

**UNIVERSITY
of GUELPH**

Equine Guelph



Annual Report

May 1, 2011 – April 31, 2012

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Executive Summary

No doubt the social highlight of the year for Equine Guelph was the Gala at the War Horse play in Toronto, resulting from a unique partnership with Mirvish Productions, a nationally recognized theatre company. The evening resulted in the launch of the OEF-Equine Guelph War Horse Welfare Education Fund which will fund development of further programs in service to the equine industry.

The research program continues to fund new and important research projects through the Equine Guelph Research Committee allocation. Over \$360,000 was invested into the research program to fund 8 new projects and 5 continuing projects including genomic studies and stem cell research, each ranked high for industry priorities. Several worthy projects were viewed favourably by the Committee but were not funded, as the needs of the industry for research are greater than the current funding levels. The investment into research continues to be viewed as an important component for the future growth of the industry as evidenced by the positive comments of the Research Committee as well as in the feedback from the industry survey to support the future of the industry for the performance, health care and well-being of horses.

The Equine Foundation of Canada once again played an important role as they gave a generous donation for research equipment. This competitive process awarded funding to Dr. Scott Weese for priority equipment to expand the capabilities of his laboratory at the Centre for Public Health and Zoonoses at the University of Guelph.

Exciting developments continued as the equine education program grew again adding two new Certificate programs and two new advanced courses to the line-up of offerings on offer to the equine industry. The new Equine Welfare Certificate and the Equine Veterinary Technician Certificate will appeal to new markets and expand the student population. The two new courses are part of the "Advanced" lineup and include Advanced Functional Anatomy and Advanced Nutrition. Also new this year is the new format workshops and online short courses promoting Biosecurity for the horse industry.

A strong youth program is essential to promote for the future sustainability, and EquiMania! continues its growth to provide that service to the equine industry. EquiMania! expanded its safety program, "Danger Detective" with the continued support of its corporate sponsors and was an invited feature to many events including a feature presentation at The Museum in Kitchener and The International in Nebraska. Investment by the industry into a lifetime "pathway of learning" and entry into the horse industry remains a high level priority for sustainability of the equine industry.

Equine Guelph developed an important partnership with Mirvish Productions and the stage play "War Horse". A unique partnership between the Ontario Equestrian Federation, "War Horse" production and Equine Guelph resulted in the creation of a special night at the highly-acclaimed theatrical performance that not only highlighted that strong bond between human and horse, but also a new fund that will help support the creation of new education courses as part of the OEF-Equine Guelph War Horse Welfare Education Fund.

Equine Guelph thanks its Council partners, E.P. Taylor Equine Research Fund (now transferred to the University of Guelph to fund research on racehorses in perpetuity), 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, the Quarter Racing Owners of Ontario, Inc. and the University of Guelph, as we build for the future together.

This annual report provides the details on the 2011-2012 activities of Equine Guelph and salutes the partnerships that make these achievements possible for the benefit of the equine industry and the horse.



Dear Partners and Supporters of Equine Guelph,

Good foundations between partners contribute to growth and success of organizations. This past year, Equine Guelph continues to give a return on the investment that the equine industry has made in partnership with the University of Guelph, with the development of new and innovative programs for the equine industry.

Research progress continues with advances in genome studies related to diseases that compromise the health and welfare of horses. Studies on heart function, disease prevention and control, and promising work on stem cells are just a few of the important research studies ongoing. Eight new projects and five continuing projects continue to provide important information and industry application of the knowledge.

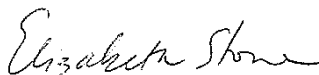
With a solid international reputation for providing training and educational opportunities for life-long learning, Equine Guelph has yet again developed a new and innovative program with the Equine Welfare Certificate. With the continuing success of its three certificates and diploma, Equine Guelph continues in its role as a world leader in online programs for the industry offered through an accredited University education program. Knowledge extension to the industry has increased greatly with the new Report on Research video series. Achieving milestones and innovative programming based in industry priorities continues to return benefits to the industry through its partnerships and the promotion of “all things equine” at the UofG.

Equine Guelph’s partners make these achievements possible. Support from the 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 ORC Horse Improvement Program , OMAFRA, Standardbred Canada, the QROOI Racing Industry Development program and the University of Guelph, continue to play an integral role in this success.

It is our privilege to serve the industry as Co-Chairs of Equine Guelph. We sincerely thank each of the associations and individuals who support and invest in Equine Guelph and its programs. This investment provides improvements in the health and welfare of horses through research which continues to be an important priority for our industry.

With challenging times for the industry ahead, the partnership of industry and UofG can help address continuing and future priorities of the industry. As partners and supporters, your ongoing skills, commitment and support ensures that Equine Guelph will continue to provide important services to the industry working together to achieve a new sustainability for the industry, new achievements for health and welfare and learning opportunities for the dedicated people of our industry.

Yours sincerely,



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



Mr. Al Patterson
Co-Chair, Equine Guelph

Introduction

Equine Guelph, the centre for the horse owner at the University of Guelph, was created in 2003 by the horse industry and for the horse industry. Recently described in a Canadian racing magazine as “world-class” centre and a “wildly successful partnership between industry, academia and government” (Canadian Sportsman, May 17, 2012), Equine Guelph continues to build its program to serve the equine industry now and in the future.

Dedicated members of the University and the industry worked together to develop a centre for the horse owner at the University of Guelph to serve the horse industry and support the welfare of horses and to assist in providing educational and training opportunities to all levels of industry participants.

The 2011 – 2012 fiscal year marks Year 9 of the progress that has created Equine Guelph today. With many great milestones now accomplished, thanks to this unique partnership, Equine Guelph continues to build on the foundation created by the vision of the industry leaders and the University.

The dedication of the Equine Guelph Advisory Council members reflect the partnerships that have worked together to create Equine Guelph as a centre: 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, Quarter Racing Owners of Ontario, Inc. and the University of Guelph. Funding for research is also contributed by the E.P. Taylor Equine Research Fund, now managed by the UofG. This ongoing support ensures the continuation and strength of Equine Guelph’s programs, which in turn benefit the future growth of the equine industry in Ontario and its members at all levels and from all sectors.

The Co-Chairs of the Equine Guelph Council are Mr. Al Patterson, 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 the Committees (Research, Education, Communications and Marketing, Development and Finance). Equine Guelph staff members include Gayle Ecker, Managing Director, and Susan Raymond, David Finlay, Jackie Bellamy, Diane Gibbard, Henrietta Coole.

Programs of Equine Guelph

Research

The research program continues to support work by prominent equine workers in Ontario, on a diversity of topics addressing current issues in equine health, backed up with basic research aimed at improving equine health in the medium to long term. Eight new projects were funded, on topics that include: developing a vaccination against *Rhodococcus equi* using its own genome; characterizing the genomes of all the microbes in the equine gut, as a means to determining the balance of species most beneficial to the horse; studying the interaction between the agent that cause heaves and the microphagous cells that fight them, and evaluating techniques to improve stem cell homing to injury sites in the horse. Five projects continuing from the previous year were also funded for a total of \$367, 845 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 funds donated by the E.P. Taylor Foundation to the University of Guelph. (Summaries of each new project may be found in Appendix 5, and list of publications and research presentations in Appendices 6 and 7.)

Recognition of the value of the equine research program came in the form of a repeat equipment donation from The Equine Foundation of Canada. This significant donation allowed the purchase of a microcentrifuge and fluorometer, for the Centre for Public Health and Zoonoses at the University of Guelph. "This equipment will help us explore some new areas in equine infectious diseases and hopefully help us understand how to better treat and prevent serious infections. We are grateful for the assistance of the Equine Foundation of Canada in advancing equine infectious disease research." says Dr. Scott Weese, an equine internal medicine specialist and microbiologist with the Ontario Veterinary College and University of Guelph's Centre for Public Health and Zoonoses.

Another significant research donation was provided by OEF who contributed \$10,000 to Equine Guelph to help continue the exemplary work conducted in the Research division. OEF's continued partnership with Equine Guelph will help bring about new developments in equine health for all disciplines.

Coverage of research funded through Equine Guelph was greatly enhanced by the launch of "Report on Research," which has been instrumental in a 60% increase in media pick up of research information released by Equine Guelph. The "Report on Research" and "Help for Horse Owners" was launched on the new Equine Guelph You Tube station, bringing



research updates to the public in a highly innovative way! Ten research videos are scheduled for release on various media platforms between January 2012 and April 2013 accompanied by lay summaries, biographies, published papers and a news story. Funding for the Report on Research and Help for Horse owners videos has been provided by the Knowledge Translation and Transfer Program under the OMAFRA-U of G Partnership.

Also receiving wide coverage in the industry media is the publication of the internationally acclaimed "Racing Surfaces Whitepaper" with Dr. Jeff Thomason as one of the co-authors. This publication benefits trainers, track superintendents and any person in charge of riding surfaces. Details of proper maintenance of surfaces and training guidelines can be found, based on the knowledge gained from the researcher's findings thus far.

We were pleased to welcome Dr. Marc Desjardins of Milton Equine Hospital as Industry co-Chair of the Research Committee, which evaluates research proposals for funding and monitors the outcomes of research projects. Dr. Desjardins is well respected within the industry and brings a wealth of academic and veterinary expertise to the position.

Education and Training

Education and training were viewed as important by the horse industry by 99% of the respondents in the recent Equine Guelph Industry Survey, and almost 70% believed that this is an important role played by Equine Guelph. Ongoing funding challenges continued to be experienced in 2011-2012; therefore an increased energy was put forth into program development to increase the revenue stream. In addition, results of the Equine Guelph industry survey helped provide the pathway for that development.

New Courses, New Certificates!

Equine Guelph continues to develop new programs in response to industry input. Several important milestones were achieved in the program development area. Two new courses were developed as part of the "Advanced" series of courses. The two new courses were Advanced Anatomy and Advanced Nutrition, with the Advanced Behaviour course under development for offer in Fall 2012.

