

Project Information Sheet
Conference Project Brief Number (PBN): 32



Establishment of a Stud Farm and Equestrian Training centre

Description:	Development of sustainable tourism and rural economy
Beneficiaries:	Inhabitants of Ticusul Vechi, Cobor and the region
Project Implementation:	Equus Srl
Co-Implementation:	Ticusul Town Hall
Timespan:	October 2004 – December 2005
Estimated Cost:	178,100 Euros
Partners:	Bunesti and Laslea Communes and village inhabitants.
Origin:	This project originated through a partnership relationship between local NGOs, Fundatia Mihai Eminescu Trust and the councils of Ticusul Vechi, Developing Technologies, Julian Ross, Imperial College London; all these parties have already committed resources to this project.

1. Title of the Project

Stud Farm and Equestrian Centre

2. Location of the Project and Area of Coverage

Ticusul Vechi and Cobor villages (Brasov County, Romania)

3. Justification

- Social problems:

The area is poor and under-populated, abandoned by the youth and by many of its original inhabitants, the Saxons. Dependency ratios and unemployment (60%) are high, while the lack of infrastructure and services (health, social, transportation, communication) encourages the continued emigration of the young and more able. There is no functioning doctor's surgery for 1000 people within a day's return journey over 40 km. A functioning, equipped and operating doctor's surgery would meet these needs.

- Economic potential:

Basic facilities are urgently needed in these villages and the economy is dying. There is a chronic lack of income generation activities. At the moment, poverty may determine inhabitants to sell their land and leave for the cities. This project would discourage that by providing an impetus to such environmentally friendly activities as ecotourism, organic agriculture and traditional building skills. There is subsistence farming which is under-utilising the resources available in the area because of the barrier of capital investment (tractors etc) and subsequent running and maintenance costs: a functioning, operated and managed horse-drawn hay-making machine would meet some of these needs.

There are two equestrian-related needs in the region: (i) safeguarding traditional breeds such as the Lipizzaner and the Romanian draft horse, "Semigreu," and their working use (over the last 230 years these have been bred to perfectly meet the qualities needed in working horses in the region, landscape, society and climate) and (ii) supplying suitable and high standard horses for equestrian tourism. A stud farm and training centre will be the best means of meeting these needs. The restoration buildings into guesthouses will, in itself be useful for training builders in correct materials and techniques as well as help build the network of premium guesthouses that the MET and Landmark Trust have pioneered.

4. Objectives of the Project

a. Long-term objectives

- Creation of a sense of belonging to a common region through the establishment of a network of cooperating cities and villages in the region, driven by cultural and natural heritage, sharing similar issues, problems and possibilities.
- Conception, development and implementation of a mechanism providing capacity building, training and the necessary sets of organisational tools for the betterment of the economic, social, cultural and environmental conditions of the region and its constituent villages;
- Sustainable development through the appropriate use of heritage – cultural and natural – of the region and the effective operation of programmes and projects and of private ventures in the region.
- Education through courses, training sessions, and access to qualified personnel
- Health Care through launch of a doctor's surgery (village polyclinic) where villagers can register and benefit from the national health system as well as privately funded health care.

b. Immediate objectives

- An economically viable stud farm to be established which i) provides access to quality breeding stallions to the area, and ii) supplies quality working horses through sales at the local horse markets in Rupea and Saschiz. The enterprise will help meet the demands of guesthouse equestrian tourism (part of the Landmark Trust/ MET scheme and also see PBN 4); it will be an employer of village inhabitants, and will train local people in horse breeding, health, performance, nutrition and conditioning, foal management, forage management, and equestrian tourism skills (guiding, camping, and first aid). The stud farm will help locals record and maintain pedigrees, practise proper horse reproduction techniques, register horses in the National Breeders Association, and obtain veterinary certificates at regular intervals. The stud farm will help guard the traditional Lipizzaner blood lines raised in Transylvania (Maestoso, Tulipan, Conversano, Incitato and others) as well as provide breeding stock for the Semigreu Romanian draft horse. Income derived from the stud farm will help to maintain the doctors clinic.
- Surplus hay produce and sold as a cash crop by the inhabitants of Ticusul Vechi and other villages to benefit from improved horse drawn hay-making devices as developed by Developing Technologies, Imperial College, the MET and Julian Ross. Local smallholders will have use of the machinery on preferential terms and will be able to sell their hay through the same channels as Equus Srl. Income derived from commercial hay sales will help to maintain the doctors clinic.
- A functioning Doctor's Surgery for the inhabitants of Cobor, Ticusul Vechi and surrounding villages to benefit. At the moment this does not exist.



5. Activities of the Project:

Renovate, restore, equip and operate the doctor's surgery in Ticusul Vechi.

Renovate, restore, equip and operate two guesthouses in Ticusul Vechi and Cobor.

Build / convert the Stud Farm (boxes, paddock) for at least 15 horses using the derelict state farm at Cobor

Buying horses for the stud farm and for equestrian tourism and associated tack and equipment

Buying vehicles, horse-drawn hay-making machinery and other equipment

Employ and train the staff for the doctor's surgery, stud farm, tourist guides, hay-making, guesthouse restoration and operation (in this case we will train them to become self-employed):

6. Inputs

a. Human:

The project will be implemented by a team consisting of project management from Fundatia Mihai Eminescu Trust, Equus Srl and Ticusul Town Hall.

