

**UNIVERSITY
of GUELPH**

Equine Guelph



Annual Report

May 1, 2009 – April 31, 2010

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Executive Summary

A major highlight to mark the seventh year of achievement for Equine Guelph is the invitation to attend the World Equestrian Games in Kentucky with our youth education program, EquiMania!. This marks the only time that the WEG has been held in North America but also the first time that a Canadian education program has been invited to attend this prestigious international equine event as a centerpiece for youth education! This news has been received with great enthusiasm and related articles have been picked up by dozens of media venues. As a result, the awareness of Equine Guelph and its programs has never been higher.

A series of visioning meetings were held by Council to assess the past developments and successes and to explore a pathway for the future of Equine Guelph. The assessment of the building of programs and the effectiveness of implementing those programs were deemed very successful, resulting in a positive impact on the Ontario industry. New ideas were put forth by members and the feasibility of these will be a point of continued development as funding and opportunities allow. The partnership, that includes E.P. Taylor Equine Research Fund, Equine Canada, the Horsemen's Benevolent and Protective Association of Ontario, the Ontario Equestrian Federation, the Ontario Harness Horse Association, the Ontario Racing Commission, OMAFRA, Standardbred Canada and the University of Guelph, continues to provide the "engine" of development that underpins the continuing achievements of Equine Guelph.

The research program continues to function efficiently and effectively, producing information on a wide variety of issues of equine health, from infectious diseases, to the contribution of track mechanics to the risk of injury in racehorses. Support from the industry, in terms of funding, continues to underpin the research activities promoted through Equine Guelph, providing \$401,000 for research funding in 2009-2010. Yet, despite the success of the program at existing levels of funding, the needs of the industry continue to exceed the funding for the program. As a result, discussions have been opened to explore means of expanding and transforming the program and its value to the industry, by way of enhanced and stable funding. Plans are in the early stages but support from the industry has been strong.

The last two years saw a change in focus for the education program with a shift in focus on creating more online courses and finishing the business courses that are part of the certificate. The total number of online courses on offer to the industry is now 16 (up from 12 last year), making us a world leader in the number of online equine courses available from an accredited university. Now offering two certificates and a diploma, this investment is now paying dividends back to the industry through increased education and awareness of horse owners and also to Equine Guelph. Revenues increased to \$94,618.00 for the online courses, compared to \$79,500 from the previous year. The Groom One program was offered this year in conjunction with the Quarter Horse Racing Industry to help their "pathway" students gain knowledge and experience to then help them secure jobs in this new and growing sector of the industry. The EquiMania! program continues to draw rave reviews and this year, partners in the "Play Safe. It's HorseSense" initiative returned, many for their third year of support for this important initiative that reaches well over 70,000 people, including over 25,000 youth, introducing them to the horse industry as a career and sharing knowledge about the health and well-being of horses.

A new memorial program “Hoofprints” has been launched allowing horse owners to share their horse’s story. By dedicating a gift in their horse’s name, their memory is honoured and contributes to longer, healthier lives for other horses.

New developments in health care of horses included the opening of the Large Animal Isolation Unit and construction continues on the new Pathology Animal Health Laboratory building. The Equichallenge began a campaign of fund-raising for the new Equine Sports Medicine and Reproduction Centre, to expand the services offered to the industry by the Ontario Veterinary College.

In the previous annual report, the following paragraph was included: *“The true partnership that can exist between a rider and horse is a very moving site, when harmony, cooperation and trust become the dominant themes of the equestrian relationship. As Equine Guelph moves forward into the next five years of its development, it is a worthy goal to pursue such a relationship between the industry associations and participants and the University of Guelph and in this way continue to strengthen Equine Guelph and its programs so that all partners – and all horses – benefit from the investment.”* Today that sentiment remains true and is worth repeating and striving for, as we look to the future.

The work of the Council and Committee members on behalf of their membership and the many volunteers who have made possible the many outreach programs developed by Equine Guelph has been instrumental in our success. We sincerely thank you for your ongoing support.

This annual report provides details on the 2009-2010 activities of Equine Guelph and salutes the partnerships that make these achievements possible for the benefit of the equine industry.

UNIVERSITY of GUELPH

EQUINE GUELPH

Dear Partners and Supporters of Equine Guelph,

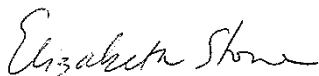
As a Centre for the horse industry at the University of Guelph, Equine Guelph reflects the true power of partnerships. For the success of Equine Guelph is due to the strong and continuing support of our partners. Once again, we can proudly bring to you many achievements that are of benefit to the equine industry in Ontario. New research projects, new educational initiatives, new services for the industry, are just a few of the areas where exciting advancements have been made.

Now, in its seventh year, the continued and growing success of Equine Guelph is due to the ongoing investment from the partners of Equine Guelph, E.P. Taylor Equine Research Fund, Equine Canada, the Horsemen's Benevolent and Protective Association of Ontario, the Ontario Equestrian Federation, the Ontario Harness Horse Association, the Ontario Racing Commission, OMAFRA, Standardbred Canada and the University of Guelph. This continuation of support from the important industry partners provides the investment that ensures the growth of Equine Guelph as it provides service to the industry

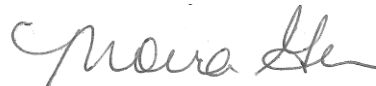
As Co-Chairs of Equine Guelph, we would like to extend our sincere thanks to the associations and individuals who have supported the programs of Equine Guelph. This support has been critical to the continuation of the equine research program and the education and communications programs that take this new knowledge and provide it back to the industry. Your dedication as association partner, individual, donors or sponsors have been major contributors to our growth and recognition within the industry.

Your enthusiastic support today and tomorrow will in turn provide important programs and services to the industry, thus helping to have a positive impact on the industry and the health of the horse.

Yours sincerely,



Dr. Elizabeth Stone
Co-Chair, Equine Guelph
Dean, Ontario Veterinary College



Dr. Moira Gunn
Co-Chair, Equine Guelph



Introduction

Equine Guelph is a unique partnership between the equine industry and the University of Guelph, providing programs and services that will create a centre of excellence that support the horse owner and caregiver. The 2009-2010 fiscal year marks Year 7 of the Equine Guelph development. Once again, this has been an exciting year for Equine Guelph as we work together, equine industry and university, to build programs and services that benefit the future of the equine industry in Ontario.

With the continued partnership of E.P. Taylor Equine Research Fund, Equine Canada, The Horsemen's Benevolent and Protective Association of Ontario, Ontario Equestrian Federation, Ontario Harness Horse Association, Ontario Ministry of Agriculture, Food and Rural Affairs, Ontario Racing Commission, Standardbred Canada and the University of Guelph under the Equine Guelph banner, the investment of the industry continues to actively develop the important programs of Equine Guelph.

The Co-Chairs of the Equine Guelph Council are Dr. Moira Gunn, representing the equine industry, and Dr. Elizabeth Stone, Dean of the Ontario Veterinary College, representing the University of Guelph. The Co-Chairs oversee the programs and funding initiatives of the Council and Committees, which include Research, Education Committee, Communications and Marketing, Development and Finance. Staff of Equine Guelph include Gayle Ecker, Director, Susan Raymond, Diane Gibbard, Henrietta Coole, David Finlay and Jackie Bellamy.

Programs of Equine Guelph: The Equine Excellence Initiative

Vision Statement:

We will be recognized as an international Centre of Excellence for the equine industry dedicated to the improvement of horse wellness through the provision and promotion of research, performance and education.

The Equine Excellence Initiative (EEI), developed by the Equine Guelph Advisory Council, pulls together the resources of the University of Guelph and the industry. The five pillars of the EEI include Research, Education and Training, Performance, Health Care and Industry Development. In the following sections, updates for each area are provided.

Research

The research program continues to support work by prominent equine workers in Ontario, on a diversity of topics. Some of the main issues confronting the industry now are addressed and backed up with basic research aimed at improving equine health in the medium to long term. Eight new projects were funded on topics ranging from diagnostic techniques for roaring, anaesthesia for castration in the field, methods for examining limb mechanics in the field and means of improving fertility rates of frozen embryos. Nine projects continuing from the previous year were also funded, for a total of \$401,000 provided by the Horse Improvement Programs (Thoroughbred, Standardbred, and Quarterhorse) administered through the Ontario Racing Commission, the Horsemen's Benevolent and Protective Association, and the E.P. Taylor Foundation. (Summaries of each new project may be found in Appendix 4.)

Communicating the result of research to the industry was largely achieved by an issue of the newsletter devoted to research (accompanied by the numerous press releases and presentations also released by the Communications committee). In addition to articles documenting individual projects, there were two longer pieces. One captured the long-term research program of Dr. Keith Betteridge and an extensive international team of collaborators, looking at the breakdown in molecular signaling between mare and embryo that results in early failure of pregnancy. This article demonstrated the scope of research response necessary to tackle a complex problem over a number of years and the value leveraged from EG dollars when partnered with funds from other agencies. The second article documented the value of the numerous studies that sprang out of the Death Registry Program. Response to the newsletter has been extremely positive and this vehicle for disseminating information to the industry will be continued this year.

Last year we began to explore means of expanding the research program. Justification for growth, largely derived from a sense that we could be doing more for the health of horses and that the scope of such research was limited, compared to the size of the industry in Ontario. The Sadinsky report to the Government concurred with this view in recommending a substantial investment from the betting dollars on racing and slots. Unfortunately, that recommendation, which was widely supported, was shelved with the other, controversial aspects of the report. In addition to increased funding, which would have been transformative for the research program, the adoption of the recommendation would have brought long-term stability that would have spilled over into the other activities of Equine Guelph. While research funding has been relatively stable, dissemination of research outcomes through communication and education has been impeded by recent fluctuations in funding for those sectors. If a percentage of any new research funds were allocated to communication and education, stability of all the activities of EG would be facilitated.

In visiting with the funding agencies, the topic of expanding funding linked to racing for the research program has been discussed openly and with support-in-principle from every agency. Another approach, proposed by industry members of the EG Advisory Council, is to incorporate the non-racing sector by exploring the possibility of funding based on the strong contribution of that sector to Ontario's agricultural economy. These discussions have been well received and are ongoing. Presentations have been made to the ORC, OHHA, and OEF, with others scheduled for the HBPA, COSA, and the QHA. A separate avenue of discussion has been with the Business Development Office that is adjunct to the University, with a view to promoting commercialization of intellectual properties derived by the research. Development of a plan for such ventures is in its early stages. The impression derived from these activities is one of building momentum. All of the agencies approached have shown willingness to embrace and further the concept and it is likely that some real developments will result in the next reporting period.

Education and Training

Following on a year of intensive work in the development of new programs, this current year enjoyed the results of the program development with new courses and increased tuition revenue. Presentations were made to funding partners to let their members become aware of the many achievements and the expanded services in education and training that are now available to their members.

Last year, the priority was placed on building new programs and this saw the launch of the "sister" certificate in Equine Business Management and the Diploma in Equine Studies, both of which were

building on the successful flagship program of the Equine Science Certificate. Last year we launched two new courses (Equine Behaviour and Equine Genetics) and this year a record five new courses were developed to complete the online certificates, bringing the total offering of online courses to 16! This truly makes Equine Guelph a leader in the offering of online courses and programs to the world, as it is the only accredited university that offers this remarkable range of courses, garnering both provincial and national awards for innovative learning. New in 2009-10 were the Equine Event Management, Marketing and Communications in the Equine Industry, The Equine Industry, Stewardship of the Equine Environment and Finance and Risk Management courses. Another 21 students were awarded their Equine Science Certificates, bringing the total to 182 students since 2004, our first business certificate was awarded in 2010. With the expansion of courses, this allowed Diploma students to choose from more electives and there were an additional 20 new diploma recipients in 2010. The Groom One course was again offered for 22 students and 10 new Groom One Certificates were issued. We have seen a dramatic rise in the number of students in our online programs, growing from 380 individual students last year to 503 this year (an increase of about 30%), with 274 as new students to our program! Retaining our new students will be a priority for this year and next, to help them continue and complete our programs. Our online students come from every province in Canada, except Nunavut, and we now have over 6% of our students from the U.S.A. and approximately 3% from other countries (see Appendix 8 for breakdown by province and country). Our course offerings per year has also increased and we were able to offer 16 courses in 2009-2010, compared to 12 courses the previous year. We also launched a new series of courses, called Horses 101, a 4 part seminar series held in Clinton and Erin, to small but enthusiastic groups.

