

MEET THE WRITERS

BRENDAN BERGIN  **BRENDAN_CBERGIN**



WHO ARE YOU AND WHAT DO YOU 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 industry. I get a lot of calls from people who want consultancy advice to help people understand how horses think. I really enjoy helping people understand how a horse thinks and how their mind works. A Horse's brain is simple but very good at creating connections and I feel this is why people come to me so I can help them improve their rider horse partnership. I have written for The Irish Field and write regularly for The Grassroots Gazette.

HOW LONG HAVE YOU BEEN INVOLVED IN THE INDUSTRY?

I have been involved in the equine industry on 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.

WHO INSPIRES YOU?

The first has to be William Micklem FBHS. He is a conceptual genius. He sees things differently to most and the way his mind works really stands out to me. Then I would say I also admire Eric Smiley FBHS. Eric avoids any jargon and makes his message so digestible that there is no room for confusion. Lastly, Dr Angelo Telatin FBHS, he inspires me because of how his mind works and the habits he creates. These people are so humble and they have so much more knowledge to share than they portray.

WHAT INSPIRES YOU?

I think we are at a tipping point in the world of equestrianism. There could be a huge change coming soon that could turn the tide. We need to find different ways of doing things that are more acceptable to the public. We don't need to change our competitiveness or sport but we have to change how we get horses to that level so our industry doesn't get ruined.

BIGGEST CHANGE YOU'D LIKE TO SEE IN THE INDUSTRY?

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.

WHAT DO YOU LOVE MOST ABOUT THE INDUSTRY?

The challenge of the whole thing is something I really enjoy. Working with young horses excites me the most. Figuring out how their brain works is an intriguing and challenging experience.

HAPPIEST MOMENT WITH HORSES SO FAR?

The happiest moment ever has to have been when we bought the farm. It has been a dream of mine for as long as I can remember. When Michelle and I bought the farm, it was the happiest and most terrifying thing that ever happened. I can still vividly remember us unloading our 3 horses on that day and seeing them trotting across our grass in our field, it was simply magical.

GOALS FOR THE FUTURE?

One of my biggest goals is to make my message more accessible. I would like my message to impact the lives of more people on a global scale. I have big aspirations to grow and develop with other partners with similar beliefs from across the industry. There are some big things happening behind the scenes now and I can't wait to share these exciting developments soon.

WHAT IS YOUR MESSAGE TO THE INDUSTRY?

My message is change is coming whether you like it or not. We can either control the narrative, be involved in the narrative or be wiped out by the narrative around our industry. The next move is ours!!