

How to be a successful Discovery Farm



ARABIAN HORSE ASSOCIATION
Discovery Farm®

Arabian Horse Association
Greenwood Village, Colorado

Discovery Farm Logo

Each Discovery Farm applicant can request a Discovery Farm logo in a JPEG format that they can put on their website and promotional material, showcasing that their farm is a certified Discovery Farm.



Be Ready for Visitors

Before visitors come to your farm have a plan. Here are a few things to think about:

- Where will you take them on your farm?
- What will you show them on your farm?
- Which horses will you show them? Are they safe horses?
- What will you do with visitors if the weather is bad? Do you have access to indoor facilities?
- Will you hand out material? If so, what material?
- Will you offer activities? If so, what activities?
- Will you offer the same farm tour to all group types? For example, would you do the same tour for a group of 20 girl scouts versus a family of five?

How are you promoting your Discovery Farm?

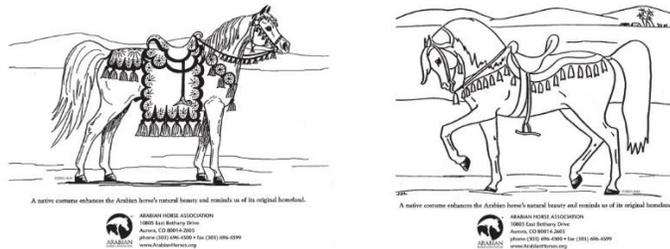
How are you getting the word out that your farm is offering the total Arabian horse experience in a safe, no-pressure, non-sales atmosphere? Here are a few ideas to help kick start getting the word out:

- Post on social media platforms such as Facebook, Twitter, Instagram etc.
- Post on local platforms such as Craigslist, advertising you offer free tours.
- Call local schools letting teachers know that coming out to your farm would be a great field trip.
- Put fliers up around your town
- Word of mouth is one of the oldest and best ways to let people know you are a Discovery Farm!
- Send AHA pictures of individuals enjoying their Discovery Farm tours and we will post them on our social media or showcase them in our AHA Insider.
- Make sure that when individuals come out to your farm, you are giving them a one-of-a-kind experience that is unique, educational and exciting. If you impress individuals from the start, they are more likely to come back for lessons, buy a horse or for other needs and they will tell others.

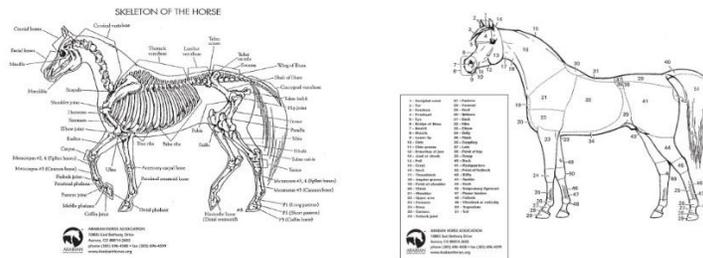
Material Available from AHA

Want to hand out material on the Arabian horse but don't know what to hand out? No worries. AHA has material that we can send to you. **All you have to pay for is shipping** and some of it you can even print so we don't have to send it to you. If you would like to order any material, please send an email indicating what material and quantity you would like, shipping address and contact information so we can contact you for payment. Please send the email to DiscoveryFarm@arabianhorses.org

1. **Native Costume Coloring Sheet** (Printable only. AHA no longer mails coloring sheets.)
https://www.arabianhorses.org/.content/youth-docs/AHYA_Costume_Coloring.pdf



2. **Parts of the Horse & Skeleton Wall Chart** – This is a comprehensive wall chart, covering the anatomy of the Arabian horse. One side lists the skeletal system, the other lists general body parts. - https://www.arabianhorses.org/.content/youth-docs/AHYA_Skeleton_Parts.pdf



3. **Arabian Breed Flyer** – This is an illustration of an Arabian horse. The reverse side outlines key characteristics of the breed. (8 1/2" X 11" color, two sided)



4. **Identifying the Arabian Horse: A Guide to Colors and Markings Flyer Brochure** – Four color illustrations of facial and leg markings on one side, including how to correctly identify a horse's color. The reverse side outlines key characteristics of the breed. (8 ½" X 11" color, two-sided)



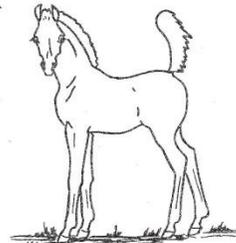
5. **Arabian Horse Fun Book** – This is a book full of fun activities and coloring pages. If you would like the Fun Book, email us and we will email a PDF version to you. You can then print out the 21 page Fun Book for hours of activity! (AHA will not mail you a Fun Book. Printable PDF version available only.)

The Arabian Horse Fun Book

Illustrated by Joann Love
Text by Marjorie Day



ARABIAN
HORSE ASSOCIATION
© 1997 Entire Contents Marjorie Day
Produced by Hobby Horse Art Shop
415 Hwy. 26, Boulder, CO 80501
Revised 1998
By International Arabian Horse Association



The baby horse is called a foal—the female is a filly, the male is a colt.

6. **Discovery Farm Sign** – Want everyone to know you are a Discovery Farm when they visit your farm. Hang a Discovery Farm sign so whoever walks through your barn doors will know.



Event Flier Example

Planning a fun Discovery Farm Event at your barn and want to let the public know? A few things to remember to include in your flier are:

- Background picture
- Title of event.
- Location of event.
- Time and date of event.
- What the event is.
- Additional information such as if individuals need to bring anything special or specific instructions for the event.

Event Press Release Example

Planning a fun Discovery Farm Event at your barn or had a successful event and you want to let people know? Use the press release example to help you get started in getting the news out about your event.

FOR IMMEDIATE RELEASE
Month DD, YYYY
Contact: Farm Name
555.555.5555

Windy Acres Open to the Public for Barn Tours

Windy Acres is inviting the public out to participate in a day of learning about the Arabian horse breed through a farm tour, fun, educational activities and much more from 2 p.m. – 6 p.m. on Friday, January 15.

Windy Acres is associated with the Discovery Farm program through the Arabian Horse Association. The program is designed for individuals wanting to learn more about the Arabian horse breed an easy way to access knowledgeable farms that they can contact and visit.

The day of learning at Windy Acres is free to the public. Bring your kids, friends and family for a tour of the facility, a chance to participate in horsey crafts and enjoy a BBQ to finish up your day. Also, there will be a bonfire that will start at 4 p.m. where individuals can roast marshmallows and sing camp fire songs. Make sure to wear closed toed shoes to the farm!

Windy Acres is located in Aurora, Colorado and has been raising Arabian horses for over 30 years. Over the years, the farm has raised, trained and sold over 500 Arabian horses. Many of those horses went on to win National awards and are still competitive in today's show ring.

For more information on AHA Discovery Farms, visit www.arabianhorses.org/discoveryfarms or contact the Arabian Horse Association at (303)696-4500 or email DiscoveryFarm@arabianhorses.org.

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AHA is a major equine association serving 85,600 Arabian, Half-Arabian and Anglo-Arabian horse owners across North America. AHA registers and maintains a database of more than one million Arabian, Half-Arabian and Anglo-Arabian horses and administers approximately \$2 million in annual prize money. AHA produces championship events, recognizes over 400 Arabian horse shows and distance rides and provides activities, education, and programs that promote breeding and ownership.