

## Keys to Success

References and supporting resources referring to the questions in the Enterprise Selection Guide for Equine Enterprises

- **QUESTION 1: ARE YOU WILLING TO COMMIT TO A 365 DAY OPERATION?**

Caring for animals is a fulltime job required daily. This includes inclement weather, vacations and illness, animals still need to be cared for.

### Safe and Sound Responsible Horse Ownership

[http://www.mdhorsecouncil.org/MFFH%20Brochure%20120504\\_final.pdf](http://www.mdhorsecouncil.org/MFFH%20Brochure%20120504_final.pdf)

### Rutgers University Equine Science - Responsible Horse Ownership

[http://www.esc.rutgers.edu/downloads/Responsible\\_Horse\\_Ownership.pdf](http://www.esc.rutgers.edu/downloads/Responsible_Horse_Ownership.pdf)

### University of Maryland Cooperative Extension Fact Sheet: “Horse Shopping? Better Ask Some Questions.”

<http://extension.umd.edu/publications/PDFs/FS819.pdf>

### Humane Society of the United States: Responsible Horse Ownership - What to know before embarking on this life-long journey.

[http://www.humanesociety.org/animals/horses/facts/responsible\\_horse\\_ownership.html](http://www.humanesociety.org/animals/horses/facts/responsible_horse_ownership.html)

### Extension.org - HorseQuest Learning Lessons for New and Prospective Owners

<http://www.extension.org/pages/31817/horsequest-learning-lesson:-new-and-prospective-horse-owners-lesson>

*Note:* Requires creating an account and login at extension.org.

- **QUESTION 2: DO YOU HAVE EXPERIENCE WITH HORSES OR HAVE YOU EVER WORKED ON A HORSE FARM?**

### Classroom and workshops

- [www.extension.umd.edu/horses](http://www.extension.umd.edu/horses) - Looking to learn more about horse care and management? Want to improve your farm's profitability? Have a question about your horse's health, or need help with your equine business? We offer seminars, resources, and consultation on horse-related topics.
- [www.extension.org/horses](http://www.extension.org/horses) - The national equine resource team known as eXtension Horses began collaborative work to harness the Cooperative Extension System's best information to provide traditional and expanding clientele a source of reliable and up-to-date horse information on equine science and management.

It will also be very important to have hands on experience. Through volunteering, visiting and attending equine events you can gain important skills and knowledge necessary to learn more about the animals as well as about the industry.

A combination of text book understanding and the hands on abilities will increase your experience and expertise with equine enterprises.

- **QUESTION 3: DO YOU HAVE THE HOUSING AND SPACE REQUIREMENTS FOR HORSES?**

Horses are large animals and require safe and secure fencing and structures. There are also zoning laws on the number of animals allowed on a property. You should contact your local zoning office to find out how many are allowed <http://extension.umd.edu/mredc/get-connected/mredc-resource-map>.

Below is a listing of facilities and space requirements.

Farm Considerations	Facilities for a 1,000lb horse
Shelter Permanent fencing Clean accessible water source Quality pastures Hay storage (100 – 150 bales) Mower/drag Manure storage area	Stall 12 x 12 ft Doors to stalls 4ft x 8ft Walls 7-8 ft tall Ceiling 8-12ft Aisle ways 10-15ft

- **QUESTION 4: ARE YOU FAMILIAR WITH THE NEEDS OF HORSES?**

Horses require daily care including feed and exercise as well as regular care including parasite management, hoof care and vaccinations. Many horses have dietary needs depending on their age, health and activity. It will be important to learn and understand daily and routine needs of horses.

#### Equine Health

<http://mda.maryland.gov/animalHealth/Pages/horses.aspx>

Horse Quest at Extension.org has detailed information on the care and management

[http://www.extension.org/category/horse\\_management](http://www.extension.org/category/horse_management)

- **QUESTION 5: DO YOU HAVE ADEQUATE FENCING, PASTURES AND UNDERSTAND ROTATIONAL GRAZING?**

### **Managing Small-Acreage Horse Farms**

<http://extension.oregonstate.edu/catalog/pdf/ec/ec1558.pdf>

### **Management of Established Horse Pastures**

[http://www.psla.umd.edu/extension//publications/Management\\_of\\_Established\\_Horse\\_Pastures.pdf](http://www.psla.umd.edu/extension//publications/Management_of_Established_Horse_Pastures.pdf)

### **Equine Rotational Grazing Demonstration Farm and Educational Events**

<http://www.ansc.umd.edu/ERG/>

### **Maryland Association of Soil Conservation Districts**

<http://www.mascd.net/>

## **• QUESTION 6: DO YOU HAVE A BUSINESS AND A MARKETING PLAN?**

Having a thoughtful and complete business plan is very important for any business to be successful. This process will have you create goals, conduct market research, create a marketing plan, formulate budgets and will help map out your business.

