The equine nutrition market is expected to grow with higher household disposable income. However, there is hardly any research on consumer attitudes toward equine oil, a key supplement to promote healthy weight gain for horses. The objective of this study is to understand consumers' preferences regarding the nutrition, product, and package attributes of equine oil supplements when making purchase decisions. I will investigate the following nutrition factors: horses finding the oil highly palatable, rich in Omega 3's and Omega 6's, improved stomach health, and more. Product attributes will include single ingredient, grown and made in the U.S.A., non-GMO, etc. Package attributes will consist of sustainable packaging, easy to open/use, and unit price per ounce. Packaging preference will also be asked such as whether or not they would like single serve or bulk packaging. The findings from this study will shed light on the packaging and labeling practices of equine oil supplements and provide guidance on how to promote their nutritional benefits.

Event Information
October 24th, 2022
11:00 AM
Fred Pirkle Building
Room 430

Committee Members
Dr. Danhong Chen
Dr. Shyam Nair
Dr. Doug Ullrich