

INDEPENDENT INSURANCE ADVISORS

HOLLY M^CMILLIN

— INSURANCE GROUP —

A 2026 FIELD REPORT

The Kentucky Horse Farm *Insurance* Report

*Trends, risks & coverage insights every horse farm owner
should know before renewal season.*

Prepared By

Holly McMillin Insurance Group

Serving

Kentucky & Virginia

WELCOME

A note before you read on

From our desk to your farm

Kentucky's horse industry is unlike any other. Every farm is different, every operation is unique, and no two insurance programs should look the same.

Over the past year, we've reviewed policies for horse farms ranging from hobby farms to large Thoroughbred breeding and boarding operations. One thing has become clear:

"Most farms are either underinsured, or carrying coverage that no longer reflects today's replacement costs and liability exposures."

This report highlights the trends we're seeing across the region and provides practical recommendations to help horse farm owners protect their investments — their horses, their property, and the legacy they've built.



Independent Insurance Advisor · Kentucky & Virginia

MARKET CONDITIONS

The 2026 horse farm insurance market

The market continues to evolve — here is what we’re seeing on the ground



Construction costs remain elevated, increasing replacement values for homes and barns.



Roofing materials, lumber, steel, and skilled labor continue to drive rebuilding costs higher.



Insurance companies are paying closer attention to property maintenance standards.



Older roofs and outdated electrical systems now receive increased underwriting scrutiny.



Companies continue tightening underwriting guidelines following several years of catastrophic weather losses.

5

COVERAGE GAPS WE SEE MOST

6+

HIGHLY RATED CARRIERS COMPARED

2

STATES SERVED — KY & VA

COVERAGE GAPS

The five biggest coverage gaps we see

Drawn from a year of policy reviews across Kentucky & Virginia horse farms

01

Replacement cost is too low

By far the biggest issue we find. Many farms have not updated their building values in years — and the cost to rebuild a custom horse barn today can be dramatically higher than it was just five years ago.

Remember: market value and replacement cost are not the same thing. Replacement cost reflects today's labor and material costs — not what your property would sell for.

02

Liability limits are too low

Horse farms have visitors every day, and one serious injury could easily exceed a standard liability limit. Commercial Umbrella coverage is often one of the best values available.

Veterinarians	Farriers	Trainers	Boarders	Buyers	Delivery Drivers
Contractors	Guests				

03

Equipment is forgotten

Many farms own tractors, utility vehicles, implements, mowers, trailers, and generators. Equipment values often increase over time — but policies rarely get updated to match.

Tractors	Utility Vehicles	Implements	Mowers	Trailers	Generators
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COVERAGE GAPS, CONTINUED

Two exposures that change as your operation grows

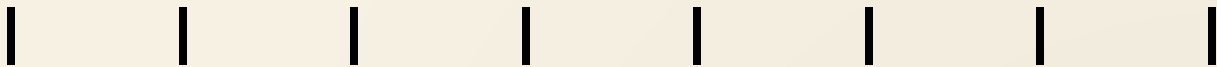
04**Boarding Operations**

Boarding horses creates entirely different liability exposures. Every owner should be asking:

- Who is responsible if a boarded horse is injured?
- Are visitors covered?
- Is Care, Custody & Control coverage needed?
- Are trainers carrying their own insurance?
- Are certificates of insurance being collected?

05**Workers' Compensation**

Many family-operated farms assume they don't need Workers' Compensation. That isn't always true. As farms grow, hire seasonal help, or add employees, insurance needs often change — which is why annual reviews are essential.



Five gaps. One conversation. A policy that actually matches your farm.

WEATHER & CLAIMS TRENDS

Weather losses continue to increase

Kentucky farms continue experiencing losses across every category



WIND DAMAGE



HAIL LOSSES



FALLEN TREES



ROOF DAMAGE



WATER LOSSES



BARN DAMAGE

One trend we're seeing:

Insurance companies are reviewing prior claim history much more carefully than in previous years. Multiple claims within a short period may affect future premiums — or even eligibility.

Insurance should protect against significant financial loss — not every repair.

CLAIMS GUIDANCE

Talk to your insurance agent before filing a claim

A quick call can protect your long-term insurance costs

One of the most valuable resources you have is your insurance agent. Before filing a claim, consider giving your agent a call. We can help you evaluate the situation, estimate whether the damage may exceed your deductible, and discuss how filing a claim could affect your policy.

Insurance is designed to protect you from significant financial losses — not necessarily every repair.

While every situation is different, multiple claims over a short period of time can impact your premiums, future insurability, and even your ability to remain with your current insurance company.

