

HORSES

THERE ARE APPROXIMATELY 320,000 HORSES IN KENTUCKY.

Or are there?

HORSES GENERATE APPROXIMATELY \$3.5 BILLION FOR KENTUCKY'S ECONOMY EACH YEAR.

We think.

HORSES ARE ONE OF THE VERY CORNERSTONES OF OUR CULTURE.

But our industry faces many challenges, and we must have better tools for making decisions.

The University of Kentucky's Equine Initiative, in conjunction with the University of Louisville's Equine Business Program and the National Agricultural Statistics Service, will conduct a comprehensive study of all breeds of horses, across the entire state of Kentucky, beginning in July 2012.

From this study, we will be able to:

- Accurately describe the economic impact of the equine industry in the state
- Quantify the number of horses in the state at the county level
- Provide information for new businesses locating in Kentucky
- Provide better information to help UK design and implement equine programs
- Establish a benchmark that will enable the industry to nimbly adapt to changing market conditions
- Provide better assessment of disease incidence and surveillance



University of Kentucky **Equine Initiative**

Horses are considered Kentucky's signature industry, yet the fundamental pieces of information to answer our most pressing questions are currently unavailable. The last rigorous study with this type of information was conducted in 1977.

The results will be scientifically sound and above reproach. Not only will the study yield high-quality data with scientific merit, but because it will involve all breeds and types of horses in every county of the state, it will provide numerous benefits to a wide array of efforts, including economic development and planning.

We need your help to make this happen.

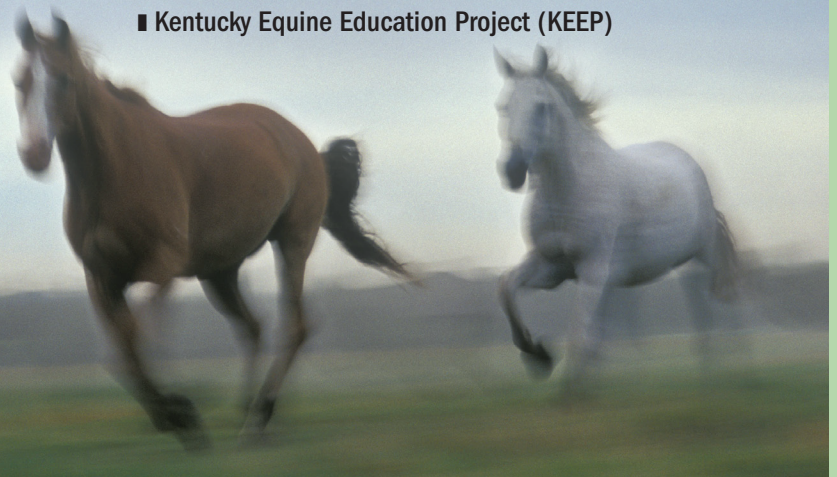
Inspired by many Kentucky equine organizations, most notably the Kentucky Thoroughbred Farm Managers' Club, whose leadership envisioned this project as helpful to inform policymakers on behalf of all horses in Kentucky, and in partnership with the Kentucky Horse Council, who is helping acquire funds and statewide support.

Industry supporters

- Kentucky Thoroughbred Farm Managers' Club
- Kentucky Horse Council

Also supported by:

- Kentucky Thoroughbred Association/Kentucky Owners and Breeders, Inc.
- Kentucky Quarter Horse Association
- Kentucky Equine Education Project (KEEP)



Kentucky Equine Survey

TO BE CONDUCTED IN **SUMMER 2012**

Help make the Kentucky Equine Survey a resounding success!

■ **Make sure we have your contact information.**

Send your name, mailing address, and phone number to NASS at nass-ky@nass.usda.gov. Put "Kentucky Equine Survey" in the subject line. (NASS provides a level of confidentiality unmatched by any other institution. Review its confidentiality pledge at http://www.nass.usda.gov/About_NASS/Confidentiality_Pledge/index.asp.) If you prefer, send the same information directly to UK at equineinitiative@uky.edu. UK will provide that information to NASS.

■ **Tell us what you think** is most relevant and/or pressing to the equine industry.

Please e-mail issues that are pertinent to your breed, discipline or interest area to equineinitiative@uky.edu and put "Kentucky Equine Survey" in the subject line.

■ **Tell others about this survey.**

Mention the importance of the survey to Kentucky's equine industry. Let people know that the survey will be conducted in summer 2012.

■ **If you receive the survey from NASS, complete it and send it back!**



<http://www2.ca.uky.edu/equine/kyequinesurvey>

equineinitiative@uky.edu

