

Bureau of Land Management

March
2016

Wild Horse & Burro Program

GLM 15112

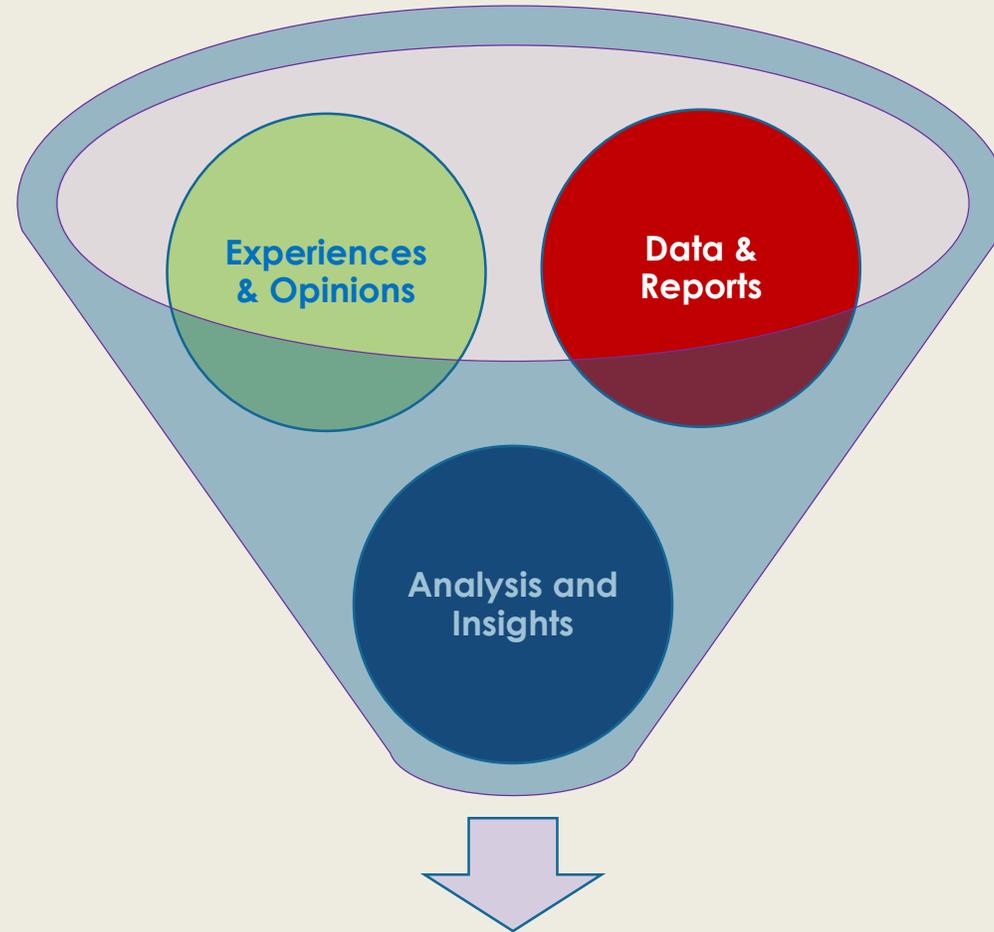
Status Report

**GREAT LAKES
MARKETING
RESEARCH** 

Project Objectives

-  *Develop robust estimates of future demand for animals through both the adoption and sales program*
-  *Develop an implementation strategy for efficiently and effectively placing animals into private care*

