

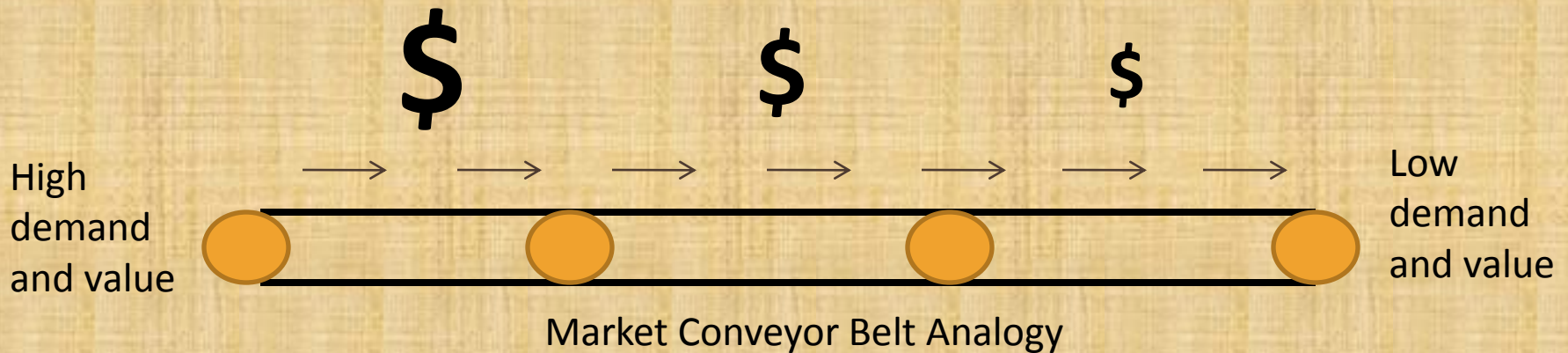
# Promotion/Marketability

## Horse Management

- *The Horse Industry is a diverse, interdependent, global part of animal agriculture.*
- *Professionalism is the key to aptly promote, produce, select and train marketable horses that inspire consumer confidence.*

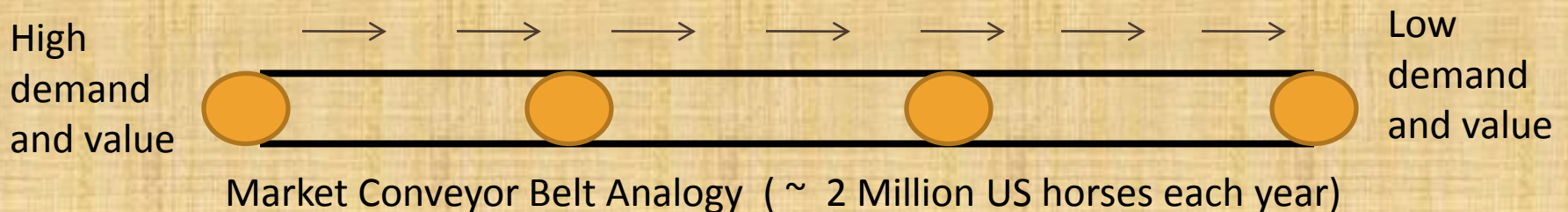
# Market Analysis

Definition- Research aimed at **predicting or anticipating** the direction of **stock, bond, or commodity markets**, based on technical data about the movement of market prices or on fundamental data such as corporate earnings prospects or supply and demand. <http://www.answers.com>



# Market Analysis of Horses

- Horse quality and value are closely related to suitability, potential for improvement and continual management by breeders, trainers or enthusiast owners.
- Assessment of Horses' EARNINGS PROSPECTS is PERFORMANCE driven. (or ... potential performance)
- Eventual devaluation with aging and retirement is inevitable.





