



Horseowner Equine ID Survey 2022

Purpose

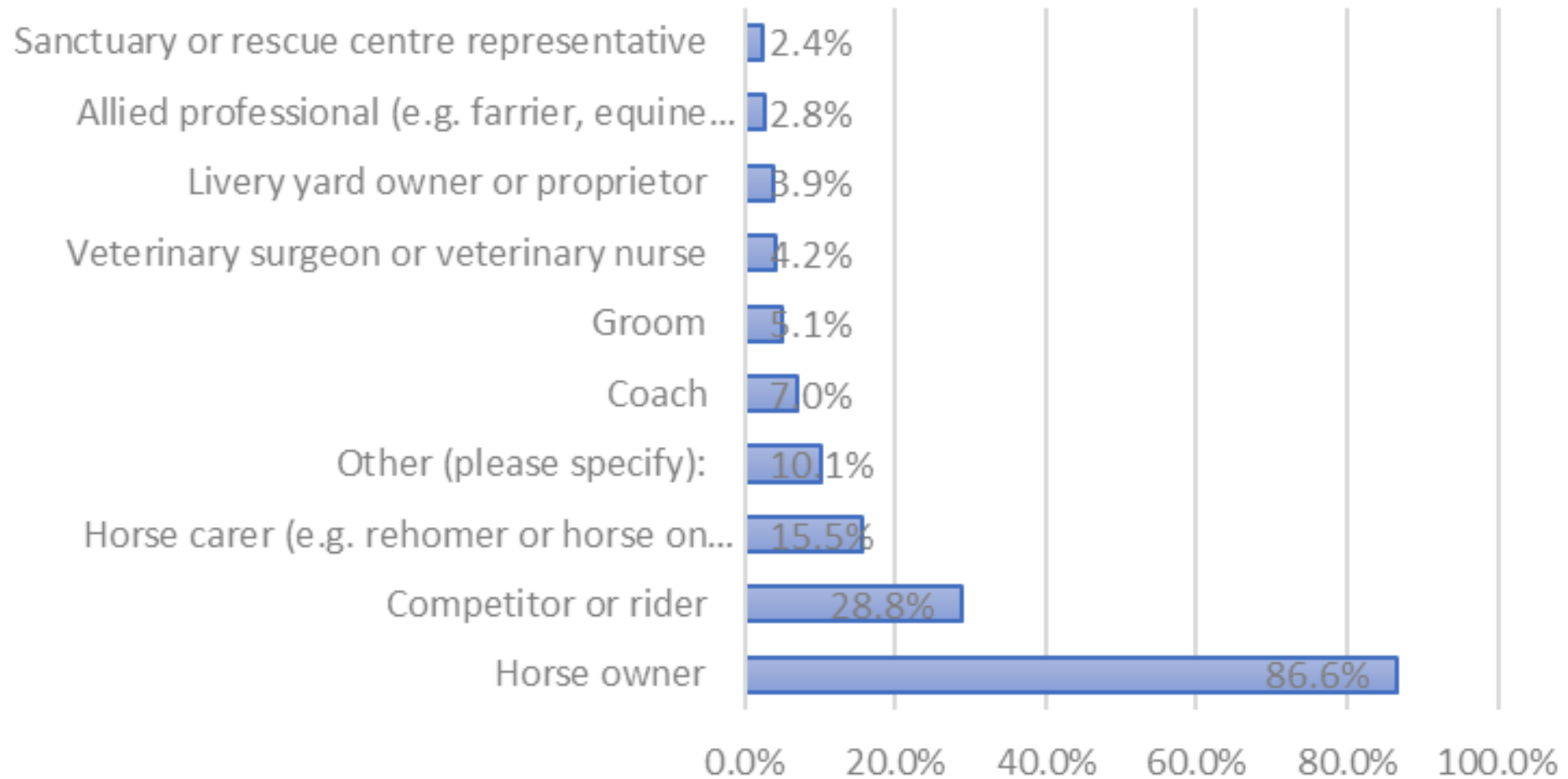
- Purpose: Collect the views of horseowners on how they feel about horse ID
- “The results will be used to inform policy and legislative change. This will include sharing with government officials and elected representatives in England, Northern Ireland, Scotland and Wales. Headline results will be published and shared with the media as appropriate”

