



DELAWARE VALLEY  
UNIVERSITY

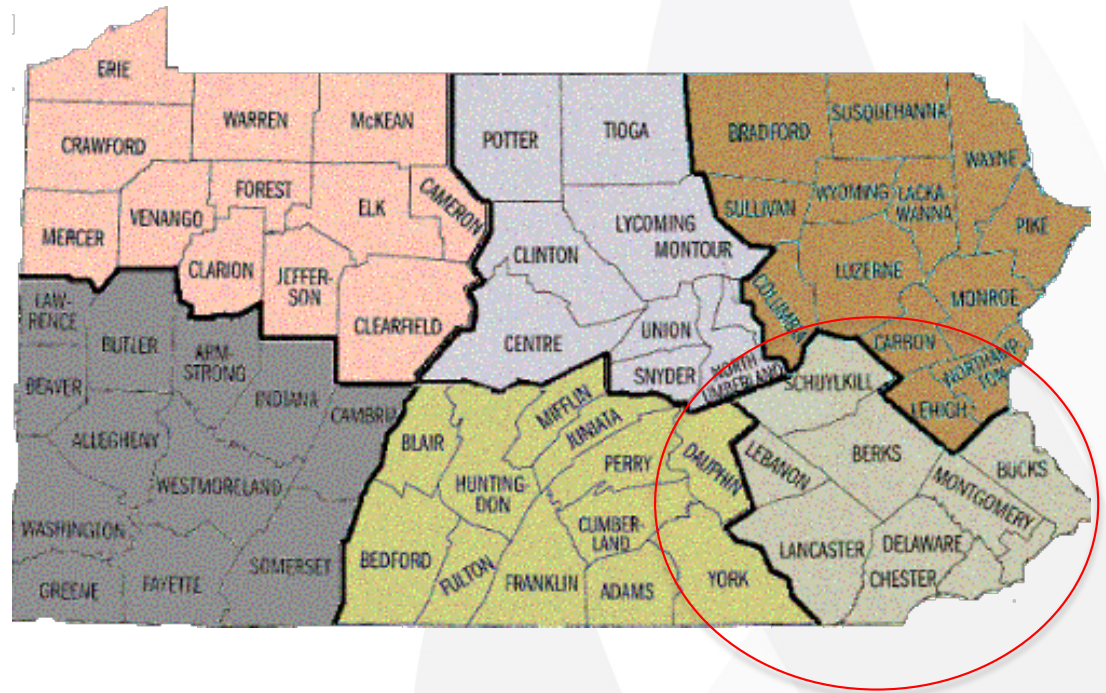
# CONTRIBUTION OF THE EQUINE INDUSTRY TO THE ECONOMY OF SOUTHEASTERN PENNSYLVANIA



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# STUDY OBJECTIVE

- ❖ Estimate the size, composition and contribution of the equine industry to the economy of the 10 county region.
- ❖ Last study was conducted by PSU in 2003 and covered the entire state.



# INITIAL AREA OF ANALYSIS

- ❖ Region of analysis covers 10 counties in SEPA.
- ❖ Accounted for 32% of Pennsylvania equine farms and 36% of equine population in 2012.

## 2012 Census of Agriculture: PA Equine

	Farms	Number
PA	19,094	129,460
Region	6,064	45,970
Lancaster	2,859	18,885
Chester	997	9,723
York	654	5,024
Bucks	336	3,371
Berks	465	3,091
Lebanon	357	2,471
Montgomery	235	2,172
Schuylkill	116	823
Delaware	40	291
Philadelphia	5	119

# WHO MAKES UP THE EQUINE INDUSTRY?

- ❖ Individual horse and other equine owners
- ❖ Boarding and training facilities
- ❖ Equine instruction
- ❖ Breeders
- ❖ Fairs and shows and other equine events
- ❖ Academic institutions and government
- ❖ Suppliers of professional equine services
- ❖ Equine-related organizations



