. Hancock's son Arthur B. Hancock established a second farm on the property of his own bride and named it Claiborne. The Kentucky farm gradually eclipsed the Virginia property, and Arthur Hancock launched an operation which strongly influenced the path of American breeding in the first half of the 20th Century. <http://www.claibornefarm.com/>

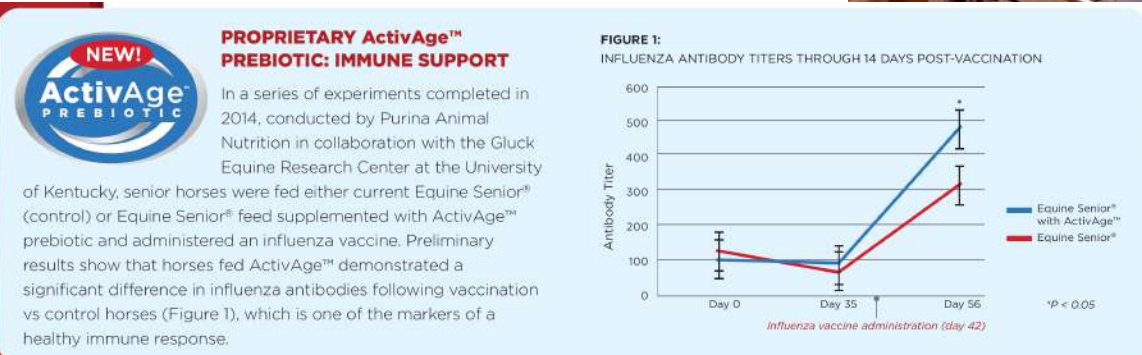
**Hill 'n' Dale** – The original Hill 'n' Dale was founded in Canada, the Kentucky farm was incorporated in 1987. This farm encompasses 1300 rolling acres of prime Kentucky bluegrass, on the site of the former North Ridge Farm. <http://www.hillndalefarms.com/>

**Gainesway** – In 1989, Graham Beck purchased Gainesway from industry leader John Gaines. Mr. Beck has enjoyed great success breeding and buying Thoroughbreds and is a perennial leading owner/buyer in his native South Africa. Graham and his son Antony are dedicated to carrying on Gainesway's reputation as a major force in breeding and racing internationally. A powerful history of champions and stakes horses being born, raised, sold and raced. List of sires include: Afleet Alex, Birdstone, Tapit. <http://www.gainesway.com/>



# Major in EQ – Science

- ▶ Graduate school, Masters, & PhD. Responsible for research and development of products and care of horses. Graduate degrees enables one to teach/research at the university level.
- ▶ Other careers include:
  - Pharm R&D
  - Nutritionist



# EQ – Science

- ▶ Veterinary school, DVM. Equine practice, public health, APHIS (Animal and Plant Health Inspection Service), Federal Regulatory, teach, military service (K–9).





# EQ – Science

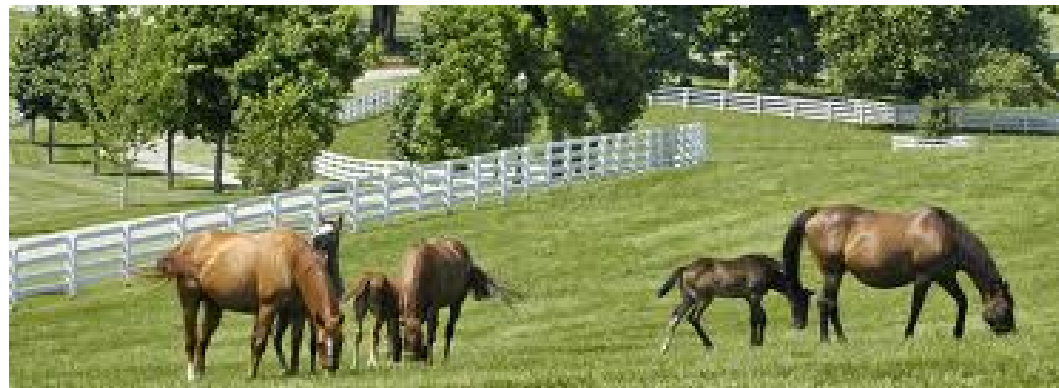
- ▶ Veterinary assistant
- ▶ Veterinary Tech
- ▶ Animal tech at Zoos and parks.
- ▶ Laboratory animals





# EQ Science

- ▶ Breeding farms
- ▶ Sales representatives for pharmaceutical companies.
- ▶ Science teachers with education certifications.
- ▶ Animal health specialist for feed companies (MS).