Other advice and guidance will be commissioned from Developing Technologies, Imperial College (from UK) with MET and some relevant working horse associations in the UK and Romania.

b. Materials: Building materials, riding equipment, machinery, vehicles, pharmaceutical drugs,

c. Financial:

- 7 average riding horses: 14,000 Euros
- 5 quality mares for both riding and breeding foals for sale: 20,000 Euros
- 2 Lipizzaner breeding stallions: 14,000 Euros
- 1 Semigreu breeding stallion: 6,000 Euros
- 1 horse drawn haymaking equipment and a trained operator: 10,000 Euros
- 1 Horsebox and LandRover: 15,000 Euros
- Restoring guesthouses in Ticusul and Cobor: 30000 Euros
- 1 full time trainer: 3,600 Euros
- 1 part time veterinary doctor: 900 Euros
- 2 stable hands: 2,400 Euros
- 2 guides: 3000 Euros
- 2 guesthouse keepers: 3000 Euros

7. Requirements from outside the project

Funding.

8. Calendar of Activities and Budget

Month	Cost	1	2	3	4	5	6	7	8	9	10	11	12
Obtain the financial support	€0	Green	Blue	Blue	Red								
Renovate and equip Surgery	€18,000		Green		Red								
Open surgery (hire doctor)	€5,200				Green	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Stable renovation for Stud Farm	€13,000									Red			
Restoration of guesthouses	€30,000										Red		
Building/Equestrian training	€10,000				Green	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Buying the horses	€54,000		Green	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Red
Buying machinery, vehicles, & tack	€25,000	Green	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Red
Training and hiring the staff	€12,900				Green	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Evaluation and promotion	€10,000	Green	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Red
Total in Euros	€178,100												
Key													
Start			Green										
Ongoing			Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Complete			Red										Red

9. Self-Sufficiency Business Plan

The financial requirements for **start-up** represent **160,000 Euro** of the proposed budget. Thus the **operational costs** represent **18,100 Euro** for 10 months of full activity, or **21,720 Euro** per year.

Stud farm can continue to cover yearly operation costs at the level of 21,720 Euro, plus an estimated 9,200 Euro per year for petrol, building maintenance, equine and human medical emergencies, thus **30,920 Euro** per year through the following activities:

Equestrian Tourism (horse rentals):

19,200 Euro yearly revenue, calculated for 10 groups of 4 guests for 6 days per year at 80 Euro per day

Haymaking:

Besides covering all the needs of the farm, Equus srl will provide 108 Hectares for haymaking, generating **12,150 Euro** per year, calculated at 1,500 kg per hectare per year sold at 3,000 lei per kg. Furthermore Equus Srl will encourage use of the hay-making machinery and also provide a route to market for the hay produced by other smallholders.

Horse breeding:

Fees will be charged for access to the Stud Stallions during breeding season in accordance with the guidelines of the Romanian National Lipizzaner Breeders Association and the Ministry of Agriculture. **1,800 Euros** per year, calculated at 20 mounts per stallion at 30 Euro ea. (total of 3 stallions)

Horse Sales:

After 3 years of activity the Stud Farm will be able to begin sales and auctions of 3-year old mares and stallions, current average prices ranging from 1,800 Euro to 7,000 Euro. It is expected the farm will be able to sell easily 4 horses per year at an average price of 4,500 Euros per horse, amounting to an income of **18,000 Euro** per year

GRAND TOTAL	Year 1 and Year 2:	33,150 Euro
REVENUE	Year 3 & subsequent:	>51,150 Euro

At conservative estimates the Stud Farm and Equestrian Centre will be self sufficient from the first year and will gross nearly 20,000 Euros of profit from the third year onwards. Even in the face of economic adversity or unexpected losses, the implementing partner of the project, EQUUS srl, will guarantee the functioning of the stud farm for at least 7 years post-implementation.

10. Summary

Central Transylvania has been an important breeding site for the world-famed Lipizzaner horse since the 1780's. The Lipizzaner is amongst the world oldest pure bred horse, dating to 1580. Considered the most intelligent horse, the Lipizzaner has a fine temperament is the world champion driving and dressage horse. It is also suitable for work, endurance, and trail riding. Romania has bred all the Lipizzaner bloodlines with great success over the years, but state controlled farms in the pre-1989 era and en-masse sales abroad post-1989 have diminished its numbers and made it virtually inaccessible to Romanian private persons, farmers, and breeders.

The Stud Farm and Equestrian Centre will bring this national asset, the Lipizzaner horse, to the villages of Ticusul Vechi and Cobor, where the weather and +7,000 hectares of calcareous soil, good grazing and rich hay make it perfectly suited for its breeding. Aside from brining foreign tourists, the thriving farm will become an important employer and in the villages. Along with improving the local blood lines and horse economy, this project will also bring essential equine education and provide funding for much-needed basic health care for the villagers of Ticusul Vechi and Cobor.

The proposed 12-month project will be immediately self-sustainable and will benefit from a significant ongoing financial commitment of Equus Srl and the Ticus Local Council.