Process



Recommendations

Analysis of Database

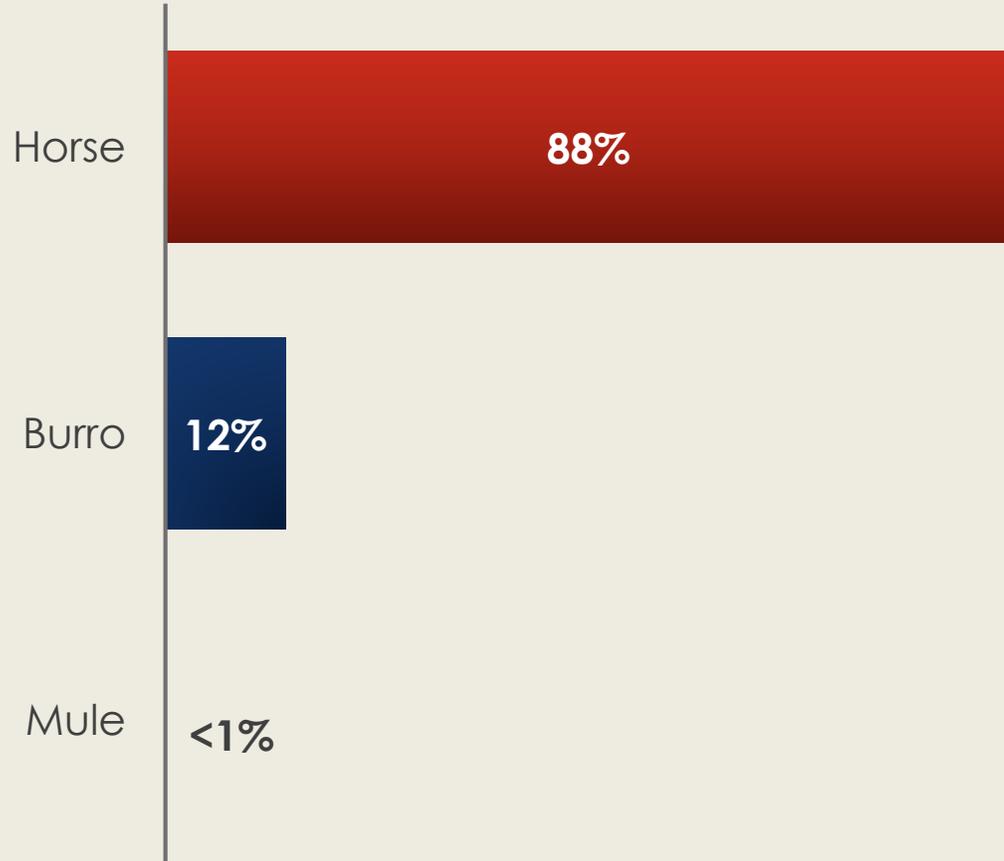
*15,610 adoptions/sales**

FY10 to FY15

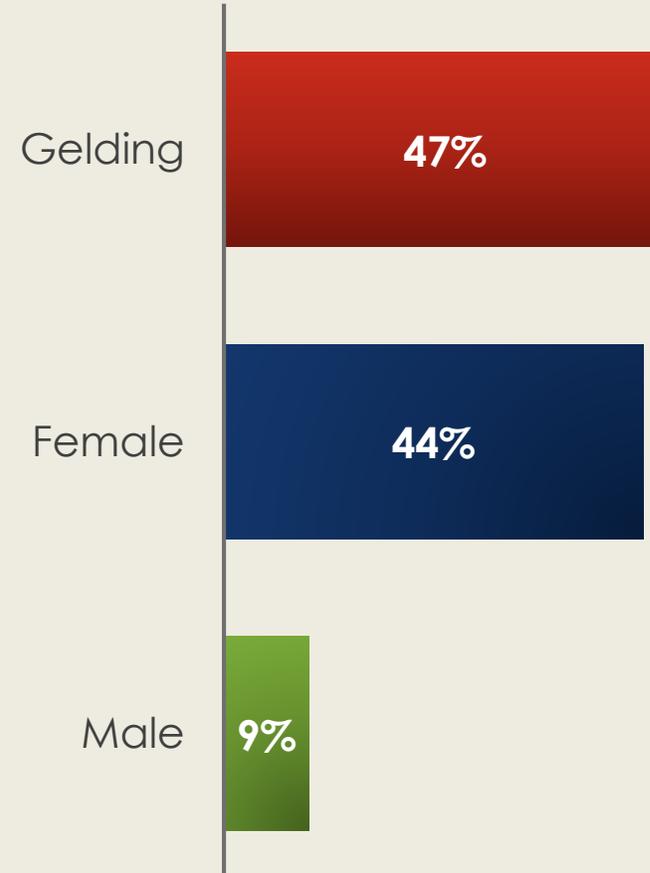
*Slides represent WHB adoptions AND sales

