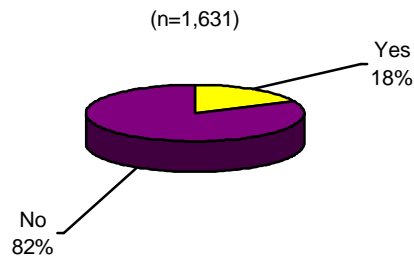


meat production had the least number of people identifying their involvement (8.7%, 2.0% and 1.9% respectively). Other sources of income cited, included:, racing purses and prizes, farrier services, outfitting, clinics, wagon/sleigh/hay rides, riding lesson, trail rides, facility rentals, leasing of horses, judging, selling horse related products, stablehand/groom/advertising, braiding, equine art, horsewear manufacturing, rodeo, tack sales, transporting and veterinary services.

### **Employment**

The “business” aspect of the horse industry, whether through breeding, PMU operations, meat production operations, racing/showing, training/coaching, stablehands, etc. employed a wide diversity of individuals. The following graph indicates that within Alberta, only 18% of horse owners employ other individuals.

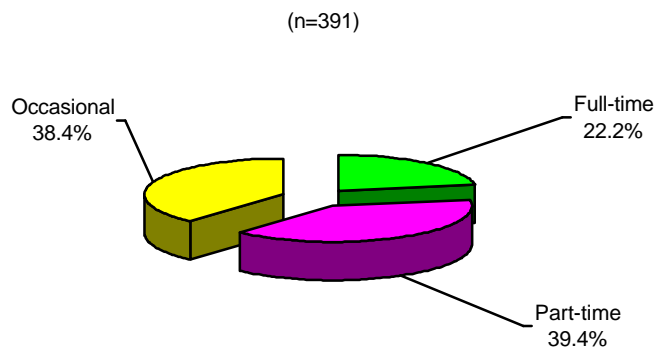
#### **EMPLOY PEOPLE TO DIRECTLY SUPPORT HORSE RELATED ACTIVITIES**



Graph 41. Employ People To Directly Support Horse Related Activities

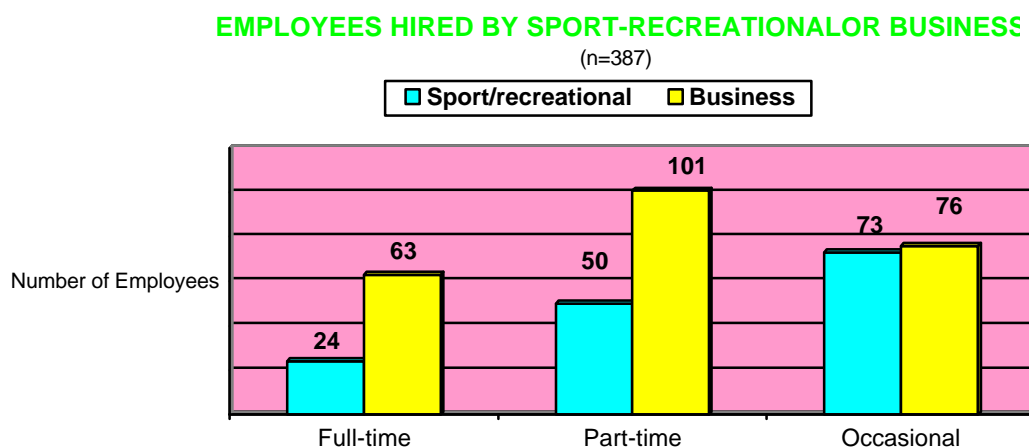
Three hundred and ninety-one respondents stated that they hired employees, whether on a full-time, part-time or occasional basis. Of that number not all identified the type of employees they hire. Of those that did respond, it was reported that respondents employed on the average, 2.98 people for full-time positions, 2.81 people for part-time positions and 1.83 people for the occasional work.

#### **TYPE OF EMPLOYMENT**



Graph 42. Type Of Employment

When cross-referenced with the sport-recreational and the business owners it was observed that the business sector of the horse industry hires approximately twice as many full-time and part-time employees as that of the sport-recreational owner. There was very little difference between either the sport/recreational owner and the business owner when hiring occasional help. Horse owners reported that they hired a total of 387 full-time, part-time and occasional employees. The question allowed for respondents to identify more than one source of employment. The frequency of their choice(s) is illustrated in the following graph:



Graph 43. Employees Hired By Sport-Recreational or Business

### Marketing

#### **Purchasing Preferences**

*Preferred methods and origins of horses purchased.* Horse owners were asked to rank their purchasing preferences on a scale of 1 to 10. Choices provided were from breeders, brokers/agents, friends/acquaintances, auctions, claiming, newspapers/magazines, private contract, web site, Yellow Pages, and other. The top five methods most preferred were breeders as number one, friends/acquaintances as number two, newspapers as number three, website as number four, and private contract as number five. Of those who chose to add additional comments, 40.3% reported that they bred their own horses. Also, a number of owners reported relying on word of mouth as a means of acquiring new horses. The following graph provides a comparison between purchasing preferences for business and sport-recreational stakeholders.