Inferior

Low

Middle

High

Superior

← **Breeding Training Responsible Use** →

**Strength Agility Stamina Conformation Tractability** →

← **Lameness Infirmary Behavioral problems Idleness Age**

**Marketability of Horses is tied to PURPOSE and PERFORMANCE.** Horse quality and value are closely related to suitability, potential for improvement and continual management. Eventual devaluation with aging and retirement is inevitable.



# Horse Assessment

**++ Superior** – Ideal, excellent

**+ High** – resembles ideal, good

**+/- Middle** – functional, passable

**- Low** – obvious faults, poor

**X Inferior** - Unmarketable

## Pedigree

Sire, Dam, Maternal GD

## Conformation

*Balance, Body Structure, Leg Structure, Quantity of Muscling, Length of Muscling, Size, Maturity, Character, Conditioning*

## Function

### **Movement**

*Tracking, Flexion, Agility, Engagement*

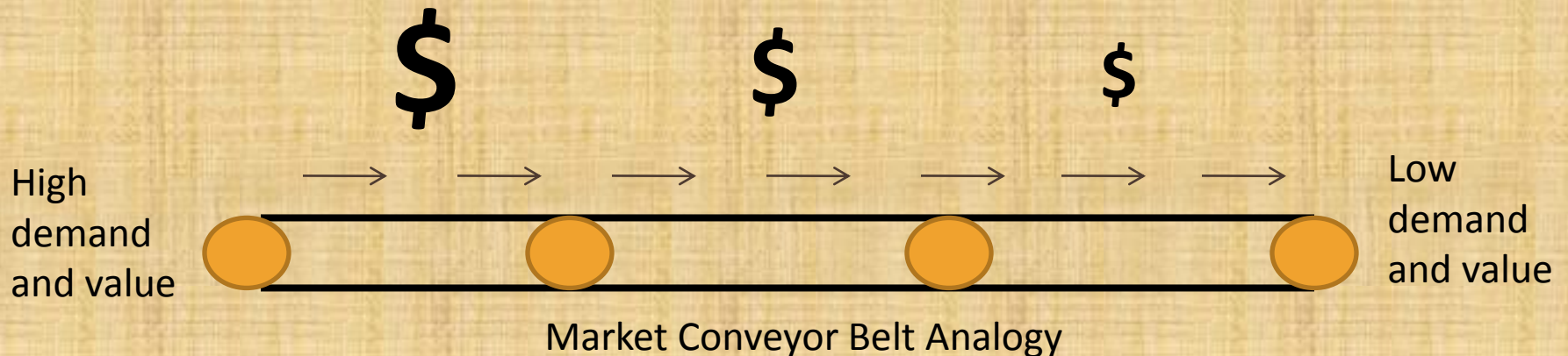
### **History**

*Disposition, Tractability, Performance, Veterinary, Sales, Age*

		+/-	Notes
<b>Pedigree</b>			
	Sire		
	Dam		
	Maternal GD		
	Penalties		
<b>Conformation</b>			
	Balance		
	Body Structure		
	Bone Structure		
	Vol Muscling		
	Lng Muscling		
	Size		
	Maturity		
	Character		
	Conditioning		
	Penalties		
<b>Function</b>			
Movement	Tracking		
	Flexion		
	Agility		
	Engagement		
	Penalties		
History	Disposition		
	Intelligence		
	Performance		
	Veterinary		
	Penalties		

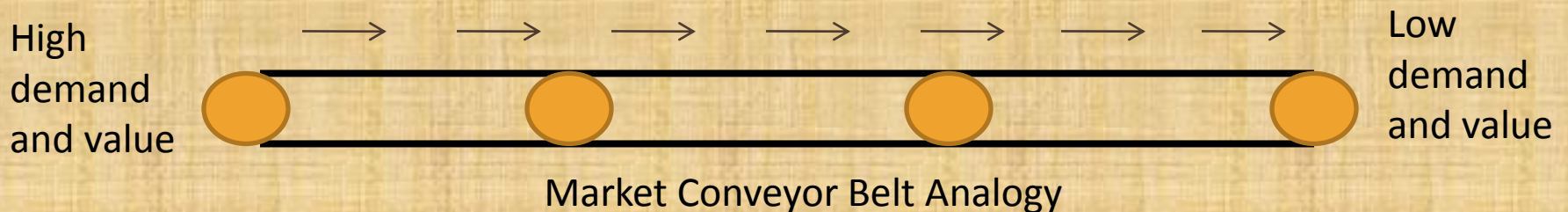
# Professionals and Horse Promotion

- 4 Interdependent groups
  - Enthusiasts
  - Trainers
  - Breeders
  - Markets for each