Headlines

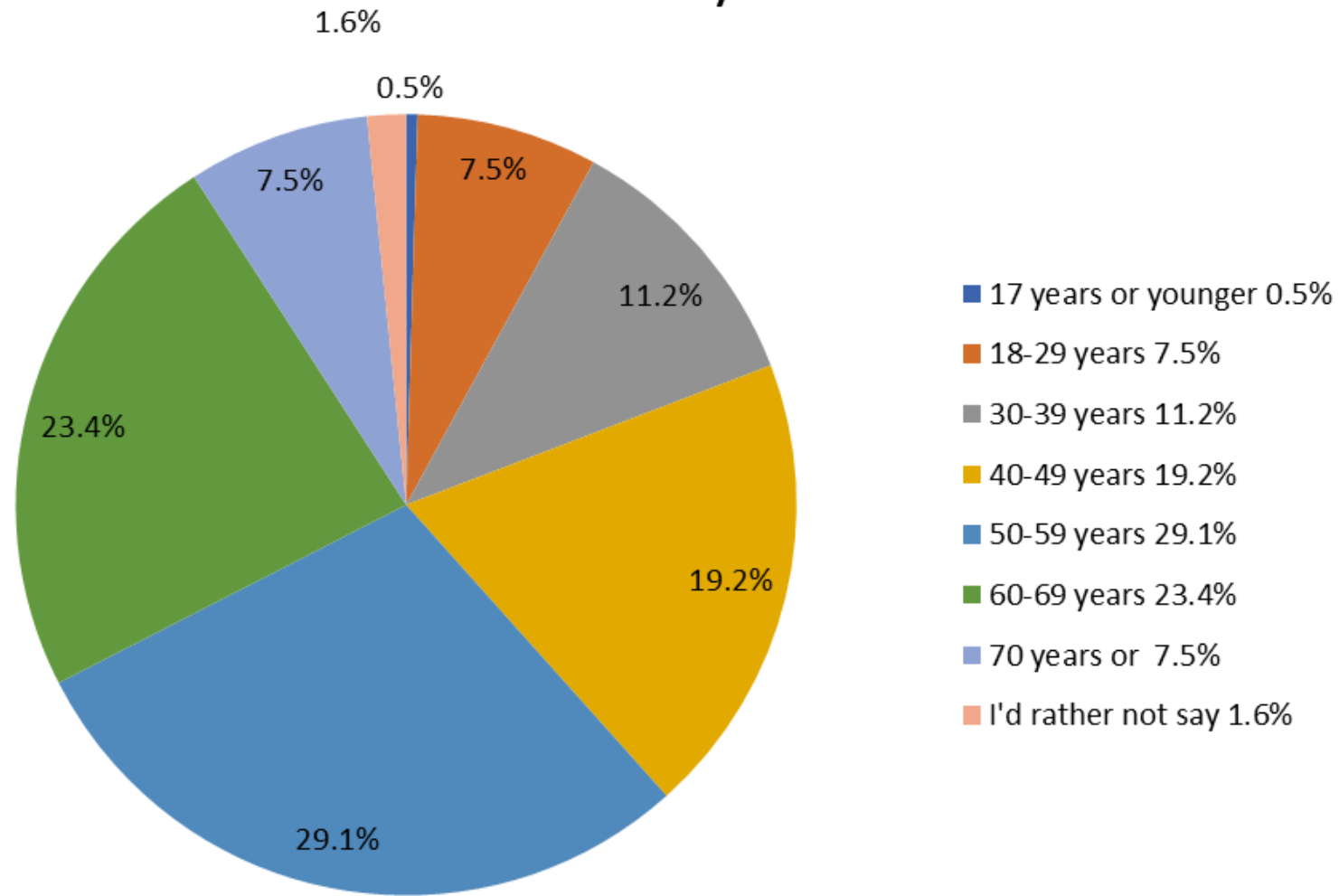


- 3424 responses
- Quantitative data – numbers and graphs
- Qualitative data – 6915 free text comments
- Thematic analysis

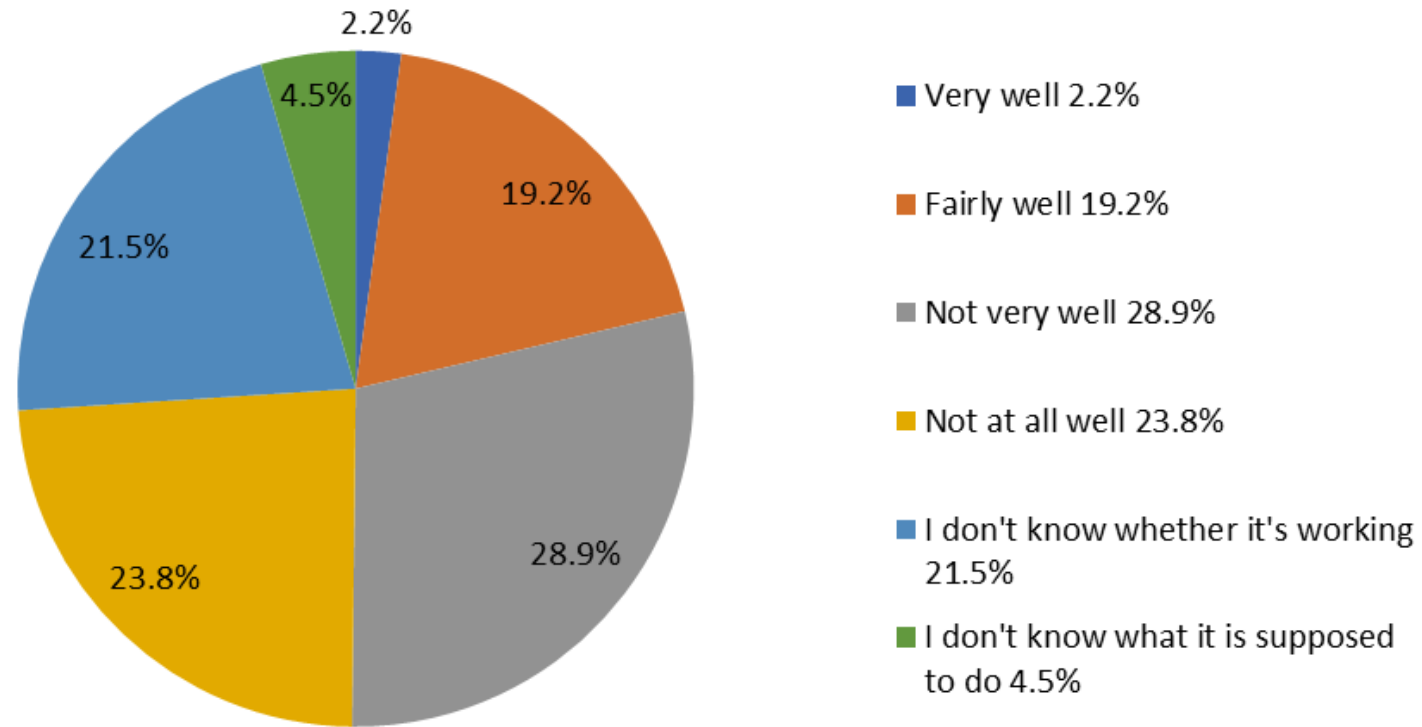
What is your involvement in the horse world?