We also received Senate approval for the launch of two new Certificate programs. The Equine Welfare Certificate has been launched with a new partnership with the Campbell Centre for the Study of Animal Welfare. This program has been designed for students looking to have a better understanding of an evidence-based approach to the science of equine welfare and will be of interest to many equine associations as well as individuals. Composed of 6 courses, two new courses are under development to complete this offering and include Equine Welfare, and Global Perspectives on Equine Welfare. Funding from the OEF-Equine Guelph War Horse Welfare Education fund will continue to support the development of new courses in the area of equine welfare.

Also the new Equine Veterinary Technicians Certificate was launched in partnership with Ridgeway campus. This program gives veterinary technicians an opportunity to develop advanced knowledge in equine-related areas as part of their career development.

Over 240 students have now completed their Equine Science Certificates with over 35 awarded for the 2011-2012 year, and over 40 have completed their Diplomas since we offered this in 2009, with

24 new graduates in 2011. We were able to increase our course offerings to a total of 21 courses, up from 19 from the previous year, resulting in revenue of \$114,000.

New Project- Biosecurity e-Session and Workshops!

In our recent industry survey, participants identified that “lack of time and money” were preventing them from participation in educational programs. Responding to that challenge, Equine Guelph has launched a new format that delivers convenient and cost-effective educational options for the industry. With funding from the Agricultural Biosecurity Program (part of the Best Practices Suite of programs under Growing Forward, a federal-provincial-territorial initiative) and Grand River Agricultural Society, the “Beat the Bugs with Biosecurity” two week online course was offered. Prevention of disease was a priority topic identified in our survey and response from the inaugural offering was positive. The workshops attracted 140 horse owners and 29 students enrolled in the online course.

"This course offered extensive information on biosecurity. I believe it to be valuable, and even essential, for any barn owner or for any horse owner/boarder that wants to protect and give their horse the best and safest conditions possible." Patty Russen, New York, USA, Student

"This course really brought home the meaning of equine biosecurity." Sue Kristiansen, Sweden, Student

"If you care about the health of your horse don't miss this course! This was the best equine course I have taken. I gained new, valuable knowledge from every assignment. The assignments provided information and practical practices that you can apply immediately around your barn and horse to make the chances of catching or spreading diseases less likely. It is about time someone made the topic of Biosecurity available to equine owners and handlers. This was my first course with Guelph but it will not be my last. With my busy schedule, your mini course allowed me to gain valuable knowledge in a fast and practical manner." Jan Huntley, Ontario, Canada, Student

The online course was offered along with one day workshops at four locations and was designed to build off the popularity of the “Biosecurity Risk Calculator” accessible from the Equine Guelph website.

The next e-session, now under development, will focus on colic prevention.

Equine Guelph also offered a new seminar on “Integrative Therapies” in May of 2011 to a sold-out crowd with support from the family of Rosalie Logan, a noted horsewoman who was passionate about the health and welfare of horses.

EquiMania!

With our appearance at the prestigious World Equestrian Games in Kentucky, thanks to sponsorship from Alltech, interest in EquiMania! continued to grow. Once again, EquiMania! had a major presence at the Royal Agricultural Winter Fair, along with many other appearances with the new “EquiMania! Explorer” game where youth went on the hunt for the dangers lurking in the displays. The very popular Danger Detective Activity Book was a popular prize. EquiMania! also appeared at Canada’s Outdoor Equine Expo, the Can-Am All Breeds Expo, Brooklin Fair, Erin Agricultural Fair, Brigden Fair, All About Horses tradeshow, Everything Equine tradeshow, Sunrise Therapeutic Centre open house, and also wowed families at The Museum in Kitchener over the summer with displays that included safety, health and welfare and presentation of information on Standardbred and Thoroughbred racing. Strategic partnerships continued to grow with our

sponsors: Farm Safety, Kubota, OEF, SSG gloves and System Fence and Standardbred Canada. New educational displays were developed and enhanced with sponsorship from ShurGain, Pfizer and the Grand River Agricultural Society.

Communications and Marketing

During Equine Guelph's ninth year, the Communications and Marketing Program has once again received tremendous response from the horse industry and its publications in its published print and web articles. We have also grown our communication methods to include Facebook, You Tube and Twitter.

NEWSLETTER

Genomic Road Map to Rhodococcus Opens New Expressway to Vaccine Development

Imagine a three decade journey — a quest for an insidious bacterium possessing elusive qualities equivalent to that of the Holy Grail. Dr. John Prescott, University of Guelph Professor and Chair of the OVC Department of Pathobiology, has been unwavering in staying the course on his quest to find a vaccine to combat the deadly *Rhodococcus* bacterium. *Rhodococcus* (*R. equi*) is no bug on the sidelines that can be easily wiped off. Once this air-borne organism leaves Point A (soil and manure) to travel to Point B (the lungs of a young foal) it hides in the very macrophages that should normally seek out and destroy invading bacteria. The advent of genomic research has opened up a super highway full of new information. Since the recent mapping of the *R. equi* genome (published 2010), the destination for a vaccine is not far away.