# Enthusiasts

- **Sustainability from other professional industry activities and/or outside income sources.**
  - Family Farms
  - Boarding Stables
  - Hostels, Dude Ranches, etc.
  - As Spectators at horse events and races
  - Internet

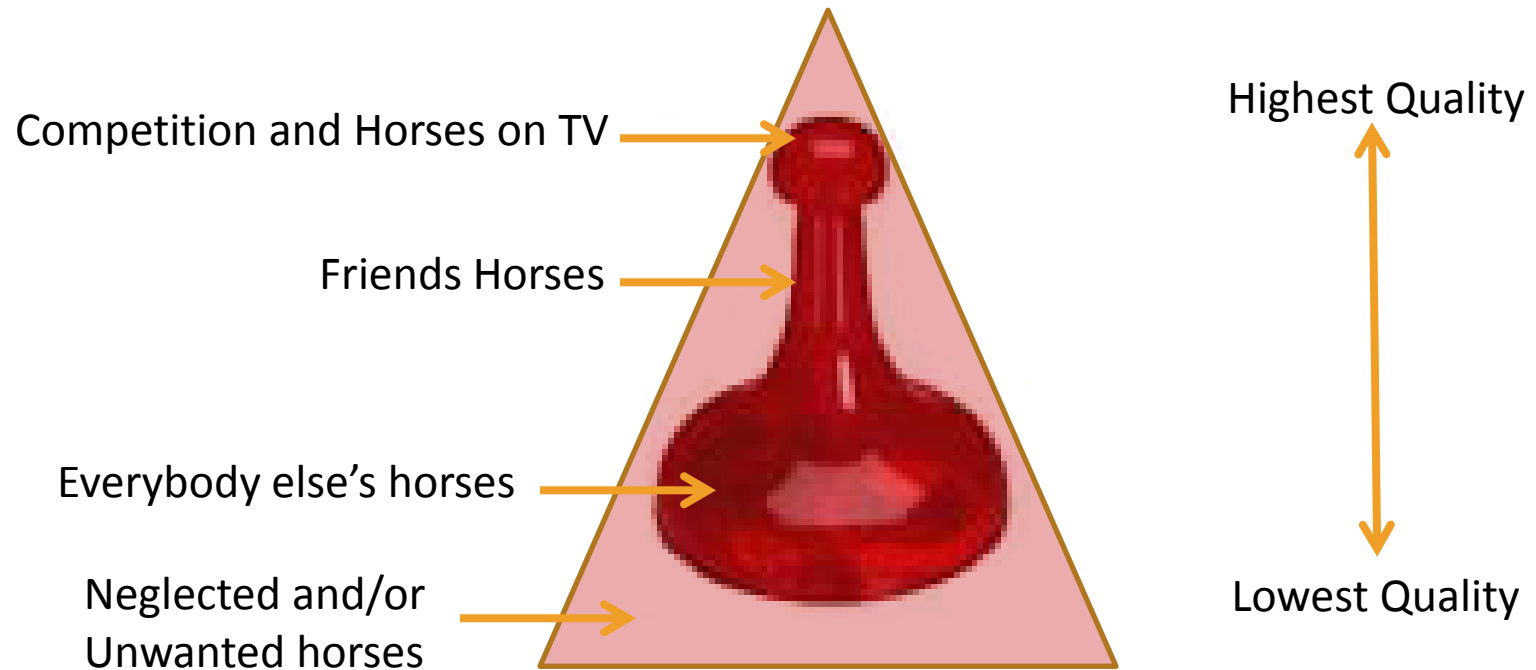


# Model of the Horse Industry (public perception):

The area within the  **cone** represents the quality of horses throughout the horse industry.

