

Instructional Scenario

Marketing Horses



Course/Duty Area: Livestock Production Management / Exploring Equine Production

Scenario: You recently accepted a part-time position assisting Mr. and Mrs. Lipizzan, a well-known older couple in your rural community who have operated Lipizzan Stables for over 30 years. They specialize in boarding, training, and selling quarter horses and paint horses, but now they are preparing to retire and close the business. Your role is to help them catalog and market their remaining horses to prospective buyers. This includes

- creating detailed and comprehensive profiles for each horse, including age, breed, pedigree, training level, temperament, health records, and performance history
- photographing and videoing each horse to showcase conformation and movement
- researching fair market prices based on bloodlines and training
- drafting listings for equine sales websites and social media platforms
- coordinating with veterinarians for updated health certificates
- ensuring all paperwork is in order for the transfer of ownership.

The stable currently has 13 horses, ranging from green-broke yearlings to finished show horses with competition records in Western Pleasure and Barrel Racing. Some horses are family favorites that were used for trail riding and teaching their grandchildren horsemanship and the Equestrian Code of Conduct, so the Lipizzans want to ensure they go to responsible, caring homes. You quickly realize this is more than just a clerical job—it requires knowledge of equine terminology, marketing strategies, and buyer expectations, as well as sensitivity to the Lipizzans' emotional attachment to their horses.

Big Question: What determines the health, usefulness, and market value of a horse?

Focused Questions:

- **Basic Identification**
 - What is the horse's name, breed, sex, and registration number (if applicable)?
 - What is the horse's age, height (in hands), and weight?
 - What is the horse's color, markings, and distinguishing features?
- **Pedigree & Background**
 - What is the horse's pedigree (sire and dam names, notable bloodlines)?
 - Has the horse been registered with a breed association (e.g., American Quarter Horse Association [AQHA], American Paint Horse Association [APHA])?
 - Does the horse have any show or competition history?
- **Training & Skills**
 - What level of training does the horse have (e.g., green-broke, finished)?
 - What disciplines is the horse trained for (e.g., Western Pleasure, Barrel Racing, Trail, Dressage)?
 - How does the horse respond to leg cues, rein cues, and voice commands?
 - Is the horse comfortable in arena and on trails?
- **Temperament & Behavior**
 - How would you describe the horse's personality (calm, spirited, beginner-friendly)?
 - How does the horse interact with other horses and people?
 - Does the horse have any behavioral quirks or special handling needs?
- **Health & Maintenance**

- Is the horse up-to-date on vaccinations, Coggins, and dental care?
- What is the horse's farrier schedule and hoof condition?
- Is there any history of lameness, injuries, or chronic health issues?
- Performance & Achievements
 - Has the horse competed in shows or events? If so, what were the results?
 - Does the horse have video or photo evidence of performance?
- Care Requirements
 - What type of feed and supplements does the horse require?
 - Does the horse need any special equipment or tack?
- Sale Details
 - What is the asking price?
 - Are there any terms of sale (e.g., trial period, delivery options)?
 - What is the location and contact information for inquiries?
- How can the age of a horse be determined using teeth characteristics and growth patterns?
- How are horses measured, and how does size classification affect their use?
- Why is grooming essential to a horse's health and performance?
- How does hoof care prevent injury and disease?
- What nutrients do horses require, and how do diets differ based on activity level?
- What common equine diseases and disorders affect horses? Why are preventive measures like Coggins testing important?

Student Project or Outcome: Students will work individually or in small teams to develop an equine management and marketing portfolio. Prior to developing the portfolio, students will investigate the following information on horses:

- Care plan
 - Grooming tools and procedures
 - Hoof care tools, common injuries, and prevention strategies
 - Nutritional plan based on the horse's age and activity level
- Health plan
 - Identification of common equine diseases and disorders
 - Preventive care strategies (e.g., vaccinations, parasite control, Coggins test)
- Tack and equipment identification
 - Required English or western tack
 - Instructions on the use, care, and storage of equipment
- Marketing plan
 - Key characteristics affecting value (i.e., age, size, pedigree, use)
 - Type of sale or ownership
 - Justification of asking price and target buyer

The final product will include a printed booklet containing the information listed below for each of the 13 horses and a sales pitch to a potential buyer.

Horse Profile (Example)

- Basics
 - Breed—e.g., American Quarter Horse
 - Estimated age based on teeth and growth—e.g., 7 years
 - Sex—e.g., Mare
 - Color, markings, and distinguishing features—e.g., Sorrel with flaxen mane and tail
 - Height measured in hands and size classification—e.g., 15.1 hands medium/average
 - Registration—e.g., AQHA #5894721

- Intended use—e.g., business, pleasure, therapy
- Training and Experience
 - professionally trained for Western Pleasure and Trail Riding
 - responsive to leg and rein cues; soft mouth
 - comfortable in arena and on open trails
 - loads, ties, and stands for farrier without issue
- Temperament
 - Calm, willing, and eager to please
 - Suitable for intermediate riders and above
 - Gets along well with other horses in turnout
- Health and Maintenance
 - Up-to-date on vaccinations, Coggins, and dental care
 - Regular farrier schedule every 6 weeks
 - No history of lameness or health issues
- Performance Highlights
 - Placed in local AQHA-sanctioned Western Pleasure classes
 - Excellent ground manners and consistent under saddle
- Price
 - \$8,500
 - Location – Lipizzan Stables, Shenandoah Valley, Virginia

Sales Pitch (Example)

Meet Silver Star—Your Next Champion and Trail Partner!

Looking for a horse that combines beauty, brains, and versatility? Silver Star is a 7-year-old registered American Quarter Horse mare standing at 15.1 hands—the perfect size for both performance and pleasure.

Why Silver Star?

Proven Talent: Professionally trained for Western Pleasure and Trail Riding, with a calm, responsive demeanor.

Show Experience: Placed in AQHA-sanctioned events—ready to shine in the ring or on the trail.

Easy to Handle: Loads, ties, stands for farrier, and loves attention.

Health Assured: Up-to-date on vaccinations, dental care, and Coggins. No history of lameness.

Whether you're looking for a competitive partner or a reliable trail companion, Silver Star is ready to exceed your expectations.

Price: \$8,500

Location: Lipizzan Stables, Shenandoah Valley, VA

Don't miss the chance to own a horse that's as dependable as she is stunning. Schedule your visit today and see why Silver Star is the perfect fit for your barn!

Teacher Resources:

- [Hippology CDE](#), Virginia FFA
- [Hippology Study Materials](#), Virginia Cooperative Extension