



**EAAP 2010**

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**for Animal Production**

AUGUST 23rd-27th, 2010 - HERAKLION, CRETE ISLAND, GREECE



Horse Commission – Session S42

August 26<sup>th</sup>

Horse Network Workshop

***Role of equids in socio economy and on human wellbeing***

***Session 1***

***Activities promoting socio economy***

***The role and potential of equines in a sustainable rural  
development in Europe – Social Aspects***

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Molise  
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MTT



Rural areas represent 93% of the territory in EU-27

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- 20% of the population live in predominantly rural areas
  - 38% live in significantly rural areas

Rural areas generate

- 45% of gross value added in EU-27
  - 53% of the employment

Rural development is a vitally important policy area

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EU priority

The management of natural resources in the EU's rural areas

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*represent*

a platform for economic diversification in rural communities

*because*

they offer real opportunities in terms of

➤ potential for **growth in new sectors**

➤ provision of **rural amenities and tourism**

➤ attractiveness as a **place to live and work**

➤ reservoir of **natural resources** and **highly valued landscapes**



## European countryside has a great deal to offer

- It gives us essential raw materials
- It represents a place of beauty, rest and recreation
- It represents a battleground for the fight against climate change
- Many people are attracted by the idea of living and working there (with adequate services and infrastructure available)

### **Growth sectors**

- tourism - crafts
- provision of rural amenities

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opportunities for on-farm diversification outside agriculture

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development of microbusinesses in the broader rural economy

*Nevertheless.....*

...57 % of the overall **Utilized Agricultural Area** in the EU is classified

as

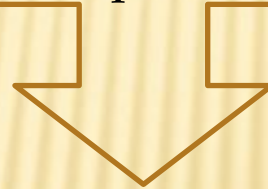
**Less Favoured Area**

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agricultural production or activity is more difficult

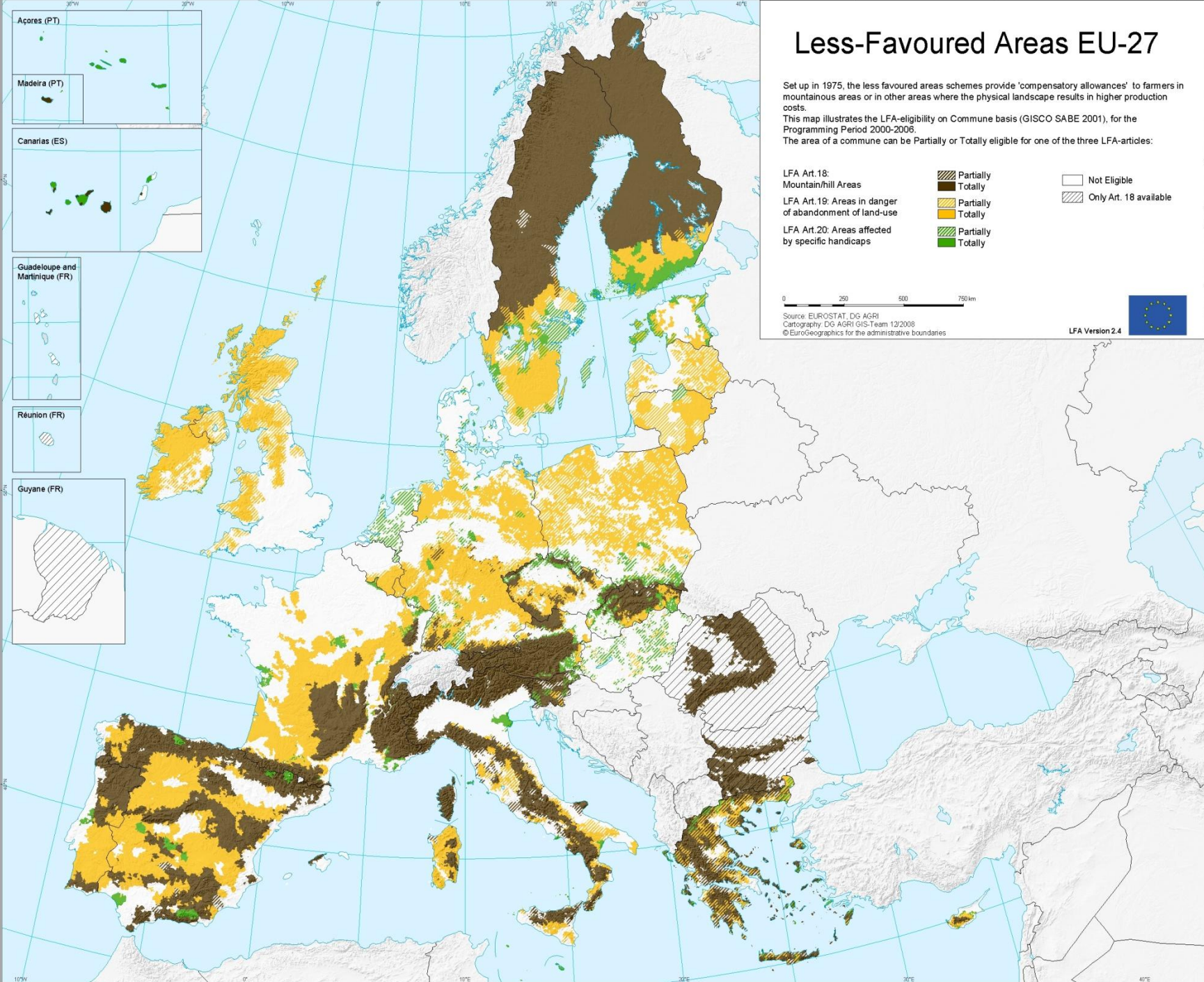
*because of*

- natural handicaps
- difficult climatic conditions
- steep slopes in mountain areas
- low soil productivity



- ❖ *significant risk of agricultural land abandonment*
  - ❖ *possibility of loss of biodiversity*
  - ❖ *desertification and forest fires*
- ❖ *loss of highly valuable rural landscape*





*In these situations.....*

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**Appropriate farming systems help to preserve  
Less Favoured landscapes and habitats**