Animal Profile

Species

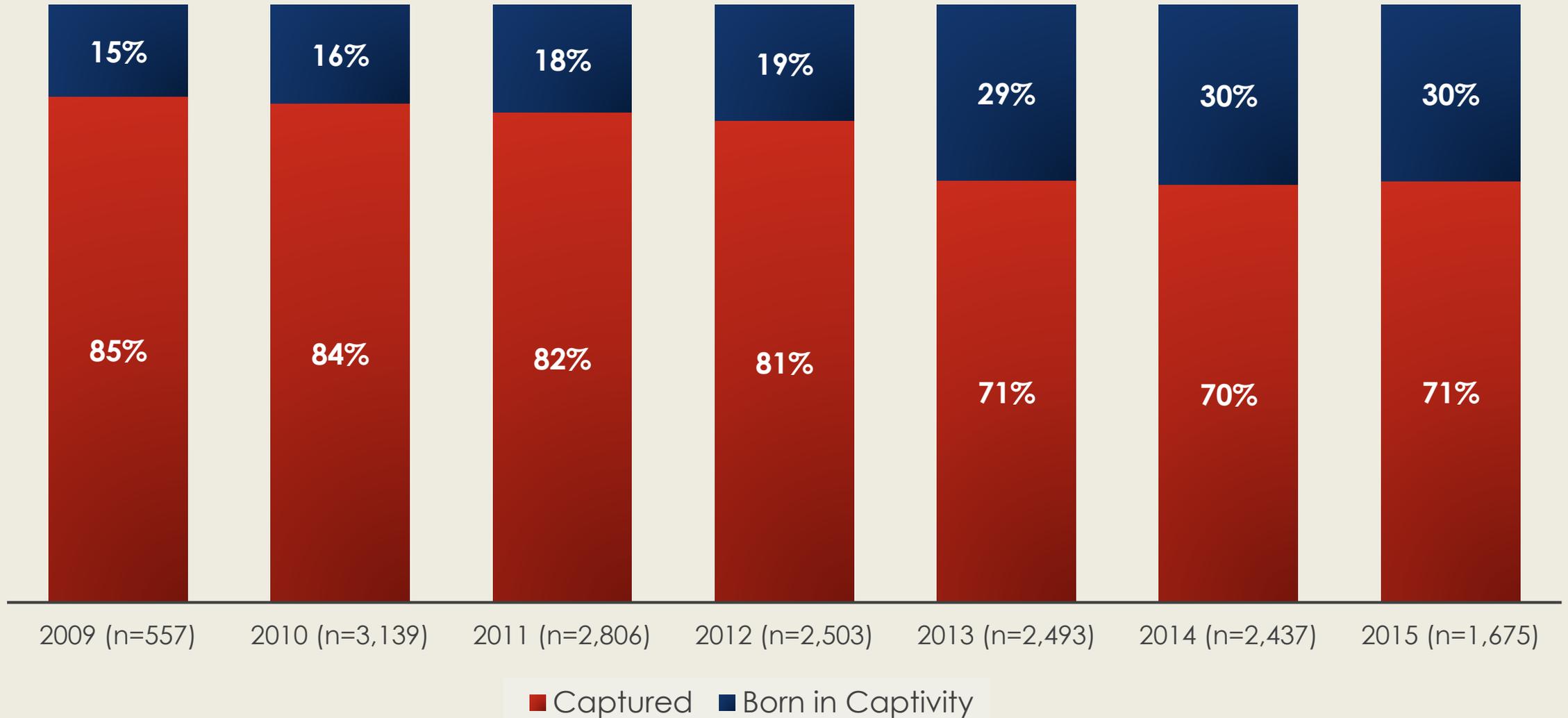


Gender

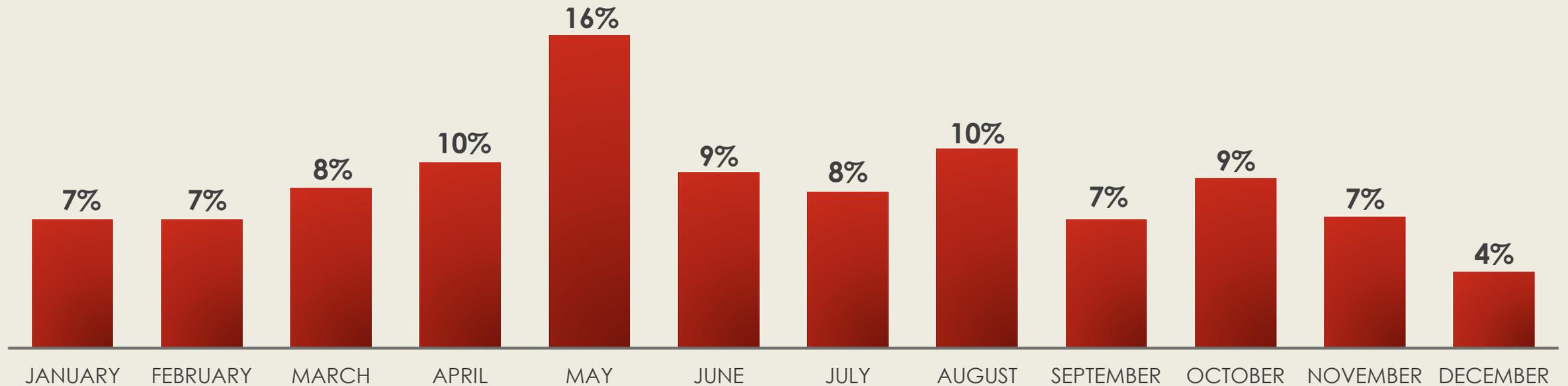


n=15,610

Place of Birth



Adoption/Sale Month



n=15,610

