



EQUINE INITIATIVE

AN ENGAGEMENT PROGRAM OF THE OCALA CEP

FORWARD MOMENTUM

CEP **OCALA METRO**
CHAMBER & ECONOMIC
PARTNERSHIP

Equine 201:

Industry Orientation

Presented by



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Why an Equine Initiative?

The equine industry represents a significant economic impact to the local economy. It is imperative to the growth of our community that this industry is healthy and nurtured. To do this, CEP needs to strengthen farm to city engagement and to better integrate equine businesses with the business community at large.

Through the Equine Initiative, the CEP will serve as the catalyst to Educate, Connect, and Advocate for the Equine Industry. We will connect our partners with farms, horse shows, and related businesses, while striving to increase equine business engagement with the CEP. We will strive to expand awareness of the equine industry to residents and visitors to the Ocala Metro.

Few students grow up around horses or have the opportunity to interact with them. Students also have little knowledge of the career opportunities that exist in and around the equine industry. As such, providing that experience and knowledge to students and families will require a level of collaboration and innovation. MCPS and the CEP have partnered to provide additional learning experiences to the students, families, and instructional staff within the district.

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PURPOSE

Advocate—on behalf of the equine industry in the Ocala Metro with the goal of supporting, preserving, and assisting in the growth of this valuable economic driver.

Equine Advocacy Committee

Workforce
Immigration
Farmland Preservation
Equine Health & Safety
Disaster Relief

Law Enforcement Education
Quarantine Facility
and More...



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PURPOSE



Connect—general business and equine industries for economic growth—assisting with the creation, development and success of new equine related companies, products, and services, as well as communicating niche marketing opportunities in various disciplines and events.



PURPOSE

Educate—the community at large about the equine world to enhance networking with leadership and participation and enjoyment by the entire Ocala Metro.



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MCPS Partnership

Field Trips & Project Based Learning—Teacher Support—Fundraising
Public Awareness—Volunteer Involvement



Horse Capital of the World®

Year-round Sunshine and a mild climate

Soil rich in limestone—Builds strong bones

Over 1,200 Horses—50 National champions

6 Kentucky Derby winners—2 Triple Crown Winners

26 Breeders' Cup champions—6 Horses of the Year

The county has more horses/ponies than any other in the U.S.

Over 75,000 horses—34,000+ are Thoroughbreds

More than 15,000 thoroughbreds train annually in Florida

Equines cover more than 210,000 acres of prime land in Marion County

Marion County earned this title when it was read into Congressional record in 1999 and the U.S. Department of Agriculture put its seal of approval on promotions using that label. The USDA's Census of Agriculture continues to show that Marion County leads all U.S. counties in total number of horses and ponies in residence.

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List of Breeds

Akhal-Teke
Altèr Real
American Cream Draft
American Paint Horse
American Quarter Horse
American Saddlebred
American Warmblood
Andalusian
Anglo-Arabian
Appaloosa
Appendix Quarter Horse
Appaloosa
Arabian (incl. Half-Arabian)
Ardennes horse, or Ardennais
Argentine Criollo
Azteca horse
Bashkir Curly, or Curly horse
Belgian
Belgian Warmblood (incl. Belgian Half-blood)
Chickasaw Horse
Clydesdale
Dales Pony

Dutch Warmblood
East Friesian
Falabella
Fjord horse/Norwegian Fjord Horse
Florida Cracker Horse
Friesian
Friesian Sporthorse
Gypsy Vanner
Hackney
Haflinger
Hanoverian
Holsteiner
Irish Draught
Irish Sport Horse
Kiger Mustang
Lipizzan or Lipizzaner
Lusitano
Mangalarga Marchador
Marsh Tacky, or Carolina Marsh Tacky
Miniature
Missouri Fox Trotter
Morab

Morgan
Mustang
Paint
Paso Fino
Percheron
Peruvian Paso
Quarab
Rocky Mountain Horse
Saddlebred
Shire
Spotted Saddle
Standardbred Suffolk Punch
Swedish Ardennes
Tennessee Walking Horse
Thoroughbred
Trakehner
Warmblood
Welsh Cob
Zweibrücker

Economic Impact

2014 Ocala CEP Study:

\$2.62 billion in industry output (revenues)

\$1.60 billion in value added contribution to Gross Domestic Product

Employment of 19,209 full-time and part-time jobs

Represents 15 to 18 percent of the overall county economy

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Economic Impact

2023 American Horse Council Study

\$4.3 Billion in industry output (revenues)

75,000 horses in Marion County

Employment of 28,500 full-time and part-time jobs

Represents 22 percent of the overall Marion County economy in 2023

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Signature Equine Events

Longines League of Nations at World Equestrian Center

HITS Ocala Winter Circuit at Post Time Farm

CEP Equine Industry Expo

CEP All-Breed Horse Capital Parade & Hobby Horse Equestrian Games

Live Oak International

Grandview Invitational Draft Horse Show & World Nights

Ocala Polo Club

Monthly CEP Equine Initiative Events!!

And so many more.....

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Major Equine Event Venues



Post Time Farm – Home of HITS Ocala

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Educational Resources



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EquiTourism Centers



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Equine Disciplines

Show Jumping
Carriage Driving
3-Day Eventing
(triathlon of horse sports)
Dressage
Horse Racing
Barrel Racing
Endurance Racing
Polo (team sport)



Cutting
Reining
Roping
Vaulting
Mounted Shooting and more.....