❖ wetlands

❖ dry meadows

❖ mountain pastures

❖ other natural pastures and meadows, forest meadows



# Rural development policy regulation for 2007 to 2013

concerns three themes  
("thematic axes")

*focused to improve*

- the **competitiveness** of the agricultural and forestry sector
  - the **environment** and the countryside
    - the **quality of life** in rural areas

*and*

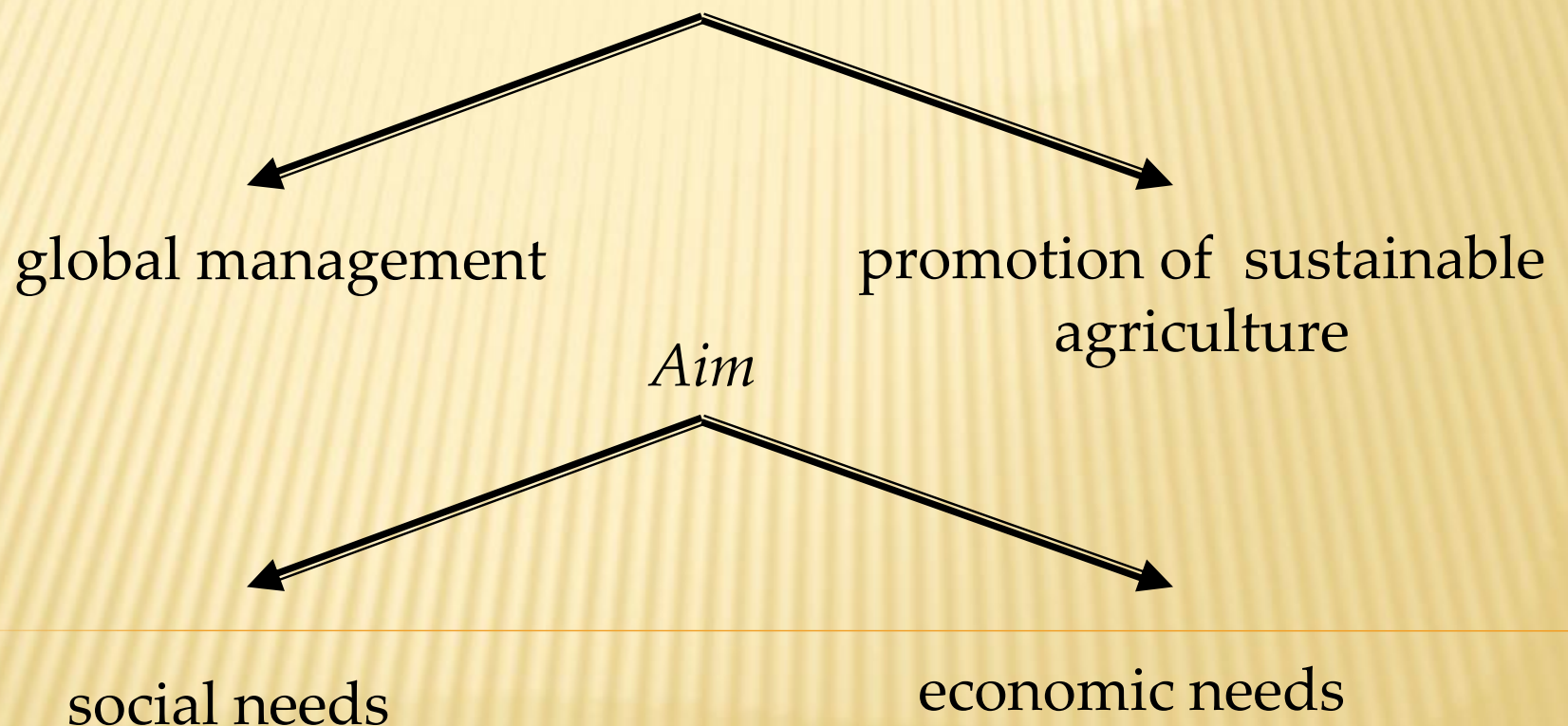
encouraging **diversification** of the rural economy



*In synthesis .....*

## The Agricultural Policy

*is focused on*



global management

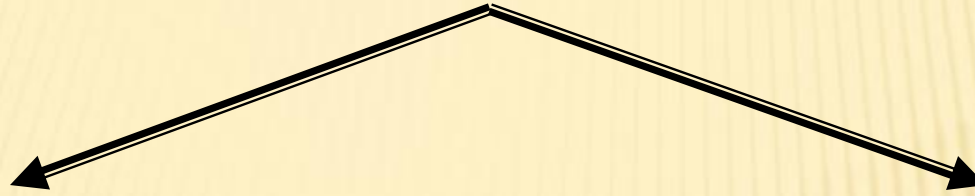
promotion of sustainable  
agriculture

*Aim*

social needs

economic needs

# EQUID HAVE A SIGNIFICANT ROLE



*Equine Industry is facing to a rising socio-economical demand*

*The production and utilisation of equines are so diversified*

THIS EVOLUTION IS SUPPORTED IN  
MANY EUROPEAN COUNTRIES

*because*

HORSES ARE PART OF TERRITORY MANAGEMENT

# Equid industry: activities


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## Main activities



- Races
- Sports
- Leisure
- Hobby farming

## New activities



- Social cultural events
  - Agritourism
  - Medical therapy
- Social rehabilitation
- “Green care activities”