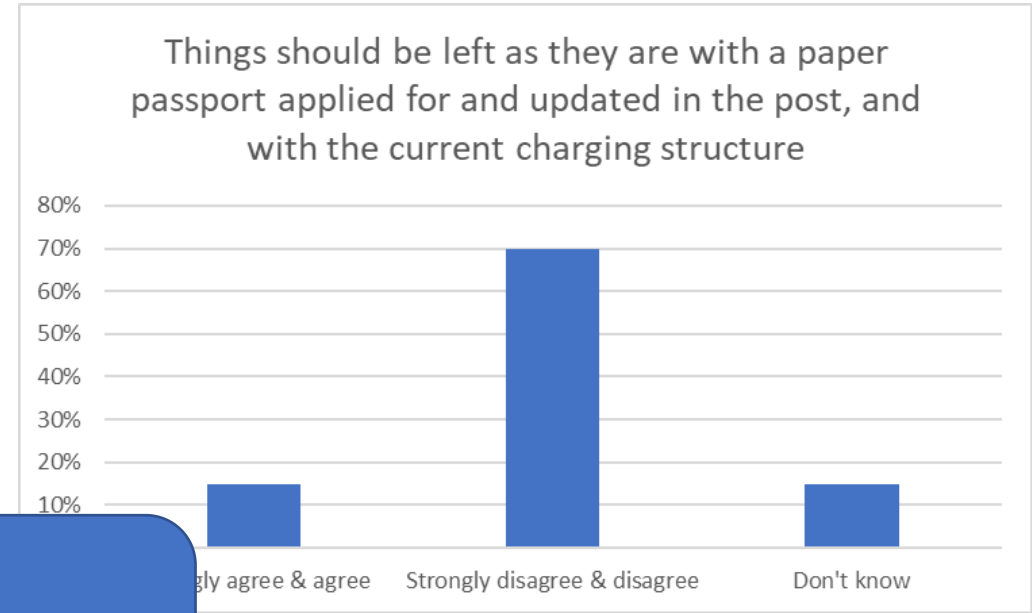
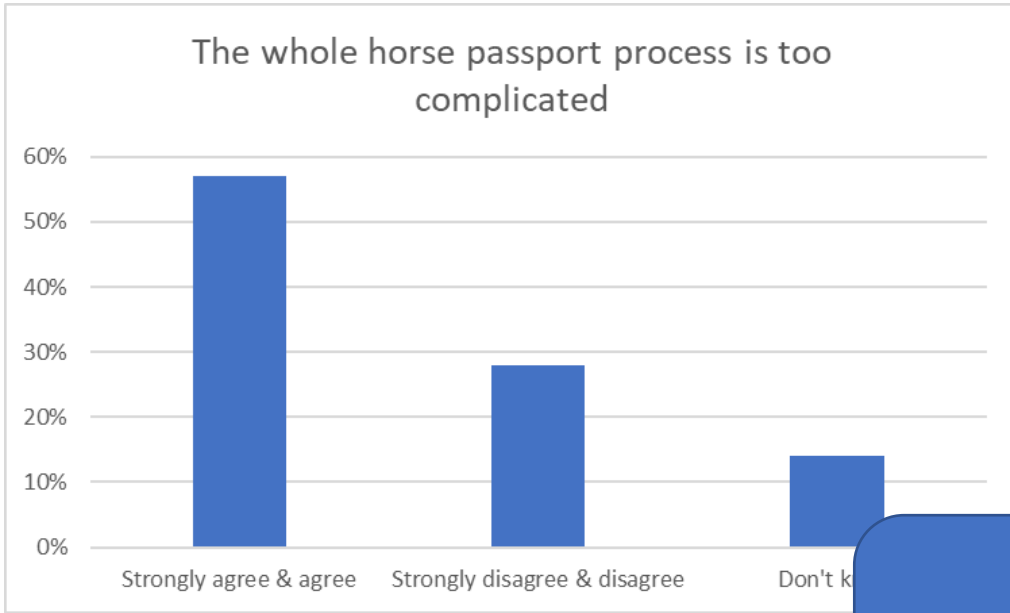


How old are you?