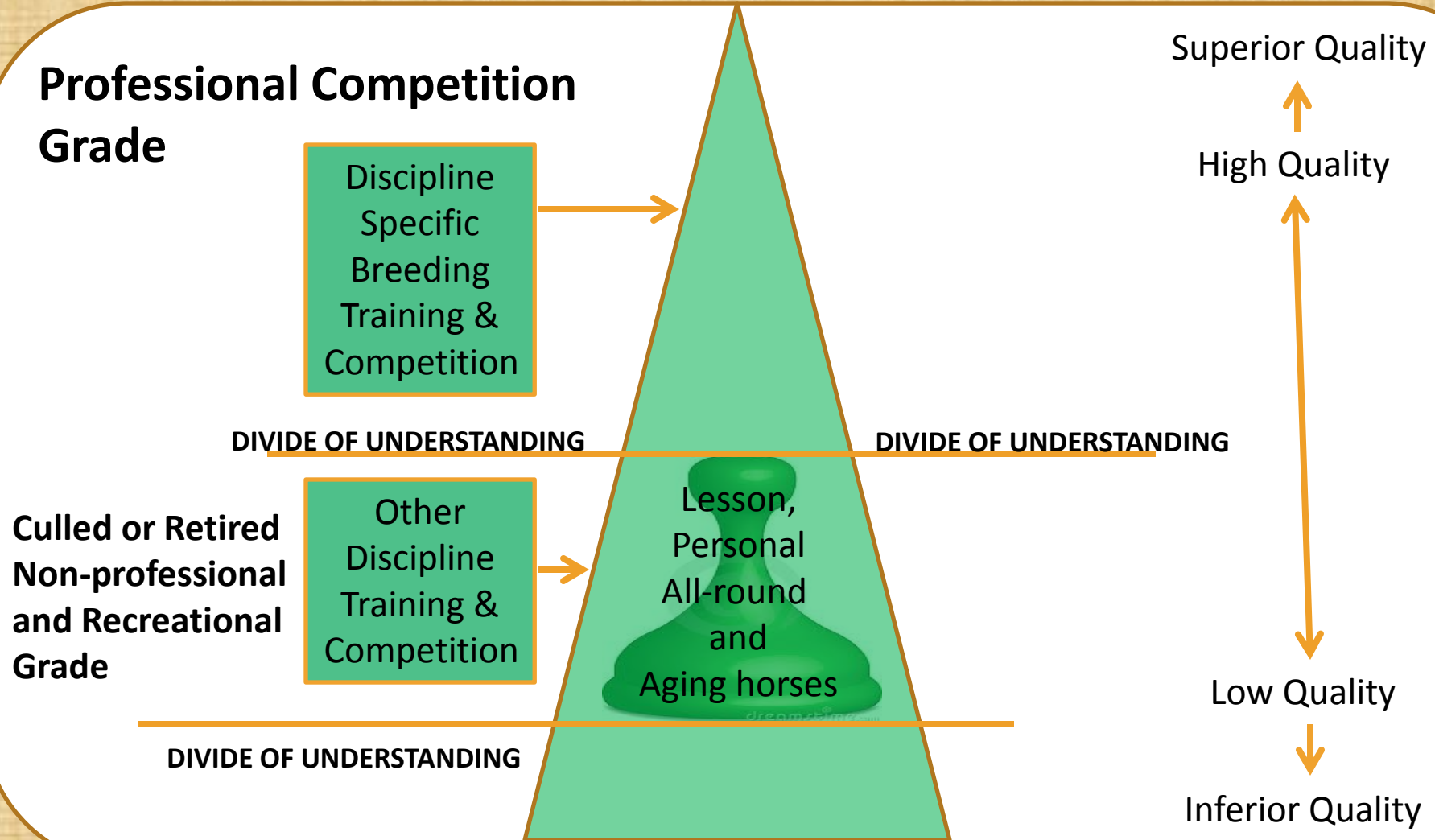
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The area within the **gamepiece** represents horse quality within the groups that are most familiar to the public.





