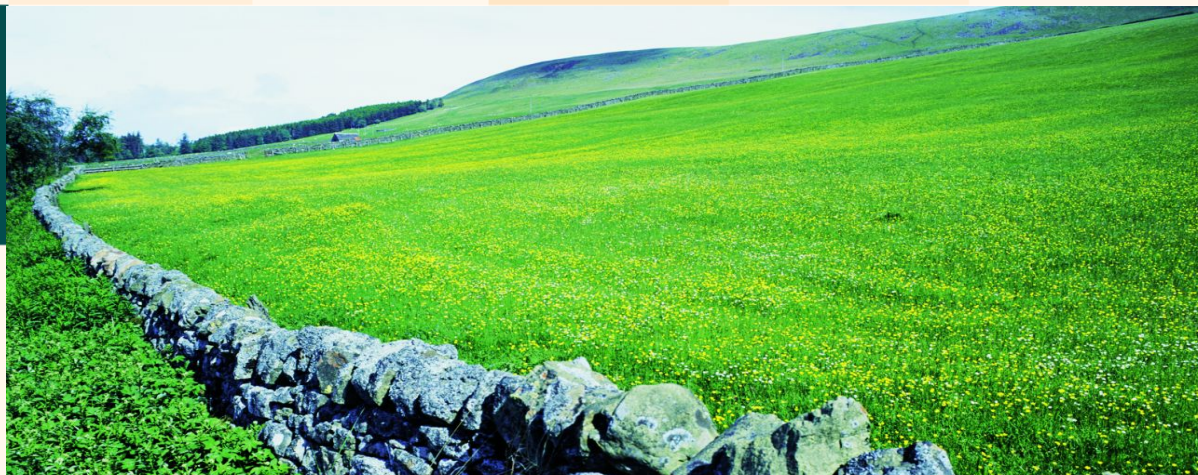




European Commission
Agriculture and Rural Development



The Horse and the EU Rural Development Agenda

Søren Kissmeyer, EU Commission DG AGRI
EU Equus 2009, Uppsala, Sweden
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Question:

- What can rural development do for the horse industry?

OR

- What can the horse industry do for rural development?



From the RD point of view

Question:

- **What can the horse industry do for rural development?**

Answer:

- Employment
- Habitation in rural areas
- Maintaining services in rural areas
- Enhancing rural tourism



Example of a project:

- Center for trotting racing horses in the rural areas of Uppsala

Project:

- 100 trotting horses – the Special Swedish Trotter Breed
- Building of stables, training racecourse, feed storage, field fencing etc.



Description of project objectives (1):

- Enhance the Swedish Special Trotter Breed
- Increase Swedish betting in trotting by 25%
- Ensure Sweden wins in 2011 the big race “Prix Amerique” in Paris
- Increase Sweden’s chances of getting the chairmanship of the Special European Trotter Association
- To host in Sweden 2014 the 5-year Special Trotter Breed conference



Description of project objectives (2):

- Create 15 new full time jobs
- Create work for 2 full time veterinaries
- Buy services in the local economy for 100 000 euros per year
- Get 10 families from Uppsala and Stockholm to settle in the area
- Contribute to environmentally friendly grazing of High Nature Value areas otherwise in risk of overgrowing



Examples of projects

- Germany: Indigenous cattle and horse breeds in nature care (grazing) and as a tourist attraction
- Germany: Building riding facilities with all-weather riding place
- Sweden: Quality certified horse production
- Ireland: Swimming pool for horses