

VERMONT HORSE COUNCIL

Presented by, President, **Heidi Krantz**

Industry Overview & Economic Impact



Information from studies from 2018 to 2020

VERMONT HORSE COUNCIL'S MISSION

- To promote and protect the interest of all Vermont horsemen and horsewomen.
- To provide information on the Vermont horse industry, laws and regulations affecting it, and on other related subjects.
- To be a means of communication between all horsemen and to provide information to the general public.
- To map, mark, and develop interconnecting riding trails throughout the state of Vermont.
- To encourage horsemen to respect public and private property rights.



Research Methodology

Study #1

Equine Events and the economic impacts of **non-resident** event participants

- 700 responses
- 400 fully completed responses
- 2,334 equine — 27%
- 199 additional thoughts

Study #2

Effect of **cost and responsibilities of equine ownership** and related impact on **Vermont's economy**.



STUDY #1



Equine Events and the
economic impacts of **non-
resident** event participants

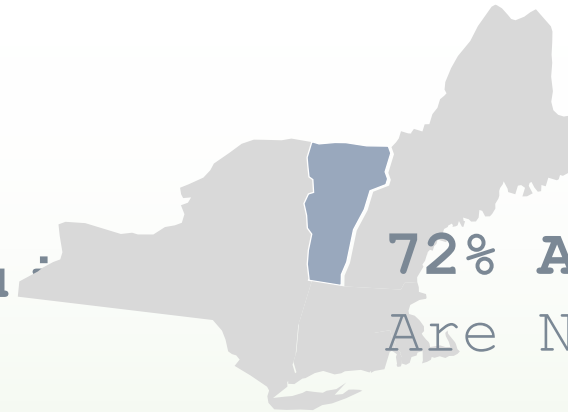
Vermont Equine Events

In summer and fall 2018, an

estimated **8,800 parties**

participated in **Vermont Equine**

Events



72% Attendees

Are Non-Residents

Average party:



Two people

Non-Resident

Resident



4

1



3

0

Research
Methodology



Study #1



Study #2



Additional
Findings

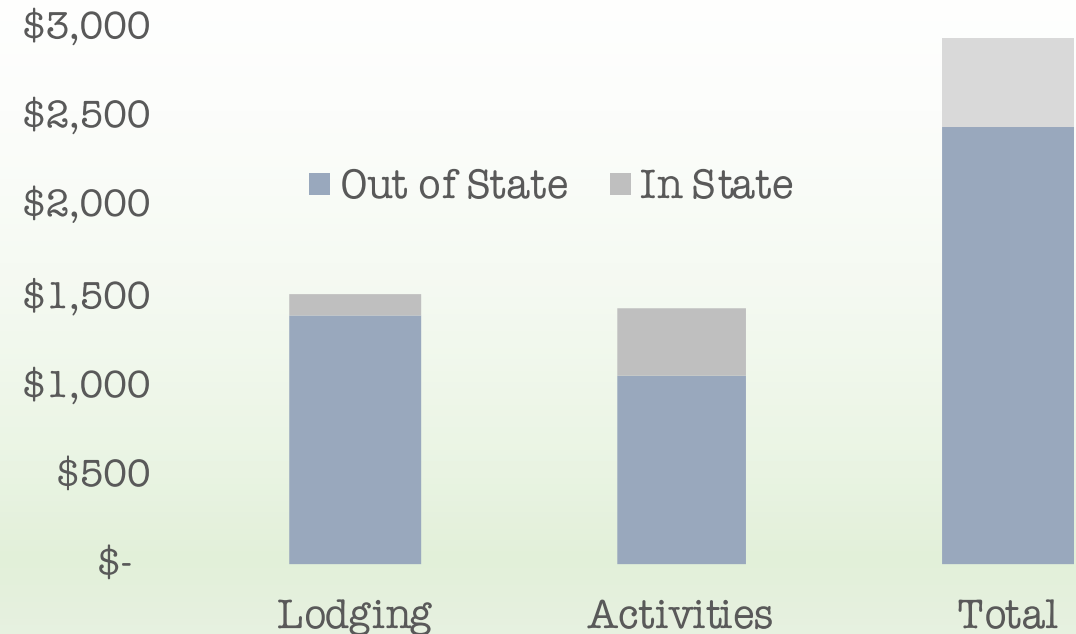


Economic Impact

Equine Events



Spending per Event



Research
Methodology



Study #1



Study #2



Additional
Findings



ECONOMIC IMPACT

Equine Events

INDIRECT SPENDING:
\$21,680,891

Total Spending:
\$ 37,143,741



Importance



Research
Methodology



Study #1



Study #2



Main Points



Economic Impact

Equine Events



314



76%



90%

Jobs supported in
local economies

Tourism,
Agricultural,
and Event Sectors

of \$1.00 value added
from these sectors
goes into the local

Research
Methodology



Study #1



Study #2



Additional
Findings

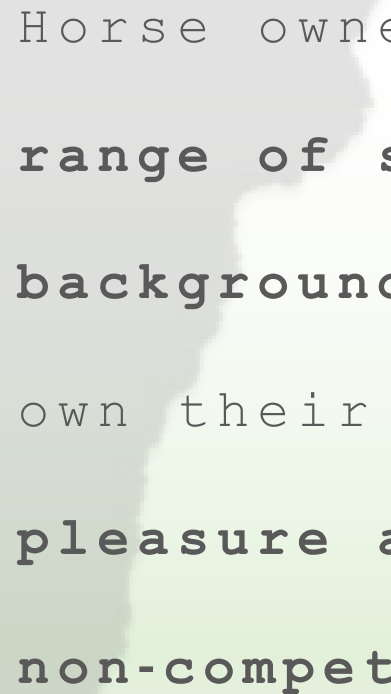


STUDY #2

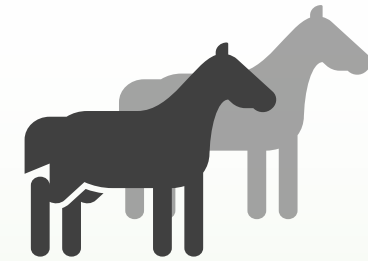
Effect of **cost and responsibilities of equine ownership** and related impact on **Vermont's economy.**



Vermont Industry Analysis



Horse owners come from a
**range of socio-economic
backgrounds.** The majority
own their horses for
**pleasure and
non-competitive riding.**



The median number of
horses owned by
respondents in 2019 was
two.

Research
Methodology



Study #1



Study #2



Additional
Findings



Vermont Industry Analysis



+ 8,500 horses and ponies call the Green Mountain State home .

1,307 operations with equines with the vast majority having fewer than 25 equines per operation

Research
Methodology



Study #1



Study #2



Additional
Findings



Study #2

Effect of cost and responsibilities of equine ownership and related impact on Vermont's economy.

of **682**
Vermont
Respondents



28% owned, operated, and/or earned income from an equine-related business located

51% of those enterprises, are registered tradename, LLC, or corporation existed for that equine business.

Research
Methodology



Study #1



Study #2



Additional
Findings

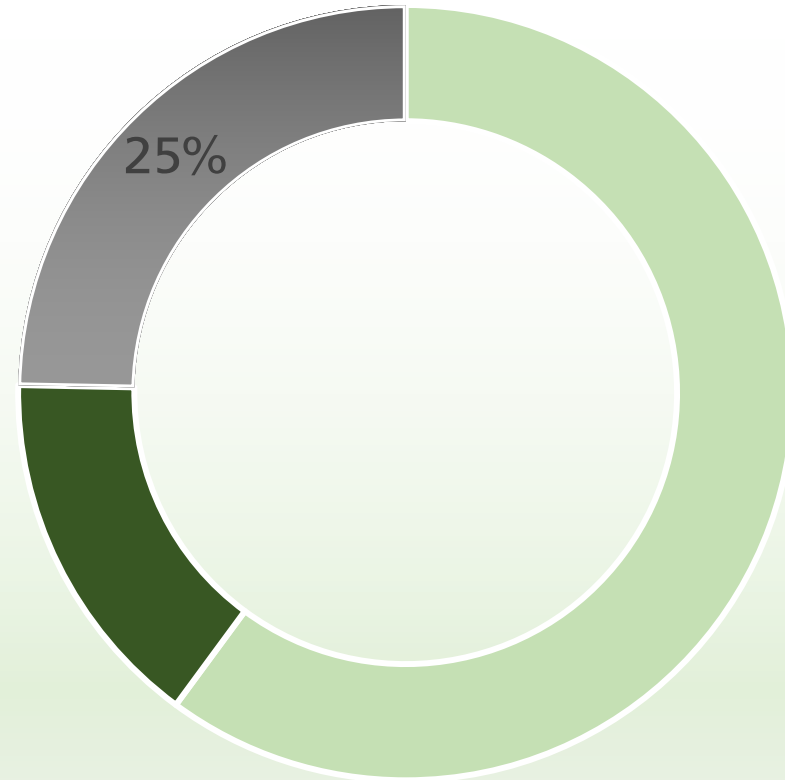
Footnotes



Study #2

Effect of cost and responsibilities of equine ownership and related impact on Vermont's economy.

For 2019, equine owners reported



□ Other Expenditures

Research
Methodology



Study #1



Study #2



Additional
Findings



Study #2

Effect of cost and responsibilities of equine ownership and related impact on Vermont's economy.