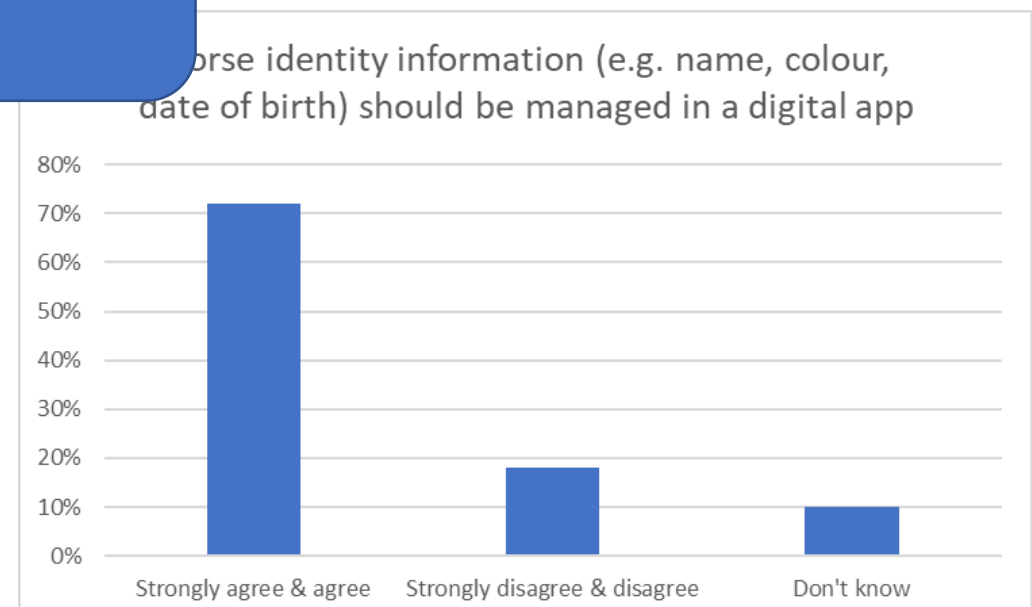
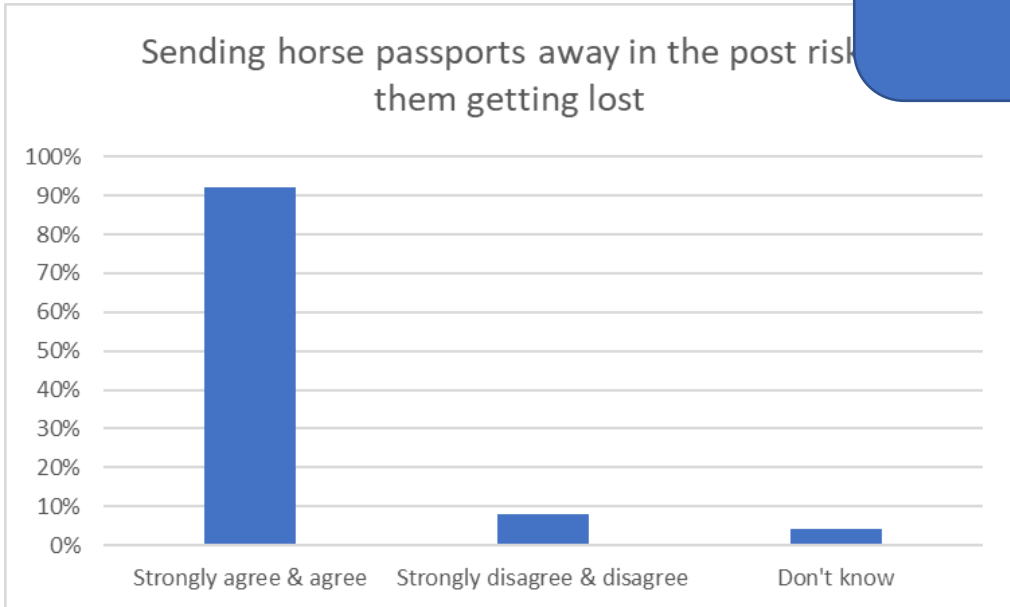


Overall, how well do you think the current horse passport system is working?