Tuition revenue from our online courses grew from approximately \$79,000 last year to \$94,000 this year with an additional \$23,000 coming in from seminars, workshops and sponsorships, totaling \$117,972. This was unexpected given the tight economic situation of the province in general and in the horse industry in particular, so such growth was impressive.

Over 20 talks were given by Gayle Ecker and Susan Raymond to a variety of horse groups, clubs and associations and over 21 promotional events featured information about our educational courses.

The courses included in the Certificates and Diploma program are included in the Appendices along with statistics on course enrollments and offerings.

EquiMania!

The rave reviews for EquiMania!, the fun and interactive youth education program offered by Equine Guelph continue, but this year held a very special highlight. After appearing from Manitoba to the eastern provinces, Equine Guelph has been invited to take EquiMania! to the World Equestrian Games in Kentucky in 2010! This marks the first time that EquiMania! has been recognized as a unique and valuable youth education program on an international level and the 16 day show allows Equine Guelph to showcase its programs to the world.

Over 15 events featured all or part of the interactive youth education program, including several of the OHHA Youth camps, the Royal Agricultural Winter Fair and the Can-Am Equine Expo and was the featured story in over 33 articles and 3 special editions in magazines! There continues to be a "real buzz" in the media, including social media about EquiMania! and its upcoming appearance at the World Equestrian Games. An important and additional aspect of the EquiMania! program is the promotion and awareness that is gained for Equine Guelph and its research and education programs. Sincere thanks goes to the many partners and supporters of EquiMania! and the educational programs (see Appendix 13 for our dedicated sponsors). It is due to their vision,

commitment and the ongoing strategic partnerships that we have been able to build this acclaimed education program to introduce youth and their parents to the horse industry. Special thanks is due to our many partners for their help in making EquiMania! so respected that it received its prestigious invite to the World Equestrian Games!

Performance

Fund-raising continued for the Equine Sports Medicine and Reproductive Centre as part of the Ontario Veterinary College with an exciting new event called the Equichallenge. This unique event brought out some of the top talent in our industry and had them compete in “unfamiliar” events to the delight of the crowd. Coverage in the media was impressive with over 20 articles featuring a wrap-up of the day’s events. The Equine Sports Medicine and Reproductive Centre will provide a separate, specialized facility for the equine athlete with direct access to top specialists offering lameness evaluation in an all-weather arena, accessing advanced equipment that will include a high-speed treadmill with digital imaging for performance-limiting lameness, respiratory and cardiovascular problems. The equine reproduction services will include services such as fertility evaluation, embryo transfer and other advanced reproductive technologies.

Health Care

A new service for health care began with the opening and operation of the Large Animal Isolation Unit, to provide state of the art facilities for the protection of the industry. Work continues on the Pathology Animal Health Laboratory building, now an architectural landmark on the corner of Gordon and McGilvray Street.

Industry Development

The Ontario Equine Centre (OEC), Inc. continued their work in promoting and fostering interest in the unique facility with the proposed location at the Arkell site. Discussions continue about the land and the funding of this major vision that could have a major and positive impact on the equine industry as it would build an “industry cluster” with a sales pavilion, show grounds, racetrack training facilities and an educational complex.

Communications and Marketing

During Equine Guelph's seventh year, the Communications and Marketing Program has received significant response from the horse industry and its publications in its published print and web articles.

Newsletter



Using imaging modalities for early detection of muscle abnormalities

It hasn't been possible to detect muscle abnormalities in horses' upper airways early before the muscles completely degenerated.

Now, a University of Guelph equine researcher who's been using ultrasound technology to diagnose upper-airway diseases, is trying to determine if imaging modalities such as ultrasound (along with MRI and CT scans) will help her spot abnormalities - such as muscle atrophy - early to prevent degeneration.

Prof. Heather Chalmers, Department of Clinical Studies, is looking at using ultrasound to identify muscle abnormalities that lead to degeneration. She and her fellow researchers already know muscle abnormalities appear under a microscope from biopsy samples, but now they want to establish how they appear using ultrasound, CT scans and MRIs.

"We're also exploring the imaging modalities' potential diagnostic applications to determine what stage of muscle degeneration can be detected with ultrasound. This would allow them to screen horses to pick up on muscle abnormalities in their earlier stages."

"With this technology, we could then advise potential buyers, or institute care proactively to limit the disease's impact," says Chalmers.

If the imaging modalities prove to be successful at detecting muscle degeneration early, they could be used to combat an upper-airway disease called laryngeal hemiplegia, or "roaring," which affects eight to 10 per cent of performance horses.

The disease affects a cartilage flap that the muscle is supposed to move for air to flow into the windpipe. But when laryngeal muscles lose nerve connection, they become paralyzed and the cartilage won't move. Horses afflicted with the disease make a whistling or roaring sound when breathing.



Their air intake is also reduced, which limits athletic performance.

"We're also interested in using ultrasound to assess the effectiveness of therapies to treat roaring," says Chalmers. Others involved in this research are Prof. Laurent Viel, Judith Koenig, Jeff Wilson and Jeff Caswell of the University of Guelph, as well as Prof. Norm Ducharme from Cornell University and Prof. Richard Pacey from the Royal Veterinary College in the U.K.

Funding for Chalmers' research is provided by Equine Guelph and Med El.

- Joey Subjic

"You will notice a new look to this issue of the Newsletter. Last Fall a very successful issue of the University of Guelph's Research Magazine focused on the equine research group. This year, we are using this expanded issue of the Newsletter to convey the same message. As well as showcasing some of our researchers and their work, there is a longer article on research projects that were stimulated by the establishment of the racing Overt Registry by the Ontario Racing Commission. The knowledge gained throws a very positive light on the otherwise disheartening fact of racing fatalities."

Dr. Jeff Thomason, Chair, Equine Research Committee

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World, Meet Equine Guelph!

EquiMania! Named the Official Youth Education Centre for the Alltech FEI World Equestrian Games 2010 in Kentucky



"We are heading to Kentucky," exclaims Gayle Ecker, director of Equine Guelph. "And what an opportunity for us to introduce Equine Guelph to the world!"

The Alltech FEI World Equestrian Games has invited Equine Guelph's EquiMania! to be the centre for youth equine education over the 16-day competition coming to Lexington, Kentucky next fall.

An invitation to this international stage is a remarkable feat given the tender age of Equine Guelph - a youthful six years. "We have worked diligently on building Equine Guelph's programs including EquiMania!, and I am so proud that we have earned this opportunity," says Ecker.

EquiMania!, Equine Guelph's interactive traveling education centre for youth, has been a popular exhibit in Canada - featured regularly at the Royal Agricultural Winter Fair, Can-Am All Breeds Equine Exposition, Royal Manitoba Winter Fair and rural agricultural fairs - but never before has the 5,500 lb. exhibit ever crossed international borders.

The Games, to be held at the Kentucky Horse Park in Lexington, Kentucky from September 25 - October 10, 2010, are the world championships of the eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). Held outside of Europe for the first time, the competition involving 600 riding competitors and 700 horses from more than 60 countries is expected to be attended by as many as 600,000 spectators and viewed on television by an international audience exceeding 460 million.

EquiMania! will be located in the centre of the Park - in the Carriage House. The facility will be chock full of unique educational displays,



EquiMania! will teach kids from all over the world about horses at the 2010 Alltech FEI World Equestrian Games.

activities and quizzes to engage youth about horse health care and safety. Kids of all ages will learn: how to braid a tail, about potential careers in the horse industry, to tell the age of a horse by its teeth, horse farm and rider safety, to identify horse bones, colours of equine competition ribbons, equine nutrition, how to wrap legs and what parasites look like.

Not only will young visitors learn new things about horses, but horse people from around the world will learn about Equine Guelph's award-winning online education programs in equine science and business management.

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Two issues of the colour printed newsletter were distributed in Fall/09 and Spring/10. The Fall newsletter was 8-pages with a research focus and was partially supported by the research program. The Spring newsletter was 6-pages with a special 2 page research feature, again partially supported by the research program. Both newsletters were distributed to over 30,000 members of the horse industry and are available in printable PDF format on the website. Distribution of the newsletter has been supported by the Ontario Equestrian Federation (Whoa!). The newsletter has also been distributed to members of the Harness Horse Industry by inclusion with The Canadian Sportsman and to members of the Thoroughbred industry by inclusion with Canadian Thoroughbred.

E-news

Our bimonthly e-news and e-bulletin is used to highlight upcoming events, sponsors and new program developments. Our current subscription membership has grown to over 3,500 people. The features have been used for publication both in print and electronic form by equine industry associations and media.

Website

Equine Guelph's website continues to grow with the goal of providing resources to the horse industry including; research advances, diagnosis capabilities, educational investments and giving opportunities in a fresh way. During the fall of 2009 the website received a brand new look. The site was freshened with changes to the main colours, text fonts and some layout characteristics. The launch of the new look coincided with the launch of "hoofprints", the online memorial program. Other new website initiatives included the new online, interactive educational tool, the Vaccination

Equi-Planner, sponsored by Intervet/Schering-Plough. In the past year, Equine Guelph's website has received over 66,442 visits (an increase compared to previous year) with the most popular pages, not including the home page, being JobTrack, Sponsors and Education. For a complete website report, please see Appendix 11.

Media, Seminars and Presentations, Association Targeted Communication

Equine Guelph staff were once again busy promoting the programs of Equine Guelph, with over 20 presentations made to a variety of audiences. For a complete list of seminars and presentations given by Equine Guelph staff, please see Appendix 6.

Releases are communicated on a regular basis to both equine industry media and associations to facilitate publication in print or electronic form. At least 212 articles have been written about the programs of Equine Guelph in the industry media (see Appendix 10), demonstrating the interest of the industry media in the programs of Equine Guelph and the efforts of the staff and Communication and Marketing Committee members.

The positive response to Equine Guelph articles continues with a broad range of the industry publications providing enhanced coverage of the programs. Regular monitoring of industry magazines, newsletters and websites continues for Equine Guelph presence and these are included in a media scrapbook. Over the past year, the programs of Equine Guelph have received coverage in the general press including; Guelph Mercury Guelph etcetera, The Wellington Advertiser, , Fergus-Elora News Express, Country Routes, The Caledon Citizen, King Sentinel, The Advocate, Winnipeg Free Press, The Portico, Agricultural Adaptation Council, OVMA, OVC, University of Guelph's, At Guelph. Equine Guelph continues to receive coverage from many Ontario-based horse industry publications such as; Trot, Trot 4 Kids, Adrenaline, The Rider, Horse Care, Harness Edge, Horse Sport, The Canadian Sportsman, Farm Safe, Canadian Pets and Animals and Whoa!. Features were also printed in Canadian horse industry publications such as; Racing Quarterly, Canadian Thoroughbred, Paint Horse Connection, The Canadian Horse Journal, Horse-Canada, Horse Care, Horse Trader, The Canadian Sportsman, Equus, Turf Talk, Western Horse Review, Gait Post and Equine International. In addition, Equine Guelph received coverage from international horse industry websites such as; Harness Link and TheHorse.com, Standardbred Canada.com, HorseTalk.co.nz, Horse-Canada.com Arabian Breeders.net, Atlantic Farmer.com, The Rider.com, Sentinel Review.com, Hunter Jumper News.com, AlbertaTalks.ca, LongRunRetirement.com, Horseradionetwork.com, Topix.com, Agrimarketing.com, EquineChronicle.com, CanAmEquine.ca, Horse.com, KY Horsepark.com and Get Ready Kentucky.com

The Ontario Equestrian Federation (OEF) continues their additional in-kind support of Equine Guelph with their e-broadcast program to OEF members highlighting new educational opportunities and special events. This effectively helps build the student enrollment numbers and these efforts have increased OEF member awareness of Equine Guelph's education programs. OEF also supports the programs of Equine Guelph by providing direct links from their homepage to Equine Guelph's online education tools and provides opportunities for OEF members to donate directly to Equine Guelph.

Information Inquiries

During 2009/10, Equine Guelph continued to address the needs of the horse industry on an individual basis through experiencing a significant increase in the number of emails, phone calls, information packages, walk-ins and letters. With the significant 16.7% growth in the horse

population in Ontario, this is an important area that needs to be developed in order to meet the future demands of the industry. Equine Guelph has been developing as a unique “portal” for the industry to help fill that on-going and increasing need for a respected information source for the industry. With the volume of inquiries, this has been a real challenge for Equine Guelph as funding and staffing is inadequate to fully offer this service at the level expected of the industry. In the future, we need to consider ways to generate funds to continue this service.

Development

A. ‘Helping Horses for Life’ Development Campaign:

1. Annual Campaign Appeal: In November, 2009, approximately 2,000 appeal pieces were mailed to previous donors and friends of Equine Guelph. The package contained the story of a horse, Jacques, who was given more years of quality life through eye surgery at the OVC. A total of **\$5,182** was raised. In April, 2010, a follow-up story/reply card/envelope was included in the Equine Guelph’s spring newsletter. Donations are starting to arrive.

2. Ontario Equestrian Federation (OEF) Annual Mailing Fundraising Program: Each year, OEF gives members an opportunity to donate to a cause. This past year, **\$5,595** was donated to Equine Guelph by OEF members.

3. Memorial and Honour Program: In this past fiscal year, **\$10,256** was raised from memorial or “to honour” donations from individual donors and equine practitioners. Plans are underway to formalize and aggressively promote the memorial program to Ontario equine practitioners in the winter of 2011.

Hoofprints is a new program, launched in November, 2009, in which a horse owner that has lost a horse can submit a short message and image of their horse (along with a memorial donation). Seven submissions have been received to date.

4. Equi-Challenge: Last August, Equine Guelph partnered with the University of Guelph and the Ontario Veterinary College to develop an annual fundraising event. The inaugural event showcased high-profile legends competing in a unique team-style competition while crossing disciplines. Proceeds from the 2009 event totaled **\$35,065** (\$20,300 in receipted donations and \$14,765 in sponsorship) and benefitted the OVC Equine Sports Medicine and Reproduction Centre. Equine Guelph has been asked to participate in 2010 and will provide a part of the EquiMania! display at the event.

Summary of Designation of Funds (Receipted Donations) this Fiscal Year:

Brigadier Memorial Fund - Equine	\$50
Equine Guelph - Area of Greatest Need	\$22,937
Equine Guelph - Education	\$11,303
Equine Guelph - Hospital Renewal	\$100
Equine Guelph - Performance	\$21,850
Equine Guelph - Performance Centre Research	\$120
Equine Guelph - Research	\$1,027
Total	\$57,387

B. Corporate Sponsorship Program:

Major (\$5,000+) sponsors in 2009/10 include: Farm Safety Association, Grand River Raceway, Kubota Canada, Pfizer, Shur-Gain, V  toquinol, Intervet Canada Corp. (new) and SSG Gloves (new).

A special sponsorship initiative was created to help support efforts of presenting EquiMania! at the 2010 Alltech FEI World Equestrian Games. Sponsors to date include: Alltech, Triple Crown Nutrition, UK Healthcare/Kentucky Children's Hospital, Safe Kids and Pegasus Helmets.

The 2009/10 sponsorship program has raised **\$77,000** (\$66,000 in Canada and one-time additional funding of \$11,000 for the Games). This figure does not include sponsorship raised for Equi-Challenge.

Financial Report

The Year End Financial Report is included in the Appendices.

Quarterly reports are produced for the Equine Guelph Advisory Council. Financial reports include forecasting of revenue and expenditure for each of the program areas, and year-to-date statements.

Revenue included Agency funding of \$296,600 with \$332,795 from HIP funds and \$90,138 from the Quarter Horse Program. Donations totaled \$84,075. Tuition revenues from online courses and workshops/sponsorships showed an increase to \$117,972 and corporate sponsorship included \$80,686 (partly carryforward from previous year as planned). This totaled to \$1,002,266.00. Program expenditures totaled \$779,117 with

\$404,625 allocated for distribution for research projects, \$210,075 spent on Education, \$133,122 on Communications and Marketing, \$4557 on Development and \$25,828 on sponsorship projects. With the delay in expected OHHA funding, staffing was cut back and some projects were placed on hold, while other projects could be moved forward due to the increase in the sponsorship program.

Highlights and Special Events

EquiMania! Invited to Alltech World Equestrian Games

“We are heading to Kentucky,” exclaims Gayle Ecker, director of Equine Guelph. “What an opportunity for us to introduce Equine Guelph to the world!”

The Alltech FEI World Equestrian Games has invited Equine Guelph's EquiMania! to be the centre for youth equine education over the 16-day competition coming to Lexington, Kentucky next Fall.

EquiMania!, Equine Guelph's interactive traveling education centre for youth, has been a popular exhibit in Canada – featured regularly at the Royal Agricultural Winter Fair, Can-Am All Breeds Equine Emporium, Royal Manitoba Winter Fair and rural agricultural fairs – but never before has the 5,500 lb. exhibit ever crossed international borders.

The Games, to be held at the Kentucky Horse Park in Lexington, Kentucky from September 25 – October 10, 2010, are the world championships of the eight equestrian disciplines recognized by the Fédération Equestre Internationale (FEI). Held outside of Europe for the first time, the competition involving 600 riding competitors and 700 horses from more than 60 countries is expected to be attended by as many as 600,000 spectators and viewed on television by an international audience exceeding 460 million.

EquiMania! will be located in the centre of the Park – in the Carriage House. The facility will be chock full of unique educational displays, activities and quizzes to engage youth about horse health care and safety. Kids of all ages will learn: how to braid a tail, about potential careers in the horse industry, to tell the age of a horse by its teeth, horse farm and rider safety, to identify horse bones, colours of equine competition ribbons, equine nutrition, how to wrap legs and what parasites look like.

Not only will young visitors learn new things about horses, but horse people from around the world will learn about Equine Guelph's award-winning online education programs in equine science and business management.

EquiMania! at the Can-Am All Breeds Equine Emporium

With so much to explore in EquiMania!; kids were returning often throughout the day to play the "Danger Detective" game, braid tails, wrap legs, create crafts and many more activities including learning about how the inside of a horse functions. Many adults were just as fascinated by the award winning displays including a new addition illustrating to horse owners the importance of water to aid in the digestion of fiber. Simulated tubes gave a vivid demonstration of how food travels through the intestines.

Equine Guelph and University of Guelph had a strong presence not only with EquiMania but also in the educational clinics presented by Gayle Ecker, Dr. Susan Raymond and Dr. Jeff Thomason. Ross Millar, president of Can-Am All Breeds Emporium, was very pleased to have EquiMania! return. After a very successful event, Ross stopped by Equine Guelph to present a cheque, donating funds to the educational programs. Ross says "I am pleased to give this cheque to Equine Guelph. Part of Can-Am's mandate is to give back to the horse industry. We are very fortunate to be in a province where we have Equine Guelph at the University of Guelph."

New Safety Initiative for EquiMania!– Danger Detectives Explore More Farm Safety at the Royal

The "Play Safe. It's HorseSense!" safety initiative expanded to include safety on the entire horse farm. The multi-faceted safety initiative includes a scavenger hunt on a mock horse farm where kids will be Danger Detectives investigating a dozen dangers: in the barn, around equipment (RTV), outside and around horses (including rider safety).

The logo features the text "Play Safe. It's HorseSense!" in a playful, multi-colored font. "Play" is blue, "Safe." is orange, and "It's HorseSense!" is red. The letters are slightly irregular and overlapping, giving it a hand-drawn feel.

From 1990 to 2005, 63% of animal-related injuries among youth in Ontario occurred in incidents involving horses. The majority of the injuries were caused by falling from a horse or being struck by a horse. Machine run-overs were the predominant cause of fatal injuries – at 46% – for children under the age of 16.

"It is important to deliver a critical safety message in a fun, interactive way to kids," says Gayle Ecker, senior manager of Equine Guelph. "Young danger detectives will be rewarded for their investigative work by receiving a detective badge and horse hat!"

EquiMania's! 2010 travelling tour

As well as making return visits to Can-am and the Royal Agricultural Winter Fair; EquiMania made some new appearances at Drumbo Fair, Brooklin Fair and Adrenaline Festival.

Adrenaline is an exciting new summer festival loaded with entertainment, sports events, contests, horse racing, music and more! EquiMania! was there to join in the Horseplay at the inaugural festival hosted by Hiawatha Horse Park in Sarnia, on August 23rd

Equi-Challenge proves to be a Huge Success!

Captain Canada' was among the equestrian leaders and legends who "changed reins" at Iron Horse Farm to delight a sold-out crowd at the inaugural Equi-Challenge, a fundraiser to benefit the Ontario Veterinary College's new Equine Sports Medicine and Reproduction Centre at the University of Guelph.

The unusual and entertaining riding competition also included racing legend Sandy Hawley, Queen's Plate winner Emma Jayne Wilson, star standardbred driver Jody Jamieson, Olympic dressage rider Jackie Brooks, and Pan Am eventing silver medalist Waylon Roberts. The roster of show jumping and dressage riders, eventers, pole benders, barrel racers and polo players were required to participate in riding disciplines other than their own in the innovative team competition.

The first-ever event of its kind in Canada was a resounding hit, with spectators cheering on their favourites from the ringside VIP tent. The opening ceremonies featured a representation of a variety of horse disciplines and breeds, including field hunters, Arabians, Lusitanos, Lipizzans, Icelandic ponies, Gypsy Vanners, driving ponies and an adorable miniature horse.

"What a fantastic event – I hope it will be great success for the University," said Millar. "It should become an annual event and I'd love to be part of it for a long time."

Funds raised from the evening go to the new OVC Equine Sports Medicine and Reproduction Centre, a specialized facility for equine athletes, offering direct access to top specialists in the field, advanced lameness evaluation and state-of-the-art diagnostic equipment. The reproduction facility will offer sophisticated reproductive services such as fertility evaluation, semen freezing, artificial insemination and embryo transfer.

Equine Guelph Honours the Memory of Horses with Hoofprints Memorial

Equine Guelph has announced a new memorial program that celebrates the lives of horses. Hoofprints was recently launched on Equine Guelph's website and features a section that honours the memory of deceased horses through stories and pictures.



"As horse owners ourselves, we at Equine Guelph understand what it's like to suffer the loss of a beloved equine friend," says Gayle Ecker, director of Equine Guelph.

“Hoofprints gives grieving horse owners a positive means to cope with the devastating loss and a loving way to remember horses through sharing their stories with other horse lovers – people who understand.”

Gifts to Equine Guelph help make the difference in the lives of other horses through the funding of equine research, education, performance, healthcare and industry development.

Vaccination Equi-Planner

Developed by Equine Guelph in partnership with Intervet/Schering-Plough, the Vaccination Equi-Planner is a new online tool that allows horse owners to customize an immunization schedule for their horses by following critical vaccination guidelines. It considers factors that increase the risk of spreading infectious disease against factors that decrease that risk on an individual farm. Horse owners are asked to complete six questions that help us determine individual farm differences and risk factors, including: age, use, gender, exposure to outside horses and geography. This data is then compiled in a program, and a printable customized vaccination schedule is provided for each horse.

Equine Guelph Partners Up with 4-H using online learning

4-H Ontario and Equine Guelph recently announced a new partnership that will see the creation of a 4-H online horse learning community placed within the successful online learning environment developed by Equine Guelph. The Grand River Agricultural Society has generously provided \$10,000 as initial funding.

The 4-H horse curriculum and new horse industry resources will be combined in a featured virtual Learning Environment. Rural and urban youth will be able to access 4-H learning modules to pursue their equine interests and develop their knowledge and experience on the horse, the industry and leadership. 4-H club leaders will have the resource materials they need to support club meetings.

The partnership between 4-H Ontario and Equine Guelph creates a continuum of learning opportunities, starting at 6-10 years old with EquiMania!, 10-21 years old with 4-H, and 18 and over with Equine Guelph and the Equine Studies option at the University of Guelph. The equine industry is growing at a rapid pace in Ontario. This partnership addresses the current and future needs of the industry.

Second offering of Groom One Orientation Session in Ajax

Recognized by Standardbred Canada this training program is providing the skills and knowledge to gain an entry level position in the racing sector.