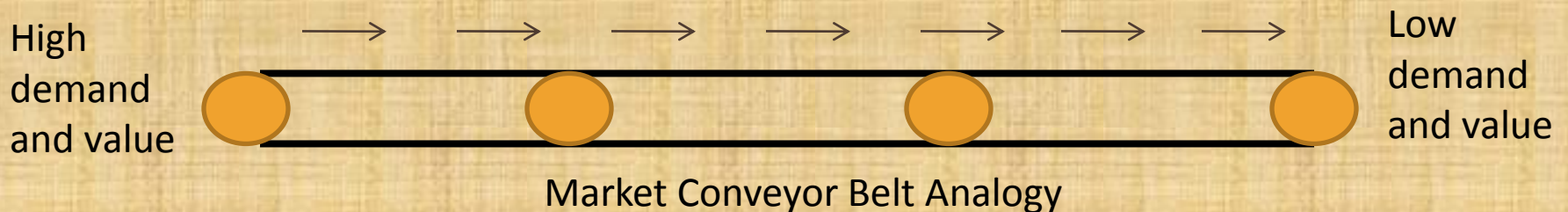
The horse industry is a diverse, interdependent, **competitive**, global part of animal agriculture.



# Trainers

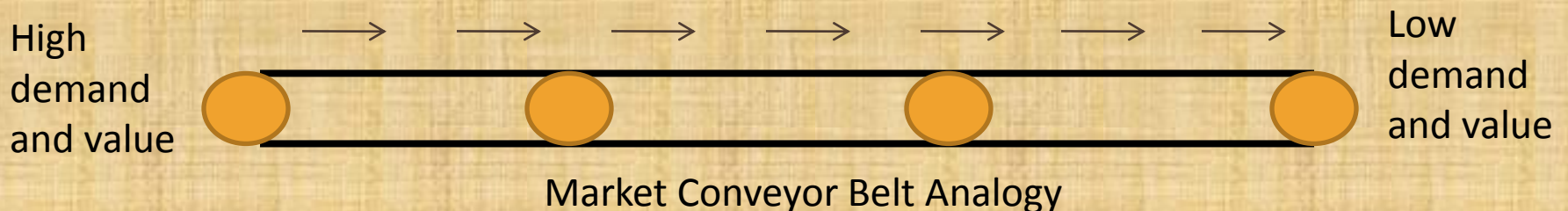
- **Sustainability from Training fees, Clinics, Lessons, Boarding, Sales.**

- Family Farms
- Lesson Barns, Stables
- Young Stock Development Stables and Farms
- Finishing and Conditioning Facilities
- Competition Stables and Facilities
- Internet



# Breeders

- **Sustainability from Breeding fees, Services, Boarding fees, Sales**
  - Family Farms
  - Boarding Stables and Farms
  - Studs/Breeding Farms
  - Equine Reproduction Centers
  - Internet





Entry  
Level



Beginner



Novice



Intermediate



Advanced

*Responsible ownership promotes safe horsemanship.*

*The horse industry is about “empowerment”  
And “empowerment” is about CHOICES.*





Entry  
Level



Beginner



Novice



Intermediate



Advanced

*Responsible **CHOICES** promote safe horsemanship.*

*The horse industry is about “**empowerment**”  
And “**empowerment**” is about **CHOICES**.*

# Differentiable Markets (approximately 90% of national annual sales)

- Private Treaty Sales : Generally consist of honest capable horses (each horse has many attractive selling points to establish an “asking price”)
  - Family Farms
  - Riding and Training Stables
  - Open Horse Shows, Racetracks and other competitions
  - Recreational Activities (recreational trail riding etc.)
  - Also... Stallions' Breeding Fees are promoted this way