# EQ Science: Alternative Medicine



- ▶ Massage therapist\*
- ▶ Acupuncture\*
- ▶ Chiropractor

- <https://www.avma.org/Advocacy/StateAndLocal/Pages/etcr-oversight-avca.aspx>

\* Most states require you work under the direction of a licensed veterinarian.

# EQ – Management

- ▶ Farm manager
- ▶ Stable manager
- ▶ Stallion manager
- ▶ Mare & foal manager



# EQ Management

- ▶ Business manager in farm supply companies
- ▶ Livestock appraiser
- ▶ Insurance agent
- ▶ Bloodstock agent
- ▶ Equine specialist in banking



# EQ – Management

- ▶ Equine law (DJ)
  - ▶ Equine Accounting (CPA)
  - ▶ Show Managers
- 
- ▶ Management level positions in Parks





# EQ – Management

- ▶ Staff positions for Breed Associations
- ▶ Camp Management
- ▶ Equine Real estate agent



# EQ – Training and Equitation

- ▶ Trainer
- ▶ Assistant trainer
- ▶ Schooling lessons
- ▶ Instructors in various disciplines
- ▶ Equine directors at camps
- ▶ Outreach



# Equine Facilitated Wellness

- ▶ Equine manager at therapy center.
- ▶ Therapist (Graduate degree in Psychology)
- ▶ Physical therapist (hippo therapy must complete PT, OT, or speech therapy degree).



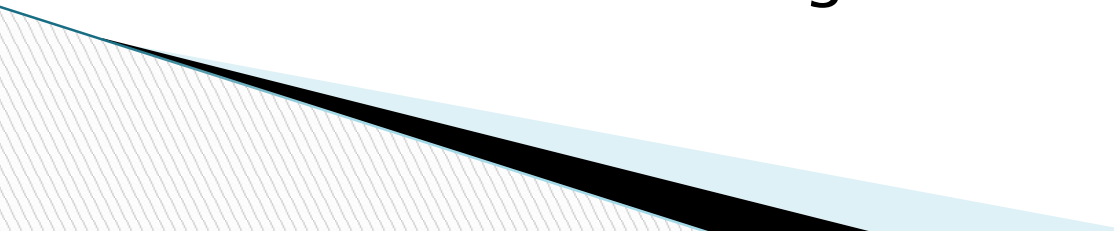
# Other Careers

- ▶ Writing
- ▶ Marketing
- ▶ Graphic design
- ▶ Etc!



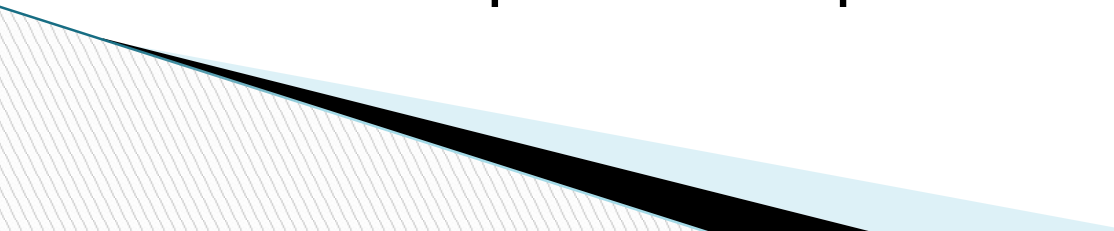
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# Soft Skills & the Job Market

- ▶ 1. Strong Work Ethic
  - ▶ 2. Positive Attitude
  - ▶ 3. Good Communication Skills
  - ▶ 4. Time Management Abilities
  - ▶ 5. Critical Thinking Skills
  - ▶ 6. Creative Thinking Skills
- 



# Soft Skills & the Job Market

- ▶ 7. Acting as a Team Player
  - ▶ 8. Self-Confidence
  - ▶ 9. Ability to Accept & Learn from Criticism
  - ▶ 10. Flexibility/Adaptability
  - ▶ 11. Working Well Under Pressure
  - ▶ 12. Entrepreneurship\*
- 

# EQ

- ▶ A degree in equine studies is just the beginning of a career of working with:

