

Subject: Equine Agriculture is Growing

Summary: Equine agriculture has not always been considered a part of traditional agriculture, but it is gaining that recognition today because of its growth and impact on rural economies.

Suggested Lead: Equine agriculture is growing across the United States and making a big contribution to state and local economies. Stewart Truelsen reports from southwest Missouri.

TRT: 1:31

Suggested Supers: Ron Boyer
Thorncrest Farm
@ :17

Dr. Ellen Ratcliff
Veterinarian
@ 1:11

Stewart Truelsen
Reporting
@ 1:21

Anchor Tag: The horse industry also is hoping to get a boost this summer from the movie “Seabiscuit.” It just might add to the growing number of equestrians.

Equine Industry a Growing Part of Agriculture
Stewart Truelsen Reporting
July 24, 2003

<p>Ron Boyer and wife Karen McKinnis grooming weanling</p>	<p>SOT/ HIS NAME IS OVERLOAD, THORNCREST OVERLOAD.</p>
<p>Close-up of grooming and tilt down to horse's flank/ Close-up of horse's face and Ron patting his head/ Ron walking a foal, Karen in background as shot widens/</p>	<p>VO/ THE YOUNG FELLOW GETTING ALL THE ATTENTION BELONGS TO ONE OF THE FASTEST GROWING SEGMENTS OF AMERICAN AGRICULTURE--THE EQUINE INDUSTRY, AND NOWHERE IS IT GROWING MUCH FASTER THAN MISSOURI.</p>
<p>Sound bite Ron Boyer Thorncrest Farm Close-up of white horse, Ice/ Medium shot of trimming horse's hoof/ Close-up of hoof/</p>	<p>SOT/ MISSOURI RECENTLY CONDUCTED AN EQUINE SURVEY AND IT TURNS OUT THAT MISSOURI IS NUMBER THREE IN THE NATION FOR HORSE NUMBERS. WE HAVE 200,000 HORSES AND RANK ONLY BEHIND TEXAS AND CALIFORNIA. THE HORSE INDUSTRY AFFECTS A LOT OF PEOPLE'S LIVES HERE. WE HAVE A LOT OF PEOPLE DEPENDENT ON HORSES FOR MAKING A LIVING.</p>
<p>Sound bite/ Ron with weanling colt in round pen</p>	<p>SOT/ NOW THE CONFORMATION WE LOOK FOR IS...WE LIKE A LOT OF SLOPE TO THE SHOULDER AND A LONG NECK</p>
<p>Horse running in round pen/ Karen riding horse on trail/</p>	<p>VO/ RON BOYER AND WIFE KAREN RAISE TENNESSEE WALKING HORSES, A SMOOTH-GAITED HORSE WITH FEWER UPS AND DOWNS FOR THE RIDER.</p>

<p>Sound Bite/ Extend video of Karen riding/ Ron with foal/</p>	<p>SOT/ THE VALUE OF HORSES COMES FROM TRAINING. IT'S A VALUE ADDED AGRICULTURAL INDUSTRY. WE HAVE A TRAINER JUST UP THE ROAD HERE. HE CAN TAKE ONE OF THESE HORSES THAT'S WORTH A THOUSAND DOLLARS AND IF IT TURNS OUT TO BE A GOOD SHOW HORSE IT MIGHT TURN OUT TO BE 25 OR 50-THOUSAND.</p>
<p>Ron lifting horse's leg to work on hoof/ Bales of hay/ MFA store/ Close-up of Ellen checking horses with stethoscope/ Ellen and horse patient/</p>	<p>VO/ THE EQUINE INDUSTRY NEEDS TRAINERS, FARRIERS, SUPPLIERS OF HAY, GRAIN AND TACK, AND LARGE ANIMAL VETS TO KEEP UP WITH THE GROWTH.</p>
<p>Dr. Ellen Ratcliff Veterinarian Vet sign/ Client bringing horse in/</p>	<p>SOT/ IT'S BEEN GROWING, GROWING STEADILY SINCE I'VE BEEN HERE FOR TWO YEARS AND THAT'S WHY I WAS HIRED. I WAS HIRED TO HELP MANAGE THE INCREASED EQUINE LOAD HERE.</p>
<p>Karen riding horse/ Ron with horse in ring, low angle shot/ Mares and foals in pasture/</p>	<p>VO/ PART OF THE GROWTH IN THE EQUINE INDUSTRY IS ATTRIBUTED TO RETIRING BABY BOOMERS WITH A LOVE OF HORSES. IN FAIR GROVE, MISSOURI, I'M STEWART TRUELSEN.</p>