The need for a vaccine is great. *R. equi* can stay away inside a young foal undetected for months. By the time symptoms of pneumonia and coughing first appear (usually at the same time horse owners are busy bringing in their hay), the only course of action is the expensive and time-consuming administration of antibiotics.

Dr. Prescott and his team are collaborating internationally to tackle this global disease. Prescott's former M.Sc. student, Iain MacArthur, is also committed to seeing this epic journey through and works closely with Prescott online using Skype. MacArthur is currently working on his doctorate at the University of Edinburgh and runs tests using

micro-arrays. This entails printing every *Rhodococcus* gene onto a slide and looking at their expressions under different conditions. MacArthur explains the advantages of having the blueprint for the *R. equi* genome. "Instead of hunting around a cave with a tiny flashlight — we can now switch the lights on, view all contents and see how the genetic material relates."

"This level of understanding would have been considered almost science fiction just a few years ago. It is incredible what we can do with this new genomic technology," exclaims Prescott. The advances in research, since 2001, when the human genome project mapped out all the sequence of DNA in the body, have been truly incredible. When looking at all 5,000 genes in the *R. equi* sequence, one is now able to assign a function to each — a task which simply was not possible before mapping the *R. equi* genome. The high beams are on and researchers are able to see all the genes that are switched on — the complete blueprint. They now know what makes this organism a pathogen, what it needs to live and how it works. Prescott and MacArthur are isolating and targeting the most switched on and talked genes to develop a weakened form of the live virus that could then be orally administered as a vaccine.

So the million dollar question breeders want to know regarding the road to a *Rhodococcus* vaccine — "Are we there yet?" Not far now!

—By Jackie Balfour



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R. equi loves hot dusty environments and lurks in soil and manure.

Early warning signs for *R. Equi*:

- coughing or panting
- young foal may go off food or stop suckling

Preventative measures:

- avoid sandy environments
- don't overwater paddocks

Biosecurity: Spread the Word Not the Germs

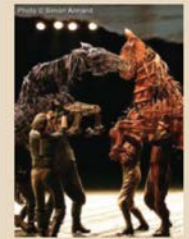
To help keep your horses healthy, Equine Guelph has developed "Beat the Bugs", an equine biosecurity education program. Biosecurity protects our horses and ourselves against disease-causing agents. It includes practical tips and good habits that will help prevent disease introduction and spread, as well as reduce the associated detrimental impact. "Beat the Bugs" includes workshops and an e-Session focusing on the development of a disease prevention plan unique to your individual situation.

The program is funded through the Agricultural Biosecurity Program (ABP), part of the Best Practices Suite of programs under Growing Forward, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of several Growing Forward programs in Ontario.

Equine Guelph thanks the industry partners: American Association of Equine Practitioners Foundation, Central Ontario Standardbred Association, Colorado State University, Horsemen's Benevolent and Protective Association, Ontario Association of Equine Practitioners, Ontario Equestrian Federation, Ontario Harness Horse Association, Ontario Horse Racing Industry Association, Ontario Veterinary College, Standardbred Canada, Veterinary Canada Inc. and Woodbine Entertainment Group.

More good news was received regarding Equine Guelph's fight to keep horses healthy by improving biosecurity. Funding has been approved by the Grand River Agricultural Society to develop and distribute educational resources including additional workshops scheduled for Fall 2012. Visit www.EquineGuelph.ca/biosecurity.php for more information.

See War Horse and Support Equine Welfare Education



continued on page 2

Protect Your Horse From Infectious Disease

ATTEND AN EQUINE BIOSECURITY WORKSHOP NEAR YOU

Melwick Racetrack, Campbellville
March 21 - 3pm
Western Fair, London (during Car-Am)
March 16, 10am - Noon
Kempville Campus, Kempville
March 24, 2 - 6pm
Georgian Downs, Barrie
March 27, 1:30 - 3:30pm

Free!
Register early to space is limited.

SIGN UP FOR THE NEW EQUINE BIOSECURITY e-SESSION

2-week online e-Session from April 16 - April 29, 2012
\$75 per person
Register at www.EquineGuelph.ca/biosecurity.php for workshop and e-Session

For more info, contact Susan Ferguson at sfergus@equineguelph.ca

Volume 9, Number 1

INSIDE

The Boat Goes On.....

You Spoke we Listened!.....

Survey Says!.....

Danger Detective Initiative to Launch Online.....

Equimanial Explorer Passport Stamped with Approval.....

Arterial Calcification in Horses.....

Equine Guelph's Toolbox is Always in Season.....

Two issues of the colour printed newsletter were distributed in Fall/11 and Spring/12. 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

Due to popular demand and a very full schedule of events, our bimonthly e-news has become a monthly occurrence. This is used to highlight upcoming events, sponsors and new program developments. Our current subscription membership has grown to over 5,500 people. The features have been used for publication both in print and electronic form by equine industry associations and media. Visitors to the Equine Guelph website spiked to over 600 in a 24 hour period after each release of Equine Guelph's monthly Enews on Dec 15, 2011, Jan 11 & Feb 16 2012.

