

The Wisconsin Horse Council owns the Midwest Horse Fair - MHF

- The economic impact of the MHF is estimated to be \$11 million!
- The MHF has had over 60,000 attendees for the past 5 years.
- There are over 500 vendors and 600-700 horses.



Horses in Wisconsin: Serious Business

Economic Impact = \$2.24 billion*



The WHC gives out money annually for scholarships, sponsorships, and trail grants.

- The WHC offers programs for trail riding and driving, certifying and educating judges, trail building school, and honorary awards such as:
 - Director of the Year Award
 - Horse Person of the Year Award
 - Special Achievement Award
 - Lifetime Achievement Award
 - Show Judge of the Year Award
 - Equine of the Year Award
- WHC Also has a Wisconsin State Horse Council Foundation, a 501c3
- We have representation in Madison to promote equine legislation and protect horse owners.



The Wisconsin Horse Council, Inc. is a non-profit organization representing horsemen and women and the equine industry. The WHC promotes the horse through leadership, education, and service and takes a proactive role in the growth of the industry.



Wisconsin Horse Council

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*AHC Study 2017-2018





Economic Impact of Wisconsin's 150,325 horses

Value of horses in our state....\$1.28 million

The horse industry is a significant portion of Wisconsin's \$282.04 billion GDP (2017)

The equine industry annually generates...

- \$723 million direct contribution to WI GDP
- \$1.286 billion in total value added to WI Economy
- \$2.241 billion in economic impact

It provides 26,407 jobs that generate...

- \$562 million in direct labor income
- \$882 million in total labor income
- \$22 million in local, state, and federal taxes

Equine Economic Impact by Sector to Wisc.

Sector	Jobs	Value to State Economy	Total Economic Impact
Competition	9,997	\$470 mil	\$810 mil
Recreation	6,183	\$298 mil	\$504 mil
Racing	1,064	\$63 mil	\$97 mil
Equine Therapy	213	\$8.9 mil	-
Equine Rescues & Sanctuaries	32	\$1.4 mil	-
Equine Academic Institutions	56	\$4.2 mil	-



A Snapshot of Wisconsin Horse Owners

Our 150,325 horses are owned by 30,554 households

Median Number of Horses.....5.0

Horse Enthusiasts in WI - made up of owners, participants (non-owners) and spectators are in 30.5% of households or 727,000 in Wisconsin.

These owners, participants, and spectators have spent an estimated \$483 million on travel, dining and lodging while participating in, and attending horse events.

Horse Enthusiast Breakdown by Type

Type	WI Households	Percent
Owner	30,554	1.3%
Participant (Non-Owner)	382,647	16.0%
Spectator Only	314,266	13.2%
Total Horse Enthusiasts	727,467	30.50%

Land:

61% or 6 out of 10 horseowners own or lease a farm, barn, or stable; which represents approximately 423,000 acres of land in Wisconsin used for horse related purposes.

How Wisconsin Horse Owners Use Their Horses