Duration of BLM Custody

2009-2011 Average

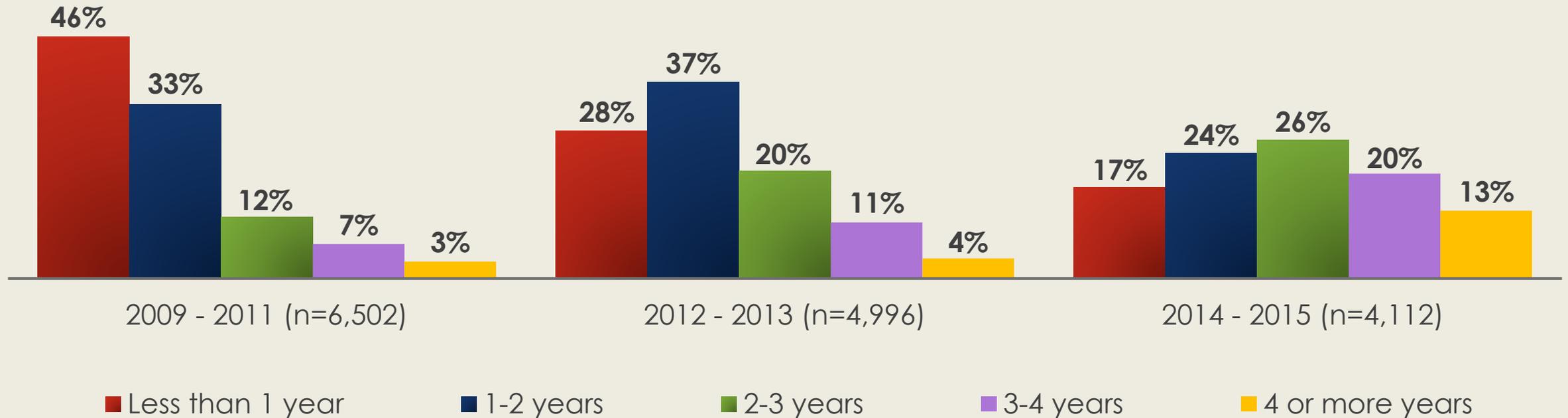
520 days (1.42 years)

2012-2013 Average

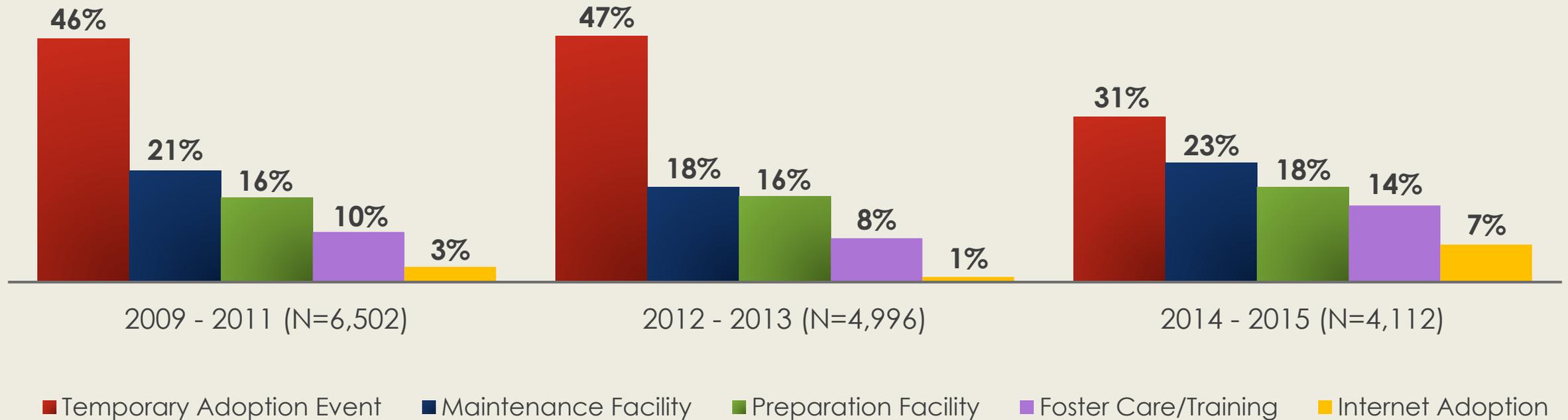
647 days (1.77 years)

