

## EAAP communication 2010

Role of equids in socio economy and on human wellbeing

# Mismatch between breeding elite sport horses and rider amateurs expectations in France

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# A paradox...

**Number of riders**



**+30% « licenced »  
about 1.5 million of riders**

**Satisfaction of breeders**



**frustrations...**

**Why ?**

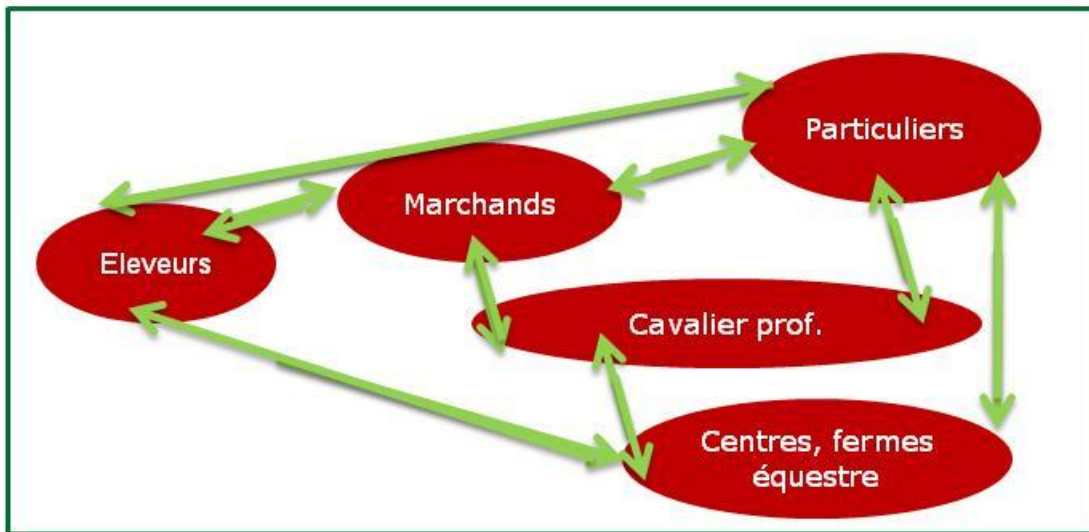
# A 2 year-research

## French National Studs

### Objectives :

- The riding horse market ?
- Ways of improving equine industry

# A double approach



## Classical economic :

- prices,
- flood,
- products...