# WHERE DOES THE ECONOMIC IMPACT COME FROM?

- ❖ The economic impact of an industry is generated by expenditures on goods and services associated with ongoing equine activities.
- ❖ These expenditures represent the purchase of output of other industries and circulate throughout the entire local economy. In doing so these dollars:
  - Generate additional economic activity,
  - Support employment in the equine industry and all other sectors of the economy,
  - Generate household income, and
  - Provide tax revenue

# METHODOLOGY

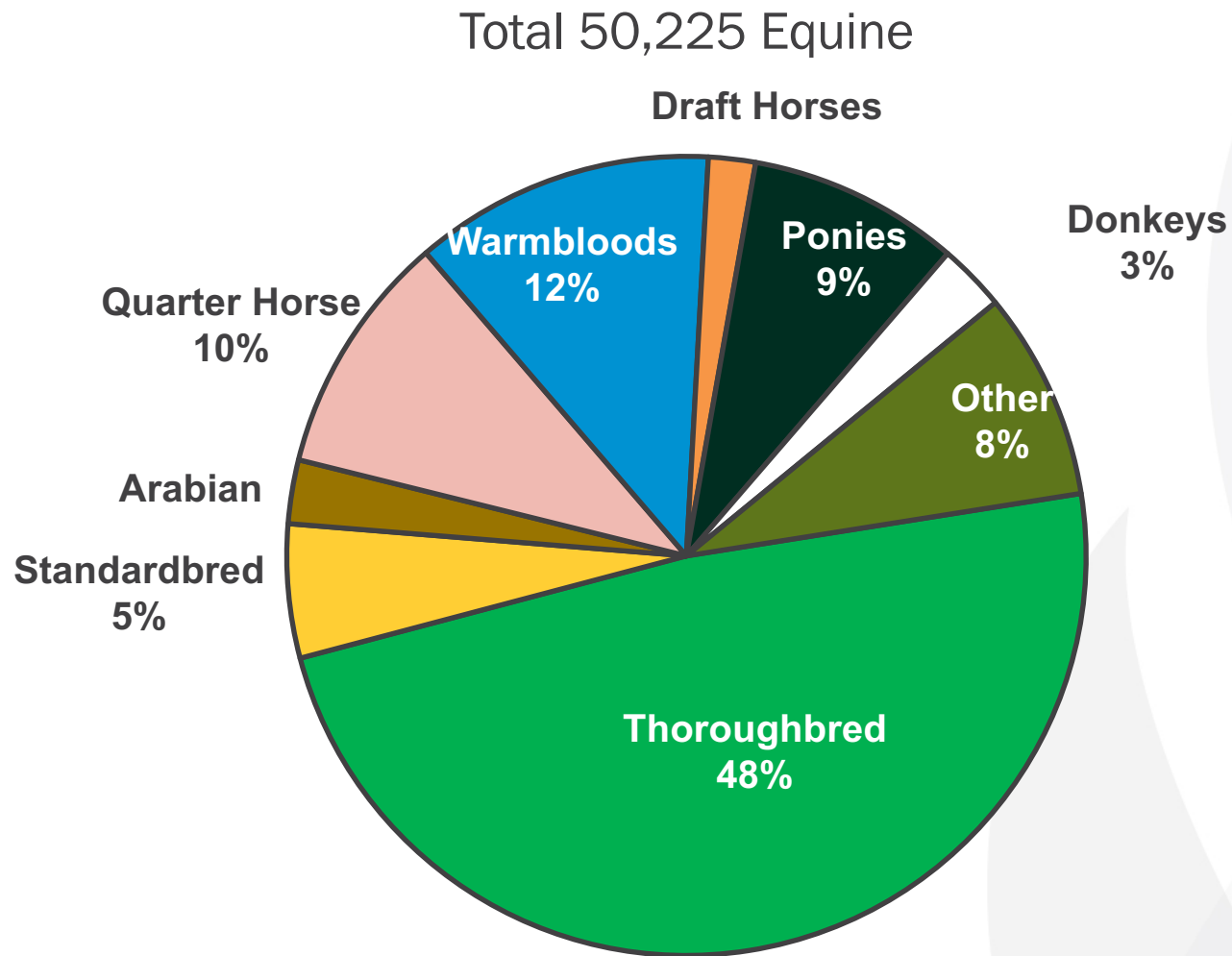
- ❖ DVU conducted a survey of equine industry participants in the 10-county region developed in conjunction with the Chester-Delaware County Farm Bureau.
- ❖ The survey was conducted on line using Survey Monkey as the vehicle and was active from February through April 2017.
  - Hard copy versions of the survey were distributed to potential respondents with no internet access.
  - The survey was publicized in Pennsylvania Equestrian, by word of mouth via the Farm Bureau, and fliers distributed to equine related businesses in the region.
- ❖ DVU received 613 completed surveys for an estimated 10.1% response rate. The largest number of responses were from Chester, Delaware, Bucks, and Montgomery Counties

