

Public Perceptions of Problematic Equine Industry Sectors and Management Scenarios

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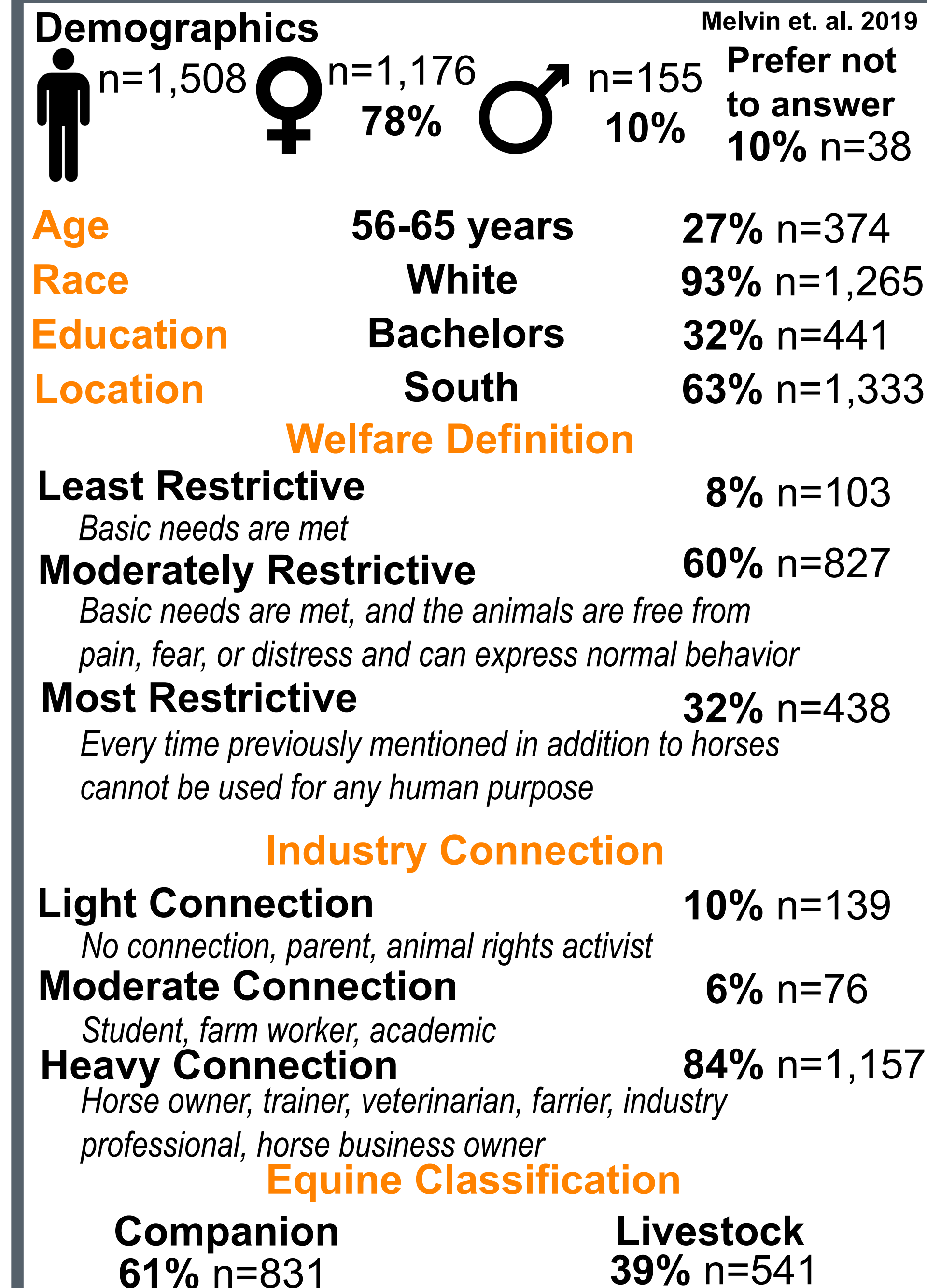
Introduction