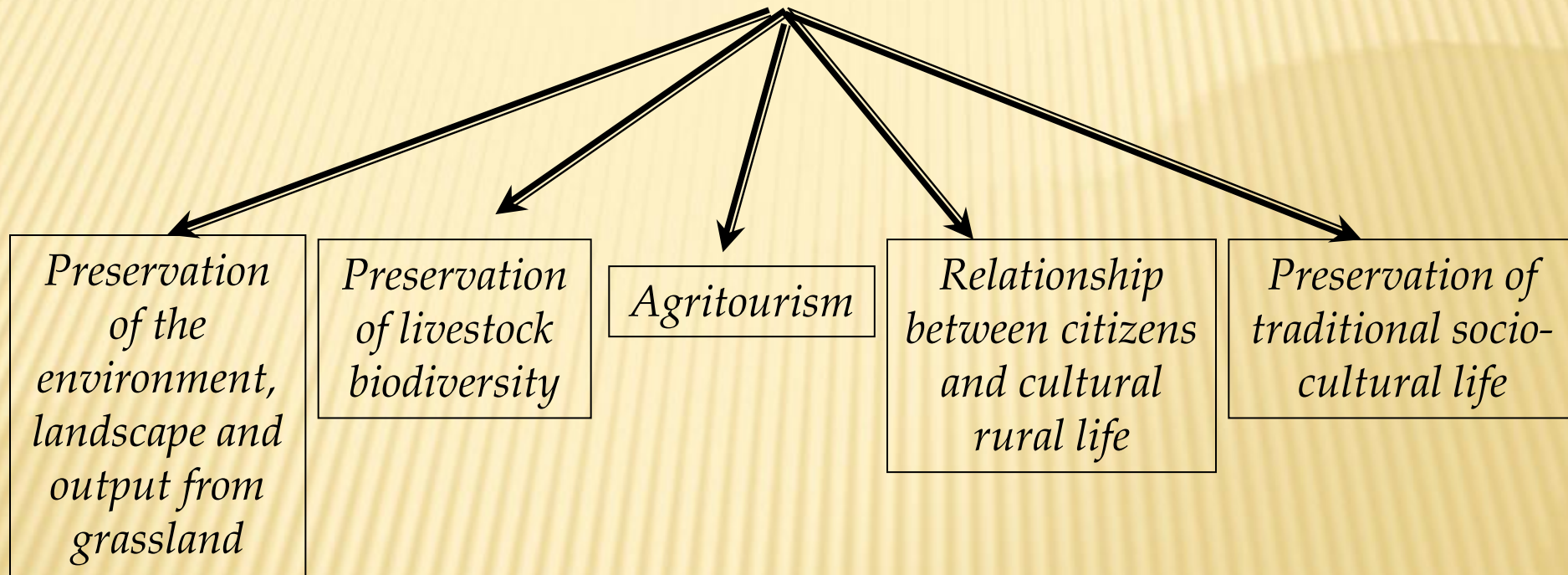
## Niche activities



- Meat or milk



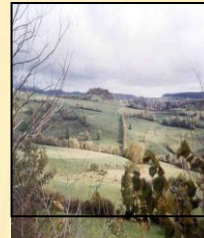
# EQUIDS MATCH THE MOST IMPORTANT EXPECTATIONS COMING FROM MODERN SOCIETY



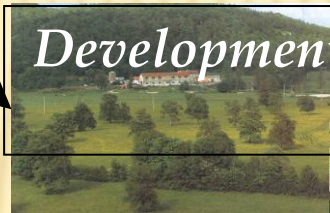
*Horse contribute to*



*Diversification  
of agricultural products and activities*



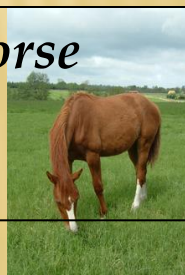
*Sustainability of extensive areas  
(marginal lands)  
and preservation of natural areas*



*Development of agri-tourism in equestrian  
inn-farms located in marginal areas*



*Development of sport and race horse  
breeding in extensive  
pasture areas*



**HORSES ARE CONTRIBUTING TO THE OUTPUT  
OF THE GRASSLANDS IN TERMS OF**

- ANIMAL PRODUCTION**
  - PASTORAL MANAGEMENT AND LANDSCAPE**
  - PROFITABLE USE OF THE AVAILABLE INFRASTRUCTURES**
-



# 1. PRESERVATION OF ENVIRONMENT, LANDSCAPE, BIODIVERSITY OF NATURE AND OUTPUT FROM GRASSLAND

Utilization of the territories

*Grass and preserved forages*

=

❑ *50-80% of horse's feeds in the year*

❑ *Grazing 6 to 10 months*

❑ *Forages can supply 40-70% of annual feeds requirements of the horse*

*It has been estimated estimated that 6.75 million ha are used for horse feed  
(EQUUS 2009)*

❖ **Added value** to land

❖ **Maintain rural landscape** and biodiversity of flora and entomofauna

❖ **Maintain population** + socioeconomic **activities** in rural area

## 2. PRESERVATION OF LIVESTOCK BIODIVERSITY

The biodiversity and the recovery of endangered equine populations play an important role in term of

- ❖ **Exploitation** of marginal and low productive **areas**

  - ❖ **Environment safeguard**

  - ❖ **Recovery of traditional culture**

- ❖ **Improving the market for typical products**

Diffusion of rural tourism

### 3- DEVELOPMENT OF AGRITOURISM

#### Equestrian tourism

In those **agricultural districts abandoned** by farmers  
in the last decades  
because  
of lack of economical advantages coming from agricultural  
activities

**Valorisation of the environment**

=

**Considerable source of non-material values and image**



#### 4. RELATIONSHIP BETWEEN CITIZEN AND CULTURAL RURAL LIFE

*In the last years citizens are very interested in the rural way of life*

- *Rediscovery of uncontaminated wild lands*
- *Educational and therapy purposes*

Many equestrian events are attended by thousands of people

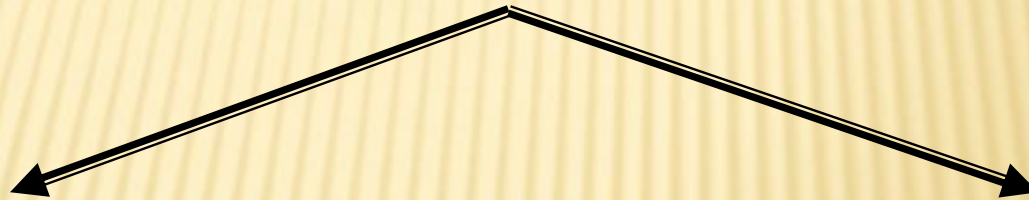
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## 5. PRESERVATION OF TRADITIONAL SOCIO-CULTURAL LIFE

*EQUIDS REPRESENT A STRONG POSITIVE IMAGE TOWARD PEOPLE*

❑ *CULTURAL HERITAGE*

❑ *STRONG HISTORICAL LINKS*



*EQUINE BREEDS*

*GEOGRAPHICAL AREAS*

*LOCAL TRADE MARK IMAGE VALORISED BY TOURISM*

# **THE EQUESTRIAN TOURISM IS NOW PROFESSIONALLY ORGANISED**

## *examples*

*Camargue area -Dome district (France)*

*Maremma district (Toscana-Italy)*

*National Abruzzo Natural Park (Abruzzo/Molise regions-Italy)*

*Nebrodi Park (Sicily-Italy)*

*Giara district (Sardinia-Italy)*

*Grisou and Glaris Alps (Switzerland)*

*Tyrol (Austria)*

*Connemara district (Ireland)*

*Finnhorse tours (Finland)*

*Icelandic horse trekking (Iceland)*

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Many traditional horse events highlights the rural scene

>>> In Switzerland

Equestrian activities linked to Franches Montagnes horse breeding

extensive agricultural production – tourism –  
decentralised rural activities – army

Social cohesion amongst Swiss countries





>>>>> In Ireland

>>> Connemara Clifden Show = Part of the identity  
of Connemara County



*Winner of Filly Foal Class & Champion Foal, Kevin McDonell, Tullymore, Renvyle, Co. Galway, (Streamstown Larry (930) x Jasmine (10020).*





>>> In France

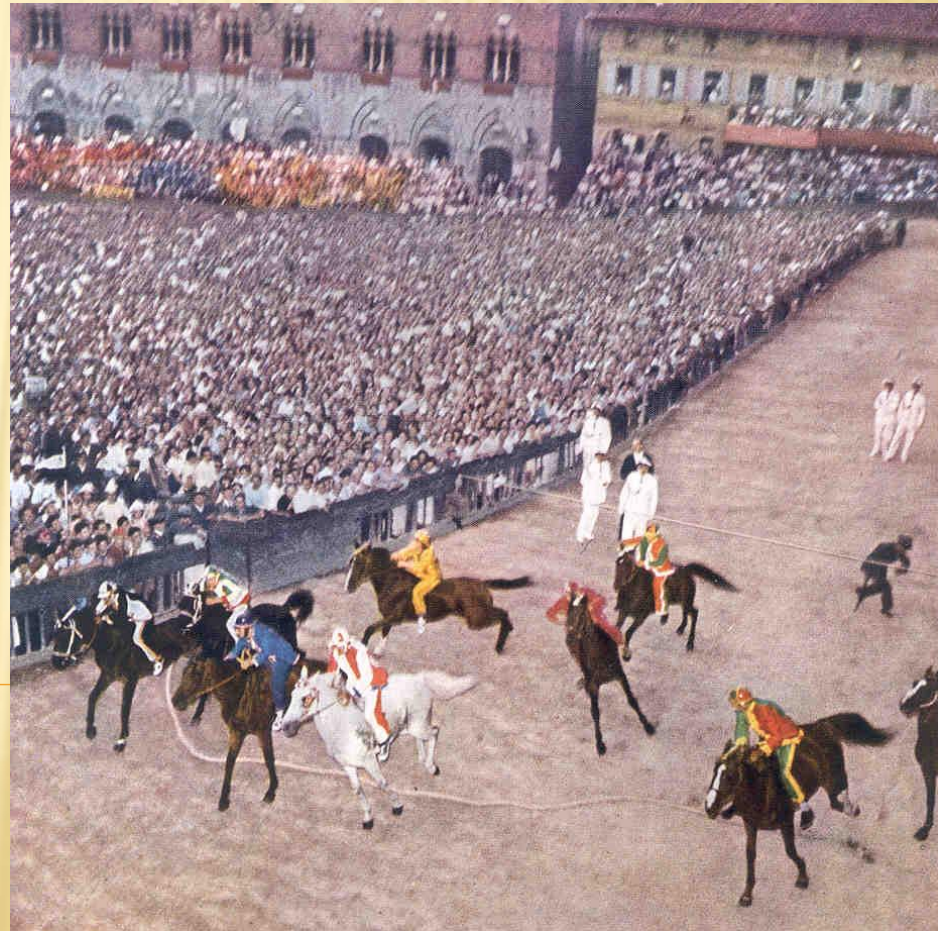
>> Typical Camargue Equestrian Games  
=  
Specific Image of this Region