# Survey suggests that there are 50,225 equine in the 10-county region as of early 2017

- ❖ Equine numbers have increased nearly 10% since 2012

	USDA	Survey	
	2012	2017	Change
Lancaster	18,885	21,599	14.4%
Chester	9,723	10,299	5.9%
York	5,024	5,212	3.7%
Bucks	3,371	3,626	7.6%
Berks	3,091	3,259	5.4%
Lebanon	2,471	2,605	5.4%
Montgomery	2,172	2,343	7.9%
Schuylkill	823	841	2.2%
Delaware	291	306	5.2%
Philadelphia	119	135	13.4%
Region	45,970	50,225	9.3%

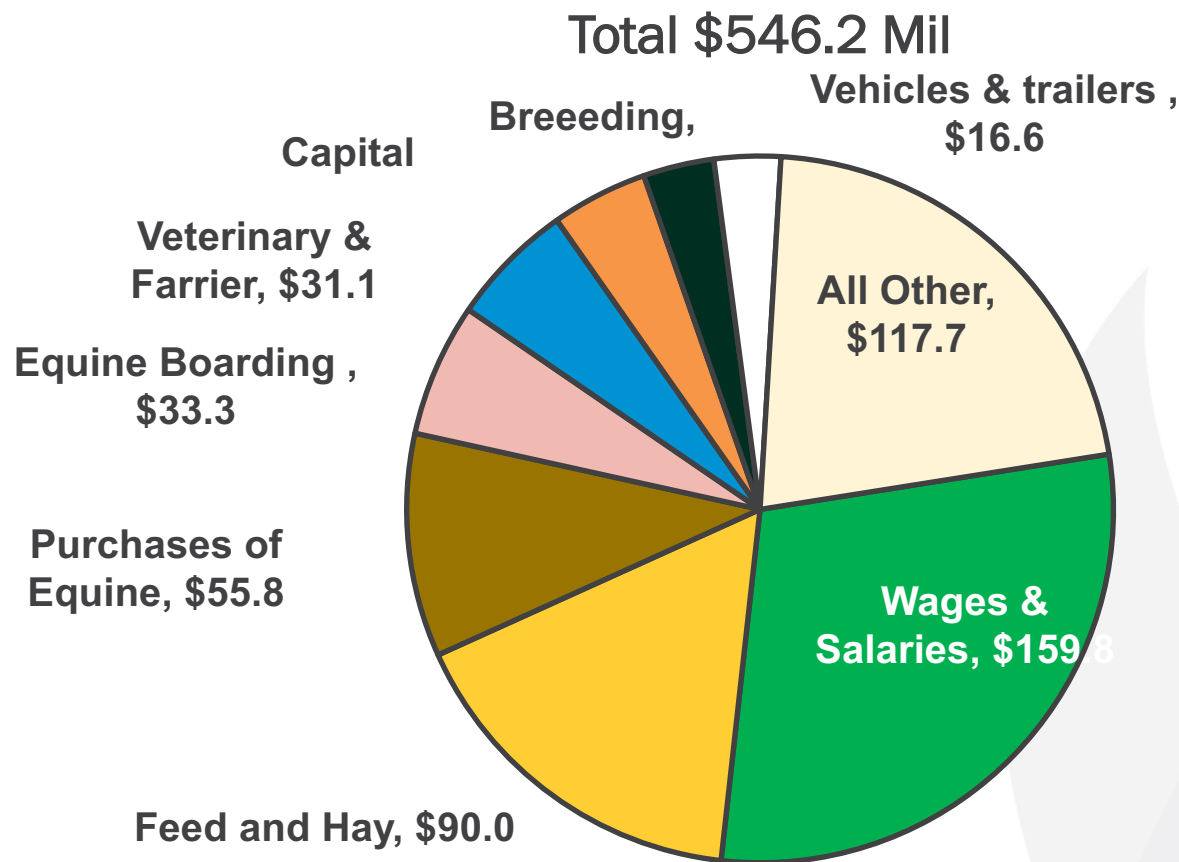
# Most popular breeds are Thoroughbreds, Warmbloods, and Quarter Horses