"In many cases grooms are left to learn on their own and often not sure how their actions are impacting the behaviour, health and performance of horses in their care." explains Gayle Ecker, director of Equine Guelph "The Groom One Certificate will prepare students for their role as a groom by providing the necessary combination of experience and education to be successful in this industry."

The success of this program is already proven by a graduate from the first Groom One offering:

Tim Irvine received the prestigious Caretaker of the Year award at the Ontario Harness Horse Association banquet on April 14th 2010. This award follows a mere 2 race seasons after Tim embarked on his new career choice facilitated by Equine Guelph's Groom One Program.

"The industry cannot do without it's grass root caretakers who truly love the horse" exclaimed Don Amos, president of the Ontario Harness Horse Association as he presented Tim with the award.

Environment Stewardship

Due to popular demand, Equine Guelph offered the "Healthy Land for Healthy Horses" workshop for the third time.

"Taking steps to protect the environment can improve your horse's health," says University of Guelph researcher Bronwynne Wilton. "More and more horse people are interested in 'going green,' saving money on fuel and energy, and protecting the natural environment."

Susan Raymond, Communications and Program Officer at Equine Guelph, says every horse owner should be aware of the potential environmental impact of manure. "An average horse can produce nine tons of manure a year," says Raymond. "Without a plan, that can be pretty intimidating. When it's not properly managed, manure can be an eyesore, a health risk and a cause of environmental damage. With good management, it can be used to enrich the soil and actually improve the environment."

Always staying on the pulse of industry demand; Equine Guelph launched the new online course called Stewardship of the Equine Environment: Reducing Your Environmental Hoofprint. The course also helps horse owners understand some of the new legislation which may apply to them and give the students tools to identify areas where they can improve their environmental management. "The horse industry grew by almost 17% between 2001 and 2006," says Raymond, "and we now have more than 380,000 horses in Ontario. There's the potential for a significant environmental impact – either positive or negative. We find horse owners generally care about the land, and want to protect it."

The course is part of Equine Guelph's diploma program, but can be taken on its own, Raymond adds.

Launch of Horses101- Seminar Series on Horse Care (Clinton, Erin)

Equine Guelph at the University of Guelph has partnered with the new REACH facility in Clinton to offer educational opportunities to horse lovers in Huron County. September 2009 marked the first Horses101 seminars series on Horse Care. These interactive seminars bring practical, up-to-date, information about horse care to members of the equine industry.

Instructors for the seminars included renowned anatomist Dr. Jeff Thomason from the Ontario Veterinary College, Dr. Robert Wright from the Ontario Ministry of Agriculture, Food and Rural Affairs, Dr. Susan Raymond and Gayle Ecker from Equine Guelph, as well as, Dr. Katie Crossan from the Kirkton Veterinary Clinic.

Seminars were held every Tuesday from 7-9pm for 4 consecutive weeks and covered topics in Equine Management, Health, Nutrition and Anatomy.

The highly successful series was duplicated in the Spring of 2010 in a brand new location at Erin community town centre. Each session packed the classroom to capacity!

Mister Big Helps Big

\$6,500 was raised for Equine Guelph through the generosity of Joe Muscara Jr. who donated a breeding to Mister Big, the Standardbred sensation standing at Tara Hills Stud in Port Perry, and directed the funds to the non-profit organization's education program.

"We are 150 years into a grand experiment of developing a horse that can pull a cart real fast. Most of that time, we did what our grandfathers did," says Muscara, owner of Mister Big. "Now, with the rapidly accelerating scientific discoveries in all facets of equine endeavours, that is not enough to excel – not even enough to survive."

"You need the tools to evaluate what is new; Use what is good and avoid what is not," continues Muscara. "Equine Guelph did not teach us how to train Mister Big, but it did give us the tools to evaluate what we were doing and the confidence to stick with the plan over three magical seasons."

Ted Smith from Mississauga was the successful bidder of the breeding which was auctioned at the Standardbred Breeders of Ontario Association (SBOA) banquet and awards evening in January.

"Not only was I pleased to get the breeding to Mister Big," says Smith, horse owner and president of Standardbred Canada. "It is always a bonus when you can help out a good cause along the way. What Equine Guelph's education program is doing for our industry – from EquiMania! for kids to online courses for horsepeople – is evidence that an educated industry today is a strong industry tomorrow."

Summary

It has been a banner year for Equine Guelph. The research program continues to fund projects based on industry priorities that build on previous projects for the benefit of the industry. In turn, the results of the research are summarized and released in the communications and education programs. Enrollment in our educational programs has seen phenomenal growth with 274 new students, 5 new online courses and new horseowner workshops. Equine Guelph has also been gaining more media attention. Of course, one of the big news announcements revolves around EquiMania!'s invitation to the Alltech World Equestrian Games in Kentucky. The honour and opportunity of being named Youth Education Partner at this prestigious event is grand indeed and sure to build on the international attention already being received for research development and education.

The horse population of Ontario continues to rise as does the need for education and services for the owners and this is an opportunity to assume a higher role in the industry. Equine Guelph will continue to work with its funding partners, E.P. Taylor Equine Research Fund, the Horsemen's Benevolent and Protective Association of Ontario, the Ontario Equestrian Federation, the Ontario Harness Horse Association, the Ontario Ministry of Agriculture and Food, the Ontario Racing Commission and the University of Guelph, to develop needed research programs and services for the industry.

Working together, our equine industry and the university have achieved many milestones that will be of benefit to the equine industry for many years to come. Without the continued support of the funding partners, sponsors individuals, and donors, we would not be able to build programs of this quality, and with sincere thanks, Equine Guelph acknowledges your contributions. With continued support, we are building a strong future on your investment and your renewal of that commitment helps build the road to a equine strong industry.

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Appendix 4 : Research Projects for 2009-2010

New Projects: (\$208,731)

Laryngeal Ultrasound as Novel Diagnostic Technique for Recurrent Laryngeal Neuropathy ("Roaring")

Investigator: *Dr. H. Chalmers*

Evaluation of Two Sedation/Analgesia Protocols to Assist Ventilatory Support of Critically Ill Equine neonate

Investigator: *Dr. C. Kerr*

Expression of cytokines following extracorporeal shockwave treatment in the horse

Investigator: *Dr. J. Koenig*

The use of intravenous lidocaine with field anaesthesia and analgesia practices for castration in horses

Investigator: *Dr. M. Sinclair*

Devising a method for examining limb mechanics under racing conditions: a pilot study

Investigator: *Dr. J. Thomason*

Identification of bacteriophages for elimination of *Streptococcus equi* and methicillin-resistant *Staphylococcus aureus* (MRSA)

Investigator: *Dr. S. Weese*

Effect of local anesthetic deposition into structures of the foot on subsequent magnetic resonance images

Investigator: *Dr. N. Cribb*

Diffusion of Cryoprotectants into equine embryos

Investigator: *Dr. T. Chenier*

Continuing Projects: (\$192,394)

Mechanisms of maintenance and loss of early pregnancy

Investigator: *Dr. K. Betteridge*

Magnetic resonance imaging evaluation of SPIO labelled equine mesenchymal stem cells and in vivo tracking SPIO labelled equine stem cell therapy in tendonitis model

Investigator: *Dr. R. Cruz*

Equine rhinitis A virus (ERAV). Molecular characterization and pathogenesis in the airways of experimentally infected pony foals

Investigator: *Dr. L. Viel*

Functions of equine clara cell secretory protein

Investigator: *Dr. D. Bienzle*

Arrhythmia involvement in poor performance

Investigator: *Dr. P. Physick-Sheard*

Proliferate potential, tri-lineage potency and allogenic immunogenic evaluation of equine cord blood stem cells

Investigator: *Dr. D. Betts*

Study on the pathogenesis of arterial calcification in horses and its potential clinical implications.

Investigator: *Dr. L. Viel*

Comparison of cardiovascular function in isoflurane-anesthetized horses administered lidocaine and medetomidine constant rate infusions during elective and emergency surgery

Investigator: *Dr. A. Valverde*

Determination of the presence of opioid receptors on bone tissue in horses and their binding to morphine

Investigator: *Dr. A. Valverde*

TOTAL FUNDED PROJECTS: = \$401,125

Appendix 5: Recommended Research Projects for 2009-2010

Evaluation of Two Sedation/Analgesia Protocols to Assist Ventilatory Support of Critically Ill Equine neonate (Dr. C. Kerr)

This study will be the first step to objectively developing ventilatory strategies and other novel therapies, such as exogenous surfactant therapy, for the critically ill foal in the future. As in critically ill human and small animal patients, premature and/or critically ill foals often have respiratory failure that requires prolonged ventilatory support to improve their chance of survival. In order to receive ventilatory support, animals may require sedation or general anesthesia depending on their underlying disease. Unfortunately, considerable variation in the efficacy and safety of different sedative/analgesic agents exist between species and age groups within a species. These differences make extrapolation of information regarding these drugs from the human or small animal literature to the foal difficult. To date, no controlled investigations evaluating different strategies for ventilatory (including surfactant therapy) and sedative/anesthetic management of foals requiring prolonged mechanical ventilation have been reported. The specific objective of the current investigation is to evaluate two different sedative/analgesic protocols with the goal of optimizing the ability to provide ventilatory support and to improve the survival rate in critically ill foals.

Expression of cytokines following extracorporeal shockwave treatment in the horse (Dr. J. Koenig)

Shock wave treatment has been shown to have beneficial effects on wound and tendon healing in horses. The exact mechanisms by which shock waves influence healing remains unknown, but alteration in the production of inflammatory mediators and cell substances such as transforming growth factor (TGF), leading to new vessel growth and tissue regeneration, have been demonstrated. Horses have a weak and prolonged inflammatory response after trauma, which is thought to be responsible for excessive scar tissue formation in horses. Currently, bowed tendons treated by shockwave 4 weeks after the injury, once the inflammatory phase is over; however, in people the current recommendation is to shock wave treat tendon injuries early, because the quality of repair is better. It is unknown how shockwave exerts its action in horses, therefore we want to evaluate if shockwave treatment increases the levels of inflammatory cell substances in equine skin cells. This will allow us to better direct shockwave treatment in cases of tendon injuries or wound healing.

The use of intravenous lidocaine with field anaesthesia and analgesia practices for castration in horses (Dr. M. Sinclair)

This study is relevant to the equine practitioners in Ontario as they typically perform field surgeries. Overall it is relevant to the equine industry to compare current equine field anesthetic techniques and promote optimal and safe anesthetic and analgesic practices for horses overall. Field anesthesia in horses is used to permit minor surgical procedures. Typical anesthetic field

injectable techniques includes; pre-medication with an alpha2-agonist followed by ketamine and diazepam intravenously. Under these anesthetic regimes horses may still respond to surgery necessitating additional injectable doses of the anesthetics, which may be difficult to administer quickly by the sole field veterinarian performing the surgery. The ideal anesthetic and analgesic technique for the field situation has not yet been defined to reduce the need for additional injectable doses and maintain safety. Other attempts by the practitioner to provide analgesia and supplement the field anaesthetic regime include butorphanol administration, intra-testicular local anesthetic injection and non-steroidal anti-inflammatory administration. In a veterinary hospital setting, lidocaine single boluses and/or constant rate infusions are commonly administered during inhalant anaesthesia to lower inhalant concentrations, stabilize the anesthetic depth, promote or maintain gastro-intestinal motility, and potentially supplement analgesia. The benefits of using lidocaine with injectable anesthesia for field surgeries, has not been fully explored. Further research is warranted to determine the full advantages and disadvantages of systemic lidocaine as an anesthetic and analgesic adjunct in field conditions, impact on recovery quality, ideal dose of lidocaine, and plasma levels of lidocaine with an injectable anesthetic regime and other common field anesthetic techniques.

