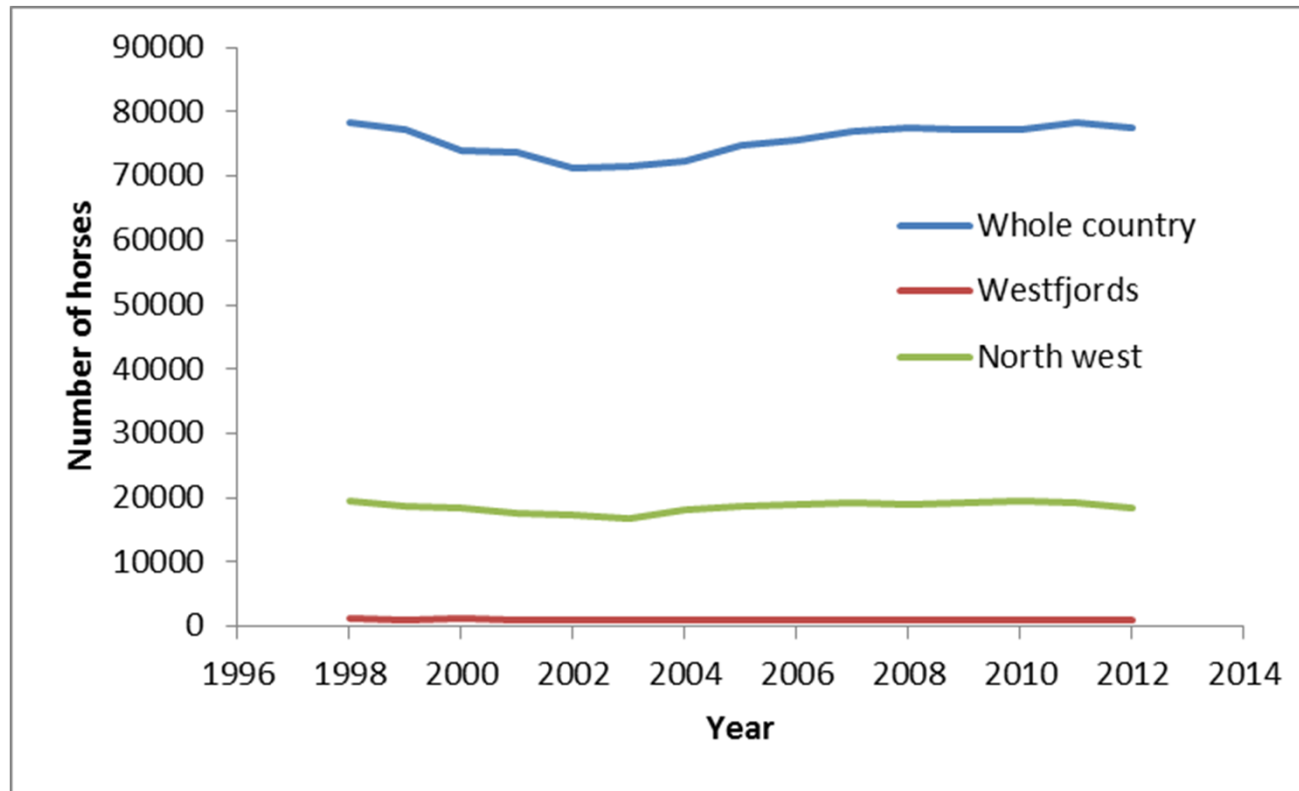


# Why do you have so many horses?

Guðrún Helgadóttir & Ingibjörg  
Sigurðardóttir

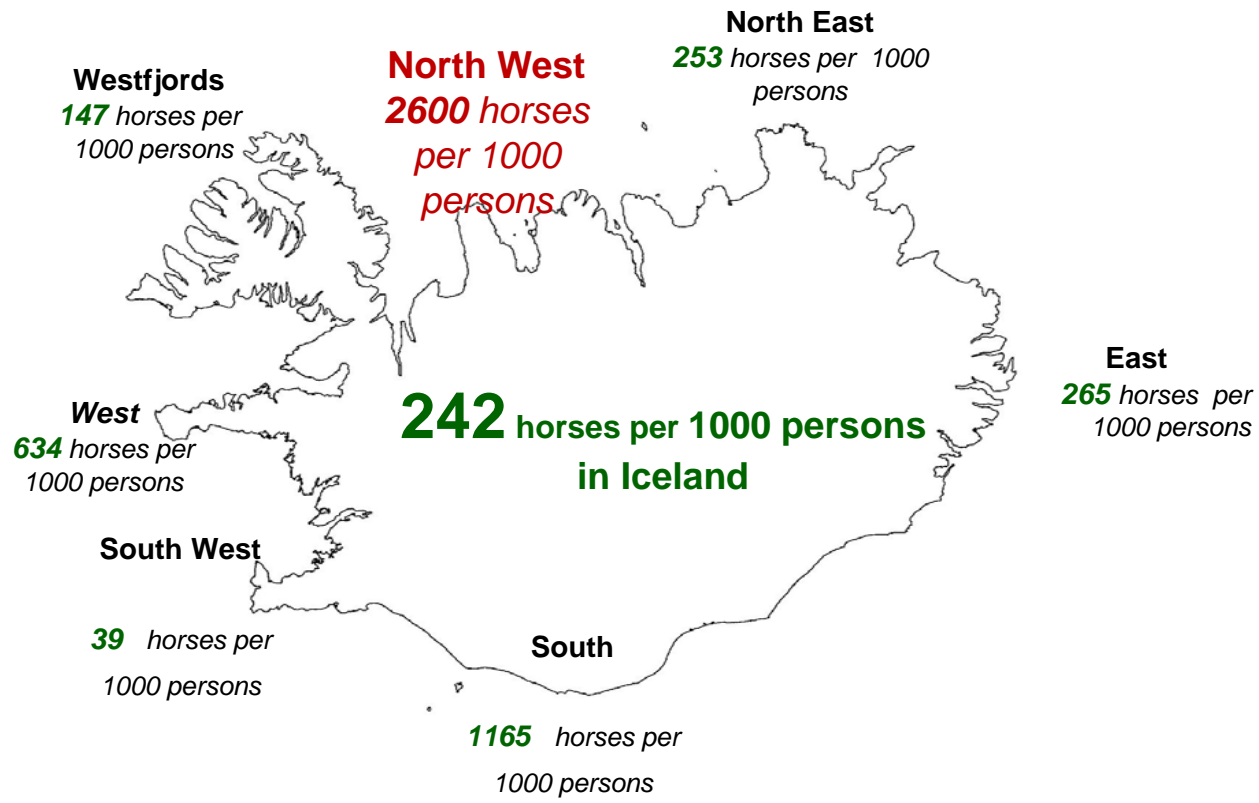
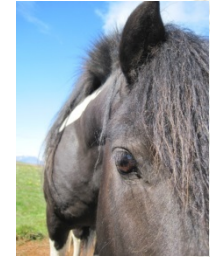


# Horses in Iceland 1980 - 2012



(Mast, 2014)

# How many horses per capita?



<b>Iceland</b>	<b>242</b>
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(Sigurðardóttir, 2011)

<b>Sweden</b>	31
<b>Belgium</b>	29
<b>Denmark</b>	28
<b>Ireland</b>	19
<b>Great Britain</b>	17

(Liljenstolpe, 2009)