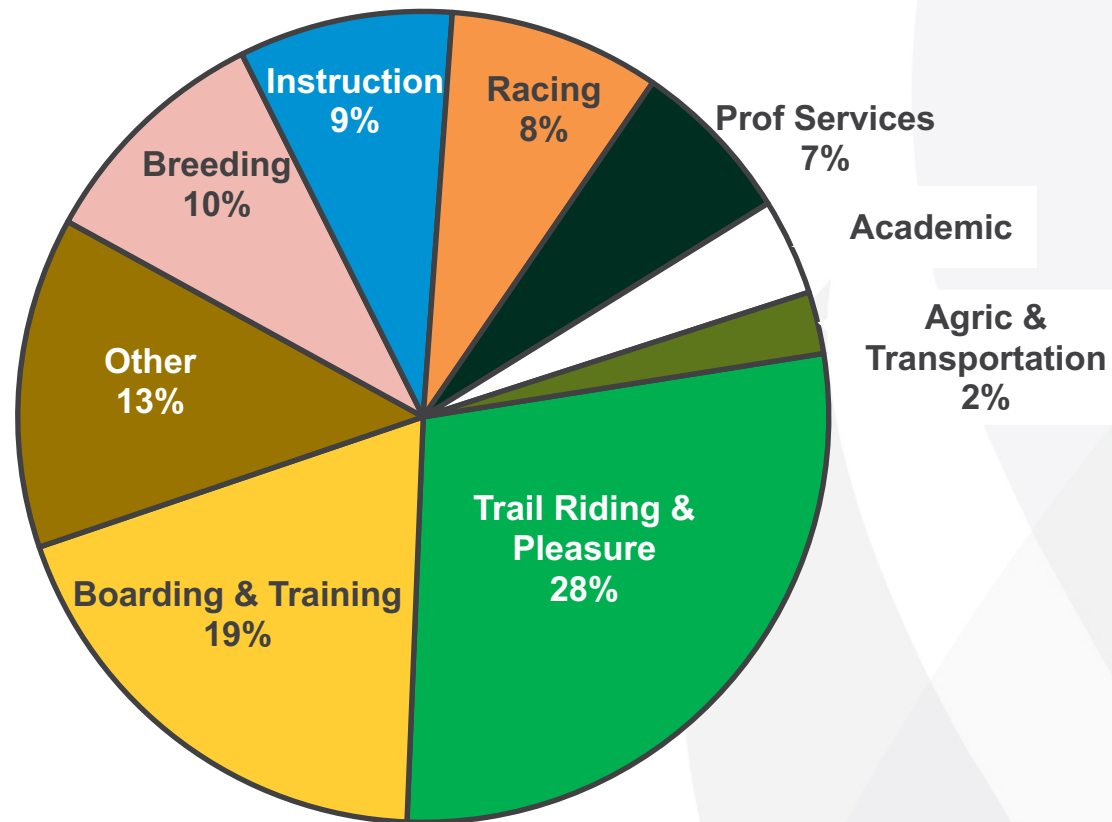
# Equine industry spent \$546.2 million on goods and services in the 10-county region