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Ocala's Thoroughbred History

Ocala's Equine History Goes Back Over 80 Years

1943—Carl G. Rose developed the first thoroughbred horse farm, Rosemere, in Florida on State Road 200

1944—Rose's two-year-old filly, Gornil, wins a race at Miami's Tropical Park becoming the first Florida-bred horse to win a race in Florida.

1952—Bonnie M. Heath II and Jack Dudley form D&H Stable.

1956—

- Needles, of Bonnie Heath Farms, Ocala, first Florida-bred Kentucky Derby and Belmont Stakes winner
- Joe O'Farrell moves to Ocala from Maryland, where he raised horses
- O'Farrell becomes part-owner of Ocala Stud (formerly Dickey Stables), 993 acres with 21 horses

1957

- Feb. 25 – O'Farrell organizes the first two-year-old-in-training sale in the U.S. 37 racehorses sold.
- Nov. – Florida Breeders Sales Association (FBSA) founded by O'Farrell, Rose, Heath and Douglas Stewart

1959

- Needles became the first national racehorse champion to enter stud outside of Kentucky



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Ocala's Thoroughbred History

1960

- Ocala Stud brings in first stallion from Europe for breeding
- William McKnight, chairman of 3M Corp., buys 320 acres of Bonnie Heath Farm and starts Tartan Farm
- Bonnie M. Heath II elected president Florida Thoroughbred Breeders' Association

1961

- Carry Back of Ocala wins Kentucky Derby and Preakness Stakes
- Rosemere Farms closes; Rose sells land for \$1,500 an acre for development (where CF currently stands)

1962

- Florida Breeders Sales Association's "annual" sale becomes big; auctions are scheduled twice a year in Ocala

1965

- William McKnight of Tartan Farms and 3M fame is instrumental in developing an all-weather, synthetic racetrack

1968

- Dr. Fager of Tartan Farms is named North American Horse of the Year – champion sprinter, champion grass horse and champion handicap horse.

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Ocala's Thoroughbred History

1974

- Joe O'Farrell splits with the Florida Breeders' Sales Co. after 16 years & Starts a rival sales company, the Ocala Breeders' Sales Company

1975

- Foolish Pleasure of Ocala wins Kentucky Derby

1976

- Bridlewood Farm founded by Arthur and Martha Appleton

1978

- Affirmed, born at Harbor View Farm in Ocala, wins the Triple Crown; earned nearly \$2.4 million in his racing career

1984

- Ocala Breeders' Sales Company buys Florida Breeders' Sales Company; will become the biggest seller in the U.S.

1990

- William McKnight of Tartan Farms and co-founder of Calder Race Course, named leading U.S. breeder—McKnight bred and owned Dr. Fager, Ta Wee, Dr. Patches, Unbridled and others
- Unbridled of Tartan Farms wins the Kentucky Derby and the Breeders Cup Classic; won \$4.5 million in his career



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Ocala's Thoroughbred History

1994

- Holy Bull, Bonnie Heath Farms, named North American Horse of the Year; Earns nearly \$2.5MM in his career
- Frank Stronach, owner of the Gulfstream Racetrack in Miami, buys the 330-acre Lin-Drake Farm on Highway 27 West just outside Ocala for \$1.9 million—Farm is called Adena Springs South. He buys 2,700 more acres and creates the largest breeding farm in the U.S.

1997

- Silver Charm, who was born at Dudley Farm, wins the Kentucky Derby; Owned by pinhookers J.B. and Kevin McKathan of McKathan Brothers Training Facility in Citra—Silver Charm earned \$6.9 million during his career

1998

- Skip Away, a Florida-bred, named North American Horse of the Year; earned \$9.6 million in his racing career
- Ocala Breeders' Sales Company posted thoroughbred sales totaling \$63 million.
- Sale of Bonnie Heath Farm, Dudley Farm, and a portion of Tartan Farms to Richard Seimans, a developer, to create Heath Brook, a golf course, apartments, houses and retail stores

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Ocala's Thoroughbred History

2001

- Tartan Farm closes down after a 40 years of breeding champion racehorses including 100 stakes winners
- Winding Oaks, on about half of the original Tartan Farm, opens
- 450 thoroughbred horse farms in Marion County

2003

- 4,500 registered thoroughbred foals from Marion County
- Dudley Farm relocates to Fellowship; Ocala Stud becomes the only heritage horse farm left in central Ocala
- Heath Brook, a development replacing 3 heritage farms, stalls. Build-out delayed until 2013

2013

- Bridlewood Farm, with over 2,200 acres is sold to John and Leslie Malone; over 100 stakes winners bred or trained

2015

- American Pharoah, trained as a yearling at McKathan Brothers Training Center wins the modern Grand Slam of Thoroughbred racing—Kentucky Derby, Preakness Stakes, Belmont Stakes and Breeders' Cup Classic

2021

- Medina Spirit becomes the first Ocala bred horse to be disqualified after winning the Kentucky Derby; trained by Hall of Famer Bob Baffert



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Closing Comments & Questions

Happy Horsing around until next time!!

CEP is the only chamber of commerce in world with an Equine Initiative, therefore we encourage you to get out and participate....



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