>>>>> In Italy

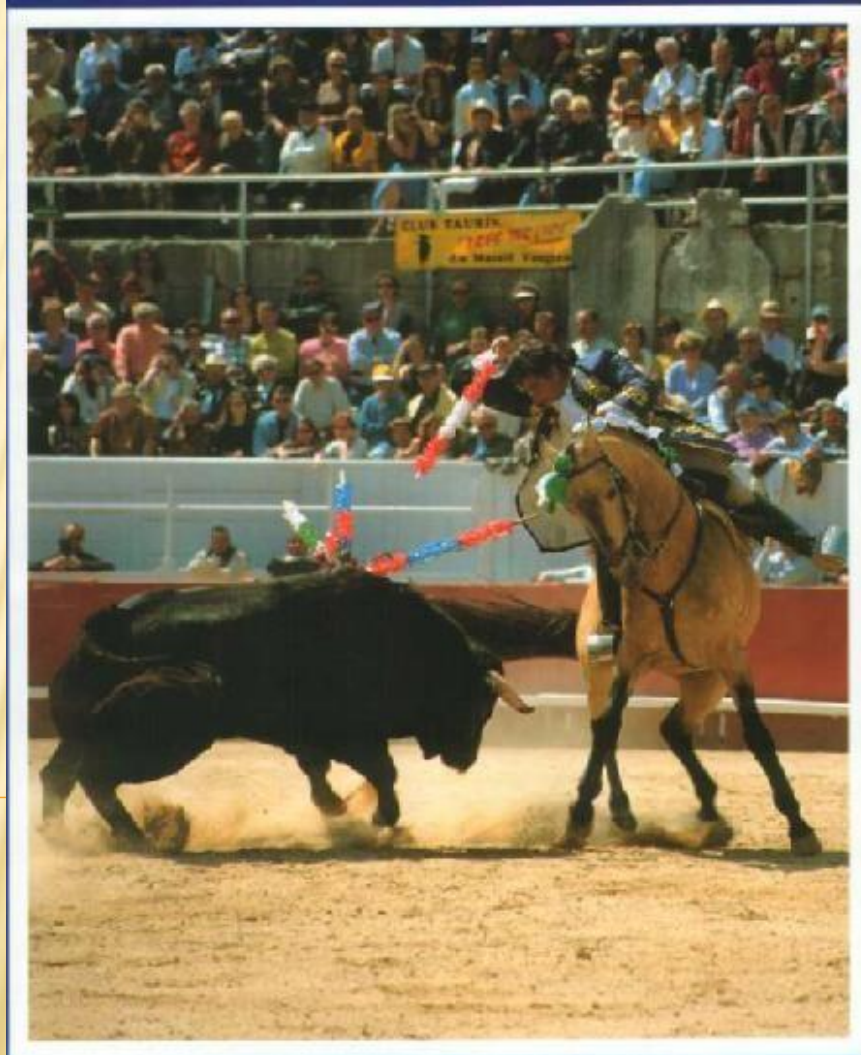
>>> Tuscany >> Siena Palio





>>>>> In Portugal

>>> Equestrian bullfight that involves Lusitanian Horses





## In Finland

>> The Kings of Finnhorses; a 4-day competition and show exhibition for young riding horses of Finnhorse breed (Ypäjä, SW Finland)

>> The Finnhorse trotter championships; one of the largest public event in Finland with 50 000 people during two days

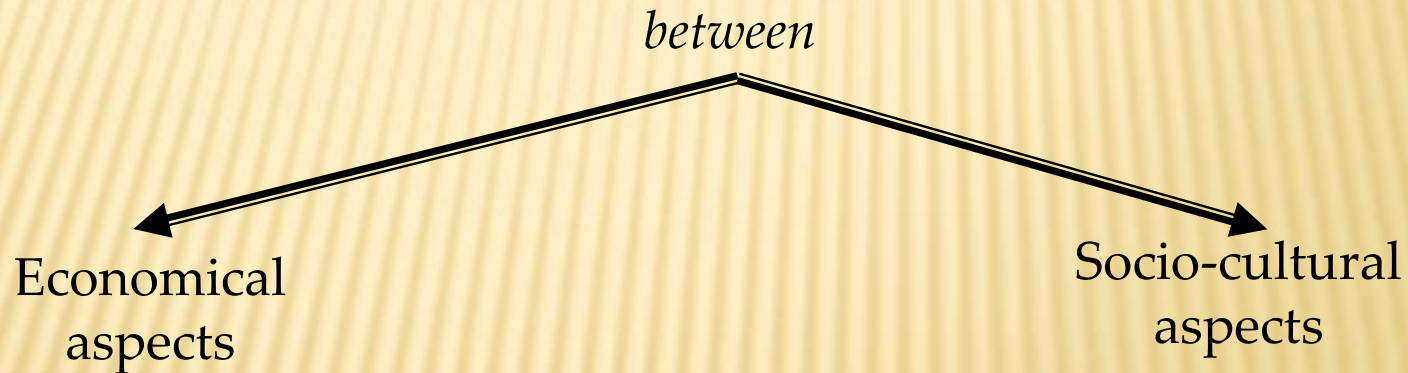




**MANY ECONOMICAL ADVANTAGES ARE CONNECTED  
TO HORSE ACTIVITIES**

*THEY AGREE TO SAFEGUARD NATURE AND CULTURAL ORIGINS*

*HORSES COULD BE DESIGNED as MEDIATOR*



# EQUIDS AND SOCIO-ECONOMICS ISSUES

direct and indirect profits  
coming from a full-fledged economic sector

based on

- ⇒ *Employment and job*
  - ⇒ *Quality of products*
  - ⇒ *Development of breeding strategies  
in the context of sustainable agriculture*
-

# EMPLOYMENT AND JOB

EQUIDS COMMODITY CHAIN GENERATE

□ *EMPLOYMENT*

□ *JOB: > 300 000 JOBS OF WHICH 155 000 DIRECTLY*

- AT DIFFERENT LEVELS
  - AT DIFFERENT TYPOLOGIES
-



# *THESE DIFFERENT TASKS ARE OFTEN CARRIED OUT BY*

## *1. DIFFERENT EXPERTISED PEOPLE*

Equine veterinarians – Horse Nutritionists – Farriers  
Riders – Grooms – Horse Breaker - Head leads...

## *2. SPECIALISED INDUSTRIES*

Equine veterinary products – horse clinic –  
specialised feeds and supplements  
Artificial Insemination – Organisation – Societies....

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DIRECT PROFITS

# OTHER PROFITS THAT DEPEND DIRECTLY ON EQUID'S BREEDING

come from

- >>> *Specialised horse equipment*
  - >>> *Specialised riders equipments*
    - >>> *Services Companies*
    - >>> *Specialised Press*
    - >>> *Specialised Corporations*
  - >>> *Equestrian show and promenades*
    - >>> *Riding schools*
    - >>> *Betting*
-