- Equine welfare is a widely debated topic encompassing many aspects from management to use (Visser & Van Wijk-Jansen, 2012; Hartmann, et al., 2017)
- Specific equine industries are thought to be potentially more problematic than others (Lenz, 2013)
- Previously looked at how an individual's welfare definition, industry connection, and classification correspond to their perception of common livestock management scenarios in relation to equines
- Hypothesized that an individual's personal welfare definition, industry connection, and classification of equines can impact how they respond to management scenarios
- Objectives**
 - Determine which equine industry sector is deemed most problematic by the public
 - Determine what an individual perceives is the most concerning blanketing management scenario that is commonly seen across the industry

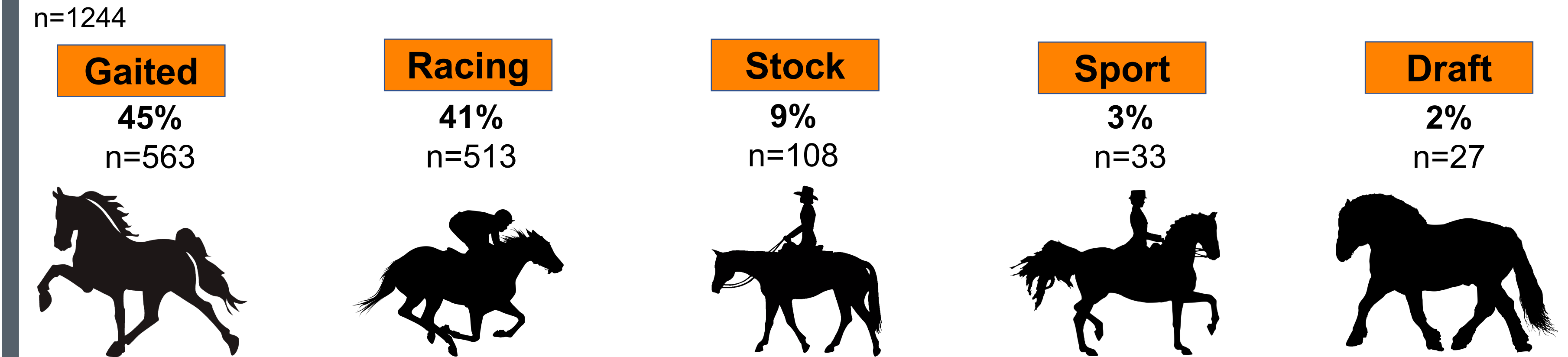
Materials and Methods

- Online survey through QuestionPro
- Distributed over 6 weeks through social media and email
- U.S residents over the age of 18
- Demographics, welfare definition, equine classification, most problematic equine industry, management scenarios, equine use, processing, and familiarity with welfare issues and processing
- All data was analyzed in SAS 9.4 (Cary, NC)
- Most problematic equine industry was analyzed using PROC FREQ in order to acquire frequency of respondents
- Management scenario was analyzed using a multinomial logistic regression (PROC LOGISTIC) to evaluate the effects of welfare definition, industry connection, and classification of equines

Results



Most Problematic Equine Industry Sector



Effect of welfare definition and industry connection regarding equine management Scenario involving blanketing

Referent: Both setting are equal and concerning

Parameter	Response	Comparison	Odds Ratio	95% Confidence Limit
Connection (P<0.0001)	Blanket plus full coat and unlimited feed	Heavy vs. Light	7.23	2.90-18.07
Connection (P<0.0001)	Both equal but no issue	Heavy vs. Light	4.09	2.08-8.04
Welfare Definition (P=0.0009)	Blanket plus full coat and unlimited feed	Moderate vs Most Restrictive	4.26	2.08-8.75
Welfare Definition (P=0.0009)	Un-blanketed plus unlimited feed	Moderate vs. Most Restrictive	2.61	1.26-5.43
Welfare Definition (P=0.0009)	Both equal but no issue	Moderate vs. Most Restrictive	4.13	2.12-8.03

Conclusion and Discussion

- Gaited was most problematic industry sector followed by racing
- Majority of respondents located in the South
- Gaited and racing industries highlighted frequently within media and animal rights organizations (HSUS; Denham, 2014)

- Regarding blanketing management of horses, industry connection and welfare definition play a role in how a person responds
- Classification of equines was not a significant influencer regarding response

- Each individual has their own perception shaped by many aspects within their life
- Educational outreach could be beneficial to increase personal knowledge and perception

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