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## Michigan Equine Priorities and Planning Report

Seventy stakeholders met on March 7, 2019 at Michigan State University to identify and prioritize current issues in the Michigan equine industry. On March 5, 2020 forty stakeholders reconvened to develop action plans for each of the high priority issues and discuss industry unity. These meetings were supported by the MSU Department of Animal Science, MSU Extension, MSU College of Veterinary Medicine, Michigan Horse Council, Michigan Farm Bureau and the Michigan Department of Agriculture and Rural Development. Both meetings were sponsored by the Michigan Alliance for Animal Agriculture.

### Priorities



Equestrian friendly **land use and zoning policy** for both public and private land including the continued designation of equine as livestock in Michigan



Partnerships

Building **partnerships** with recreational areas and municipalities to increase access for equestrian activities



Promotion

**Promotion** of the equine industry and activities to youth and the general public

### Action Plan

1. Develop a state-wide trail system with right-of-way connectors to trail heads and adjacent trail systems
2. Promote private land equine easements
3. Provide continued education for local governments and individuals involved in the equine industry regarding the Michigan Right to Farm Act

1. Partner with equestrian trail stakeholders to promote equine trail access
2. Partner with non-equestrian trail stakeholders to promote state trails
3. Promote equestrian activities with Michigan legislators at the Michigan Equine Legislative Day at the Michigan State Capital

1. Promote viable career opportunities
2. Ensure entry level opportunities for youth that don't own a horse
3. Develop a horse participation package that is more affordable
4. Provide cowboy camps or similar entry level exposure for all ages
5. Develop a Michigan Equine Promotion Group that advances all aspects of the industry

This bulletin was developed in partnership with:



## Priorities



Professionals

Support for **industry professionals** focusing on liability, business costs, and sharing information



Horse Costs

Developing solutions for the **high cost of horse ownership** and minimizing the “Unwanted Horse” issue in Michigan

## Action Plan

1. Propose revisions to the Stablemen's Lien Laws to be more useful to stable owners
  2. Offer more satellite meetings to help promote equine industry priorities in underrepresented areas.
  3. Develop Equine Professionals of Michigan website
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1. Develop anonymous online resources for owners negatively affected by the high cost of horse ownership
  2. Promote online forums for sharing information, equipment and feed
  3. Promote weekend tack/equipment exchange/sales
  4. Develop educational programs on reducing ownership costs

## Industry Unity

During the March 2020 Planning meeting, stakeholders were asked to **develop ideas on how to strengthen unity within the Michigan equine industry**. Responses were combined and developed into a word cloud. Word size indicates frequency used.



Developed with Wordcloud.com

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