

About the Missouri Fox Trotting Horse Breed Association

Since 1948, the Missouri Fox Trotting Horse Breed Association (MFTHBA) has been dedicated to promoting and preserving the Missouri Fox Trotting Horse. Developed in the rugged terrain of the Missouri Ozarks, the Missouri Fox Trotting Horse was developed as an all-around, comfortably gaited horse. Its versatility is still celebrated today.

Missouri's Official Horse

In 2002, the Missouri Fox Trotting Horse officially became the Missouri State Horse.

Worldwide Membership

With just over 4000 members worldwide, the MFTHBA has a broad base of support. Members reside in 12 countries and in 49 of 50 states in the United States. Fifty percent of the membership base resides in Missouri and Arkansas.

A Loyal Membership

Over 60 percent of MFTHBA members are lifetime members, demonstrating the loyalty of our membership base.

Anchored in Ava

Maintaining its roots in the Missouri Ozarks, the MFTHBA World Headquarters is located in Ava, Missouri, a community of just over 3,000 people. The MFTHBA World Headquarters and Showground spans 130 acres. The showground has 334 full service RV sites, five arenas, 850 covered stalls, three bathroom/shower facilities, a merchandise store, Hall of Fame, and a restaurant seating 200.

A Pleasure To Ride

Known as the ultimate pleasure horse, the majority of registered Missouri Fox Trotting Horses serve as valued trail companions for their owners. To recognize these members, the MFTHBA offers the Fox Trot America program to recognize the hours spent under saddle.

Focused on Youth in June

Each June, the MFTHBA turns its attention to youth. The Spring Show and Three Year Old Futurity highlights our young horses as they compete for close to \$20,000 in payback in the annual Three Year Old Futurity. The event also celebrates our young exhibitors through our annual Youth Seminar. Over the course of the four day event, approximately 1000 tickets are sold.

A Labor Day Celebration

During Labor Day week, the breed unites to celebrate all aspects of the Missouri Fox Trotting Horse. With an average ticket sales of 2400 throughout the week, the World Show and Celebration incorporates performance, model, versatility, and ranch horse competition along with daily trail rides, clinics and other special events.

World Championship Competition

Throughout the six day World Show and Celebration, nearly 1000 entries from around the world compete to win one of 22 World Grand Championship titles. Over 85 percent of the entries come from individuals over 18 years of age with the majority of exhibitors being over the age of 35, making the World Show and Celebration a great place to reach that market area.

Recognizing Accomplishments

The MFTHBA partners with other equine associations to recognize the accomplishments of Missouri Fox Trotting Horses. Currently, the MFTHBA partners with the Western Dressage Association of America, Top Trail, American Horsemen Challenge Association, North America Trail Ride Conference and American Endurance Ride Conference.

Reaching Our Members

Each month the MFTHBA produces The Journal, the only publication completely dedicated to the Missouri Fox Trotting Horse. The Journal is provided electronically to our members as well as shared through our social media accounts and sent 1500 individuals by email that are not currently MFTHBA members.

Presence Online

The MFTHBA Facebook account currently has more than 3700 likes. All these likes are organic and a result of the individuals true interest in our breed. MFTHBA.com also serves as a great resource for those interested in the Missouri Fox Trotting Horse.

MFTHBA Print Productions

The MFTHBA produces a full color program for both our national shows. The Spring Show and Three Year Old Futurity publication is made available to all the attendees of the event as well as electronically through MFTHBA.com.

The World Show and Celebration program is distributed during the weeklong event each September. In addition, additional copies are printed to utilize at equine expos following the event. This widens the marketing footprint of this publication to a large area of the United States. The program is also made available electronically.



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FOR MORE INFORMATION

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