# WIDE PRODUCTION AND TRADING MECHANISM

*ECONOMIC ADVANTAGES COMING FROM EQUINES  
BRED IN TRADITIONAL BREEDING SYSTEMS  
-INCLUDED LANDSCAPE EXPLOITATION -*

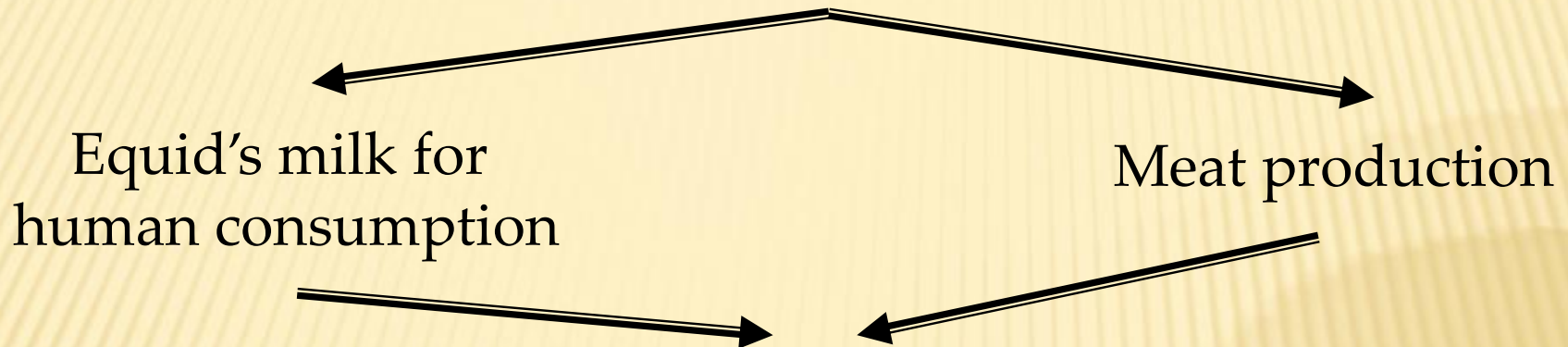
to be compared to the

*PRODUCTS ORIGINATED BY THE MORE TRADITIONAL  
KIND OF LIVESTOCK PRODUCTS  
(milk, meat, etc.)*

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# QUALITY OF PRODUCTS



➤ Animal biodiversity preservation

➤ Microeconomy of rural areas

Total number of resident and raised animals  
*are decreasing*

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related problems

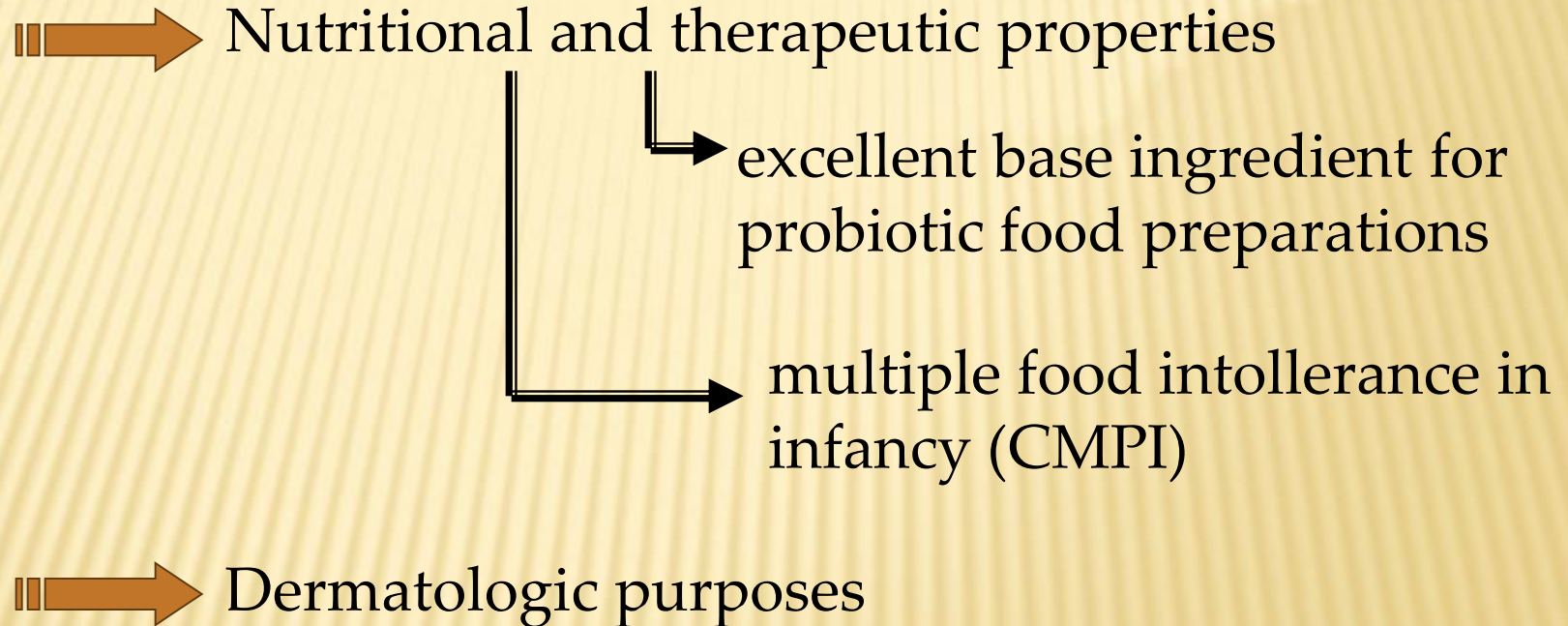
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>>> *forest and woodlands fires*

