



*2021 Awesome Indian – Mickeys Last Dance, photographer Paulette Taylor*

## **Insight on Starting Your Own Horse Breeding Business**

If you have a passion for horses and want to help future generations be as healthy as they can, a career in horse breeding may be for you. It's not easy work, but it's worth every challenge that you may face along the way. Today, the [New Mexico Horse Breeders' Association](#) provides some insight and information to help you establish your own equine endeavor.

### **Start With a Business Plan**

A business plan is an essential step when you're getting ready to launch any type of business. Among other things, your business plan will include your mission statement, how you plan to make money in the horse breeding business, your management team, [and your business structure](#).

## **Educate Yourself**

According to the Horses And Foals blog, [no formal education is required](#) to become a horse breeder. This does not mean that you should not give yourself an education in everything from equine biology and behaviors to the laws and regulations surrounding shipping biological material nationally and globally.

## **Understand That It Is Not All Horse Handling**

While your passion is horses, as a business owner, there are many other tasks that you must attend to each day. These include everything from payroll to inventory, quality control, and cleaning. You also need to learn how to market yourself, which might include [a combination of digital profiles, a website](#), and physical marketing materials, like T-shirts, business cards, and other branded items.

It may be a good idea [to start an e-newsletter](#), too. These are great marketing tools to keep current subscribers informed about your business and what is going on in the pastures. It can be a fun way to share a little behind the scenes information, too. And fortunately, creating a newsletter is easy, especially if you [give this a try](#). Simply choose a template, modify it to match your branding colors and fonts, add content, and you're ready to send!

## **Decide If You Can Live On The Salary**

As a business owner, you'll be in charge of your own success. But, an average income you might expect [is a modest \\$56,257 per year](#). This, of course, depends on where you live and how many horses

you have in your care. Horse breeders in some parts of the country make more than \$280,000 per year.

Keep in mind that you may also need to invest in new studs and mares to keep your business going. Check the [New Mexico Horse Breeding Association](#)'s website for more information and to get an idea of the costs involved.

## **Keep Yourself Organized**

As with all business endeavors, organization is crucial to your success. Stay organized and on the same page as your team, including your veterinarian and farm hands. One quick tip from Barn Manager is to [keep your feeding area neat and tidy](#) with a bucket specific for each horse and medications in a separate bucket to ensure no horses are inadvertently fed the wrong thing.

## **Stay Passionate**

One of the trickiest aspects of running any business is to remain passionate in the midst of tight deadlines, consumer complaints, and other headaches. But, you must remember that your dissatisfaction is not just as simple as putting a lock on a door to close down a brick-and-mortar retail location. Make sure that you are ready to commit to your horses for the duration of their lives; if you can't, the Humane Society [offers several suggestions on what to do](#) with a horse you no longer want.

## **Move Forward if You're Ready**

A career in the horse breeding business requires long-term dedication after you've filed your business plan, established your business structure, and found the right partners to help you in your journey. You must be passionate, committed, and ready to handle whatever may come. So do your research and really think about what a breeding business entails. Then, if you're ready, start establishing your new business.

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