2014-2015 Average

882 days (2.42 years)



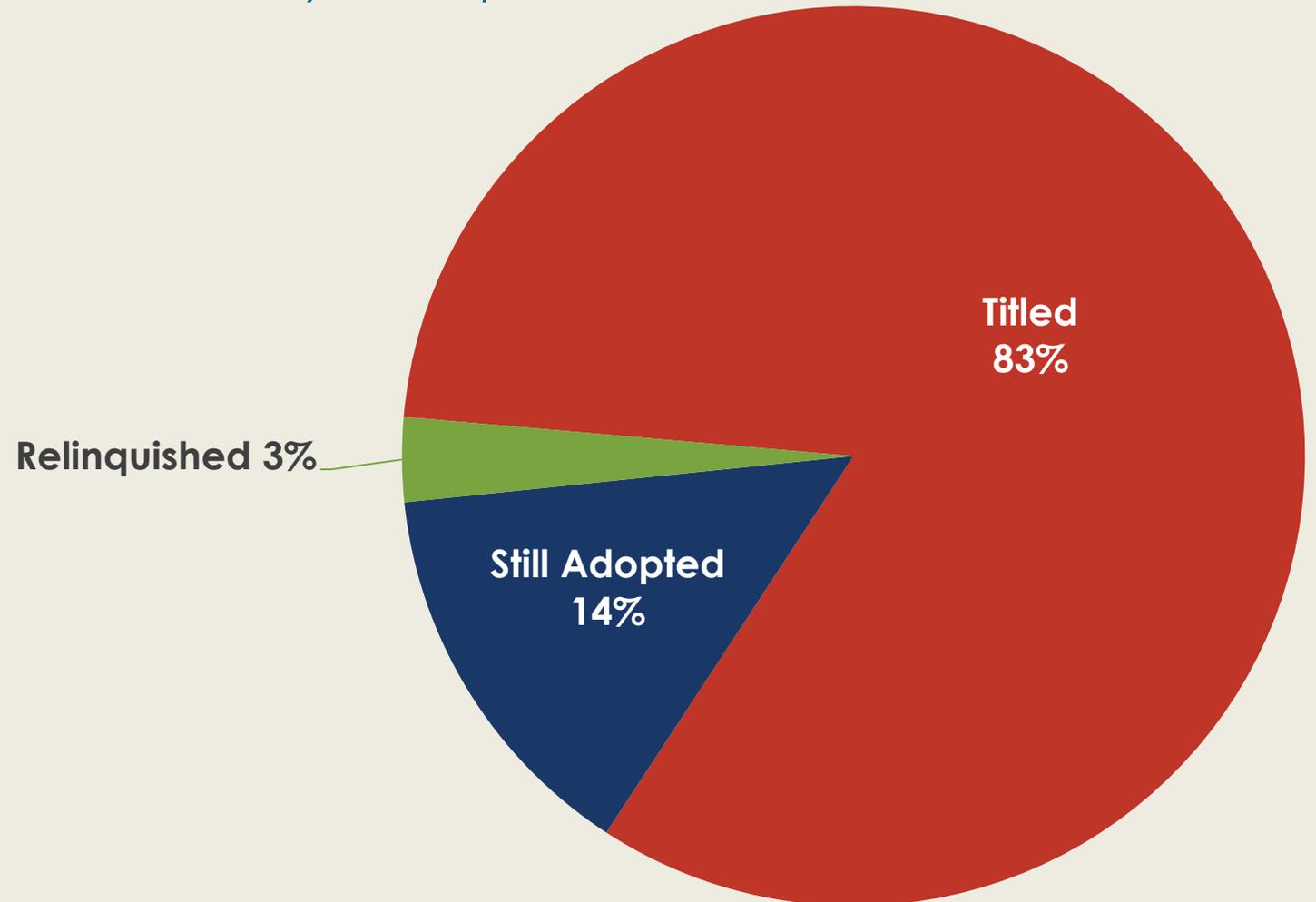
PMACA Site Code



Adoption Outcome

For animals adopted or sold in 2013 calendar year or prior

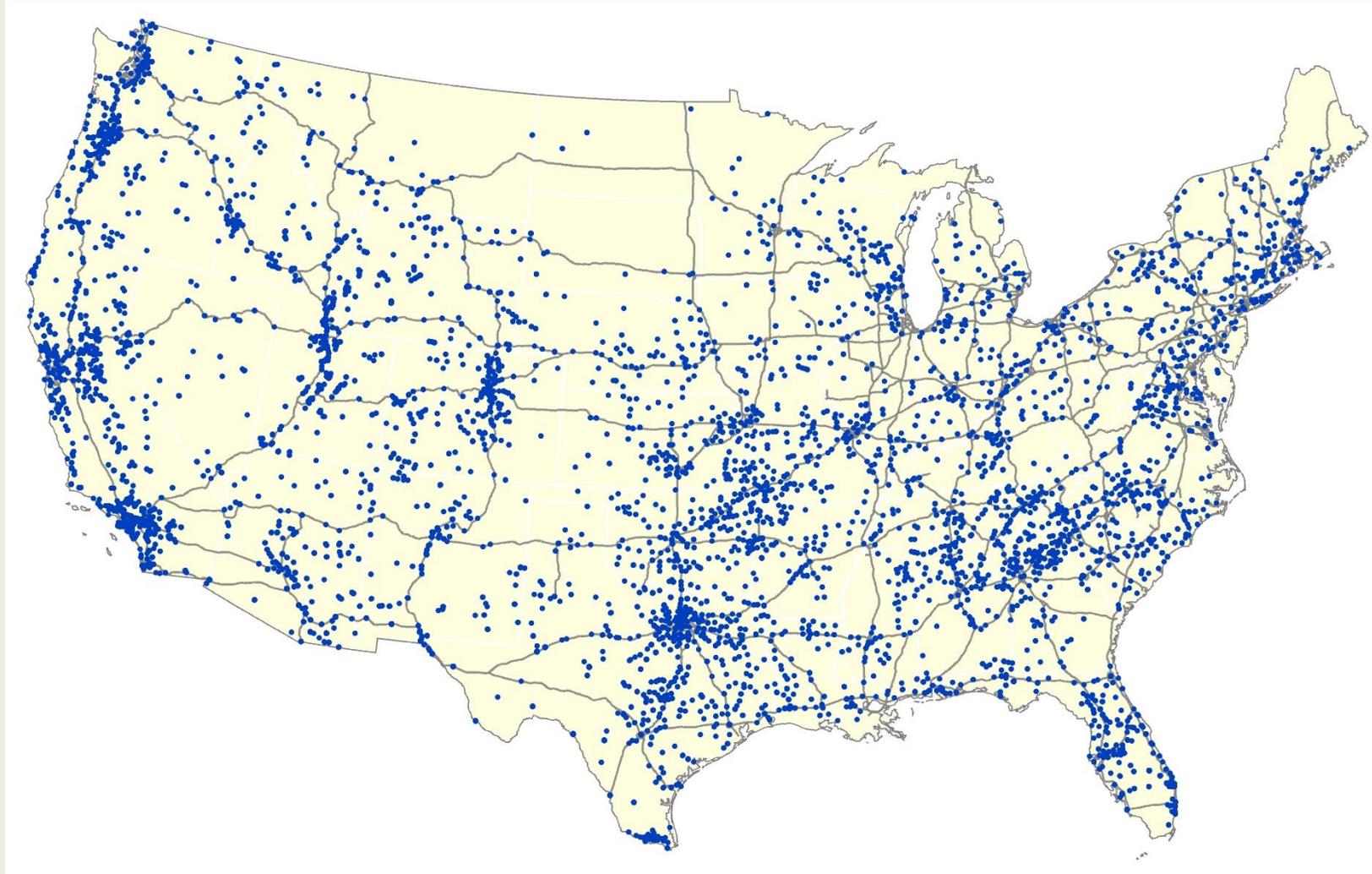
Only 0.2% of animals were repossessed or reassigned