- ❖ Labor costs and feed accounted for the largest share of spending followed by purchases of equine.



# The most frequently mentioned equine involvement is trail riding and pleasure

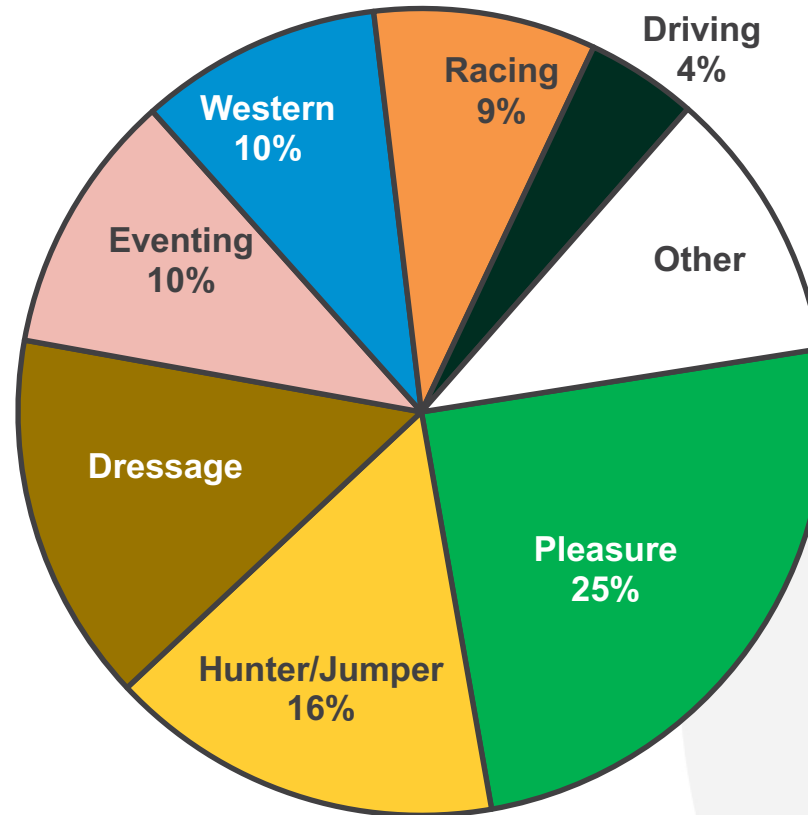
- ❖ Boarding and training and breeding are the next most frequently mentioned activities.