# Differentiable Markets (approximately 90% of national annual sales)

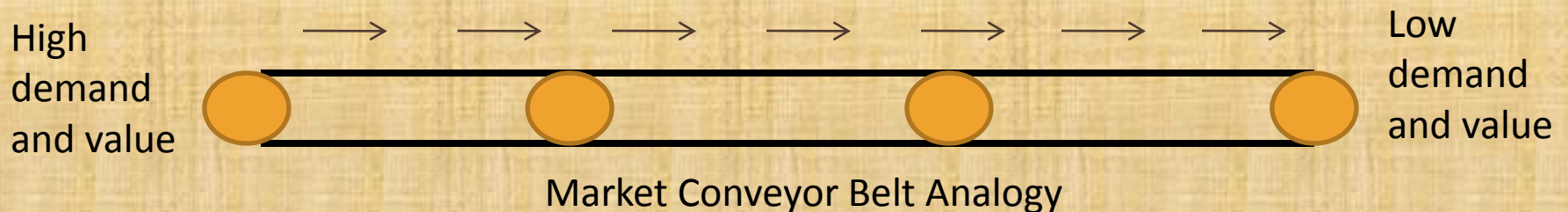
- Public Auctions : Caveat Emptor (*Buyer Beware*)
- *Here, each horse's selling points are presented in the context of a competitive marketplace.*

- Select Sales
- Yearling Sales
- Training Sales
- Breeders Sales
- Dispersal Sales
- Periodic Horse and Tack Sales

(annual, seasonal, monthly)