Our goal is to help you make an informed decision. Sometimes filing a claim is absolutely the right choice, and sometimes paying for a smaller repair out of pocket may better protect your long-term insurance costs.

A quick conversation before filing a claim can help you understand your options and make the decision that's best for you — not just today, but for years to come.

SELF-ASSESSMENT

The horse farm insurance checklist

Ask yourself the following before your next renewal

- ☐ Is my home insured at today's rebuilding cost?
- ☐ Are my barns properly valued?
- ☐ Are my fences insured?
- ☐ Is my equipment scheduled correctly?
- ☐ Do I have enough liability protection?
- ☐ Should I increase my umbrella coverage?
- ☐ Are boarded horses creating additional exposures?
- ☐ Do my tenants carry liability insurance?
- ☐ Should vendors name my farm as an Additional Insured?

If you're unsure about any of these questions, it may be time for a policy review.

SELF-ASSESSMENT, CONTINUED

Two more questions worth asking

How your property is valued matters as much as whether it's covered

06

Actual cash value or replacement cost?

Are my equipment, structures, and personal or farm property covered for Actual Cash Value (depreciated value) or Replacement Cost (the cost to replace with new)? The answer can make a substantial difference when a loss occurs.

07

Is there a roof payment schedule?

Are the roofs on my home, barn, and other structures insured at full Replacement Cost, or does my policy include a Roof Payment Schedule that could reduce my claim payment based on the roof's age?

Document every major purchase.

Save receipts, invoices, and photos of new equipment, barns, fencing, and improvements. Proper documentation can make the claims process faster and help ensure you're compensated accurately after a covered loss.

WHY INDEPENDENT MATTERS

We work for you — not one company

Comparing coverage across the region’s most trusted carriers

As an independent insurance agency, Holly McMillin Insurance Group works for you — not one insurance company. That allows us to compare coverage through multiple highly rated carriers and recommend the best fit for your farm.

WE PROUDLY INSURE HORSE FARMS THROUGH

Nationwide

Liberty Mutual

State Auto

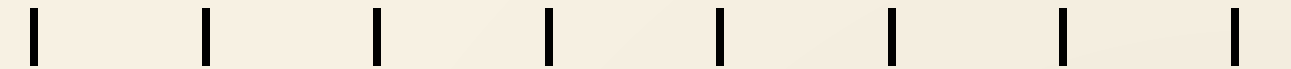
Bascule

Travelers

American Reliable

Erie Insurance

Berkley Insurance



EVERY CARRIER HAS A DIFFERENT STRENGTH — OUR JOB IS FINDING THE ONE THAT FITS YOUR OPERATION.

OUR PROMISE

Horse farms aren't just another policy to us

We work with these operations every single day

We understand the unique challenges facing Kentucky farm owners because we work with them every day. Whether you own:

 A Thoroughbred breeding operation

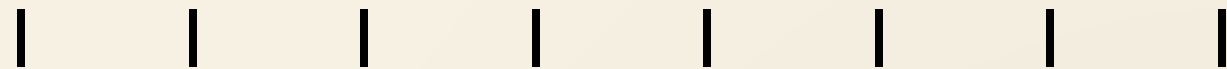
 A boarding facility

 A training barn

 A hobby farm

 A Sport Horse farm

 Recreational acreage



We're committed to helping you protect what you've worked so hard to build.

COMPLIMENTARY REVIEW

A complimentary horse farm insurance review

No cost. No obligation. Just clarity.

If it's been several years since your insurance has been reviewed — or you've added buildings, horses, equipment, or employees — now is an excellent time to revisit your coverage. We'll review:

- | | |
|---------------------------------|--------------------------------|
| ① Property values | ② Liability limits |
| ③ Umbrella coverage | ④ Farm equipment |
| ⑤ Business exposures | ⑥ Workers' Compensation |
| ⑦ Care, Custody & Control | ⑧ Tenant & vendor requirements |
| ⑨ Coverage gaps & opportunities | |

There is no cost and no obligation.

Call or Text: 859-987-1440 · Email: holly@hollyismyagent.com

We look forward to helping you protect your farm, your business, and your legacy.

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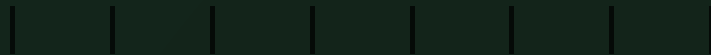
*"Insurance is more than a policy. It's protecting
a way of life."*

CALL OR TEXT

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HORSE FARM INSURANCE · FARM INSURANCE · AUTO INSURANCE · HOME
INSURANCE · COMMERCIAL INSURANCE · LIFE INSURANCE · UMBRELLA INSURANCE

Serving Clients Throughout Kentucky, Virginia, Georgia & Florida