Based on 1,091 responses

# The most frequently mentioned equine discipline is pleasure riding

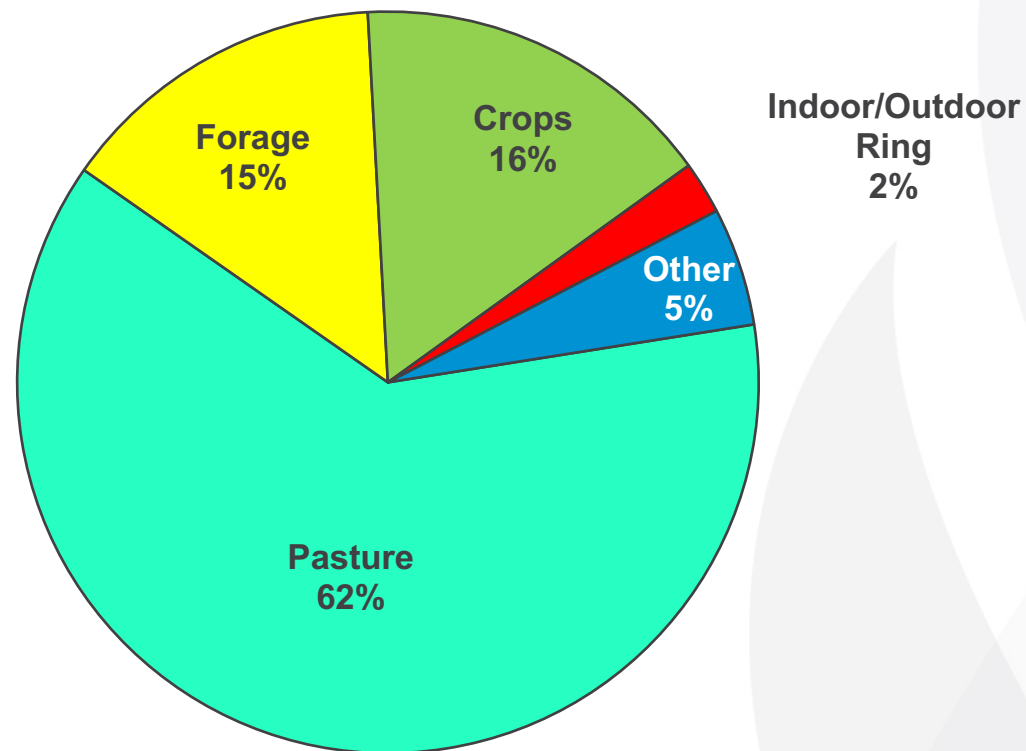
- ❖ Hunting and jumping and participation in Dressage events also are important activities



Based on 1,234 responses

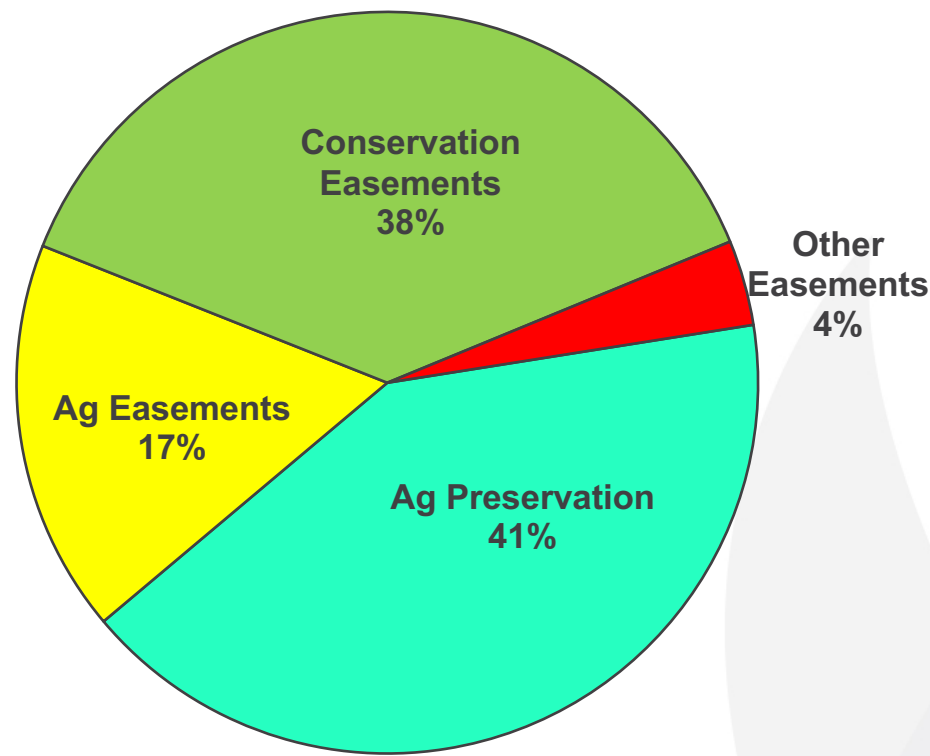
# Survey respondents report devoting 8,602 acres to equine activities

- ❖ Nearly twice as many acres are devoted to pasture than cropland and forage combined.