Website

Equine Guelph's website continues to grow at a rapid rate with the goal of providing resources to the horse industry including; research advances, diagnosis capabilities, educational investments and giving opportunities in a fresh way. New website initiatives included the new online, interactive educational tool, Lameness Lab, sponsored by Pfizer and the launching of "Report on Research" videos on Equine Guelph's new You Tube channel. In the past year, Equine Guelph's website received over 100,392 unique visits (an increase of 21% compared to last year) with the most popular pages, not including the home page, being Job Track, Lameness Lab, Biosecurity and Education. Page views are calculated at 701,687; an increase of 13% from 2010! Visitors are now spending time exploring the whole site rather than coming for one specific thing and then leaving. For a complete website report, please see Appendix 13.

Media, Seminars and Presentations, Association Targeted Communication

For a complete list of seminars and presentations given by Equine Guelph staff, please see Appendix 8. Releases are communicated on a regular basis to both equine industry media and associations to facilitate publication in print or electronic form. At least 283 articles have been written about the programs of Equine Guelph in the industry media (see Appendix 12), 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; The American Journal of Vet Research, The Wellington Advertiser, At Guelph and OVC's News Bulletin. Equine Guelph continues to receive coverage from many Ontario-based horse industry publications such as; Trot, The Rider, Harness Edge, and Whoa! Features were also printed in Canadian horse industry publications such as; Racing Quarterly, Canadian Thoroughbred, The Canadian Horse Journal, Horse-Canada, Horse Power, The Canadian Sportsman, Gait Post, and Horse Sport. In addition, Equine Guelph received coverage from international horse industry websites such as; HarnessLink.com, TheHorse.com, StandardbredCanada.com, HorseTalk.co.nz, Horse-Canada.com, TheRider.com, HorseJournals.com, EquiMed.com, EquiSearch.com, ThoroughbredTimes.com, HBPA.com, WesternHorseReview.com, Olds College.ca, OVC Crest, EquineChronicle.com, CanAmEquine.ca, and HorseOwnerToday.com. Links continue to be created from sites including: Equine Canada, Veterinarians web sites, blogs from social media sites i.e. Barn Mice, and information sites i.e.: Intercityinsurance.com, AAEP, popsci.com,

HorseJobs.ca, ... directing the public to Equine Guelph’s online courses and horse owner tools and research.

Coverage of Equine Guelph events were also received on CTV television and RFD-TV in Omaha, Nebraska.

The Ontario Equestrian Federation (OEF) continues their support of Equine Guelph with their e-broadcast program to OEF members highlighting new educational opportunities and special events. This 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. Several other sponsors such as Equine Canada, OHHA, COSA, ACC, and provincial equine organizations have been posting buttons on their sites to the aforementioned plus new initiatives such as the launch of biosecurity programs and Danger Detective online.

Information Inquiries

During 2011/12, 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. An information service for the equine industry is an important part of industry development and there are several models of this for other livestock groups. Equine Guelph is uniquely positioned to act as the “bridge” or information broker to the equine industry to assist with building a sustainable future. Questions from predominantly new horse owners point to the need to provide this unique “portal” for the industry to help fill that on-going and increasing need for a respected information source for the industry. In the absence of any other extension program for the horse industry, Equine Guelph is seen as the “go to” place for information.

Development

A. Equine Guelph ‘Helping Horses for Life’ Development Campaign:

In addition to Equine Guelph’s industry granting partners and corporate sponsorship, the following information reflects fundraising initiatives and private donations over the past fiscal year:

	\$ Raised	# Donations	Median Gift
Area of Greatest Need	\$18,635	142	\$50
Education	\$2,570	27	\$50
Research	\$34,938	31	\$100
OEF- War Horse Equine Welfare Education Fund	\$4,353	63	\$50
TOTAL	\$60,496	263	\$63

TABLE I - Funds raised from private donations to EG accounts during FY11-12 including # donations (not unique donors) and the median size of gift for each account.

1. Annual Appeal: Over the past two years, Equine Guelph has included donation cards with its biannual newsletters as a more cost-effective alternative to a special annual appeal mailing (i.e. the newsletter is being mailed regardless). This strategy is proving to be prudent with approximately double the amount raised this year as opposed to funds raised in our last traditional campaign in November 2009 (See Table II) and at a fraction of the cost.

	Total Mailed	Total Cost	Avg Cost per Piece	Total Value Gifts Returned	Avg Value Returned per Piece	Total # Gifts Returned
2009 Mailed Appeal (1 mailing)	1,386	\$5,827	\$4.20	\$3,082	\$2.22	35
2011 Newsletter Donation Card (2 mailings)	1,800	\$1,183	\$0.65	\$4,915	\$2.73	39
2012 Newsletter Donation Card (2 mailings)	2,075	\$2,841	\$1.37	\$6,763	\$3.26	67

TABLE II – Comparison of select metrics for the 2010 direct mail appeal versus the FY10-11 and FY11-12 newsletter donation card insert. Note that costs for the newsletter production and mailing (approximately \$5,250) have not been included because they would have been incurred regardless of the insert.

