

## New Liberty Cu Nail Sizes Now Available

The Liberty Cu horseshoe nails are copper coated, offering more protection than traditional horseshoe nails. These nails are designed to reduce rust and wear inside the hoof, helping hooves remain strong and healthy throughout the shoeing cycle.



The new releases include the following sizes:

E-2 Slim and E-7 Slim

5 Combo Slim

5 Slim

LX-50, LX-55, LX-60, LX-65, LX-70

Also available:

E-3 Slim through E-6 Slim



For more information, visit [www.farrierproducts.com/liberty.html](http://www.farrierproducts.com/liberty.html)

## Kerckhaert Nail Hole Solution

Use the new Kerckhaert Nail Hole Solution in combination with Liberty Cu horseshoe nails for added protection and outstanding results. This new hoof care product was formulated specifically to treat old nail holes. When used regularly, Kerckhaert Nail Hole Solution forms a permanent barrier between the environment and healthy hoof tissue so old nail holes stay clean. Visit [www.farrierproducts.com/newprod.html](http://www.farrierproducts.com/newprod.html) to view other new products from 2016.



## 2016 ABANA Blacksmith Conference

FPD recently sponsored a demo tent at the ABANA Blacksmith Conference in Salt Lake City, Utah, from July 13 to 16. FPD was excited for the opportunity to help bring farriers into the organization's biennial conference and share their talents and perspectives.

The ABANA conference, and the addition of the demo tent was a great success. The tent featured demonstrators Dave Farley and Tom Willoughby, sharing their talents along with a number of other farrier/blacksmiths who attended. FPD is looking forward to supporting the 2018 ABANA Blacksmith Conference to be held in Virginia. Congratulations for a job well done to all of those that participated this year!

Visit [www.farrierproducts.com/blog/](http://www.farrierproducts.com/blog/) to read more about the 2016 ABANA Conference in Dan Burke's recent post on FPD's Hoofwall Blog.



# Farrier Price and Service

Recently, Kerckhaert Horseshoe Factory shared their thoughts - and survey results conducted by The Forge magazine - concerning horse owners perceptions of the farrier industry and the value of farrier services. The responses of the horse owners in this survey provides farriers insight into how they can manage the pricing of their services.

We share some of the survey results here and encourage you to go to [www.farrierproducts.com/farriery/businesses.html](http://www.farrierproducts.com/farriery/businesses.html) to read Kerckhaert's entire communication regarding this topic.

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## **How many horses do you own or loan?**

Answer choices		Responses %	Responses (number)
1		30%	68
2		29%	66
3		13%	28
4 or more		28%	63
Total responses:	225		

## **Which of these equine professionals do you see the most?**

Answer choices		Responses %	Responses (number)
Vet		5%	11
Farrier		70%	149
Dentist		0%	0
Physio/osteopath/back person		2%	4
Trainer/instructor		23%	48
Total responses:	212		

## **What is the main discipline your horse is working at?**

Answer choices		Responses	Responses (number)
Hacking/Leisure riding		47%	107
Dressage		9%	21
Showjumping		4%	8
Hunting		3%	7
Eventing		3%	6
Endurance		1%	2
Showing		8%	17
Driving		1%	2
More than one of the above		20%	47
Other		5%	10
Total responses:	227		

## **For what reason have you changed farriers in the past? Tick all that are applicable.**

Answer choices		Responses	Responses (number)
Bad time keeping		45%	87
Too expensive		14%	27
Bad attitude with horse		42%	82
Bad attitude with myself		18%	36
Lameness issues		23%	45
Changed to yard farrier		21%	40
Changed to farrier that friend uses		21%	41
Total responses:	227		
(question asked respondents to tick all that apply)			

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**Do you feel it is important for your farrier to engage in continual professional development (CPD)?**

Answer choices	Responses	Responses (number)
Yes	93%	210
No	7%	15
Total responses:	225	

**What is your booking criteria for the next farriery appointment?**

Answer choices	Responses %	Responses (number)
Book at time of shoeing	72%	152
Call farrier close to due date	24%	51
Call farrier past due date	3%	6
Wait for farrier to contact me	1%	2
Total responses:	225	

**Which skills/services do you believe to be important for a farrier to be competent?**

	Very important	Important	Less important	Not important	Total
Time keeping	49%	46%	5%	1%	226
Extra qualifications in corrective farriery	36%	56%	7%	1%	225
Professional appearance	7%	36%	41%	16%	225
Taking part in farriery competitions	4%	6%	43%	49%	225
Ability to advise on diet for healthy hooves	35%	5%	12%	3%	226
Supply and sell hoof products	6%	54%	23%	13%	222

**Reference:**

*The Forge Magazine, Vol. 2 No. 2, April 2015: A survey of the horse owner's perception of the farriery industry by Marc Jerram BSC (HONS) AWCF- Master Farrier*

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