>>> *soil erosion*

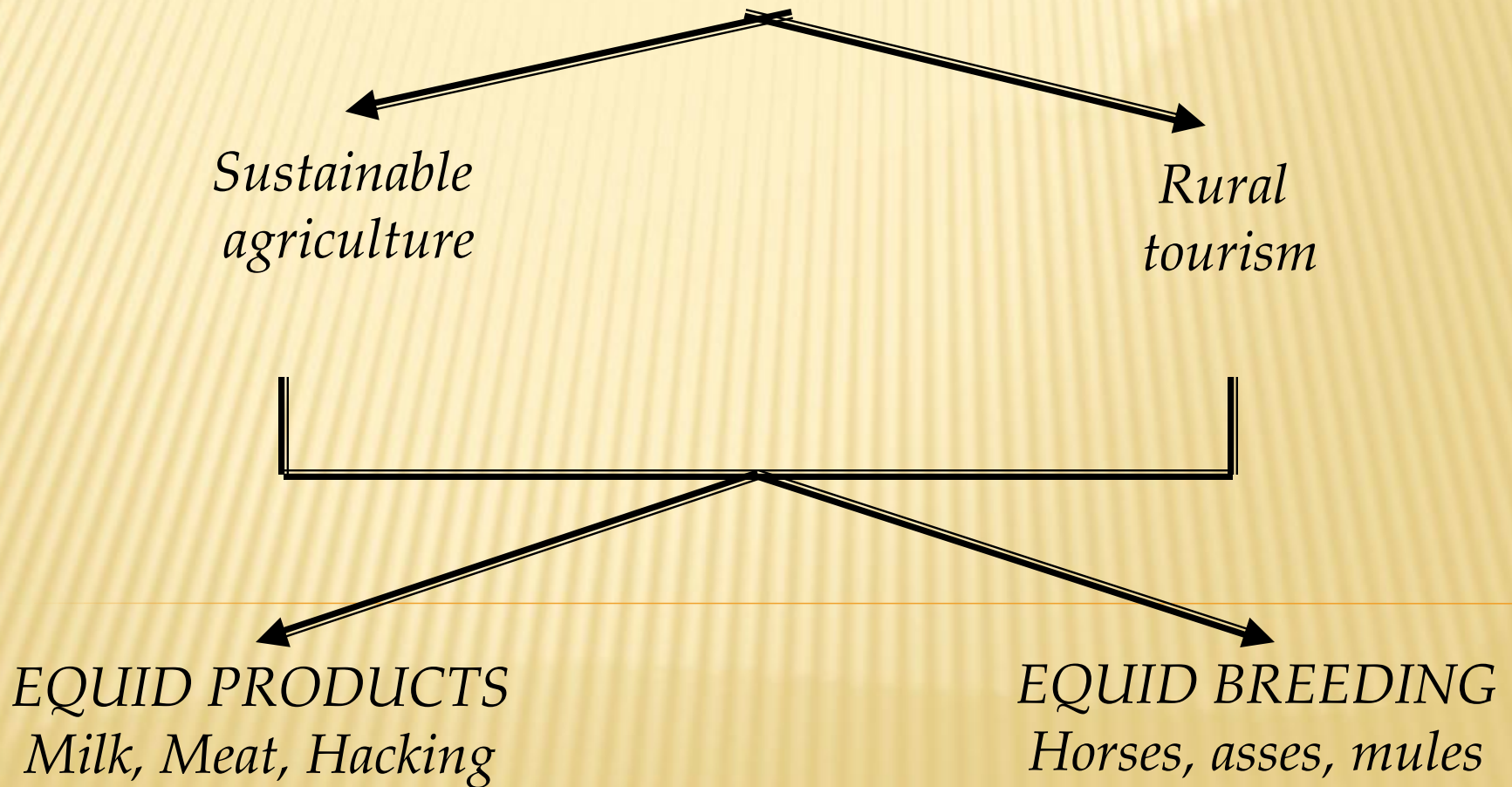
>>> *desertification*

# *Milk production for human consumption*



# DEVELOPMENT OF BREEDING AND FARMING STRATEGIES IN THE LIMIT OF SUSTAINABLE AGRICULTURE

Recovery of marginal zones and grasslands





## *General conclusions*

### **1 - VALORISATION OF ALL THE AGRITOURISTIC RESOURCES**

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Significant economical advantages

*coming from*

**A touristic offer competitive with other  
activities associated to sustainable agriculture**

## *General conclusions*

### **2 - ACTUALLY THE EXPLOITATION OF MARGINAL LANDS WITH EQUIDS BREEDING**

*REPRESENTS*

*MANY POTENTIAL ECONOMICAL ADVANTAGES*

*coming from*

- ① DIFFERENT KINDS OF EQUID PRODUCTIONS**
- ② IMPROVING OF SUSTANAIBLE AGRICULTURE MODELS**
- ③ INCREASE OF TOURISM DEMAND FOR THE DISCOVERY  
OF MOUNTAIN AND HILLY AREAS**

**= EU: CAP 1st pillar**

### **3 - EQUIDS ARE NOW PLAYING A MERGING ROLE**

*in the context of*

**SUSTAINABLE DEVELOPMENT**



*diversity of actions*



*multipurpose uses*

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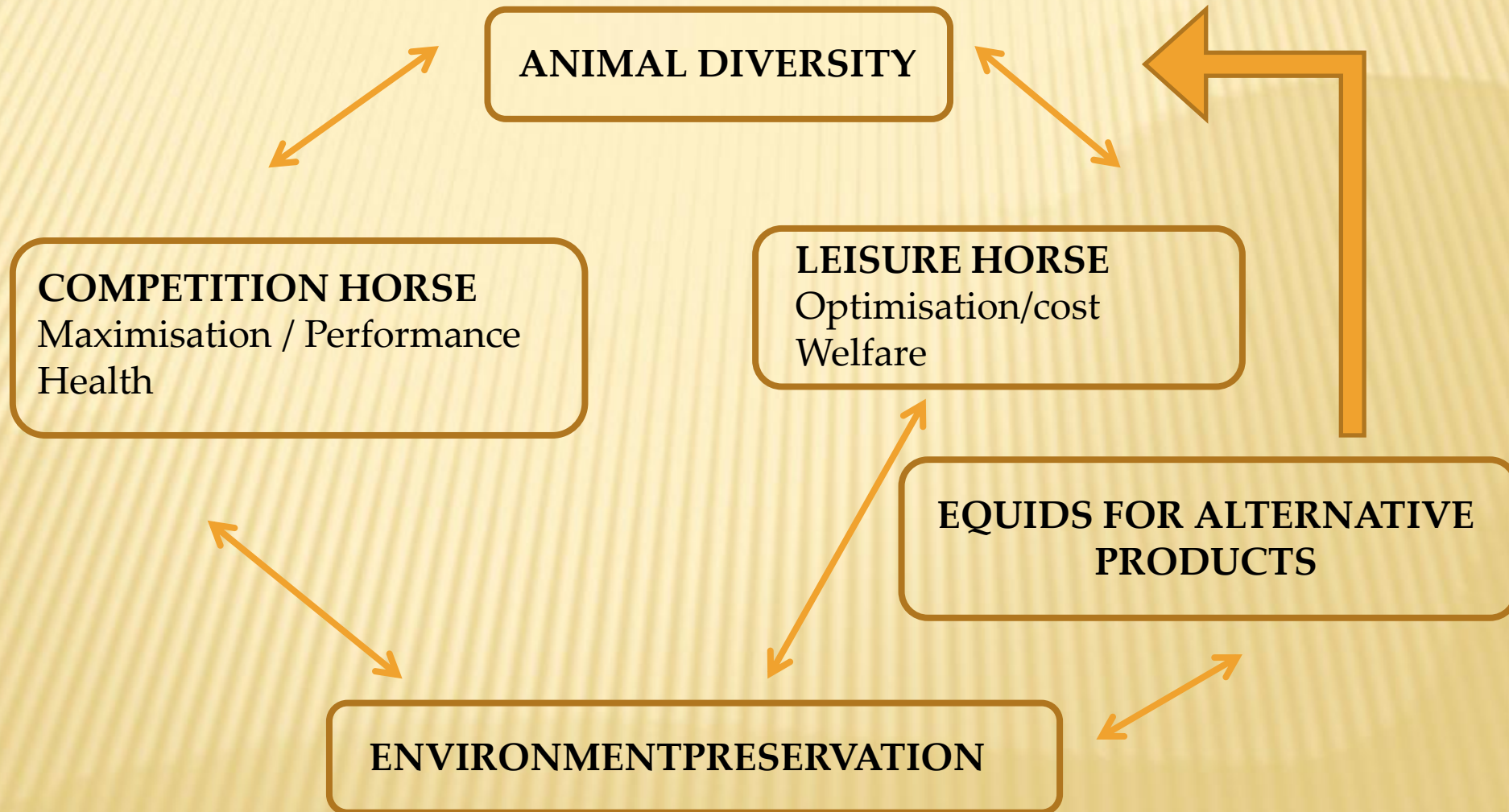
**STRONG ADVANTAGE IN THE SCOPE OF THE NEW DEAL  
FOR TERRITORIES MANAGEMENT**