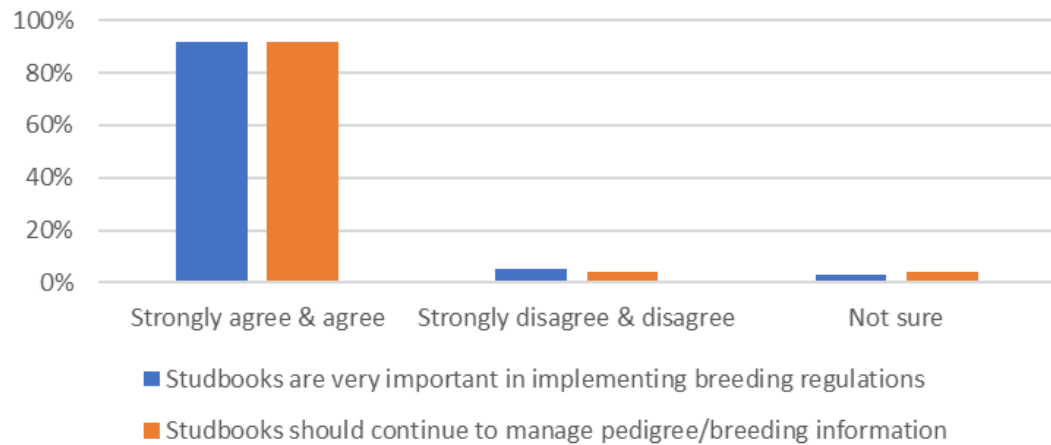




n=3424

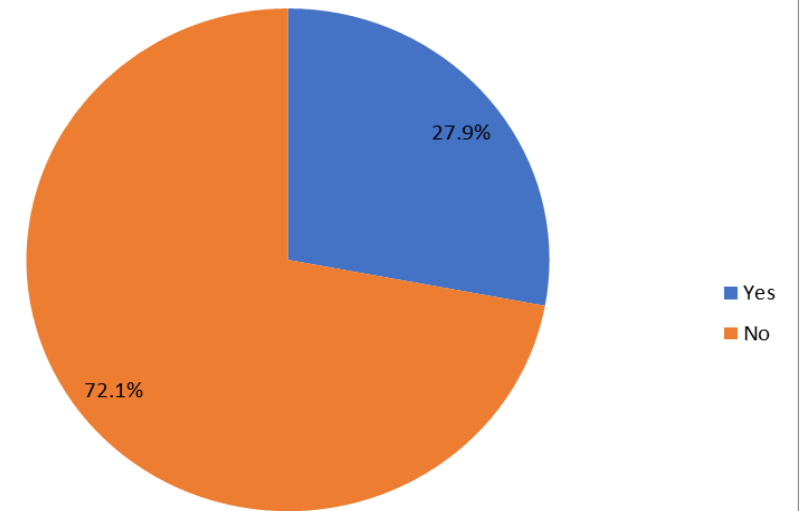


Tell us how you feel about the management of pedigree/breeding information




n=959

Do you have an interest in breeding, bloodlines or pedigrees, or do you breed horses?



n=3424



“People don’t keep them up to date because the system is rubbish! It’s far too expensive and then they get lost in post and things. Nightmare. If they want people to keep them updated, make it easier to do!”

“There seem to be too many loopholes which make it easy for the unscrupulous to mislead”

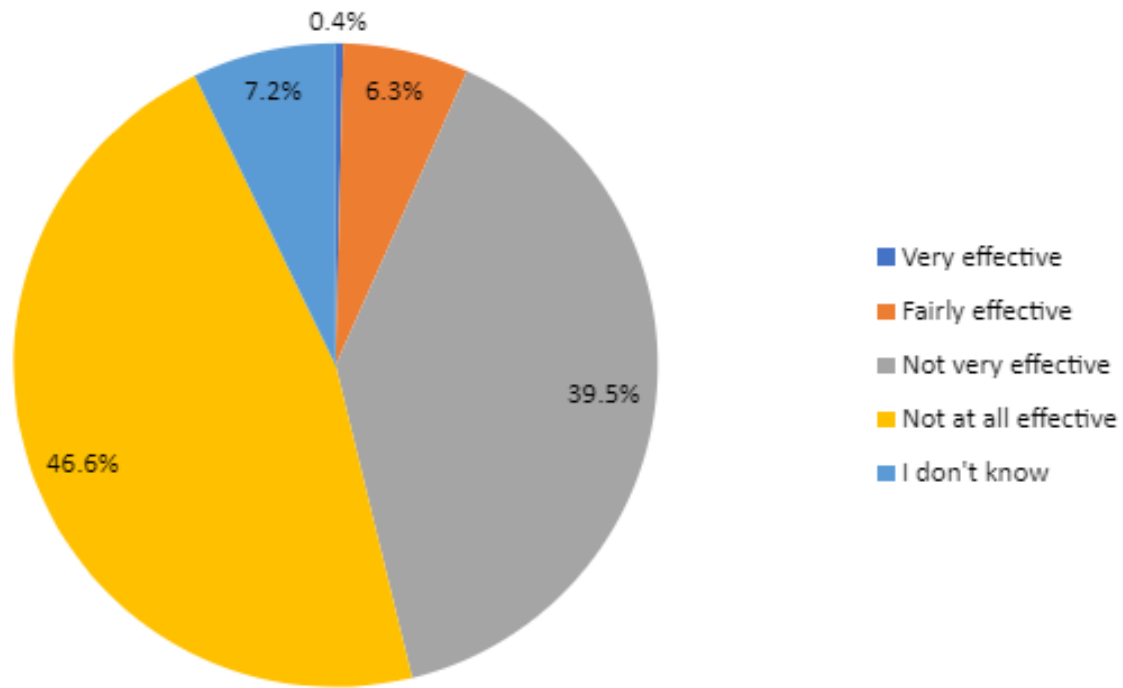
“I have only dealt with breed specific passport transfers, and while expensive the system works”

“It is quicker, cheaper, simpler and digital is the way that people are used to working now. There is no way that the world is going to move backwards into paper systems....get everything aligned simply, in (ideally) one app”

“I’ve found it to work reasonably well”

“I have only had to update one of my horse passports, and in my case the process was relatively quick and easy”

How effective do you think enforcement of the horse passport system is?