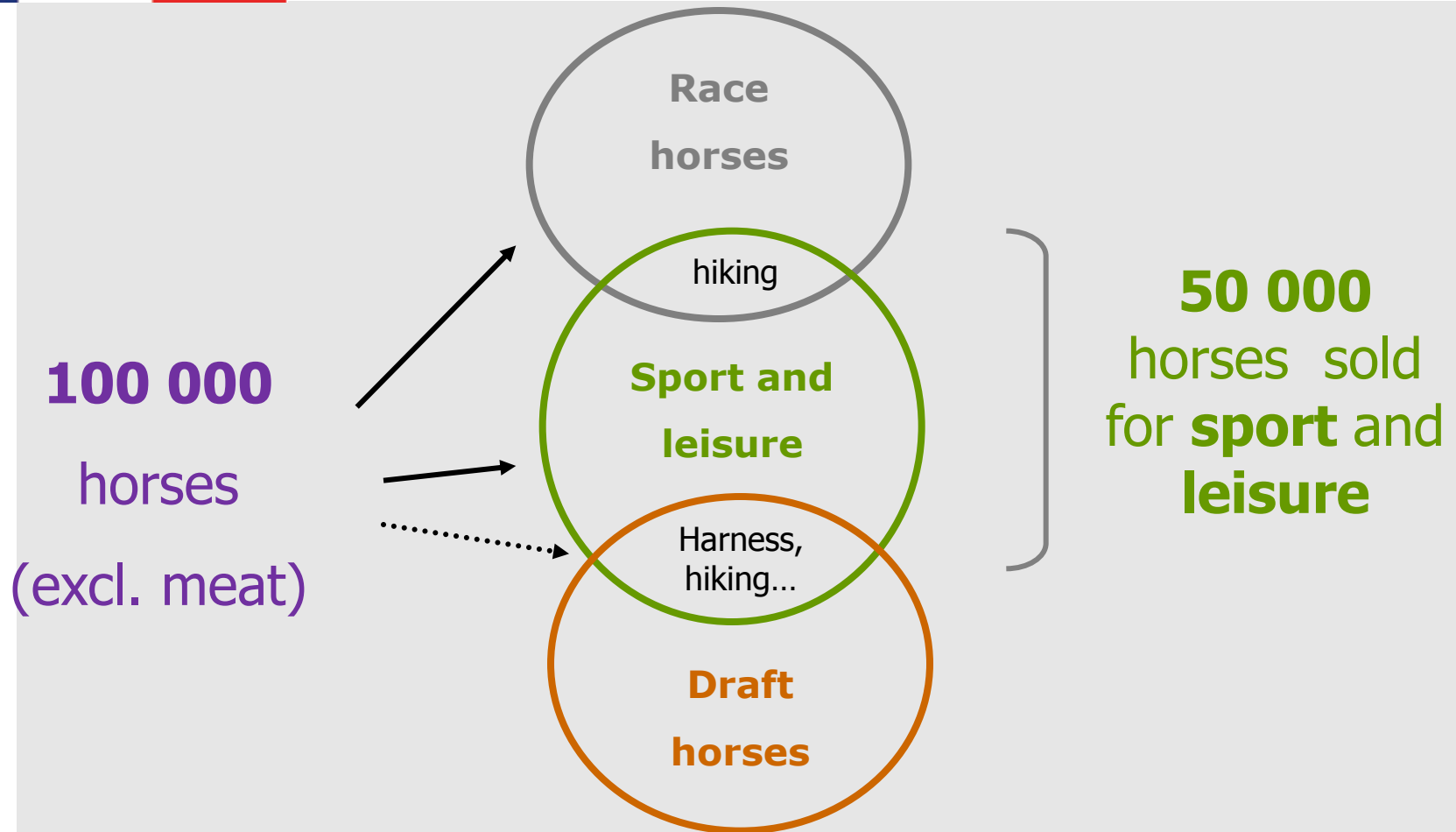
## Sociological :

