

Elevated Equine Connecting Equine Owners with UGA Extension

Ashley Best, ANR Extension Agent, Newton County | abest22@uga.edu | 770-784-2010

Situation:

The equine industry in Georgia, as well as Newton County, has grown in scope over the last decade. The total Equine Farm Gate value in Newton County is over \$9 million. Information gathered by horse owners is from local feed stores, farriers and other members of the equine community and is often not research-based or accurate. This information can be out-of-date, ineffective and more commonly opinion-based. Previous equine programming from Extension has been targeted towards 4-H youth thus adult education has been minimal. Newton County Extension has met the needs of the equine community for research-based information by providing virtual programming, in-person courses, a quarterly equine newsletter, site visits and work to promote and improve equine activities at the local Newton County Agriculture Center.

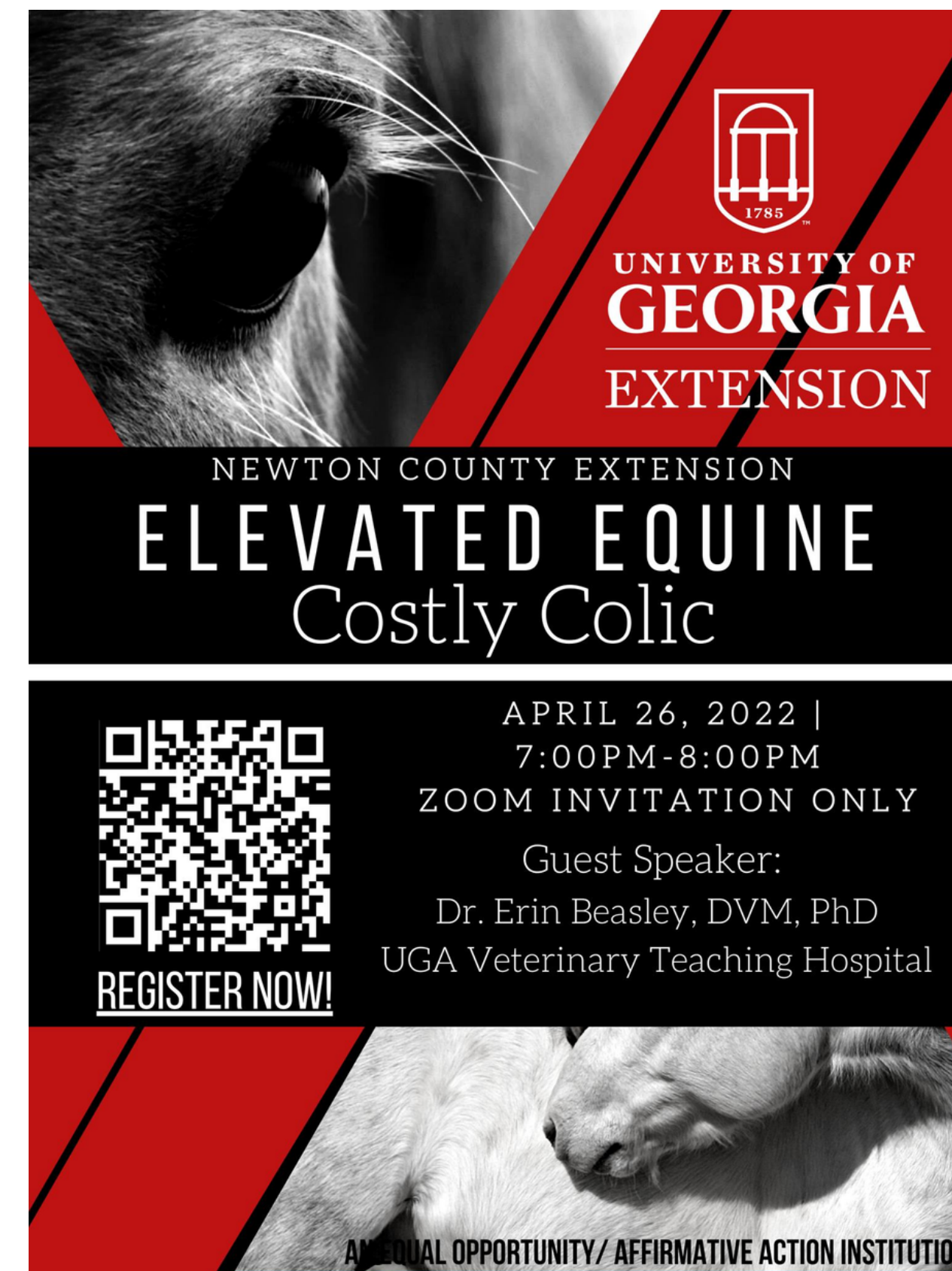
Objectives:

Newton Extension Elevated Equine will:

- allow participants to utilize UGA Extension in Newton County for research-based information and resources pertaining to equine management.
- develop educational programs for local needs such as equine nutrition, forage management and general equine practices.
- develop and maintain a quarterly equine newsletter.
- promote and improve equine activities at the Newton County Agriculture Center.
- create a Newton County 4-H Horse Club and Horse Judging Team.