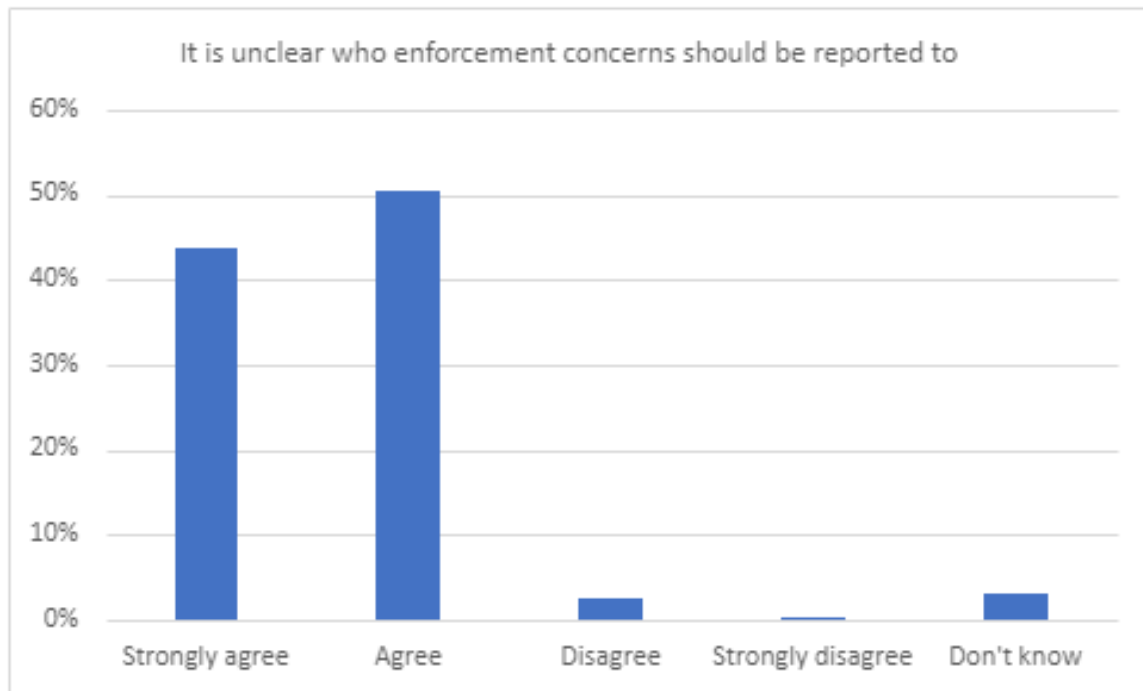


Enforcement of Equine ID: why is it important?

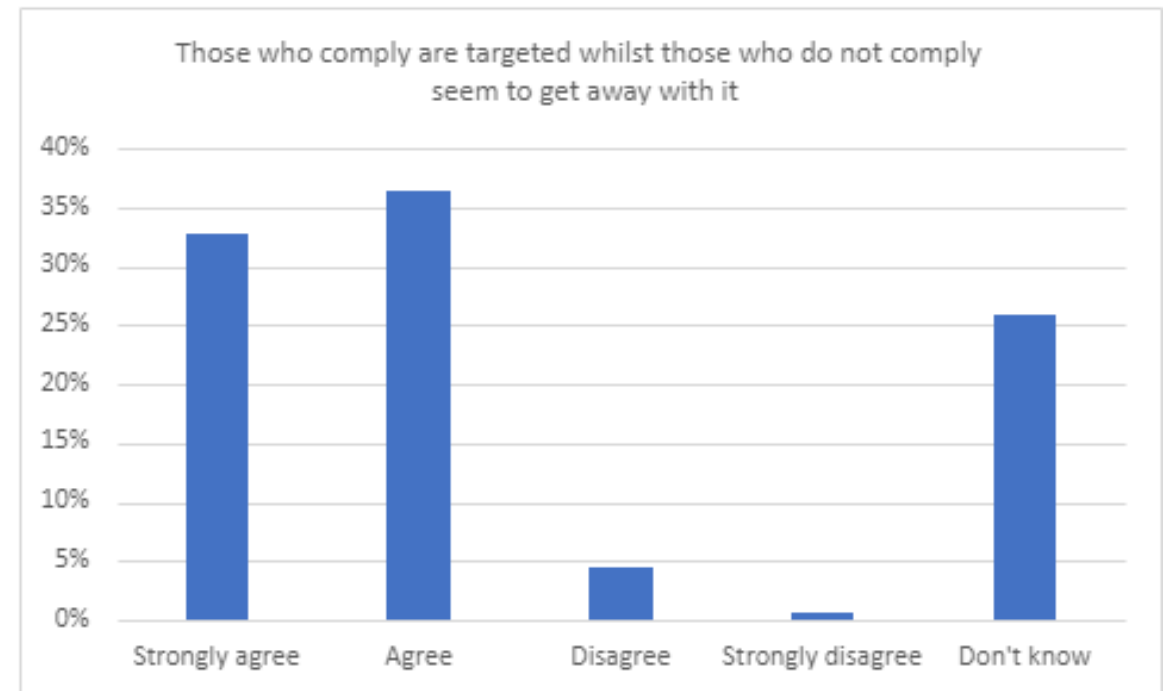
Equine ID is fundamental to the enforceability of the majority of equine legislation