+/- 100 participants' opinion

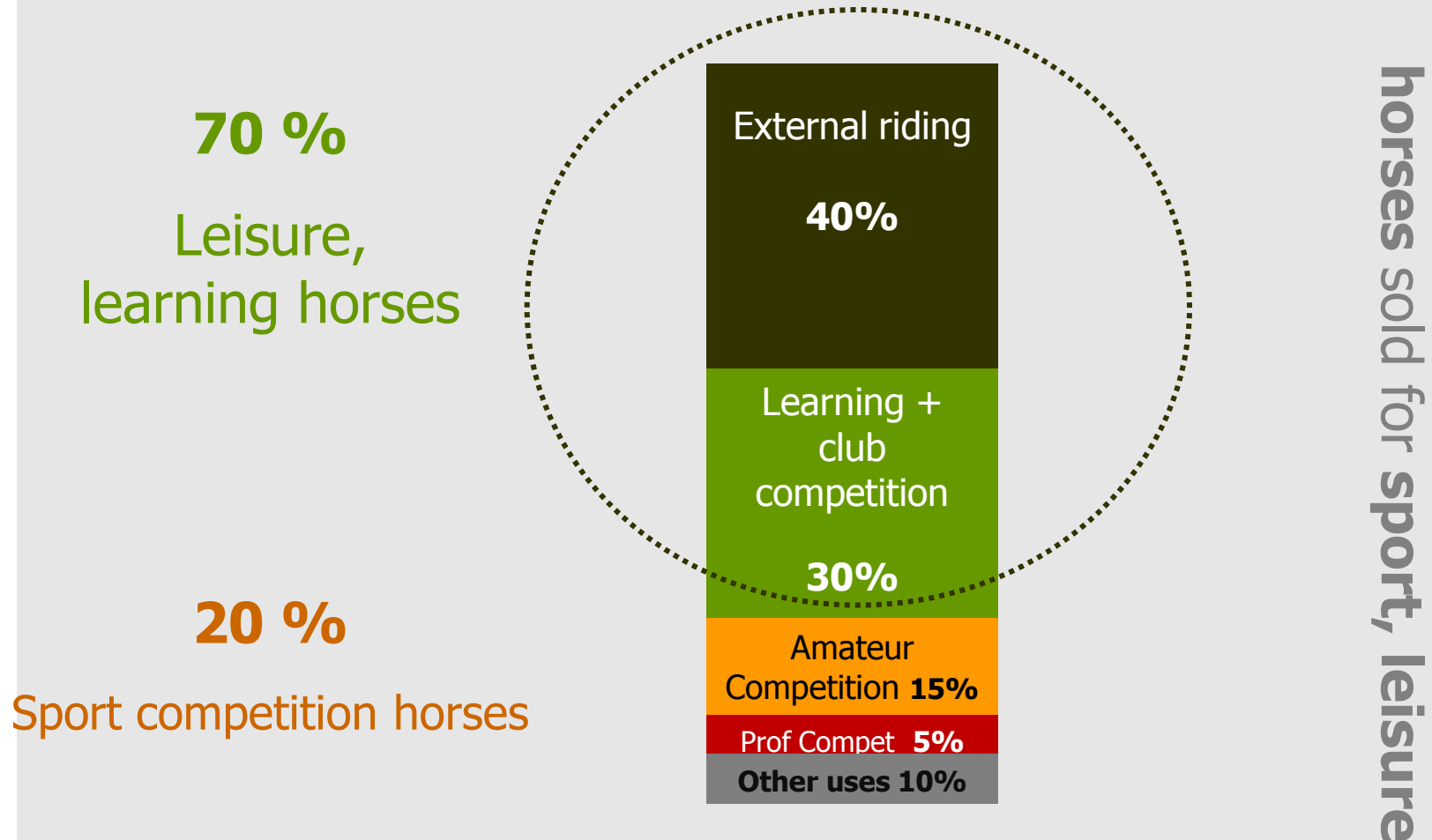
***1- the market of riding horses***

***2- factors of explanation***

# ***1-1 The market : how many horses?***



# 1-2 The market : what to do ?



# *1-3 The market : which prices ?*

80%

External riding

2000 €

Teaching 2500 €

Club competition 3700 €

Other uses : therapy,  
"garden"... 800 - 2000 €

15%

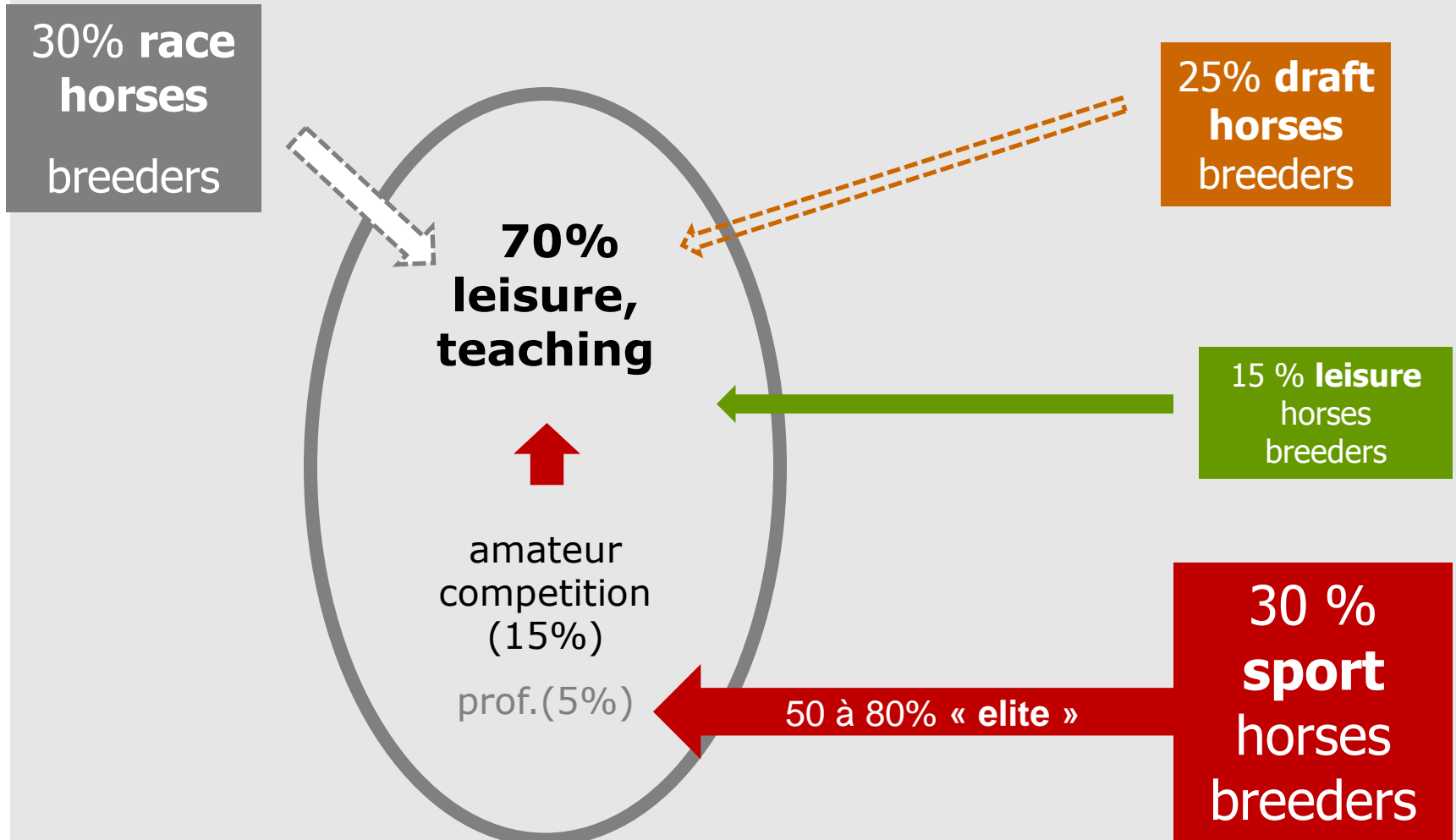
Amateur competition