n=11,498

Adoption/Sales Destinations

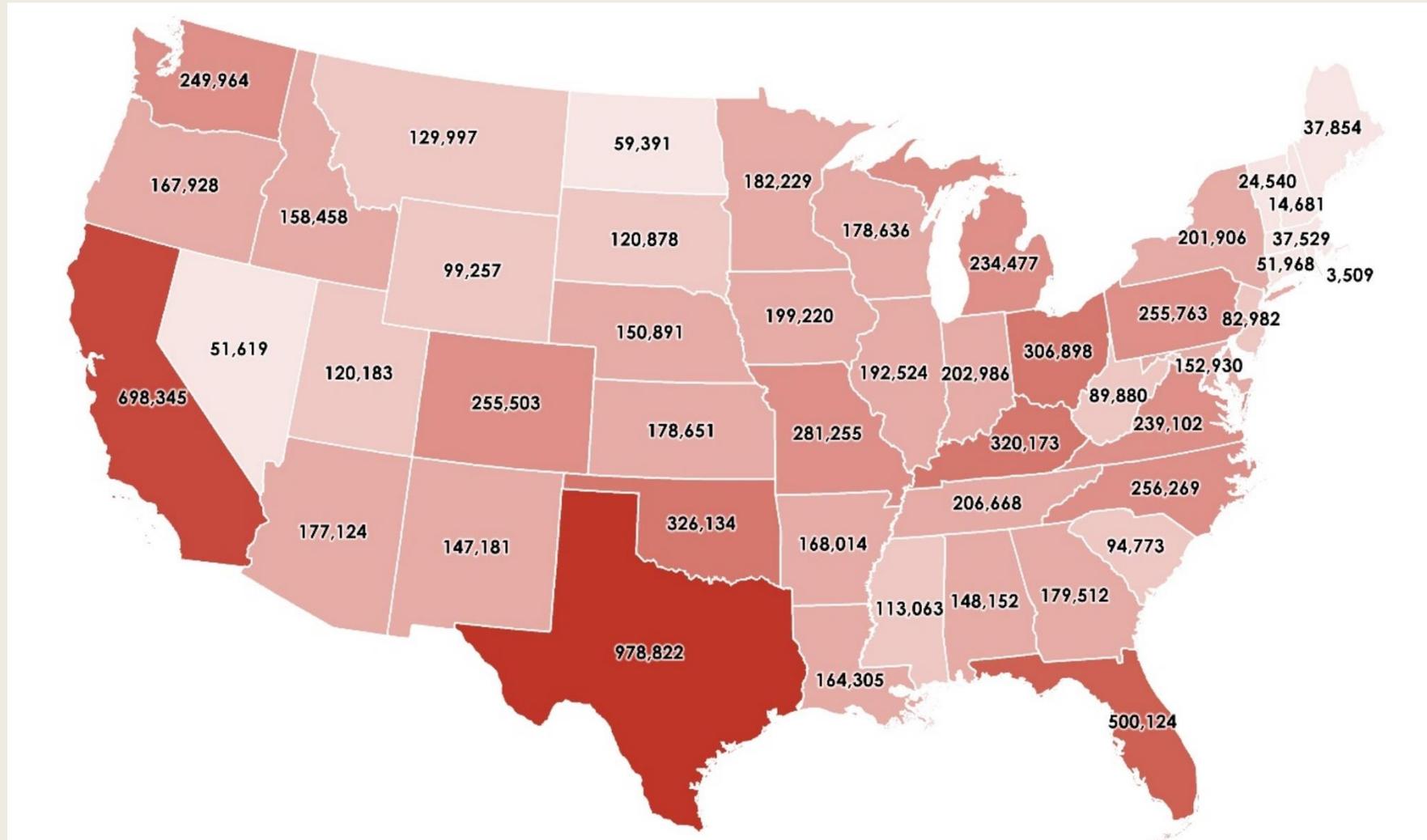
October 2010 – September 2015



n=12,976

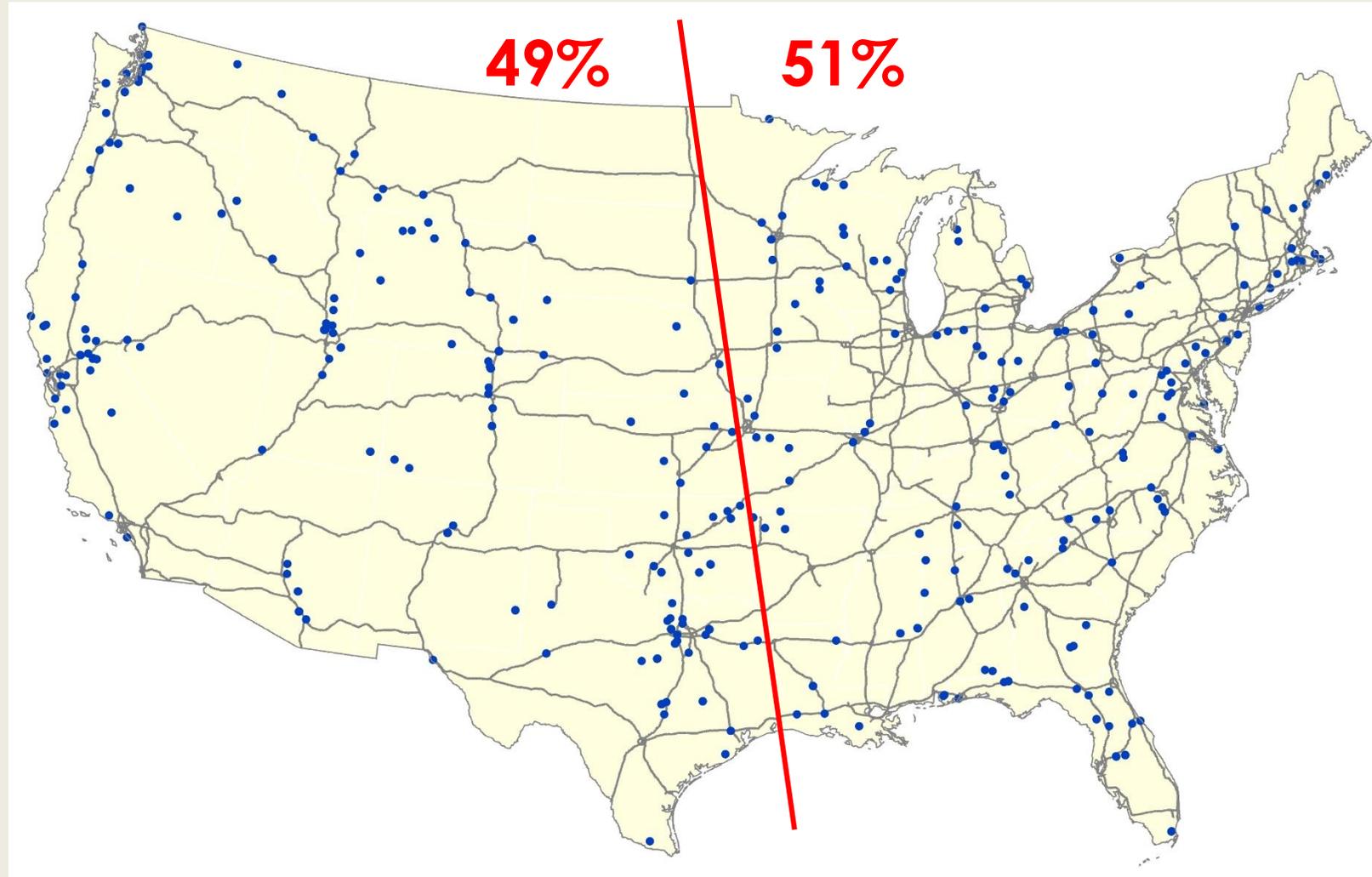
Equine Population

2005 AHCF Study



Internet Adoption Destinations

October 2010 – September 2015



n=468

Initial Thoughts

Insights from interviews



Market Changes

Factors to Consider

- Interest in animal ownership is waning
- No outlet exists for unwanted animals
- Animals are a long-term investment
- The skills to train wild animals are becoming more rare
- Animals are expensive
- Availability of domestic horses
- Supply exceeds demand



