


INDUSTRY IN FOCUS

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It didn't come as a surprise to most in the equine trade sector of the horse business that the industry is a major contributor to the United States economy.

With nearly \$40 billion in direct impact and 1.4 million full-time jobs, the impact is huge ... and growing.

The figures were released recently after a study commissioned by the American Horse Council.

According to the numbers, if you consider indirect and induced spending, the impact figure more than triples to \$102 billion.

"Indirect and induced spending" is described as purchases made by industry suppliers and their suppliers to support the manufacturing and delivery of horse-related products and purchases made by individuals employed in the horse industry or its suppliers.

The study, "The Economic Impact of the Horse Industry in the United States," is believed to be the most comprehensive research document ever compiled on the industry.

Among other key findings:

- Of the total \$102 billion in economic impact, \$32 billion is generated from the recreational segment, \$28.8 billion from showing, \$26.1 billion from racing and \$14.7 billion from other endeavors.
- Approximately 1.96 million people own horses, with another 2 million people involved as volunteers or through a family affiliation.
- There are approximately 9.2 million horses in the United States, with