In addition to the insertion in our newsletter, three publications generously inserted 21,000 donation cards in Fall, 2011 and Spring, 2012: Canadian Thoroughbred, WHOA! and Canadian Sportsman. This helped us to get our appeal out to the industry with essentially no increased cost.

The 2012 Spring newsletter mailing launched our 2012 campaign in support of the new Equine Guelph ‘OEF-War Horse Equine Education Fund’. A cover letter, newsletter and donation card was included in the mailing. The 2011 Fall newsletter mailing simply included a newsletter (issue on research) and donation card.

2. War Horse Toronto Partnership: As a result of the War Horse production coming to Toronto stage, Equine Guelph entered into a partnership with Mirvish Productions. The cornerstone of the partnership was the creation of the Equine Guelph ‘OEF-War Horse Equine Education Fund.’

The fund will support the development of new courses that will teach the highest degree of skills in horse care and welfare to future champions of the horse. The fund will help to ensure that horses will receive the best possible care and contribute to the reduction of welfare issues.

Funds were raised through the following means:

- a) **Spring Newsletter Mailing - \$4,353:** Through a cover letter in newsletter, donors were made aware that funds raised would be directed to the new ‘OEF-War Horse Equine Education Fund.’

- b) **Gala Fundraising Event - \$26,886** (\$10,000 profit after expenses): Equine Guelph hosted an evening to remember in March with over 150 supporters attending. The event raised funds through \$200 tickets and sales of model War Horse Joeys/books (donated by Breyer). The evening was a success in terms of both fundraising and 'friend-raising.'
- c) **Equine Guelph/OEF/WarHorse Ticket Promotion - \$3,010:** Mirvish Productions donated \$10 for each ticket purchased by OEF members to the 'OEF-War Horse Equine Education Fund' (promotion runs until the end of June 2012).

Total raised to date: \$17,363

3. Ontario Equestrian Federation Annual Membership Mailing Fundraising Program: Each year the Ontario Equestrian Federation (OEF), through its annual membership renewal form, gives members an opportunity to donate to a cause (Equine Guelph is one on a list of choices). Last year, **\$6,962** was donated to Equine Guelph by OEF members through their membership mailing.

4. Pet Trust Program: In this past fiscal year, **\$15,200** was raised for Equine Guelph through OVC's Pet Trust fundraising initiatives. This reflects the situation where a prospect responds to a Pet Trust appeal but specifies that they prefer their donation to be directed to Equine Guelph. Given the overlap in prospects between Pet Trust and Equine Guelph, this is not unusual.

B. Equine Guelph Grants:

Based on the shortfall of industry funding, Equine Guelph has had to place a temporary, intensive effort into grant writing. In 2011/12, Equine Guelph secured five out of six grants delivering total funding of **\$282,269***:

1. KTT – Report on Research project: **\$30,152**
2. Canadian Agricultural Safety and Health Program – Online Danger Detective interactive activity: **\$26,000**
3. Canadian Agricultural Adaptation Program – Colic Prevention initiative: **\$59,855**
4. Agricultural Biosecurity Program – Beat the Bugs Biosecurity initiative: **\$104,407**
5. Grand River Ag Society
 - i. Youth learning objects: **\$15,000**
 - ii. Beat the Bugs biosecurity program: **\$46,855**

While we were successful in securing grants, this fundraising strategy is not sustainable in the long term, as it creates a significant workload above and beyond Equine Guelph's

core operating programs and capacity. As well, there will be a reduced chance of success returning to the same granting organizations time after time.

*Please note: A fraction of this funding is available for base operating costs; a significant amount will go towards hard costs of the individual projects (i.e. in and out).

C. Equine Guelph Corporate Sponsorship Program:

As a result of focusing efforts on writing grants, the sponsorship program has experienced little growth this past year, with an emphasis placed on sponsor maintenance only. The 2011-2012 sponsorship programs raised **\$60,543**:

1. Equine Canada – Danger Detective safety workbook re-print: **\$3,500**
2. Intercity Insurance – Hoofprints memorial/tribute program: **\$1,200**
3. Merck – Vaccination Equi-Planner online tool: **\$5,000**
4. Kubota – EquiMania! safety initiative : **\$5,000**
5. Ontario Equestrian Federation – EquiMania! safety initiative (in-kind)
6. SSG Gloves – EquiMania! safety initiative & Danger Detective safety workbook re-print: **\$11,068**
7. Pfizer – Journey through the Joints and Lameness Lab online tools + EquiMania! parasite display: **\$10,000**
8. Shur-Gain – EquiMania! nutrition station: **\$5,000**
9. Standardbred Canada – EquiMania! Standardbred display: **\$1,500**
10. System Fencing & Tack – EquiMania! safety initiative (in-kind)
11. Vétoquinol – Biosecurity Calculator online tool: **\$5,000**
12. Workplace Safety & Prevention Services (formerly Farm Safety) – EquiMania! safety initiative: **\$13,275**

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.