7000 €

5%

professional Competition 12 000 €

# ***1-4 The market : horses produced ?***

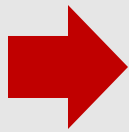




# ***1-5 A gap between selling and buying...***

**Produces** expensive elite horses (> 6 000 €)

**Uses** leisure and riding school horses (<3 700 €)



**relagated  
declassified**

## ***2-1 factors of explanation***

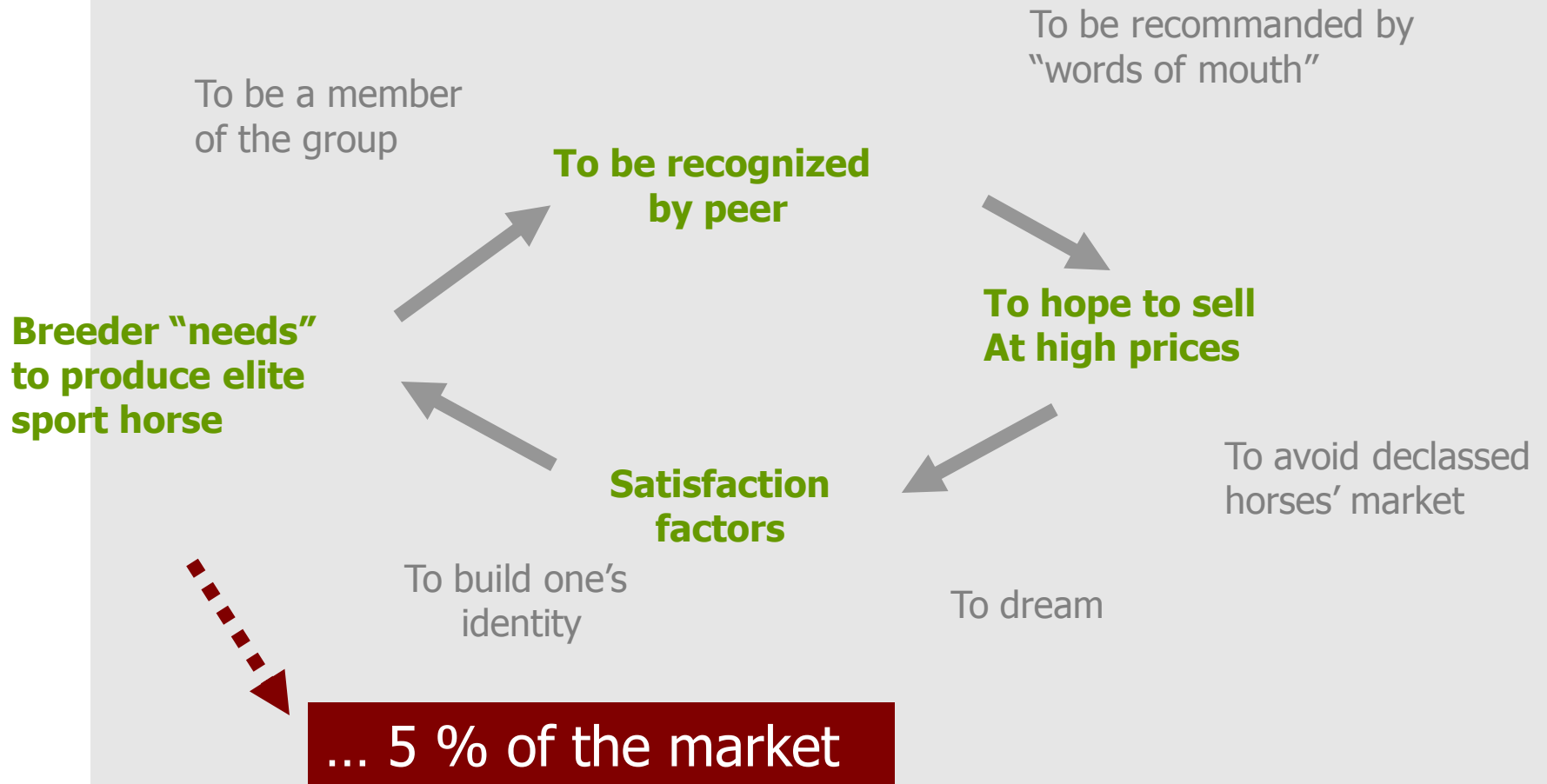
- **Historical**
- **Cultural**
- **Psychological**
- **Economical reasons...**

## 2-2 The « good » horse

### Producing elite jumping horse...

- skills
- infrastructures
- high level, expensive genetic selection
- *middle/long term profit expectations*
- ...

# 2-3 elitism's « vicious circle »



## 2-4 Many frustations...

If the breeder :

- doesn't succeed
- does succeed...

# Conclusion

Breeders : profit or pleasure ?

Buyers : less frustration... but imports