n=2109

Enforcement of Equine ID: concerns

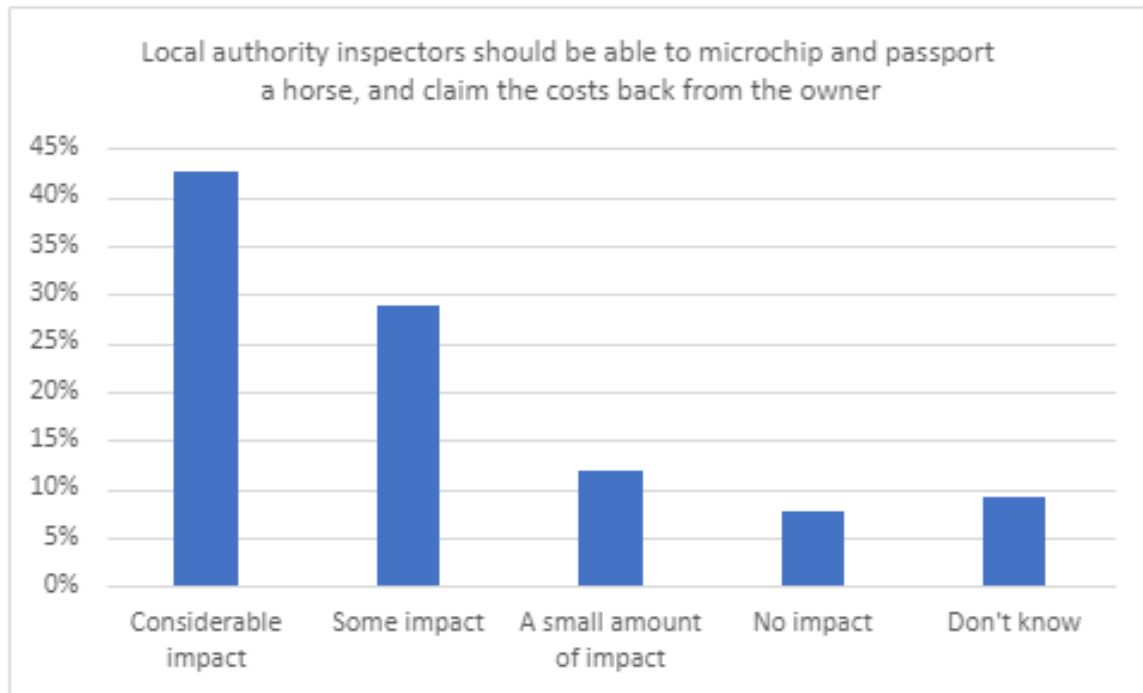


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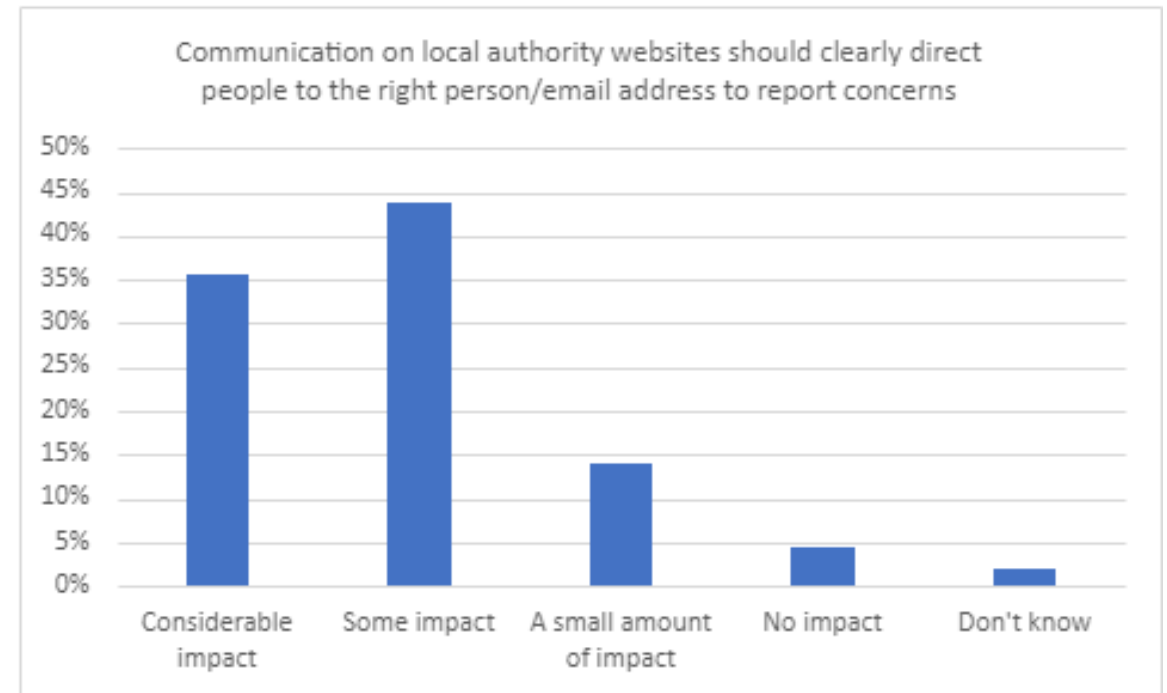


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Enforcement of Equine ID: solutions