Devising a method for examining limb mechanics under racing conditions: a pilot study

(Dr. J. Thomason)

The aim of the present proposal is to identify potential measurements under laboratory conditions, and to validate and calibrate them against other informative measurements that cannot be made on the track. High-profile breakdowns such as those of Barbaro and Eight Belles have raised the pre-existing concerns of the racing industry and regulatory organizations to new heights. A great deal of research effort is being expended to identify risk factors and causes of such breakdowns with the goal of preventing, or at least minimizing the occurrence, of catastrophic injuries. Many of the risk factors relate to activities of the horse before it reaches the racing track, but it cannot be avoided that catastrophic injuries occur during races. The long term aim of our research is to be able to make measurements on horses during races (or high intensity training) that may help explain the mechanical circumstances under which such injuries occur. From the results of this pilot study, we would develop electronic equipment for use in the field that would make measurements related to the forces acting on bones and muscles under conditions of high performance. The benefit to the racing industry in Ontario and other jurisdictions is the hope for reduction in the frequency of fatal or debilitating injuries during intense training or races.

Identification of bacteriophages for elimination of *Streptococcus equi* and methicillin-resistant *Staphylococcus aureus* (MRSA) (Dr. S. Weese)

This study will screen various sources for the presence of bacteriophages with effects against MRSA and *S. equi*. Bacteriophage therapy could be very important for the equine industry by providing a completely safe yet effective means of controlling these two bacteria, thereby decreasing the impact of infections, reducing carriers that are sources of infection and speeding response to outbreaks.

Methicillin-resistant *Staphylococcus aureus* (MRSA) is a drug resistant bacterium ('superbug') that is an important cause of disease in horses and humans. *Streptococcus equi* is the cause of strangles, an important and highly contagious equine disease. Control of both of these bacteria can be difficult and both are widely dispersed in healthy horses internationally. Methods to eliminate carriage of these bacteria from healthy horses, which are important sources of infection, are important aspects of infection control, but can be difficult. Further, non-antibiotic approaches to treatment of these diseases are desirable because of the potential for adverse effects (i.e. severe diarrhoea) and antibiotic resistance, which can be associated with antibiotic use in horses. One approach is the use of bacteriophages; viruses that only infect bacteria. While harmless to animals, certain bacteriophages have the ability to rapidly kill different bacteria. If bacteriophages that are effective against MRSA and *S. equi* are identified, they could be a useful treatment measure for elimination of carriage of MRSA and *S. equi*, as well as treatment of active infections and killing of these bacteria in the farm environment.

Effect of local anesthetic deposition into structures of the foot on subsequent magnetic resonance images (Dr. N. Cribb)

Our project will scientifically determine how long to wait, and ensure that false findings are no longer made nor are incorporated into theories on disease processes, which will ultimately delay time in finding a prevention or cure for conditions of the foot. Ninety percent of forelimb lameness is in the foot and magnetic resonance imaging (MRI) provides the gold standard for diagnosing foot problems. Because MRI is so detailed, small anatomical variations are seen and their significance can only be interpreted with nerve and joint injections. Nerve and joint injections of local anesthetic must be performed prior to the MRI to localise the lameness and allow the correct MR images to be taken. However, the injection itself or inflammation caused by the injection is seen on MR images if performed too soon after the lameness exam and these artifacts (or false findings) can be incorrectly diagnosed as the cause of lameness. Such artifacts can also be seen on radiographs, ultrasounds and bone scans. Research already performed investigating artifacts on bone scans has given us clear guidelines on how long to wait between injections and bone scan. We do not know, however, how long to wait between performing a detailed lameness examination and doing an MRI examination. Veterinarians are currently at risk of either making false findings on MRI if we do not wait long enough, or causing a horse unnecessary suffering, or taking precious time out of work and training if we wait for too long.

Diffusion of Cryoprotectants into equine embryos (Dr. T. Chenier)

This research proposes to continue this investigation of the relationships between placental morphology and breeding history and management. This will benefit the Ontario Horse Industry by determining if there are breeding practices that contribute to umbilical cord torsion or other placental conditions in the mare. A reduction in the rate of fetal losses would be of economic benefit to all horse breeders. Early embryonic death, abortion and stillborn fetuses represent significant losses to the equine breeding industry. Approximately 18% of early confirmed pregnancies result in embryonic death or abortion, and 4-5% of mares checked pregnant in October (at 5-7 months gestation) fail to produce a live foal the following spring.

The most common non-infectious cause of abortion in mares is umbilical cord torsion. This phenomenon is associated with excessive umbilical cord length. Most breeders would assume that cord torsion is not preventable, however a preliminary study by investigators at the University of Guelph found significant association between cord length and placental blood vessel pattern, fetal cross-over during pregnancy and pre-breeding status of the mare. Twin pregnancy often ends in abortion and for this reason one twin is usually crushed at 14-18 days of age. However, having a twin crushed may result in aberrant blood vessel patterns in the remaining placenta supplying the remaining embryo.

Appendix 6: Presentation and Talks given by Equine Guelph

Presentations & Talks by Gayle Ecker

“Horse Health Check, Air quality and stable hygiene, Educational opportunities in the horse industry”, Equine Guelph’s Groom One program, Ajax, Ontario, *May 8-9, 2009*

“Options for Equine Education”, BBRM student open house, Guelph, Ontario, *May 13, 2009*

“Equine Guelph’s education programs”, 4-H Ontario Horse club, Guelph, Ontario *May 27, 2009*

“Horse Health Check, Educational pathways in the horse industry”, REACH Open House, Clinton, Ontario, *May 30, 2009*

“Finding an Educational Pathway to your Equine career”, Banting SS students, Guelph, Ontario, *June 10, 2009*

“The Programs of Equine Guelph”, Mohawk Community Day, Campbellville, Ontario, *July 25, 2009*

“Horse Health Check”, REACH Open House, Clinton, Ontario, *September 12, 2009*

“Horse Health Check”, Horses 101 Seminar Series, REACH, Clinton, Ontario, *Sept 29, 2009*

“Horse Health Check”, Can-Am All Breeds Emporium Education Sessions, London, Ontario, *March 19, 2009*

“Educational Pathways to your Career in the Horse Industry”, Can-Am All Breeds Emporium Education Sessions, London, Ontario, *March 20, 2009*

“Horse Health Check, Grooming, Air Quality and your role as a Groom, Educational Pathways for Caretakers”, Groom One Orientation session, Pickering Horse Centre, Pickering, Ontario, *April 15 – 16, 2009*

Presentations & Talks by Susan Raymond

“Stable Management & Fire Prevention”, Equine Guelph Horses101 Seminar Series, Clinton, Ontario, *October, 2009*

“Environmental control of respiratory diseases in horses.”, University of Guelph, undergraduate course – Environmental Management and Animal Health, Guelph, Ontario, *November 25, 2009*

“Air Quality in the Stable”, Mount Nemo Pony Club, Ontario, *February 20, 2010*

“Stable Management & Air in the Stable.”, University of Guelph, undergraduate course – Applied Environmental Physiology & Animal Housing, Guelph, Ontario, *March 9, 2010*

“Healthy Lands for Healthy Horses, The Role of the Equine Community in a Changing Environment”, Can-Am All Breeds Equine Emporium, London, Ontario, *March 21, 2010*

“Stable Management & Fire Prevention”, Equine Guelph Horses101 Seminar Series, Erin, Ontario, *March 24, 2010*

“Healthy Lands for Healthy Horses, The Role of the Equine Community in a Changing Environment”, Healthy Lands for Healthy Horses Workshop, Caledon, Ontario, *March 27, 2010*

“Air Quality in the Stable”, Brooklin Pony Club, Guelph, Ontario, *April 25, 2010*

“Air Quality in the Stable” and “EquiMania! & Beyond, Equine Guelph’s Educational Programs”, Can-Am Equine All Breeds Emporium, Windsor, Nova Scotia, *May 30 - June 1, 2008*

Appendix 7: Educational Offerings by Equine Guelph in 2008-2009

Educational Courses offered by Equine Guelph and Office of Open Learning

Summer 2009

Equine Event Management (Instructor: *Melanie Prosser*) – **NEW!**
Equine Behaviour (Instructor: *Dr. Sid Gustafson*)
Equine Genetics (Instructor: *Alicia Skelding*)
Functional Anatomy (Instructor: *Dr. Jeff Thomason & Dr. Ioana Sonea*)
Health & Disease Prevention (Instructor: *Dr. Ev Post*)

Fall 2009

Equine Business Management (Instructor: *Gwen Boyles & Chris Polhkamp*)
Marketing & Communications in the Equine Industry (Instructor: *Heather Gentles*) – **NEW!**
Equine Journalism (Instructor: *Barbara Sheridan*)
Stewardship of the Equine Environment
(Instructor: *Drs. Bronwynne Wilton & Susan Raymond*) – **NEW!**
Management of the Equine Environment (Instructor: *Dr. Susan Raymond*)
Growth & Development (Instructor: *Doug Nash*)
Equine Nutrition (Instructor: *Dr. Kathleen Cavanagh*)

Winter, 2010

Functional Anatomy (Instructor: *Dr. Jeff Thomason & Dr Wendy Brett*)
The Equine Industry (Instructor: *Gayle Ecker & Dr. Sid Gustafson*) – **NEW!**
Equine Behaviour (Instructor: *Dr. Sid Gustafson*)
Equine Health & Disease Prevention (Instructor: *Dr. Kathleen Cavanagh*)
(Equine business) Finance and Risk Management (Instructor: *Nicole Velozo*) – **NEW!**

Appendix 8: Summary of the Equine Studies Program

Equine Science Certificate

In 2009 - 2010 21 students were awarded Equine Science Certificates. This brings our total to 182 students who have graduated from the Equine Science Certificate program since we awarded the first certificate in June 2004.

Diploma in Equine Studies

The diploma in equine studies requires 6 core courses and 4 electives. In May 2009 changes were implemented to the Diploma program to provide students with the flexibility in choosing business management courses to complete the diploma program. These changes will be fully integrated by January 2010.

Program Requirements:

Management of the Equine Environment	Core
Health & Disease Prevention	Core
Equine Nutrition	Core
Functional Anatomy	Core
Equine Behaviour	Core
Stewardship of the Equine Environment	Core

Students can continue with the Equine Science Specialty

Growth & Development	Elective
Exercise Physiology	Elective
Equine Genetics	Elective

and/or combine Equine Business Management courses

Equine Business Management	Elective
Marketing & Communications in the Equine Industry	Elective
Finance & Risk Management	Elective
The Equine Industry	Elective
Equine Journalism	Elective
Equine Event Management	Elective

In 2009 we awarded our first Diploma in Equine Studies. 2010 boasts 20 new diploma recipients.

Certificate in Equine Business Management

The Certificate in Equine Business Management requires 5 core courses and 2 electives. Development of the courses in this certificate will be completed in January 2010. Allowing our first certificate to be awarded in April 2010.

Program Requirements:

Management of the Equine Environment	Core
Equine Business Management	Core
Marketing & Communications in the Equine Industry	Core
Finance & Risk Management	Core
The Equine Industry	Core
Equine Journalism	Elective
Equine Event Management	Elective
Stewardship of the Equine Environment	Elective

Groom One Certificates

In 2010 we awarded 10 Groom One Certificates.

2009 - 2010 Student Registration Profile

During the 2008 - 2009 academic year we had 380 individual students in the online certificate and diploma programs. In 2009 - 2010 that number grew to 503!

We had 274 new students. New students accounted for 450 registrations, 54%. Retaining these students to completion of ESC, CEBM and/or the Diploma program will be critical next year.

Registrations by Program

Course	Session	Enrollment
Equine Behaviour	S09	60
Equine Event Management	S09	23
Functional Anatomy	S09	57
Health & Disease Prevention	S09	59
Equine Genetics	S09	34
Equine Journalism	F09	32
Equine Nutrition	F09	60
Growth & Development	F09	55
Marketing & Communications Equine Ind.	F09	20
Equine Business Management	F09	60
Stewardship of the Equine Environment	F09	57
Management of the Equine Environment	F09	63
Equine Behaviour	W10	63
The Equine Industry	W10	45
Health & Disease Prevention	W10	62
Functional Anatomy	W10	64
Finance & Risk Management	W10	26
Total		840

Workshop Registrations

Course	Session	Enrollment
A Guided Tour of Equine Anatomy	W10	0
Advanced Equine Anatomy	W10	0
Total		0

Groom One Online - Phase Three

Course	Session	Enrollment
Groom One Online	S09	22
Total		22

2009-2010 Statistical Profile Equine Studies

Where are our students coming from?