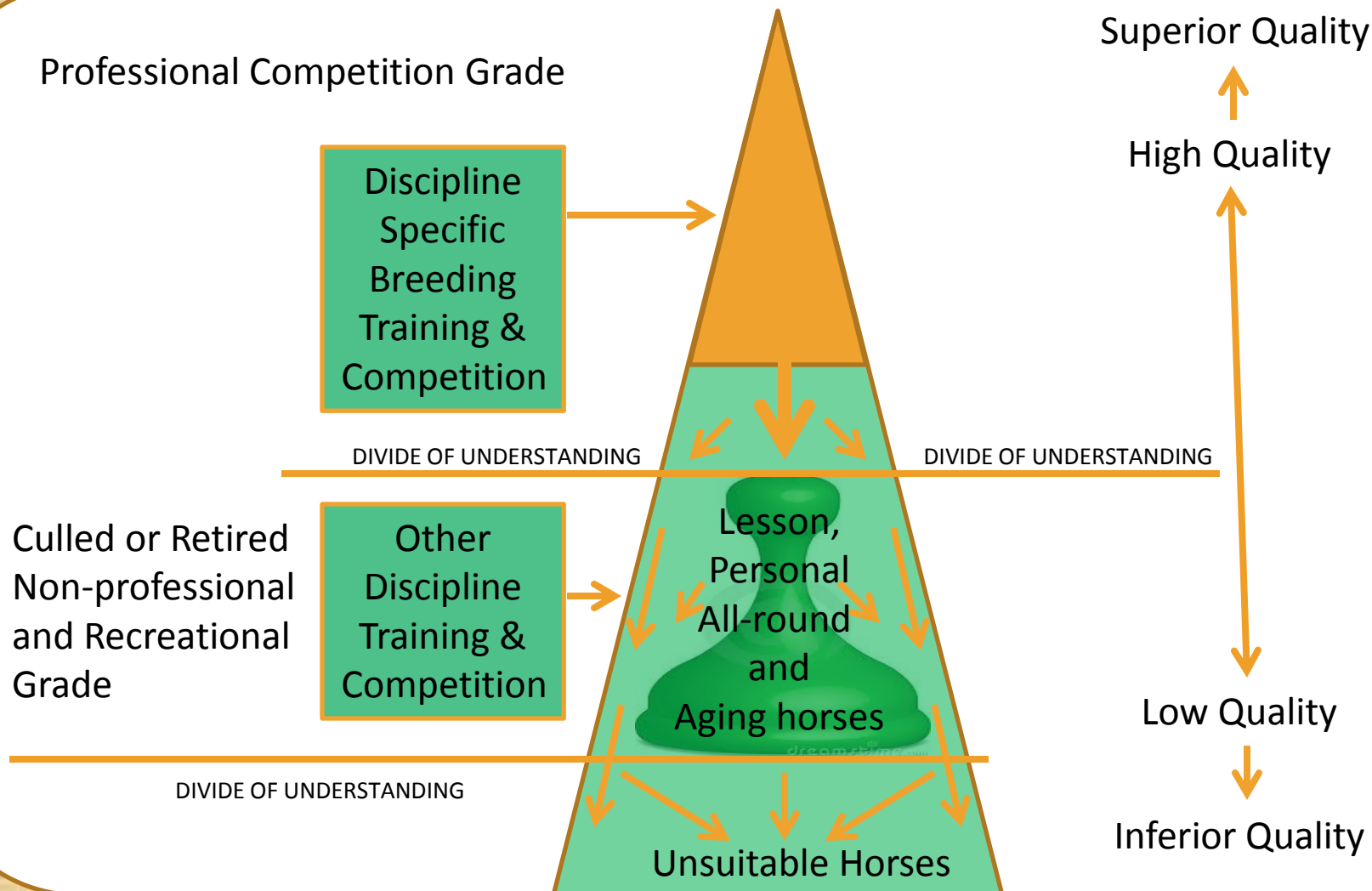
# Market Analysis of Horses

Definition reworded - Research aimed at **predicting or anticipating** the direction of **Breeding related, Training related, Enthusiast related or commodity markets**, based on technical data about the movement of market prices or on fundamental data such as potential for performance or supply and demand.





Professionalism throughout the horse industry works to provide well suited horses for non-professionals to live, learn and grow as confident horsemen and horse women.



For the sake of the horse's welfare in the hands of a new owner...

## *Speaking of Caveat Emptor...*

# **Deterrent Selection Criteria**

... Sellers may wish to deter these horses from many ordinary uses.

1. This horse does not accept being tied.
2. This horse actively resists being loaded and transported.
3. This horse is incapable of sustaining 2 hours of light work/day for 5 days/week.
4. This horse is unsuitable for breeding purposes.
5. This is an untrained horse over the age of 5.
6. This is an untrained stallion over the age of 4.
7. This horse is over the age of 20.

For the sake of the horse's welfare the responsible choice is ...

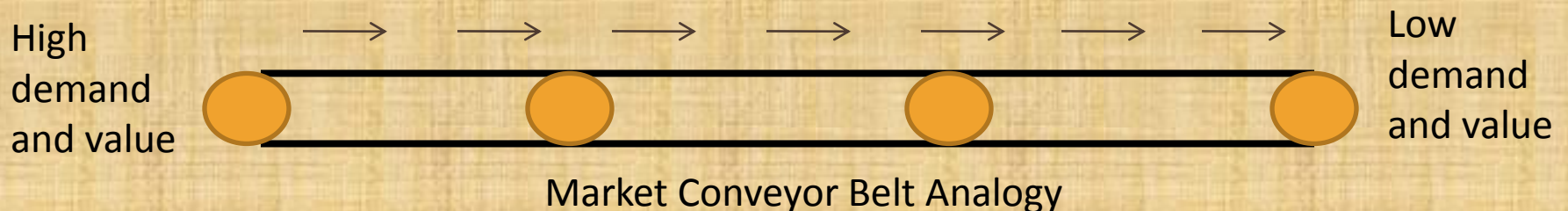
# **Inferior quality assessment (keep this horse indefinitely or euthanize)**

1. This horse has seriously injured someone by biting, striking or kicking.
2. This horse has developed a habit of flipping, bucking or performing other evasive actions against riders.
3. If managed using normal precautionary standards, this horse is likely to injure someone through an aggressive act.
4. This horse is unresponsive to corrective training efforts by an experienced person.
5. This horse currently suffers from a major illness, significant structural defect or chronic health condition.
6. This horse is a breeding animal over the age of 20.
7. This horse would fail to maintain a body condition score of 5 when provided a daily ration consisting of 1.5% of its body weight of good quality grass hay with 1.5% of its body weight of a nutritionally balanced commercial horse feed.