n=2118

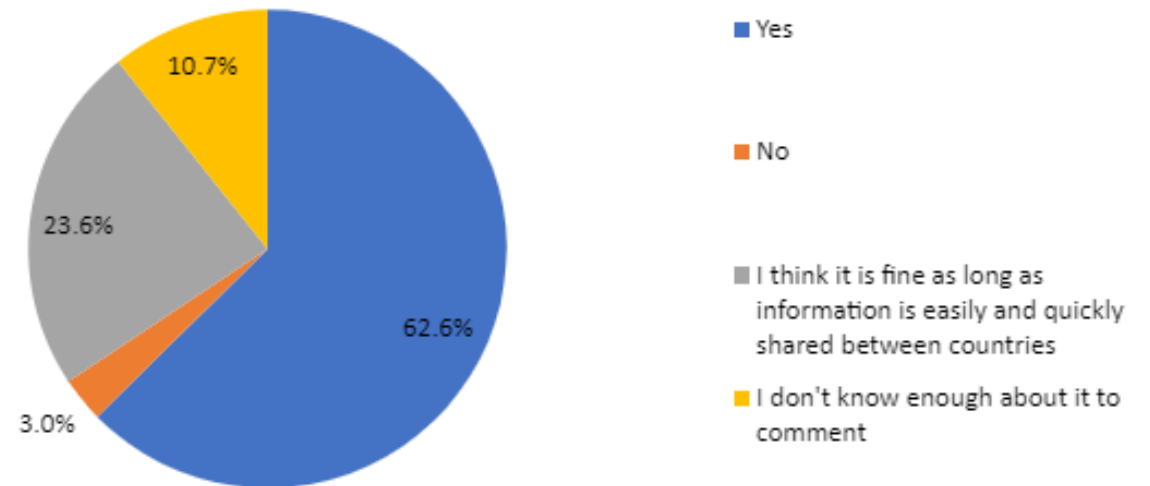


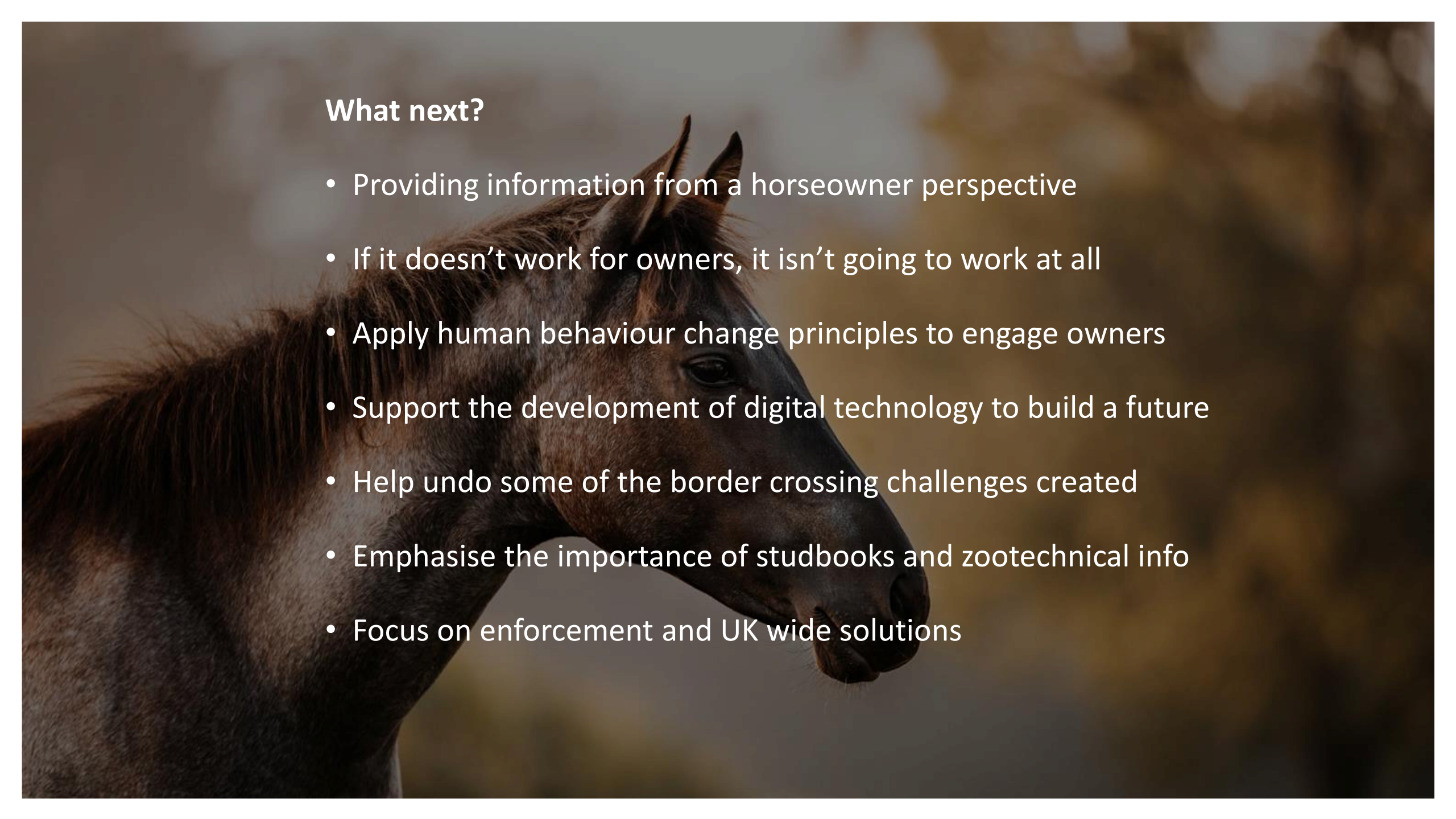
n=2125

A UK-wide approach

Do you think having different legal requirements for horse passports across UK countries would be complex to deal with?

Countries means England, Northern Ireland, Scotland and Wales.



A dark brown horse is shown in profile, facing right. The background is a soft, out-of-focus landscape with warm, golden-brown tones, suggesting a field or park. The horse's mane is slightly tousled, and its expression is calm.

What next?

- Providing information from a horseowner perspective
- If it doesn't work for owners, it isn't going to work at all
- Apply human behaviour change principles to engage owners
- Support the development of digital technology to build a future
- Help undo some of the border crossing challenges created
- Emphasise the importance of studbooks and zootechnical info
- Focus on enforcement and UK wide solutions