Canadian Students

Student numbers	
AB	47
BC	38
MB	7
NB	5
NF	2
NS	5
NU	0
NT	1
ON	313
PI	2
PQ	27
SK	5
YT	5
US	32
Other	14
Total	503

US Students

US	
1	AK
1	AZ
3	CO
2	FL
1	GA
1	KS
1	KY
1	MA
1	ME
1	NC
1	NH
2	NJ
4	NY
2	OH
1	OK
1	OR
2	PA
2	TX
1	VA
1	VT
2	WA
32	TOTAL

World Students

Other	
0	ARG
0	AUS
1	BH
1	CAY
1	COS
1	EGY
1	HK
1	HON
1	ITA
1	KUW
1	NET
0	POL
1	SAF
1	SPA
0	SWI
1	UAE
2	UK
	ZEA
14	TOTAL

Year to Year Comparison

	2008	2009
CAN	340	457
US	27	32
INT	13	14
	380	503

An increase in students from both Western Canada and the US.

2009-2010 Statistical Profile Equine Studies

Number of courses offered each year

Year	Courses
2002 - 2003	4
2003 - 2004	6
2004 - 2005	8
2005 - 2006	9
2006 - 2007	13
2007 - 2008	10
2008 - 2009	12
2009 - 2010	16

Different individual courses available

Year	Courses
2002 - 2003	3
2003 - 2004	4
2004 - 2005	6
2005 - 2006	7
2006 - 2007	8
2007 - 2008	7
2008 - 2009	11
2009 - 2010	14

2009-2010 Statistical Profile Equine Studies Programs

Yearly Student Registration All Programs

Year	# of reg	Capacity	%
2002 - 2003	256	240	106.6
2003 - 2004	365	360	101.3
2004 - 2005	422	480	87.9
2005 - 2006	483	540	89.4
2006 - 2007	653	760	85.9
2007 - 2008	572	600	95.3
2008 - 2009	684	710	96.5
2009 - 2010	814	960	85

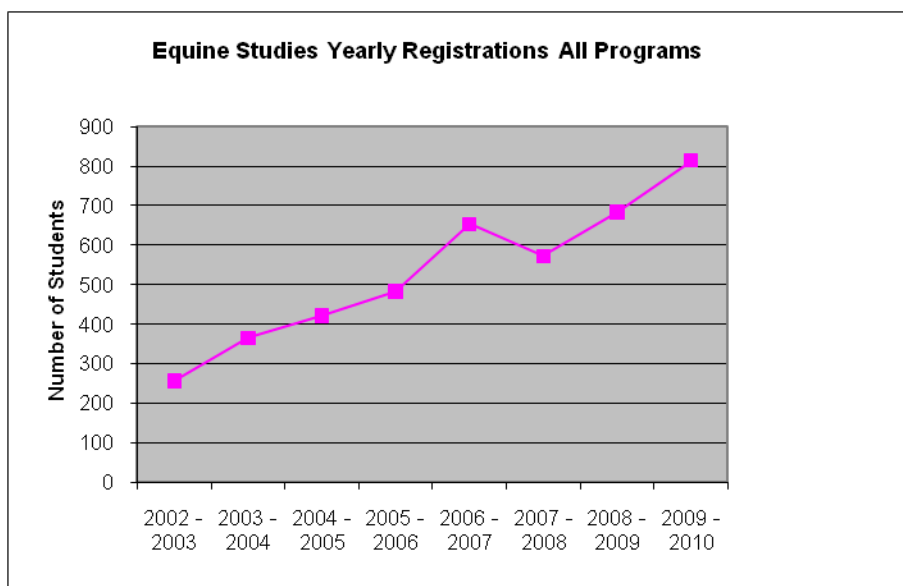
Registration Capacity by Program Area

Equine Business Management - 62.5%

Equine Science - 96.2 %

Course capacity is considered 60 students per course

In 2009 - 2010 five (5) new courses were development and offered for the first time. Four (4) courses in the Certificate in Equine Business Management; Equine Event Management, Marketing & Communications in the Equine Industry, Finance & Risk Management and The Equine Industry. First offerings generally do not run at capacity and these courses were no exceptions. Stewardship of the Equine Environment is the last course developed in the Diploma in Equine Studies Program. This completes course development for all three programs.



Appendix 9: Equine Guelph's Promotional Events

Displays for Equine Guelph programs

System Equine Solutions Open House (EquiMania!), May 01 – 02, 2009
Groom One Orientation Workshop, May 08 – 09, 2009
Horse Week in Canada , June 01 – 07, 2009
Brooklin Spring Fair (EquiMania!), June 04 – 07, 2009
OHHA Youth Camp, Flamboro Downs, July 16 – 19, 2009
OHHA Youth Camp, Grand River, July 21 – 24, 2009
OHHA Youth Camp, Kawartha Downs, August 08 – 11, 2009
OHHA Youth Camp, Rideau Carleton, August 13 – 16, 2009
OHHA Youth Camp, Hiawatha, August 20 – 23, 2009
Adrenaline Festival at Hiawatha Racetrack (EquiMania), August 22 – 23, 2009
OHHA Youth Camp, Clinton, August 27 – 30, 2009
EQUI-CHALLENGE FUNDRAISER , August 27, 2009
OHHA Youth Camp, Georgian Downs, September 02 – 05, 2009
REACH Grand Opening (EquiMania!), September 12, 2009
Horses101 – Seminar Series on HorseCare, Clinton, ON, September 22 - October 13, 2009
Drumbo Fair (EquiMania!), September 25 – 27, 2009
Royal Agricultural Winter Fair (EquiMania!), November 06 – 15, 2009
Ontario Equestrian Federation Annual Conference, November 27 – 29, 2009
Can-Am All Breeds Equine Emporium, London ON, March 19 – 21, 2010
Horses 101 – Seminar Series on HorseCare, Erin, ON, March 24 – April 14, 2010
Healthy Lands for Healthy Horses workshop, Caledon, ON, March 27 & April 10, 2010

Appendix 10: Media Coverage Summary

Topic	Articles (May 1,2009- April 31,2010)
EquiMania!	33
Research	38
Education	67
General	23

Coverage of Special Events

Equi-Challenge	21
OVC Opens Large Animal Isolation Unit	12
New Partnership with 4H for on-line program	7
Grand Opening- REACH	7
Memorial Program Launch	6
New Online Vaccination Tool	4

Special magazine editions featuring EquiMania!

TROT4KIDS- Aug. 2009	It's All About Horseplay!
Racing Quarterly- Winter 2009	Education Comes Alive at the Royal!
Equine International Vol 2 Issue 1	Fun Learning for Youth at Alltech Games- EquiMania!

Total Features: 212

There has been a marked increase in Equine Guelph mentions in social media sites such as: Twitter, Facebook, Friendfeed, Topix, Urban Cowboy & CowboyHeaven.com to name a few. The horse industry is buzzing with news of EquiMania! heading to the Alltech World Equestrian Games.

Media Coverage List

Date	Magazine	Article Title
May-09	Equine Guelph Update	Safety Takes Centre Stage in 2009
May-09	The Rider	On-line survey takes a look at the role of the equine industry in Ontario
May-09	Horse Care	Calling All Ontarians
May-09	System Fencing	Visit, Shop & Learn

May-09	Horse Canada.com	Stewardship of the Equine Environment
May-09	The Rider	Equimania Goes to Can Am
May-09	The Rider	Reach Approaches the Starting Gate
May-09	Equine	OVC opens large animal isolation unit
May-09	The Rider	Equine Guelph's Education Program- Upcoming Opportunities
May-09	Horse Sport	Ontario Equine Centre in Guelph
May-09	Racing Quarterly	OVC Opens Large Animal Isolation Unit
May-09	Racing Quarterly	Successfully Lauches New Industry Support Program
May-09	At Guelph	Ride Day for Equine Guelph
May-09	Harness Link.com	OVC Opens Large Animal Isolation Unit
May--09	Horse Talk.co.nz	Large Animal Isolation Unit For Veterinary College
May-09	Standardbred Canada	Sign Up for Groom One
May-09	Equine	Horsing Around at Fairground With Equi-Fest on June 7
May-09	Equine	OVC opens large animal isolation unit
May-09	Equine	On-line survey to consider the economic role of equine industry
Jun-09	Horse Canada.com	OVC Opens Large Animal Isolation Unit
Jun-09	The Rider	OVC Opens Large Animal Isolation Unit
Jun-09	The Canadian Sportsman	09 Equi-Challenge Many Hats...One Cause
Jun-09	The Rider	System Fence Education Seminars
Jun-09	Horse.com	Ontario Veterinary College Opens Isolation Unit
Jun-09	The Rider	Ontario Quarter Horse Racing Industry Development Program
Jun-09	Ontario Equestrian Federation	Toronto Horse Day Huge Success
Jun-09	Horse Care	OVC Opens Large Animal Isolation Unit
Jun-09	Horse Care	Pros and Cons of Oral Joint Health Supplements
Jul-09	Whoa!	Toronto Horse Day Rides to Success
Jul-09	The Rider	Riding Legends Trade Hats and Horses For Equi-Challenge Fundraiser
Jul-09	The Rider	Environmental Stewardship for Horse Owners
Jul-09	Canadian Thoroughbred	OVC Opens Large Animal Isolation Unit
Jul-09	Equine	Top people in horse world take Equi-Challenge Aug 27
Jul-09	Canadian Thoroughbred	Equine Research Across Canada
Jul-09	Horse Talk.co.nz	Fellowship Supports U of G Stem Cell Research
Jul-09	Grainnews	Horse stem cell research backed at Guelph
Jul-09	Horse-Canada	OVC Opens Large Animal Isolation Unit
Jul-09	Horse Canada	09 Equi-Challenge Many hats...one cause
Jul-09	Adrenaline	EquiMania!
Aug-09	Horse Sport	University of Guelph Opens State-of-the-Art Equine Isolation Unit
Aug-09	Horse Canada	Fellowship Supports U of G Stem Cell Research
Aug-09	Horse Sport	The Hyperflexion Debate Continues
Aug-09	Horse Sport	09 Equi-Challenge Many hats...one cause
Aug-09	The Rider	Fellowship Supports U of G Stem Cell Research
Aug-09	The Rider	EquiMania! Comes to Horseplay at the Adrenaline Festival
Aug-09	The Rider	Equine Canada Enters Into Dynamic Partnership with U of G
Aug-09	Trot 4 Kids	It's All About Horseplay!
Aug-09	Trot 4 Kids	Hands on Horses

Aug-09	Standardbred Canada	A Recession-Proof Industry
Aug-09	Horse.Com	Reduced Joint Inflammation Found in Nutraceutical Study
Aug-09	Alberta Talks.ca	Riding Legend Trade Hats, Horses for OVC Fundraiser
Aug-09	Horse Care	Antibiotics are a well-known non-infectious cause of diarrhoea
Sept-09	Western Horse Review	Imagine Turning Your Passion into a Business
Sept-09	The Portico	The Building Blocks of Success
Sept-09	The Rider	Equi-Challenge A Resounding Success
Sept-09	The Rider	Equine Guelph Trots into Clinton
Sept-09	The Rider	Equine Guelph Partners with REACH
Sept-09	Horse Sport	Equine Canada Partners with University of Guelph
Sept-09	Horse Sport	Fellowship Supports U of G Stem Cell Research
Sept-09	Trot	REACH
Sept-09	Western Horse Review	Stem Cell's Canadian Players
Sept-09	Racing Quarterly	Ontario Horse Racing Jointly Invests in Cartilage Repair Research
Sept-09	Racing Quarterly	Fellowship Supports U of G Stem Cell Research
Sept-09	Racing Quarterly	New Online Green Horsekeeping Course
Sep-09	Racing Quarterly	Equine Certificate
Sept-09	John Lyons Perfect Horse	New Stall-Bedding Materials
Sept-09	Standardbred Canada	Jamieson Takes Part in Equichallenge
Sept-09	OVC Bulletin	Riding Stars Make First Equi-Challenge a resounding success
Sept-09	Horse Canada	Equi_Challenge a Resounding Success
Sept-09	Horse Canada	REACH Grand Opening
Sept-09	King Sentinel	Equestrian Stars will trade hats and horses at Equi-Challenge
Sept-09	Standardbred Canada	SBOA Donates To REACH
Sept-09	OVMA	Educating Clients to be Better Horse Owners
Sept-09	Canadian Sportsman	Jamieson Jumps for Charity
Sept-09	Canadian Sportsman	Mohawk Study Yields Equine Heart-Rhythm Secrets
Oct-09	Standardbred Canada	Guelph Honours the Memory of Horses
Oct-09	Horse.com	Canadian University's Equine Education Program up for Award
Oct-09	Horses All	Prepare for Winter: your horses rely on you
Oct-09	Whoa!	Can Am
Oct-09	Horse Canada	New Online Green Horsekeeping Course
Oct-09	Horse Canada	Fellowship Supports U of G Stem Cell Research
Oct-09	Paint Horse Connection	Don't Sweat the Snow
Oct-09	Horse Sport	CleanFARMS Collection Program
Oct-09	Horse Care	Preserve & Protect
Oct-09	Trot	Just Jump It
Nov-09	Gaitpost	A Breath of Fresh Air
Nov-09	Gaitpost	Leaders and Legend of the Riding World- Equi-challenge
Nov-09	Horsetalk.co.nz	New Director for Canada's Equine Guelph
Nov-09	Turf Talk	Equi-Challenge Resounding Success
Nov-09	Horse Sport	Equi-Challenge Out and About
Nov-09	Racing Quarterly	Pathway to Employment and Education Program
Nov-09	Racing Quarterly	Equine Embryo Transfer Made Easier

