

Effort to Quantify

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IF YOU’VE EVER WONDERED where the statistics are to back up your decisions as an equine retailer or manufacturer, you aren’t alone. Industry-wide, available data on all aspects of horse business are spotty or out-dated.

An effort by Texas A&M University to create a Center for Equine Business Studies could end all of the wondering.

An organizational meeting was held in Fort Worth, Texas on May 18, with more than 75 horse industry representatives, including retailers and manufacturers, present.

At the close of the session, nearly \$30,000 had been pledged to launch the center, while the potential to raise an additional \$125,000 was expressed by those in attendance.

“This event was the litmus test for the University in being able to continue its work to launch the Center and the industry certainly gave us the ‘go ahead,’ ” said CEBS Executive Director Ernie Davis, PhD. “We held a think tank meeting earlier this year, which led the development team to plan the Summit and get a broader response to the proposed launch of the Center. We were particularly pleased with the number of participants who came from outside Texas as we have strongly emphasized that this Center will serve the entire horse industry and not just the Texas horse industry.”

In late June, the Center announced it would conduct a study throughout July and August on the use of cattle in equine competition. The study is designed to determine the value of cattle used in competition and variances in pricing across the country.

“There has never been a comprehensive study done on the number of



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