### **Maryland Horse Council**

<http://www.mdhorsecouncil.org/>

### **Maryland Horse Industry Board**

[http://mda.maryland.gov/horseboard/Pages/horse\\_board.aspx](http://mda.maryland.gov/horseboard/Pages/horse_board.aspx)

### **Maryland Rural Enterprise Development Center business planning resources**

<http://extension.umd.edu/mredc/business-modules/farm-business-planning-workbook>

### **Small Business Development Center**

<http://www.mdsbdc.umd.edu/>

### **Business or Pleasure- the Tax man looks at Equine operations**

<http://www.horses-and-horse-information.com/articles/0399horsebusiness.shtml>

## **• QUESTION 7: CAN YOU FIND AFFORDABLE SOURCES OF SUPPLIES?**

There are many local sources of livestock, farm and equine equipment and supplies. Bulk purchasing is a great way to reduce expenses. Be sure to read consumer reports, client feedback and compare prices before making major purchases. You may also be able to purchase some supplies used through auctions, classifieds and other sales outlets.

### **Enterprise Budgets for Equine Enterprises**

<http://pubs.ext.vt.edu/446/446-048/446-048.html>

- **QUESTION 8: DO YOU KNOW THE STATE REGULATIONS CONCERNING NUTRIENT MANAGEMENT AND LIVESTOCK MANURE MANAGEMENT?**

The 1998 Maryland Water Quality Act requires a Nutrient Management Plan for all Maryland farmers (yes equine business are agriculture and would be considered a farm) grossing \$2,500 or more annually or raising 8,000 pounds or more of live animal weight to implement a nutrient management plan. A plan must be written by a certified nutrient management consultant. For a listing of consultants in your area visit the MDA website or call your local Extension office ([www.extension.umd.edu/locations](http://www.extension.umd.edu/locations)).

#### **Nutrient Management Education**

<http://www.extension.umd.edu/anmp>

#### **Nutrient Management Law and Regulations Overview – Maryland Department of Agriculture**

[http://mda.maryland.gov/resource\\_conservation/Pages/nutrient\\_management\\_overview](http://mda.maryland.gov/resource_conservation/Pages/nutrient_management_overview)

- **QUESTION 9: WILL THERE BE CUSTOMERS FOR YOUR SERVICES OR PRODUCTS?**

This is an important question to address in the business plan and more specifically in the marketing plan. Through market research you can determine the needs of consumers in your area.

#### **Maryland Equine Census**

<http://mda.maryland.gov/horseboard/Pages/census.aspx>

#### **Maryland Enterprise Development Center**

[www.extension.umd.edu/mredc](http://www.extension.umd.edu/mredc)

#### **Ag Marketing**

<http://www.extension.umd.edu/marketing>

- **QUESTION 10: WILL YOU NEED LIABILITY INSURANCE?**

Working with livestock and people on your farm can open you to liability issues. You should be knowledgeable about laws in your state.

#### **Extension.org – Equine Business Network**

[http://www.extension.org/category/equine\\_business\\_network](http://www.extension.org/category/equine_business_network)

<http://www.extension.org/pages/66256/equine-business-resources-liabilites-and-waivers>

## **OTHER GETTING ASSISTANCE**

### **How to Start a Horse Farm Business**

<http://voices.yahoo.com/how-start-horse-farm-business-5758592.html>

### **University of Maryland Extension has an office in your county**

<http://extension.umd.edu/locations>

### **Starting a Farm Enterprise in Maryland: Checklist (FS-946)**

[http://www.extension.umd.edu/sites/default/files/\\_docs/articles/FS-946%20Starting%20a%20Farm%20Enterprise%20in%20Maryland%20-%20Checklist.pdf](http://www.extension.umd.edu/sites/default/files/_docs/articles/FS-946%20Starting%20a%20Farm%20Enterprise%20in%20Maryland%20-%20Checklist.pdf)

### **Maryland Association of Soil Conservation Districts**

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