Nov-09	Racing Quarterly	Education Comes Alive at the Royal- EquiMania!
Dec-09	Farm Safe	FSA Again Supports Growing Youth Initiative
Dec-09	The Rider	Equine Guelph Honours the Memory of Horses
Dec-09	Horse Sport	REACH
Dec-09	Horse Sport	Equine Sports Medicine and Reproduction Centre
Dec-09	The Rider	Doing the Donkey Work
Dec-09	The Wellington Advertiser	Partnership means horseless 4-H horse clubs are a reality
Jan-10	Whoa!	Equine Guelph Honours the Memory of Horses
Jan-10	Whoa!	Equine Guelph Offers New Online Tool for Horse Owners
Jan-10	Fergus-Elora News Express	Co-op Fair fills high school cafeteria
Jan-10	Horses	Online resource helps with vaccination scheduling
Jan-10	Trot	Equine Guelph Offers FREE Custom Vaccination Schedules
Jan-10	Standardbred Canada	Danger Detectives Patrol EquiMania!
Jan-10	Horse Journals	Equine Education- Equine Guelph at University of Guelph
Jan-10	The Portico	Riders Change Reins
Jan-10	The Harness Edge	Horseless 4-H Horse Clubs A Virtual Reality
Jan-10	Horse.com	Equine Guelph Partnership Supports Horseless 4-H Clubs
Jan-10	Standardbred Canada	Learning About Horses Online
Jan-10	The Harness Edge	REACHING Out
Jan-10	Equus	Horses prefer sweet water
Jan-10	Turf Talk	Gayle Ecker Named Director of Equine Guelph
Jan-10	Canadian Pets & Animals Mag	New Online Tools Help Control Infection in Horses
Jan-10	Canadian Pets & Animals Mag	It's EquiMania! at the Royal
Jan-10	Rideau Carlton Entertainment	End Tails
Jan-10	Standardbred Canada	Mister Big to Help Equine Guelph
Jan-10	Western Horse Review	8 th Annual Can-Am All Breeds Equine Emporium
Jan-10	Research	Stem Cells to the Rescue
Jan-10	OVC	OVC Equi-Challenge
Jan-10	Agricultural Adaptation Council	Economic Impact Analysis of the Ontario Horse Centre
Jan-10	Trot	Breathing Room
Jan-10	The Rider	Dr. Robert Wright Retires
Jan-10	The Rider	Gayle Ecker Named Director of Equine Guelph
Jan-10	The Rider	Horseless 4-H Clubs a Virtual Reality
Jan-10	The Rider	Can Am has a New Look for 2010
Jan-10	The Rider	87 th Royal Agricultural Winter Fair
Feb-10	Horse-Canada.com	New Equine Memorial
Feb-10	Horse.com	Donated Stallion Service Raises Funds for Equine Guelph
Feb-10	Canamequine.ca	Clinics and Presenters
Feb-10	Western Horse Review	Horseless 4-H Clubs a Virtual Reality
Feb-10	Western Horse Review	Healthy Lands for Healthy Horses Equine Stewardship Workshop
Feb-10	The Harness Edge	Healthy Lands for Healthy Horses Workshop
Feb-10	Standardbred Canada.ca	Healthy Lands for Healthy Horses Workshop
Feb-10	Standardbred Canada.ca	Mister Big Breeding In Support of Equine Guelph
Feb-10	The Harness Edge	Mister Big Helps Equine Guelph

Feb-10	Equine Canada.ca	Equi-Challenge
Feb-10	Arabianbreeders.net	Equine Guelph Partnership Supports Horseless 4-H Horse Clubs
Feb-10	Standardbred Canada.ca	EquiMania! To World Equestrian Games
Feb-10	The Horse.com	EquiMania! To World Equestrian Games
Feb-10	EquusCanada.com	World, Meet Equine Guelph
Feb-10	OVC Bulletin	Equimania! headed south of the boarder
Feb-10	Get Ready Kentucky.com	EquiMania! to the World Equestrian Games
Feb-10	Equine International	Fun Learning For Youth At AllTech Games: EquiMania!
Feb-10	Horsestrader	Can-Am Speakers listed on cover of Magazine
Feb-10	The Harness Edge	Horses 101
Feb-10	Western Horse Review	Don't Miss Horses 101 Seminar Series
Feb-10	Horse Journals.com	Don't Miss Horses 101 Seminar Series
Feb-10	The Horse.com	Remembering Deceased Horses: Equine Guelph Launches Memorial
Feb-10	Canadian Thoroughbred	Healthy Lands for Healthy Horses
Feb-10	Advocate	Sign up for Horses 101 article
Feb-10	Country Routes	Equine Guelph Brings Horses 101 seminars to Erin
Feb-10	Wellington Advertiser	Horse Owners...tips for correct nutrient management
Feb-10	Wellington Advertiser	University offering a new performance horse handler certificate
Feb-10	Wellington Advertiser	Memorial area on website will pay tribute to horses
Feb-10	Wellington Advertiser	Two part equine stewardship is set for March 27 & April 10
Feb-10	Wellington Advertiser	Horses 101 seminar series set to run in Erin in Spring
Feb-10	Wellington Advertiser	A Breeding Donated to Equine Guelph's Education Program
Feb-10	Canadian Sportsman	Horses 101 Seminar Series Planned
Feb-10	The Rider	Can-Am
Feb-10	The Rider	Mister Big to help Equine Guelph industry education program
Feb-10	The Rider	Do I Need a Nutrient Management Strategy
Feb-10	The Rider	REACH offers new Performance Horse Handler Certificate
Feb-10	The Rider	Equestrian World Recognizes EquiMania!
Mar-10	Whoa!	Outdoor Equine Expo
Mar-10	Whoa!	Biosecurity Takes Centre Stage in 2010
Mar-10	Whoa!	Welcome to Hop Hill Stable
Mar-10	Trot	Dealing with Allergies
Mar-10	Horse Sport	The Equine Economy
Mar-10	Horse Sport	Dante's Dilemma- Hope for Premature Foals
Mar-10	Horse Sport	Performance Horse Handler Certificate Program
Mar-10	The Rider	Don't miss Horses 101 Series
Mar-10	The Rider	World Meet Equine Guelph
Mar-10	Horse Canada	Horse Farm Basics
Mar-10	Horse.com	Equine Research Supported by Grayson and Barbaro Fund
Mar-10	Canamequine.ca	EquiMania! Hits Can-Am
Mar-10	Canamequine.ca	University of Guelph Leads Clinics
Mar-10	The Source	Horses 101
Mar-10	LongRunRetirement.com	New Equine Expo Launches in June
Mar-10	Standardbred Canada.ca	EquiMania!, U of G Speakers to Emporium

Mar-10	The Horse.com	Event Calender- Equine Guelph online studies
Mar-10	HorseWelfare.ca	Equine Bio-Security Calculator
Mar-10	HorseJobs.ca	Horses 101 & 102 Offered by the University of Guelph
Mar-10	Standardbred Canada.ca	Healthy Lands for Healthy Horses
Mar-10	Agrimarketing.com	Canada's Outdoor Farm Show Announces New Equine Expo
Apr-10	Horseradionetwork.com	EquiMania! crossing international boarders
Apr-10	Topix.com	EquiMania! Draws rising stars and TV Stars
Apr-10	Equine Chronicle.com	Equine Guelph's EquiMania! Entertains Crowds at London's Can-Am
Apr-10	Harnesslink.com	EquiMania! Draws rising stars and TV stars!
Apr-10	KY Horsepark.com	Kid Zone in Equine Village- EquiMania!
Apr-10	Harnesslink.com	Turn your passion for horses into a career!
Apr-10	The Horse.com	Transvenous Electrical Cardioversion Gets Good Results
Apr-10	The Horse.com	WEG: Kids Zone in Equine Village to Host Family-Friendly Activities
Apr-10	Hunter Jumper News.com	Kids Zone in Equine Village to Host Family-Friendly Activities
Apr-10	Standardbred Canada	Don't Miss Equi-Challenge
Apr-10	The Horse.com	Roundworm Resistance to Dewormers Assessed in Canada
Apr-10	Horse Journals.com	Equi-Challenge: The Horse Event of the Season
Apr-10	South Asian Focus.ca	Equine Guelph Offers Horses 101 series
Apr-10	Sentinel-Review.com	Farm show decides to 'horse' around with event
Apr-10	Atlantic Farmer.com	Groom One Course being offered at Guelph and Online
Apr-10	Harnesslink.com	Groom One Certificate up for Grabs
Apr-10	The Rider.com	Healthy Lands for Healthy Horses
Apr-10	Horse-Canada.com	Groom One Seeking Students
Apr-10	Caledon Citizen	Healthy Lands for Healthy Horses Equine Stewardship Workshop
Apr-10	Guelph etcetera	Existence of 'intersex' horses discovered
Apr-10	CBC.ca	Intersex horse found on Ontario farm
Apr-10	The Horse.com	Family of Hermaphroditic Horses Identified
Apr-10	Equine Chronicle.com	University of Guelph Researchers First To Identify Intersex Horses
Apr-10	GuelphMercury.com	U of G Research Proves Existence of 'Intersex' Horses
Apr-10	Winnipeg Free Press	Mare with stallion-like behavior wasn't horsing around
Apr-10	Canadian Sportsman	Groom One Accepting Registrations
Apr-10	Canadian Sportsman	Equine Expo set for June

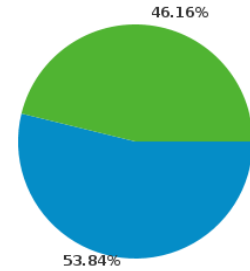
VISITORS

VISITS

1)	Total Visits	66,442 - (up)
2)	Pages per Visit	6.02 - (up)
3)	Avg. Time on Site	00:03:24 - (up)

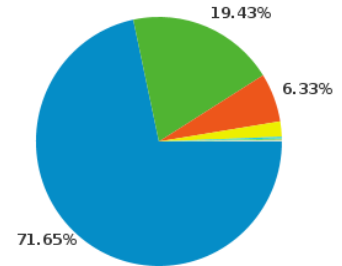
NEW vs. RETURNING (66,442 visits from 2 visitor types)

New	46.16 % - (down)
Returning	53.84 % - (up)



BROWSER (66,442 visits used 17 browsers)

1. Internet Explorer	71.66% - (down)
2. Firefox	19.43% - (up)
3. Safari	6.32% - (up)
4. Chrome	1.98% - (up)
5. Mozilla	0.29% - (down)
6. Opera	0.13% - (up)
7. SeaMonkey	0.04% - (up)
8. Netscape	0.19% - (down)
9. Mozilla Comp Agent	0.02% - (same)
10. BlackBerry9000	0.02% - (same)



CONNECTION SPEED (% New Visits - previous year vs. this year)