Equine owner's expenditures contribute

69¢  of every \$1.00
value added

to the local Vermont economy and supported

652 jobs,

81% of jobs in those in these industries:



Agriculture
and Forestry



Wholesale
Trade



Vet
Services

Research
Methodology



Study #1



Study #2



Additional
Findings



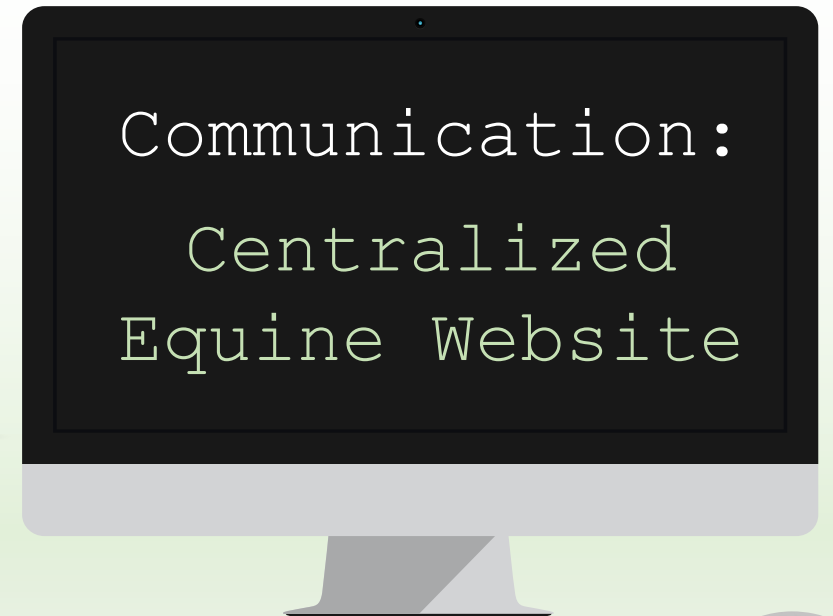
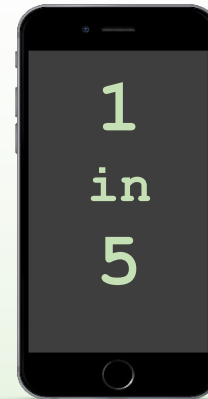
Study #2 *Equine Industry* *Observations*

Top Concerns



1. Tick-borne disease and related health implications
2. Access to trails and open land
3. Traffic/road sharing

Top Improvement



Research
Methodology



Study #1



Study #2



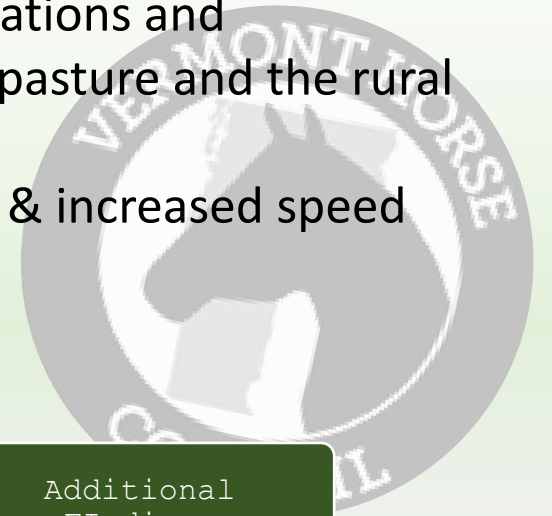
Additional
Findings



Additional Findings



- **68%** of participants find access to open land for riding equines to be somewhat to extremely important
- **70%** find access to trails for riding equines to be somewhat to extremely important
- Concerns over development pressures on open space, posting of land
- Call for equine operations to be considered as agricultural operations and recognition for the value equines offer in terms of maintaining pasture and the rural working landscape.
- Concerns for road safety related to decreased driver familiarity & increased speed



Research
Methodology



Study #1



Study #2



Additional
Findings



VERMONT HORSE COUNCIL

Study 1

would like to extend its gratitude to the following donors who provided financial support for this study.

Individual Donors	Organizational Donors
Anonymous (3)	Chittenden County Farm Bureau
Rebecca Bailey	Farm Credit Northeast AgEnhancement Program
Jennifer Bevilacqua	Green Mountain Horse Association
Belinda Brown & Phil Lovely	Green Mountain Hounds
Jeannette & Robert Cole	Lamoille Grain Company
John & Elizabeth Fitzhugh	Northeast Agribusiness and Feed Alliance
Roberta & Gregg Haskin	Pease Farm Stable
Heidi A Krantz	Poulin Grain
Ralph Krantz	UVM College of Agriculture and Life Sciences
David Lamb	Vermont Hunter Jumper Association
Karen B McKnight	Vermont Morgan Horse Association
Beverly McMullin	Vermont Veterinary Medical Association
Susan Mitchell	
Colleen O'Rourke	
Nicole Sicely	
Susan Thomas	
Philip van Harreveld	
Paula Waters	



VERMONT HORSE COUNCIL

Study 2

would like to extend its gratitude to the following donors who provided financial support for this study.



THE UNIVERSITY OF VERMONT
CENTER FOR
RURAL STUDIES



• **USA Equestrian Trust**

• **Seidman Family**

• **Sharon Stearns**

Foundation

• **Belinda Brown and**

• **Roberta and Gregg**

Phil Lovely

Haskin

• **Tara Williams**



POULIN GRAIN
Leading Animal Nutrition



Vermont Horse Council



GET IN TOUCH



vtHORSECOUNCIL@gmail.com



[Vermont Horse Council](#)



www.vtHORSECOUNCIL.org