# Survey respondents report devoting 8,992 acres to preservation and easements

- ❖ Land devoted to agricultural preservation and conservation easements dominate land diversion



# Economic Impact of Equine in Southeastern PA

- ❖ Equine make a substantial contribution to the regional economy.
  - **Contributes \$657 million to Regional GDP**
  - **Provides \$501 million to regional household income**
  - **Supports nearly 6,556 jobs in all sectors of the regional economy**
  - **Generates more than \$57 million for State and local government coffers**

Economic Impact of Equine  
10-Counties of Southeastern PA

	(GDP) (Mil \$)	Employment (Jobs)	Income (Mil \$)
Direct	\$380.3	4,538	\$333.9
Indirect	\$82.5	774	\$50.5
Induced	\$192.4	1,245	\$116.5
<b>Total</b>	<b>\$657.1</b>	<b>6,556</b>	<b>\$500.9</b>



# Spotlight on Bucks, Chester-Delaware and Montgomery Counties

	Chester Delaware	Bucks	Montgomery
Total Spending (Mil \$)	\$111.7	\$38.2	\$25.7
Wages & Salaries	\$20.1	\$10.3	\$2.0
Goods and Services	\$91.5	\$27.9	\$23.6
Equine Population	10,605	3,636	2,323
Spending per Animal	\$10,528	\$10,493	\$11,043

## Economic Impact (Mil \$)

GDP	\$116.7	\$42.9	\$26.9
Jobs	2,681	1,252	564
Household Income	\$81.4	\$35.6	\$19.5
Tax Revenue	\$11.3	\$3.7	\$2.3

# Ten Townships account for nearly two-thirds of Chester County Equine

	Estimated Equine	Share of County
London Grove Township	1,990	19.5%
Newlin Township	835	8.2%
Franklin Township	691	6.8%
West Marlborough Township	666	6.5%
Highland Township	634	6.2%
East Fallowfield Township	570	5.6%
East Marlborough Township	368	3.6%
New London	349	3.4%
West Bradford Township	339	3.3%
Willistown Township	320	3.1%
Subtotal	6,762	66.2%

# Six Townships account for 66% of Bucks County Equine

	Estimated Equine	Share of County
Bensalem Township	1,308	36.0%
Buckingham Township	342	9.4%
Doylestown Borough	290	8.0%
Doylestown Township	271	7.4%
Riegelsville Borough	233	6.4%
Warrington Township	180	5.0%
All Others	1,012	34.2%
Total	3,626	100.0%

# Six Townships account for nearly 70% of Montgomery County Equine

	Estimated Equine	Share of County
Whitemarsh Township	461	19.7%
New Hanover Township	364	15.5%
Perkiomen Township	330	14.1%
Lower Salford Township	210	9.0%
Limerick Township	142	6.1%
Montgomery Township	114	4.9%
All Others	722	30.8%
Total	2,343	100.0%

# DeVal Project Team

- ❖ **Mr. John M. Urbanchuk**, Assistant Professor and Chair, Agribusiness. Project Director
- ❖ **Sarah M. Young**, VMD, Assistant Professor in Equine Science and Chair, Animal Science
- ❖ **Ms. Cory H. Kieschnick**, Associate Professor and Chair, Equine Science and Management
- ❖ **Ms. Christine Seel**, Assistant Professor and Co-Chair, Business and Information Management

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Chester-Delaware County Farm Bureau





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Ms. Carol Davidson

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Mr. Duncan Allison

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