# Horse Marketing Conveyor Analogy

How would you use the conveyor analogy to answer the following questions about the **Differentiable horse markets** (Remember, no matter what, the horse industry cannot let its product fall to the floor. The floor of course would represent neglect in this analogy)

**Question... What happens when someone tries to sell a horse that no one would want?  
What keeps low value horses from falling off the end?**





# Commodity Markets (approximately 7 to 10% of national annual sales) –

**a.k.a. Livestock Auctions – Generally consists of aged, undertrained, inferior quality, low value horses.**

*Establishes base market value for horses. (currently about 15 to 25 cents/Lb)*

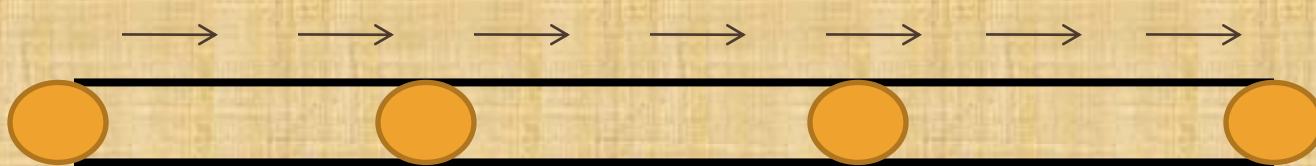
*How does an overabundance of unwanted horses affect different horse markets?*

*High value?*

*Average value?*

*Low value?*

High  
demand  
and value



Low  
demand  
and value

Market Conveyor Belt Analogy

# Differentiable Horse Markets

Racing

Jumping

Pleasure

Equitation

Cutting

Reining

Halter

Non-Differentiable Recreational Horse Market

Slaughter Horse Market

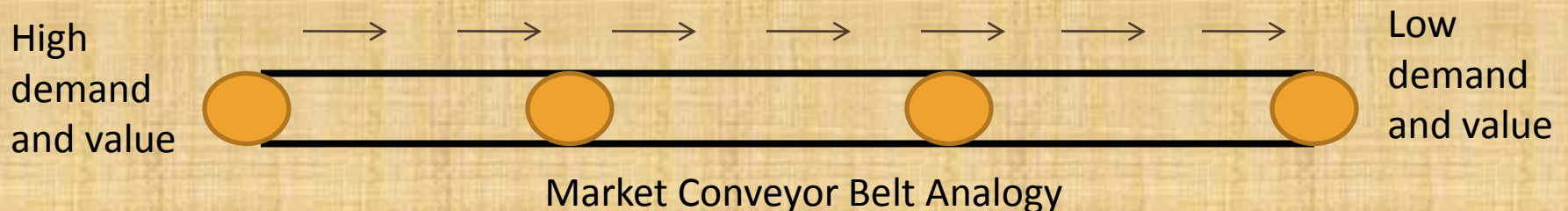


Market confusion at the low end of the conveyor is a key source of conflict for the American horse industry.

# Horse Marketing Conveyor Analogy

*How would you use the conveyor analogy to answer the following questions about solving the problem of **unwanted horses**? (Remember, no matter what, the horse industry cannot let it's product fall to the floor. (The floor would represent neglect in this analogy)*

- 1. Why can't we just turn off the conveyor (stop selling horses) to prevent neglect ?**
- 2. Can we stop putting some horses on the conveyor ?**
- 3. Will changes in production solve the problem of too much supply ?**
- 4. What would happen if you removed certain markets altogether ?**



# Lucille Ball Clip

<http://www.youtube.com/watch?v=HnbNcQlzV-4>

