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**EU Equus 2009**

# Session A: Horse Business in Rural Areas – Opportunities and Challenges

Moderator: *Elisabeth Gauffin*

Horse Breeding as a Land Use and Agricultural Activity - *Anna Hedberg, Swedish Ministry of Agriculture*

The Present Situation in Breeding and Sport – Possible Ways Forward – *Steven Janssens, Interstallion, Karin Hennessy, University College Dublin, Torbjörn Fröysnes, UET*

Equine Entrepreneurship in Rural Areas – *Terhi Thuneberg, HAMK University of Applied Sciences, Hanna Elgåker, SLU*



# Rural development

Horse Industry - great potential  
contributes to rural development

## Challenges:

- Cooperation outside and within the sector
- Land use
- Profitability – viability
- Education and research
- Less for farmers more for others
- Limited budget 2014, CAP



# Breeding & Sport

## Betting market

- Free trade but regulations
- Strong and stable organisations and breeder bonuses
- Transparency and good governance

## Breeding market

- Quality/quantity, demand/supply
- Market information
- "Bulk horses", animal welfare
- Corporate Social Responsibility for horses
- Education & research



# Equine Entrepreneurship

- Define rural areas (ex. Finland)
- Attract young entrepreneurs
- Profitability – viability, professionalism
- Education & research
- Cooperation and access
- Urban planning