Due to continuing challenges and uncertainties regarding program funding, Equine Guelph started the year with a planned carry forward of \$86,000 for research projects, \$189,000 in the Education budget as it had decreased planned expenditures and staffing.

Total Equine Guelph revenue totaled \$1,093,665 for the fiscal year with funding provided by our funding partners, donations, tuition, University contributions and increased sponsorships and successful grant proposals. Program expenditures totaled \$803,624 (\$757,859 for last fiscal year) with over \$367,000 allocated for research projects and equipment, \$277,706 spent on Education which included program development and exhibits, \$114,039 on Communications and Marketing, \$31,086 on Development and \$25,798 on sponsorship projects which included new educational displays and initiatives. The online education program returned \$114,000, as a result of the efforts to increase course offerings and new courses.

As in previous years, stable funding was identified as an ongoing important priority and challenge by Advisory Council members and cost-savings, in-kind contributions and unique corporate sponsorships continued as a priority with an increased emphasis on securing funding through grants. A plan that will ensure stable funding by the industry will ensure that the programs of Equine Guelph continue to provide the benefits that will help the industry develop a sustainable future.

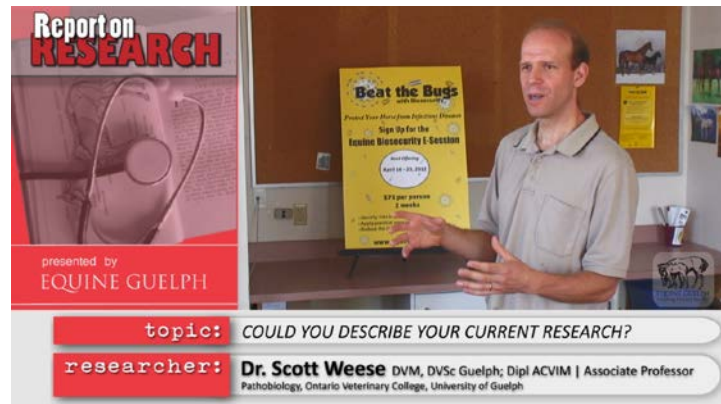
Highlights and Special Events

Report on Research

Equine Guelph has launched “Report on Research” and “Help for Horse Owners” on their new You Tube station, bringing research updates to the public in a highly innovative way! 10 Research videos will be released on various media platforms between January 2012 and April 2013 accompanied by lay summaries, biographies, published papers and a news story.

Topics were identified in Equine Guelph’s industry survey, and include: equine management, breeding and foaling, horse health, horse handling, diseases, biosecurity and more.

Funding for the Report on Research and Help for Horseowners videos has been provided by the Knowledge Translation and Transfer Program under the OMAFRA-U of G Partnership.



Equine Welfare Certificate

The University of Guelph’s award winning continuing education program has unveiled its new Equine Welfare Certificate which will offer students the opportunity to explore animal welfare issues in the horse industry both locally and globally.



Comprised of six online courses, this program has been designed to engage students who have a passion for making a better world for our equines, and will examine the biological and emotional factors that affect a horse’s quality of life. Course content will include housing, management practices and procedures that can affect the well being of horses.

"It is extremely important that everyone who owns or works with horses understands not only the complex issues, but also the common practices in daily care and management that can affect the welfare of horses," explains Tina Widowski, Director of the Campbell Centre for the Study of Animal Welfare. "Through our partnership with Equine Guelph, we are able to combine top expertise in both equine science and animal welfare science to deliver a practical and well-rounded program in Equine Welfare."

Offered by the Campbell Centre, Equine Guelph, and the Centre for Open Learning and Educational Support, the Equine Welfare Certificate core courses include Equine

Welfare, Advanced Equine Behaviour, Advanced Equine Health through Nutrition, and Global Perspectives in Animal and Equine Welfare, as well as two elective courses including Health and Disease Prevention, The Equine Industry, Equine Nutrition, and Advanced Equine Anatomy.

For more information, please contact the Centre for Open Learning and Educational Support at info@coles.uoguelph.ca, call 519-767-5000 or visit www.EquineWelfareCertificate.com.

Danger Detective Is Now Online For Kids!

The hugely popular 'Danger Detective' workbook has come to life online at www.EquiMania.ca. Interactive flash activities and videos make learning about safety on the horse farm fun! Kids can click their way to a printable certificate after completing online games in five categories: rider safety, safety around the horse, safety around equipment, safety in the barn and safety outside.



Major partners include: Canadian Agricultural Safety Association (CASA) which receives funding from Growing Forward – a federal-provincial-territorial initiative; Equine Guelph; Equine Canada; Kubota Canada; SSG Gloves; Saddle Up SAFELY; System Fencing and Tack; University of Kentucky College of Agriculture (The Equine Initiative); University of Kentucky HealthCare; and Workplace Safety & Prevention Services. All equine federations are on-board, including:

Alberta Equestrian Federation, Alberta Farm Safety Centre, Equine Association of Yukon, Fédération équestre du Québec, Horse Council British Columbia, Island Horse Council, Manitoba Horse Council, New Brunswick

Equestrian Federation, Newfoundland Equestrian Association, Nova Scotia Equestrian Federation Ontario Equestrian Federation and Saskatchewan Horse Federation.