Holding Costs/Patterns

Factors to Consider

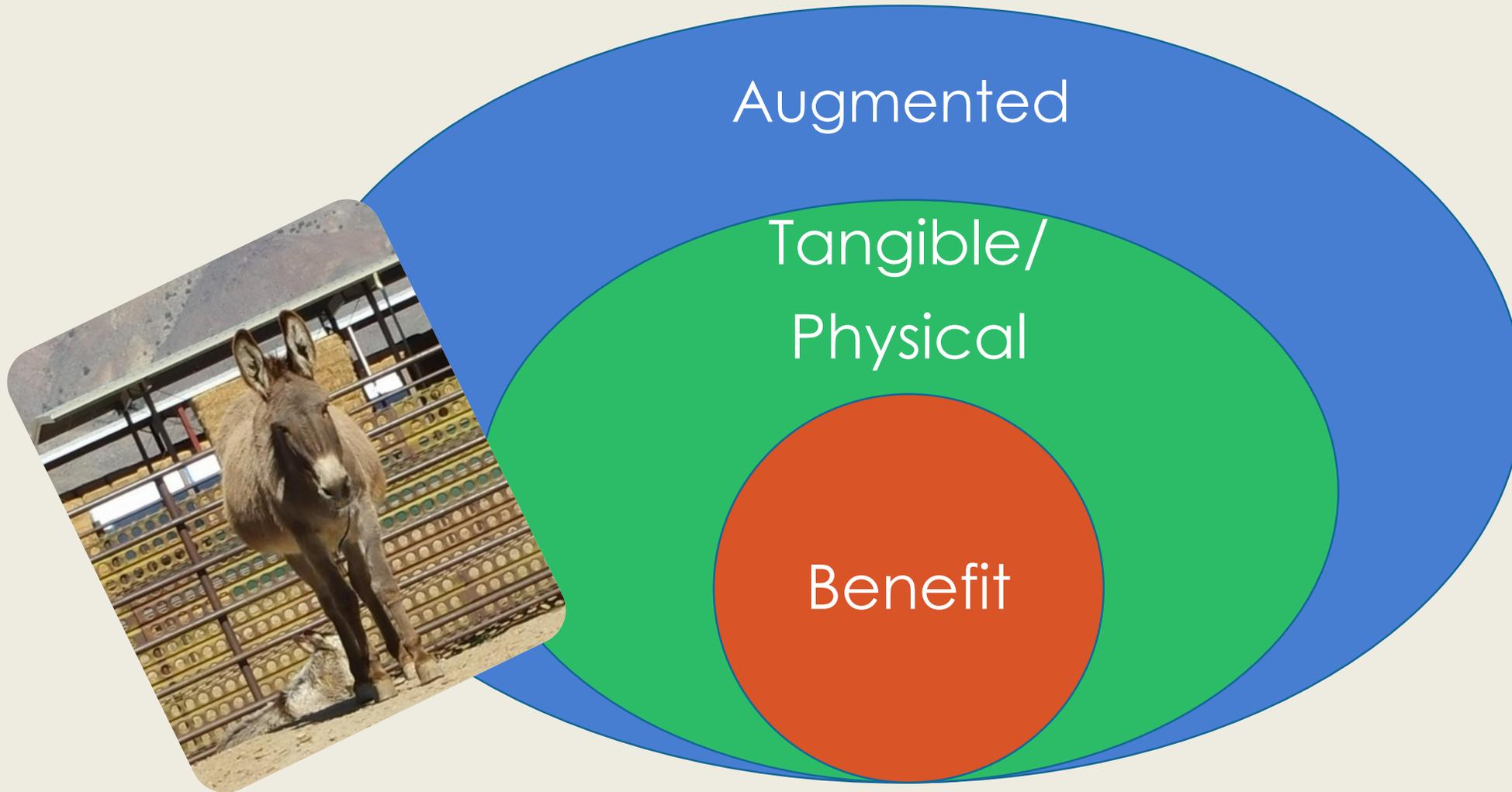
- The high cost of off-range pastures and corrals reduces the availability of funds for marketing
- Animals in captivity live longer lives
- Some desirable animals are in off-range pastures

Thoughts

- The cost of care should be factored into planning incentives, purchase prices, etc.

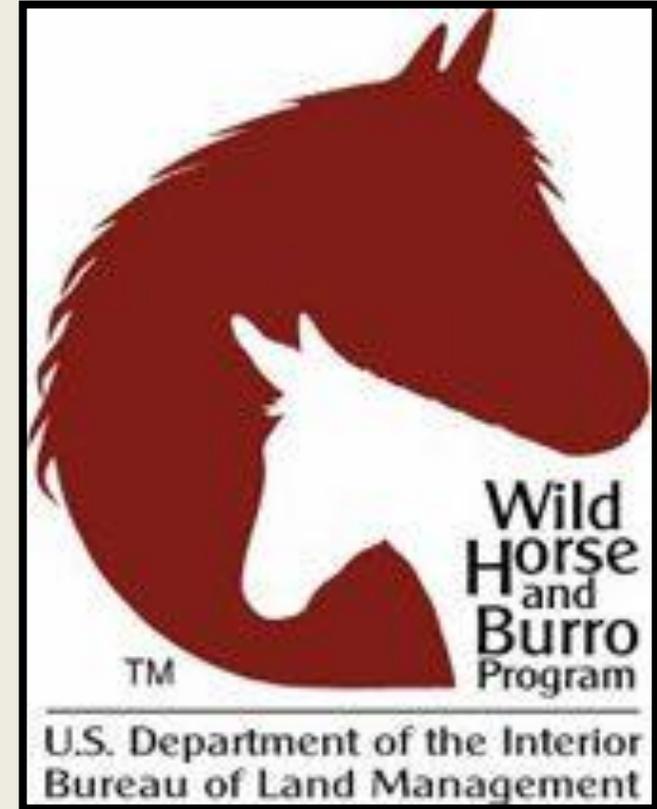


Product Perspective



Branding

Insights from interviews



Market Position

Factors to Consider

- What is the WHB “brand?”
- What is the equity in the brand?
- How can the value exceed the additional investment
- The market position needs clarity

