

BUSINESS IN FOCUS

BERGIN EQUINE 



WHO ARE YOU AND WHAT DOES YOUR BUSINESS DO?

My name is Brendan Bergin, I am an Equine Coach and see myself as a mentor for coaches who really want to excel in the Equine industry. I get a lot of calls from people who want consultancy advice to help people understand how horses think and behave. One of my real passions is helping people understand how a horse thinks and how their mind works.

HOW LONG HAVE YOU BEEN IN THIS INDUSTRY?

I have been involved in the equine industry at a professional level since 2006 and moved into the industry full time in 2011. I worked part time in it for the 5 years in between.

WHY DID YOU FIRST SET UP WITH BERGIN EQUINE AND WHAT WAS YOUR OVERALL GOAL?

I noticed there was a gap in the market for logic-based horse training. There was limited research at the time of horse behaviours and I felt there must be a better way to do this. I then started my journey travelling to different places in the world to learn from coaches across different and specialities. The goal was to understand horses better and to start other people on a journey to understand horses better!! And to promote the thinking that horses are horses and not furry, silly humans.



IF YOU COULD CHANGE ONE THING ABOUT THE EQUINE INDUSTRY, WHAT WOULD IT BE?

Openness and truthfulness to what we are actually doing. I would like us all to see the equine industry through a different lens. We need to see our role, what we do and the equine world as it is seen by the wider public. Our practices need to be ethical, sustainable and horse welfare centred for the industry to survive and thrive.

HOW WOULD YOU IMPROVE EQUINE WELFARE?

Equine welfare will be improved by educating people and being able to give universal access to information that is based on research and logic.

WHAT EXCITING PROJECTS ARE YOU WORKING ON NOW?

In the background we are working on a media platform that will give people in the equine industry across the world access equine centred welfare based training. People need to be able to access evidence based training principles with coaches who really understand the underlying principles of horse behaviour and training welfare!!

WHAT DOES THE FUTURE HOLD, AND WHAT ARE YOUR NEXT GOALS?

My goal is to change the pathway the industry is currently taking. We need a dramatic change and we are focused on being leaders of a movement that will guarantee the future of the equine industry by inspiring a new generation of horse centred, welfare centred coaches.