Youth Programming Results

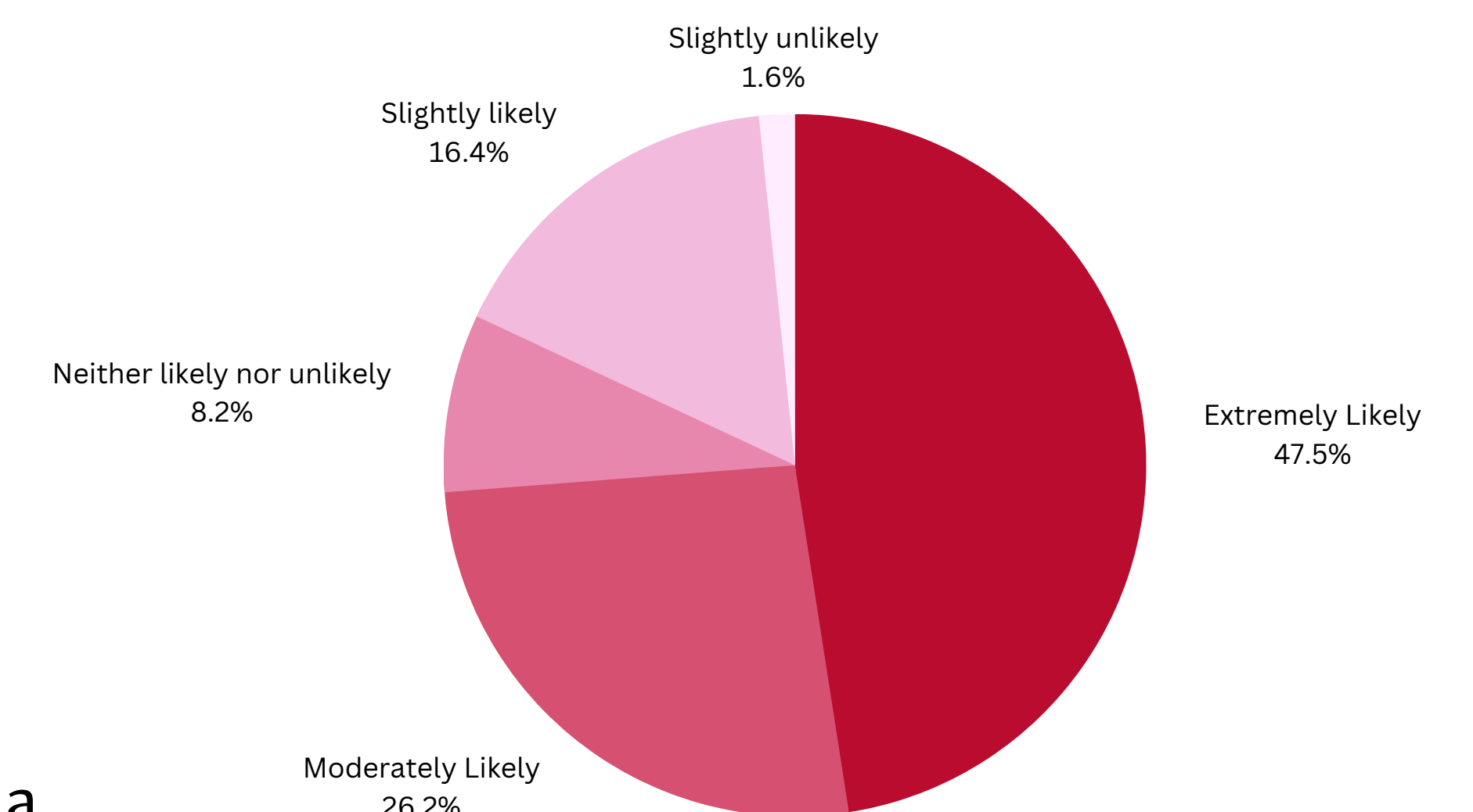
- Newton 4-H Junior Horse Judging Team placed **2nd** at the **State Horse Judging Competition**
- 15 hours of instruction for horse judging with 8 youth participants
- Over 35 youth interested in the Newton 4-H Horse Club



Equine Programming Results

- 9 Total Programs (2020-2022)
- 250 Registered Participants
- 8 Guest Speakers
- Topics:
 - Health and First Aid
 - Older Equine Care
 - Nutrition
 - Ulcer Prevention
 - Mare Care
 - Pasture Management
 - The Equine Hoof
 - Costly Colic (Flyer pictured)
 - Yearly Equine Care
- The Costly Colic Facebook post had a reach of over 4,500 accounts.
- 3 Out of County Programs

Likelihood of Participants to Join Newton Extension for Future Equine Programming



Quarterly Equine Newsletter Results

To promote Extension equine resources and build relationships with local horse owners and professionals, a team of University of Georgia Extension Agents collaborated to develop "The Leading Rein", a quarterly newsletter for Georgia horse owners and professionals across all equestrian disciplines. The purpose of "The Leading Rein" is to provide equine owners timely, research-based, and unbiased information about general equine ownership and has rotating articles on forage management, reproduction, nutrition, and 4-H horse programs for youth. Two permanent segments include the "Tack Corner", which is a discussion of tack and equipment, and the "Mark Your Calendar", a list of upcoming events and trainings through brief explanations and clickable links to register or learn more. Quarterly articles are authored by Ashley Best, Newton County, Brooklyne Wassel, Pike County, and Brenda Jackson, Murray County in addition to occasional scholarly contributions from UGA Extension Equine Specialists. The Fall 2022 issue is pictured at left.

- 7 Total Issues (2020-2022)
- 537 Recipients via Equine Email List
- Over 6,000 Accounts reached via Facebook posts (2020-2022)

Find all issues of "The Leading Rein"



The Newton County Agriculture Center Committee Work

The Newton County Extension Agent serves on the advisory committee and works closely with the Newton County Agriculture Center Manager to improve the equine activities and usage of the horse arena.

- Aided in securing a Department of Community Affairs Grant of \$600,000 to build an 80 stall horse barn
- Advised the expansion of the warm up arena
- Usage has increased to an average of 4 events per month renting the facilities
- Secured improvements in the footing for performance equine events