**= EU: CAP 2<sup>nd</sup> pillar**



## *Key challenge*

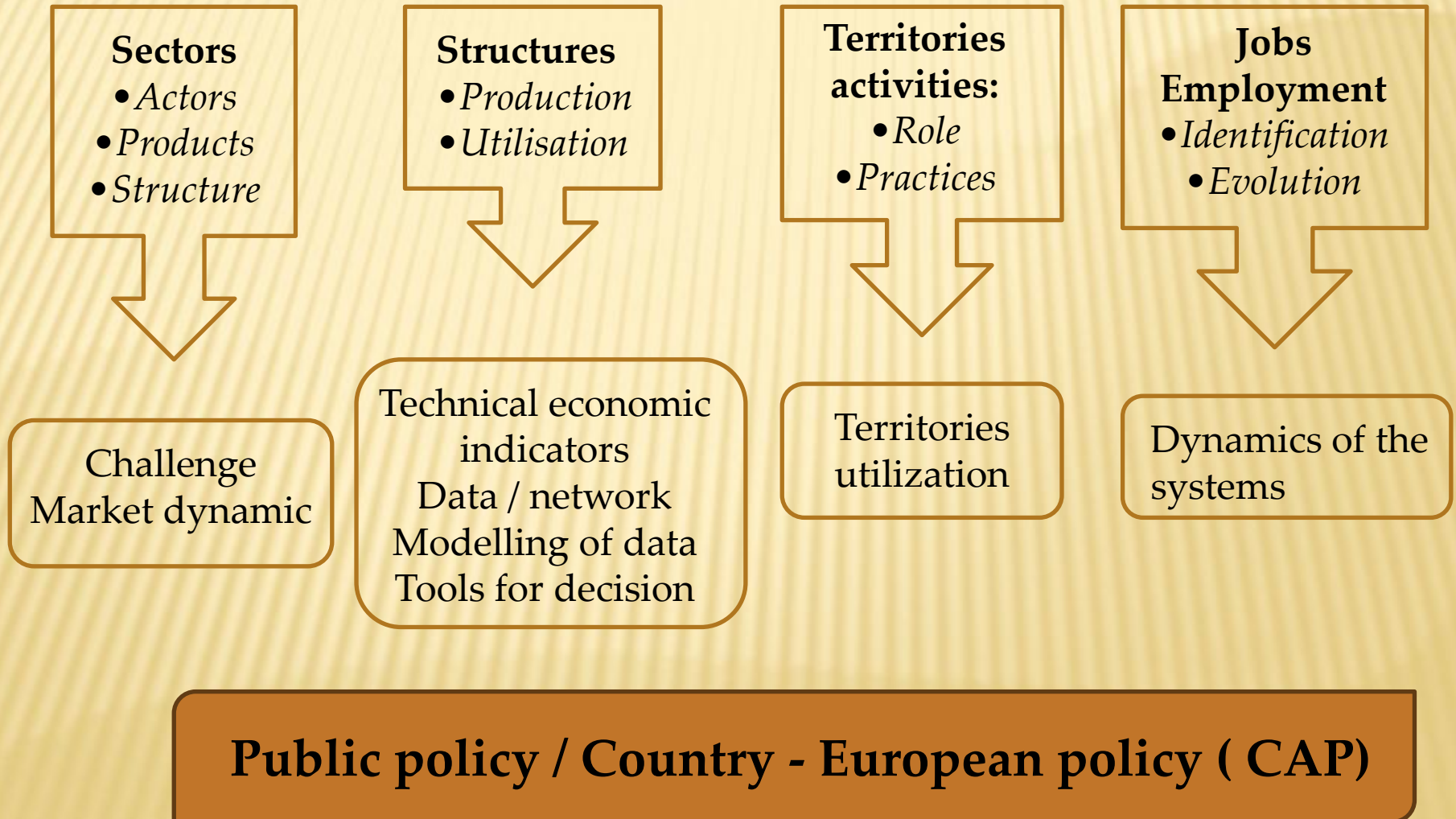
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# General conclusions

## Main achievements & New prospects

### Technical & Socio economic evaluation of the chain components





*Thank you for your  
attention*