# Is there space for the horses?

Iceland is 103.000 km<sup>2</sup>

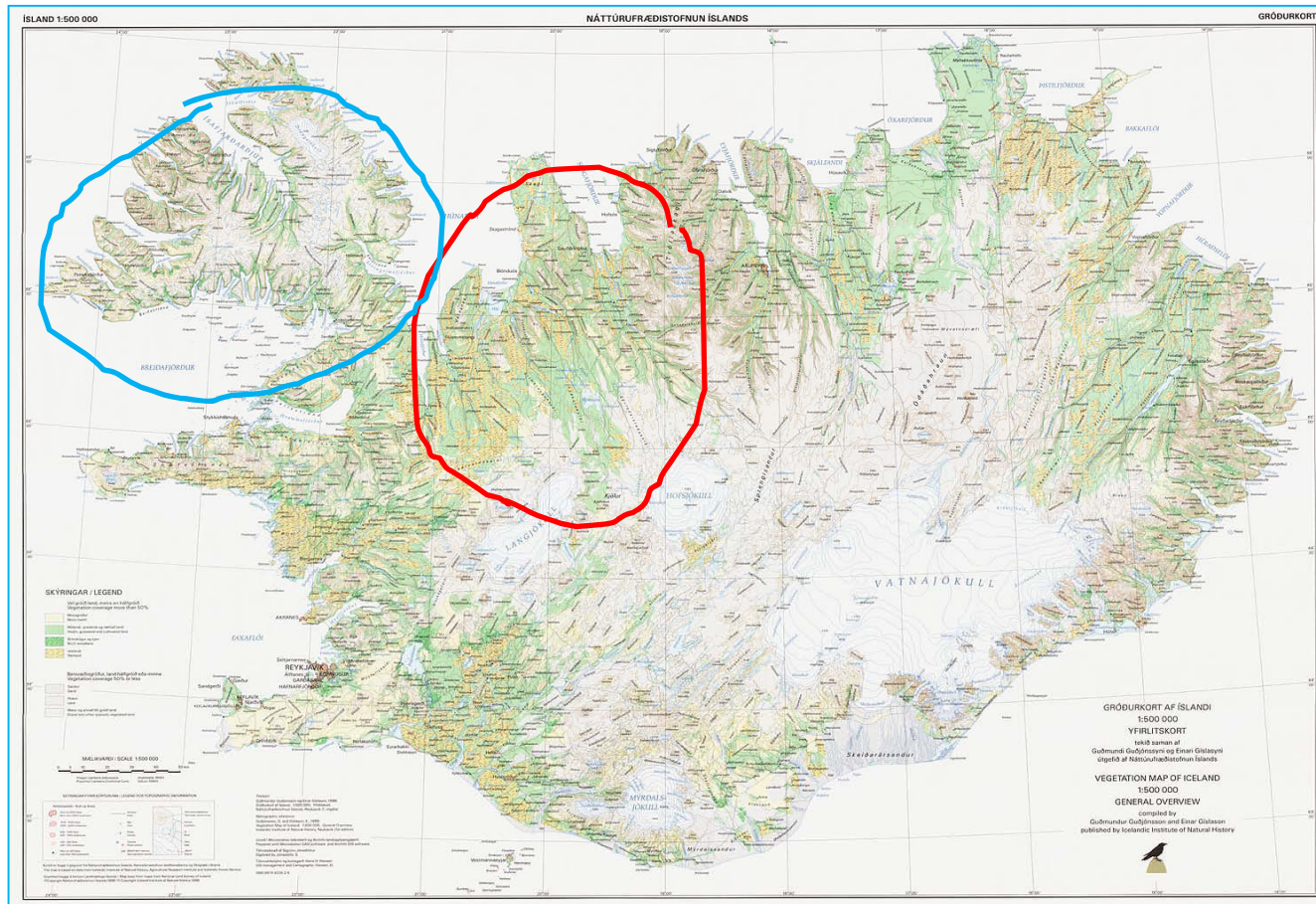
Human population 325.671

= 3,1 person pr km<sup>2</sup>

Horse population 2012

77.380

= 1,3 horses pr km<sup>2</sup>



# Pasture



# What to do with all the horses?

## Generate revenue

- Ride
- Compete
- Rent and tourism
- Watch
- Sell
- Eat



## Generate expenses

- Feed
- Shoe
- Train
- Show and compete
- Veterinary care
- Fell

# What to do with a dead horse?

You can't bury it legally

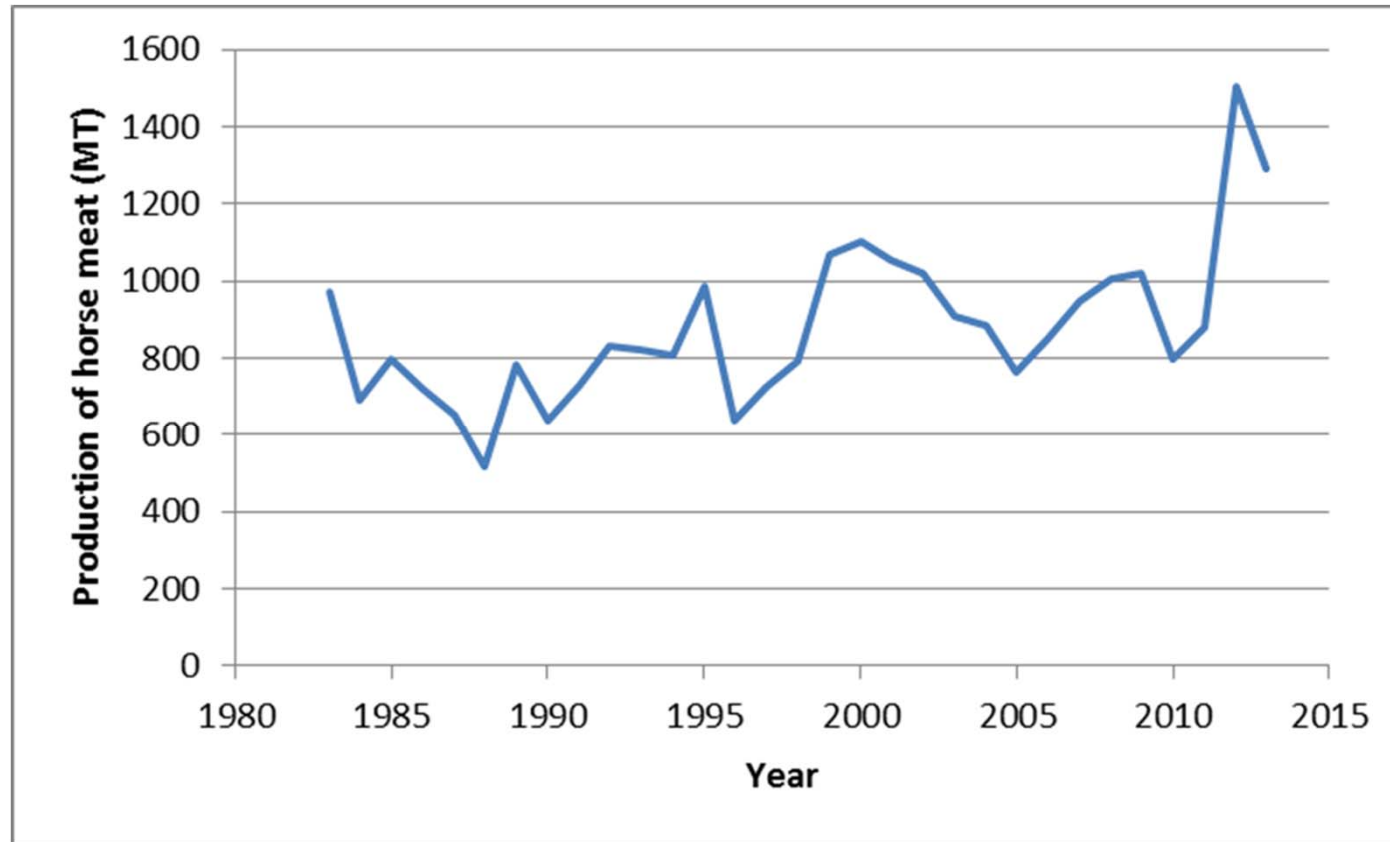
You can't cremate it

The only options are

- Landfill as organic waste which you pay for
- Sending it to the White house
  - That is meat production which you get paid for



# Horsemeat production





# The businesses

- Small businesses
  - Family businesses
  - Lifestyle businesses
- Started as a hobby or developed from another family business in farming or horsemanship
- Long-term development
  - Hard work, long working hours, low pay and economical uncertainty

# Features of the businesses

- Limited emphasis on keeping financial track of the horse based operation
  - Comparing profitability of various products is made by insight rather than calculations
  - Less expectation of financial profit from horse based activities than other components of the farming

# Features of the businesses

- Diverse operation is needed to survive
  - Limited specialization
- Income is from equestrianism AND
  - Other sorts of income from the farm
  - Work outside of the farm



# The effects of the crisis

- Increased value of exported horses and services for foreigners (like tourism)
- Massive increase of operating cost
- Drop in demand for horses
  - „Selling a horse is a lottery“
    - Results in a considerable fluctuation in income

# Horse space



# Travelling with horses



# The role of tourism

- The main source of income
- A kind of support to other activity
  - To serve customers who come for other purposes, like buying horses
  - To increase utilization of resources
    - » Land, horses, equipment, buildings and human resources



# Celebrating with horses





# Economic challenges – conclusion

- Small businesses
- High operating cost
- Slow demand for horses
- Multiple sources of income
- *The main economic challenge seems to be to make a horse based business survive*
- *On the other hand, that is perhaps not the main concern of operators?*

# Horse nation



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