Thoughts

- Need a benefit statement
- Need a Brand Guide
- Need a naming convention (wild horse vs. Mustang)



Titling Process

Factors to Consider

- The titling process could be a barrier
- Adopters lack support after adoption
- Compliance process is not optimized

Thoughts

- The sale option is underutilized
- The adoption process needs review



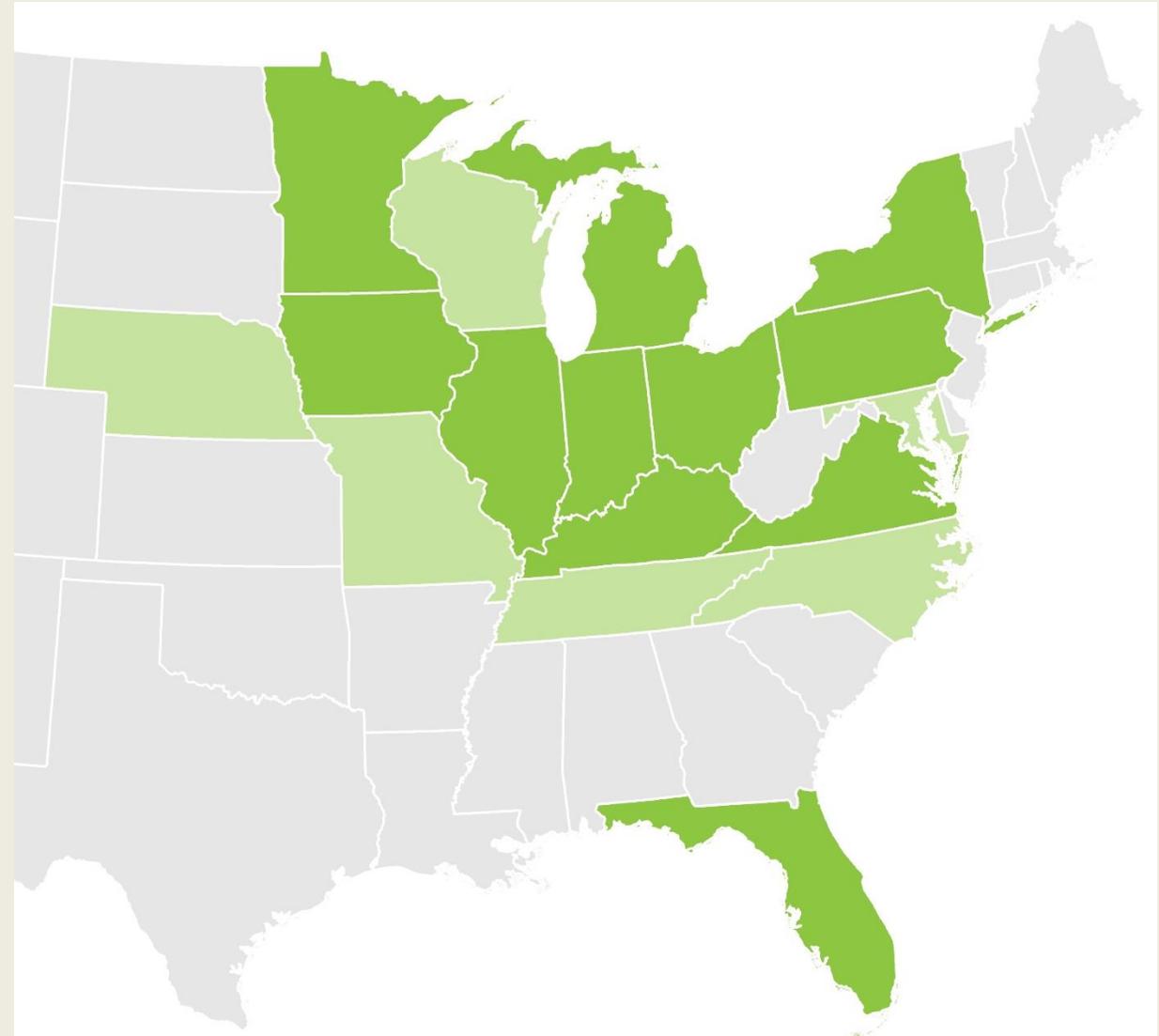
Opportunities in the East

Factors to Consider

- Need access to animals
- WHB is relatively unknown
- The “best” are not making it east

Thoughts

- Prepare** to go East
- The opportunity exists to create the “brand”
- Need “Trusted Trainer” locations
 - Store fronts



Public Relations & Marketing



Marketing Requires Information

Factors to Consider

- Data are not consistently collected at adoption events, etc.
- Data are not optimized

Thoughts

- Develop and require a standard report form
- Implement feedback questionnaire process
- Talk to adopters



Adopter Development

Factors to Consider

- Adopters are not totally understood
- Adopters are not optimized
- Adopters are the best spokespeople

Thoughts

- Adopter referral program
- Adopter association
- Coordinate Mustang registry
- Adopter education and assistance programs
- LOVE THE ADOPTER!



Adoption Opportunities

Contract for Expertise

Factors to Consider

- Marketing today takes significant expertise IN EACH CATEGORY
- Internet auction sites are highly sophisticated

Thoughts

- Centralize marketing and outsource creative services
- Outsource internet auctions
- Standardize satellite adoptions



Prison Programs

Factors to Consider

- Prison programs have significant potential for positive PR
- Prison programs create interest in animals and grow primary demand

Thoughts

- A central point of contact for prison programs is needed
- Programs could be creatively expanded to include female and juvenile facilities



Next Steps

- Continue learning
- Visit sites and events
- Conduct research with BLM staff (online)
- Share findings!



Keep the conversation going

Lori Dixon
419.534.4710
Lori@GLM.com