(2008-2009)		(2009-2010)	
Cable (High Speed)	31.35%	Cable	33.13% - (up)
DSL (High Speed)	24.62%	DSL	28.85% - (up)
T1 (High Speed)	19.01%	Unknown	17.47% - (down)
Unknown	18.63%	T1	16.16% - (down)
Dialup	5.07%	Dialup	3.85% - (down)
OC	30.52%	OC3	0.39% - (down)

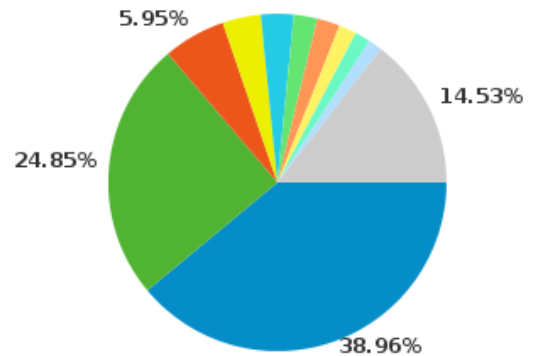
TRAFFIC

TRAFFIC SOURCES OVERVIEW (All traffic sources sent a total of 66,442 visits)

- Direct Traffic 28.25%
- Referring Sites (link) 30.86%
- Search Engines 40.89%

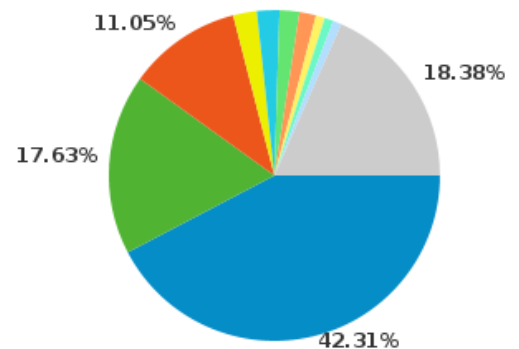
TOP TRAFFIC SOURCES (All traffic sources sent 66,442 visits via 585 sources and mediums)

1. [google / direct](#) 38.96% - (up)
2. [\(direct\) / \(none\)](#) 24.86% - (down)
3. [hbpa.on.ca / referral](#) 5.95% - (up)
4. [ovc.uoguelph.ca / referral](#) 3.67% - (down)
5. [bing \(organic\)](#) 3.12% - (up)
6. [equineguelph.ca / referral](#) 2.26% - (up)
7. [yahoo / organic](#) 2.18% - (up)
8. [systemfence.com / referral](#) 1.69% - (up)
9. [uoguelph.ca / referral](#) 1.49% - (down)
10. N/A



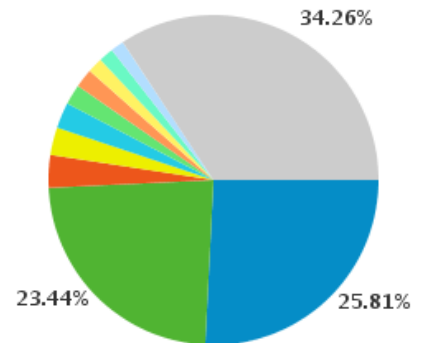
TOP LANDING PAGES (66,442 visits entered the site through 776 pages)

1. [/ site home page](#) 42.31% - (down)
2. [/jobtrack/jobs.php](#) 17.63% - (up)
3. [/jobtrack/index.php](#) 11.05% - (up)
4. [/about_us/sponsors.php](#) 2.32% - (down)
5. [/education/workshops.php](#) 2.19% - (up)
6. [/index.php](#) 1.93% - (up)
7. [/education/skills.php](#) 1.62% - (up)
8. [/education/index.php](#) 0.88% - (down)
9. [/healthylands.php](#) 0.85% - (up)
10. [/education/equiplanner.php](#) 0.84% - (up)



TOP EXIT PAGES (66,442 visits exited from 1,479 pages)

1. /jobtrack/jobs.php	23.44%	- (up)
2. / site home page	25.81%	- (down)
3. /education/workshops.php	1.97%	- (up)
4. /jobtrack/index.php	2.53%	- (down)
5. /about_us/sponsors.php	2.71%	- (down)
6. /education/skills.php	1.84%	- (up)
7. /education/index.php	3.19%	- (down)
8. /index.php	1.45%	- (up)
9. /about_us/contact.php	1.30%	- (up)
10. /healthylands.php	0.98%	- (down)



CONTENT

SEARCH KEYWORDS (Search sent 25,073 total visits via 7,743 keywords)

1. equine guelph	17.58%	- (down)
2. equine guelph job track	3.53%	- (up)
3. horse jobs ontario	2.80%	- (up)
4. jobtrack	1.92%	- (up)
5. guelph equine	1.86%	- (down)
6. jobtrack guelph	1.60%	- (up)
7. horse jobs in ontario	1.14%	- (up)
8. visual hay analysis	1.10%	- (up)
9. university of guelph equine	0.99%	- (up)
10. equine research centre	0.99%	- (up)
















TOP CONTENT (3,628 pages were viewed a total of 215,351 times)

1. /jobtrack/jobs.php	110,936.	- (up by more than double)
2. / site home page	28,727.	- (down)
3. /jobtrack/index.php (home page)	21,817.	- (up)
4. /education/workshops.php	7,863.	- (up)
5. /education/skills.php	4,741.	- (up)

Appendix 12: Sponsors

Equine Guelph would like to sincerely thank the following sponsors for their contributions and support of Equine Guelph's programs.

Major Sponsors

		
<p>Equimania! Exhibit</p>	<p>Equimania! Exhibit</p>	<p>EquiMania! Youth Safety Initiative</p>
		
<p>EquiMania! Youth Safety Initiative</p>	<p>Equimania! Agricultural Careers Display</p>	<p>EquiMania! Youth Safety Initiative</p>
		
<p>Environmental Stewardship Initiative</p>	<p>EquiMania! Youth Safety Initiative</p>	<p>Website Joint Anatomy Tool & EquiMania! Parasite Display</p>
		
<p>Equimania! Exhibit</p>	<p>Website Vaccination Equi-Planner</p>	<p>EquiMania! Nutrition Display</p>
		
<p>EquiMania! Youth Safety Initiative</p>	<p>EquiMania! Youth Industry Display</p>	<p>EquiMania! Youth Safety Initiative</p>



Website Equine
Biosecurity Risk Calculator

**Sponsors of EquiMania!
at the Alltech FEI World Equestrian Games**



**EquiMania!
Parasite
Display**



**EquiMania!
Youth Safety
Initiative**



**EquiMania!
Youth Safety
Initiative**



**EquiMania!
Youth Safety
Initiative**



**EquiMania!
Youth Safety
Initiative**

**EquiMania!
Youth Safety
Initiative**

**EquiMania!
Nutrition Display**

**EquiMania!
Youth Education
Partner**

Friends



Jeff & Hannah Sine,
Royal LePage RCR



Equine Guelph Donations - By HR Code

May 1 2008 - April 30 2010

	<u>2008-09</u>	<u>2009-10</u>
Equine - Annual Mailing	6,270.14	5,182.12
Equine - Annual Mailing OEF	10,229.25	1,263.00
Equine - Brochure	900.00	1,000.00
Equine - OEF phone	20.00	545.00
GRYPHON - Phone direct calls	75.00	0.00
Leadership Gift - General	20,000.00	5,688.00
Major Gift - General	0.00	1,993,752.53
Parents Program - Phone (2004 on)	0.00	500.00
PET TRUST - annual mailing	75.00	60.00
Pet Trust - Brochure	50.00	0.00
Pet Trust - Clinic Quarterly Pledge	0.00	25.00
PET TRUST - General	14,711.62	10,376.00
PET TRUST - Special Project Appeal	0.00	113.00
Phone Program - Alumni Solicitation by Ph	50.00	0.00
Phone program - Lapsed (2009 Forward)	0.00	100.00
Phone program - Recent (2009 forward)	0.00	50.00
Special Interest - EQUINE general mailing	569.00	0.00
Special Interest - Equine Guelph	90.00	0.00
Special Interest - EQUINE Research Centre	4,524.00	50.00
Special Interest - General	400.00	20,385.00
Special Interest - Memorial Funds	50.00	0.00
Special Interest - Scholarship annual remin	200.00	400.00
Website Donation	250.00	2,650.00
Total	<u>\$58,464</u>	<u>\$2,042,140</u>

Equine Guelph Financial Report/ 2009-2010
As at April 30th, 2010

	Holding Accounts					Overhead	Programs					Total Equine Guelph
	E. P. Taylor	ORC	OHHA	HBPA	General Research		Education	Communi- cations	Develop- ment	Research Support	Sponsors hip	
	046075	045878	046069	046071	046960		046073	046077	046079	046851	048865	
REVENUE												
Funds Received from Funding Agencies	96,600	0	100,000 ³	100,000	0	0	0	0	0	0	0	296,600
HIP Funds	0	332,795 ¹	0	0	0	0	0	0	0	0	0	332,795
Quarter Horse Program	0	90,138 ²	0	0	0	0	0	0	0	0	0	90,138
Donations (Alumni House)	0	0	0	0	28,021	0	26,054	20,000	10,000	0	0	84,075
Tuition & Workshops (S09,F09, W10)	0	0	0	0	0	0	117,972	0	0	0	0	117,972
Other University Contributions	0	0	0	0	0	0	0	0	0	0	0	0
External Contributions	0	0	0	0	0	0	23,367	0	0	0	57,319	80,686
TOTAL REVENUE	96,600	422,934	100,000	100,000	28,021	0	167,393	20,000	10,000	0	57,319	1,002,266
INTERNAL TRANSFERS between accounts:												
From Agency Fund to Overhead	(19,320)	(84,587)	(20,000)	(20,000)	0	143,907	0	0	0	0	0	(0)
From Agency Fund to Program	0	0	(80,000)	0	0	0	80,000	0	0	0	0	0
From Overhead to Program	0	0	0	0	0	(143,907)	48,209	48,209	0	47,489	0	0
Transfer between other Funds	0	0	0	0	0	0	0	32,500	0	(32,500)	0	0
Transfer from Education to Communication	0	0	0	0	0	0	(30,000)	30,000	0	0	0	0
Transfer from Sponsorship to Education	0	0	0	0	0	0	15,900	0	0	0	(15,900)	0
TOTAL TRANSFERS	(19,320)	(84,587)	(100,000)	(20,000)	0	0	114,109	110,709	0	14,989	(15,900)	(0)
PROGRAM EXPENDITURES												
Research Projects	(84,141)	(204,000)	0	(80,000)	(32,984)	0	0	0	0	(3,500)	0	(404,625)
Research Support	0	0	0	0	0	0	0	0	0	(911)	0	(911)
Education	0	0	0	0	0	0	(210,075)	0	0	0	0	(210,075)
Communications	0	0	0	0	0	0	0	(133,122)	0	0	0	(133,122)
Development	0	0	0	0	0	0	0	0	(4,557)	0	0	(4,557)
Sponsorship	0	0	0	0	0	0	0	0	0	0	(25,828)	(25,828)
TOTAL PROGRAM EXPENDITURES	(84,141)	(204,000)	0	(80,000)	(32,984)	0	(210,075)	(133,122)	(4,557)	(4,411)	(25,828)	(779,117)
TOTAL EXPENDITURES	(103,461)	(288,587)	(100,000)	(100,000)	(32,984)	0	(95,966)	(22,413)	(4,557)	10,579	(41,728)	(779,117)
NET CHANGE IN FUND BALANCE	(6,861)	134,347	0	0	(4,963)	0	71,427	(2,413)	5,443	10,579	15,591	223,150
FUND BALANCE, Previous Year-end	6,861	(149,559)	0	0	6,916	0	85,960	9,339	6,180	54,364	15,976	36,037
FUND BALANCE as at April 30th, 2010	0	(15,212)	0	0	1,953	0	157,387	6,926	11,624	64,943	31,567	259,187

1- HIP Funding includes \$145,795.44 from 08/09 funding and \$187,000 from 09-10. 2009-2010 15% holdback still outstanding (\$33,000)

2- Quarter Horse Funding includes \$60,388.06 from 08/09 funding and \$29,750 from 09-10. 2009-2010 15% holdback still outstanding (\$5,250)

3- Funding provided by OHHA (\$79,511.89) & SRA funds (\$20,488.11)