“Equine Guelph is excited to provide this great opportunity for kids to learn more about horses and safety online through the help of our committed industry partners,” says Gayle Ecker, Director Equine Guelph. “The online tool is interactive and kids will have fun while learning.”

Visit www.EquiMania.ca and use your cyber-savvy to become a Danger Detective on the horse farm!

Biosecurity Workshop & e-Session Dates

Equine Guelph's "Beat the Bugs with Biosecurity," program promotes biosecurity throughout all sectors of the horse industry. The program is funded through the Agricultural Biosecurity Program (ABP), part of the Best Practices Suite of programs under Growing Forward, a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of several Growing Forward programs in Ontario.

"Increasing knowledge of best biosecurity practices stands to benefit the horse industry by reducing the risk of disease transmission and, in turn, could create a huge positive economic impact and prevent a potential catastrophic outbreak," says Equine Guelph director, Gayle Ecker.



The "Beat the Bugs" program includes four workshops, conducted by biosecurity specialists, offered free of charge on a first come, first served basis. The workshops are scheduled as follows: Mohawk Racetrack, Campbellville, March 7, 1 – 3pm; Western Fair, London (during Can-Am), March 16, 10am – noon; Kemptville Campus, Kemptville, March 24, 2 – 4pm; and Georgian Downs, Barrie, March 27, 1:30 – 3:30pm.

For those who are looking to take their biosecurity knowledge to the next level, a two-week Equine Biosecurity e-Session is available April 16 – 29 for \$75 (plus HST) per person. Contact Susan Raymond at Equine Guelph, slraymon@uoguelph.ca, to register and for more information.

"Beat the Bugs" has been developed by Equine Guelph with the assistance of its 11 industry partners: American Association of Equine Practitioners Foundation, Central Ontario Standardbred Association, Colorado State University, Horsemen's Benevolent and Protective Association, Ontario Association of Equine Practitioners, Ontario Equestrian Federation, Ontario Harness Horse Association, Ontario Horse Racing Industry Association, Ontario Veterinary College, Standardbred Canada, Vétoquinol Canada Inc. and Woodbine Entertainment Group.

For more information on the "Beat the Bugs" initiative, and to view the Biosecurity Risk Calculator, visit ["Beat the Bugs"](#)

Biosecurity Calculator is an interactive tool and educational resource of Equine Guelph (University of Guelph) developed in collaboration with Colorado State University and sponsored by the American Association of Equine Practitioners (AAEP) Foundation and Vétoquinol Canada Inc. The calculator was re-launched this year with new and improved upgrades.

Fight Against Equine Infectious Disease Helped by Equine Foundation of Canada

With a highly mobile horse community, keeping your horses free from disease is one of the biggest challenges for horse owners. The fight to keep infectious diseases at bay has taken a step forward with a generous donation from the Equine Foundation of Canada. The funding allows the purchase of new equipment, including a microcentrifuge and fluorometer, for the Centre for Public Health and Zoonoses at the University of Guelph.

"This equipment will help us explore some new areas in equine infectious diseases and hopefully help us understand how to better treat and prevent serious infections. We are grateful for the assistance of the Equine Foundation of Canada in advancing equine infectious disease research." says Dr. Scott Weese, an equine internal medicine specialist and microbiologist with the Ontario Veterinary College and University of Guelph's Centre for Public Health and Zoonoses.



Is Your Horse Lame

Equine Guelph's new Lameness Lab online tool, sponsored by Pfizer Equine Division, will help you learn about lameness through interactive activities.



"We think that a visual approach to lameness will greatly help horse caregivers better understand the basics of lameness and how to recognize the signs or symptoms in their horse," says Dr. Cathy Rae, equine Technical Services veterinarian for Pfizer Animal Health. *"This understanding should help them detect lameness earlier as well as guide them in knowing when to call their veterinarian."*



The Lameness Lab will allow horse owners to discover the causes and factors contributing to increased risk. You will learn about the body tissues involved and how to tell if your horse is lame. Plus, see videos of lame horses; test your knowledge and find out how a veterinarian detects lameness.

EquiMania! Explorer Initiative is a Hit at the Royal!

The Royal Agricultural Winter Fair in Toronto was the place to be Nov 4 – 13th, especially for eager horse lovers who could not wait to experience the new and exciting EquiMania! journey. Thanks to generous sponsorship from Kubota, Ontario Equestrian Federation, SSG Gloves, System Fencing and Workplace Safety and Prevention Services, Equine Guelph launched a new interactive safety game which proved to be a passport to fun!

The young and young at heart were engaged right from the entrance gate, receiving a passport booklet to launch an adventure through the EquiMania! attraction. Each page of the passport book asked important questions and mapped out a route to the next helpful EquiMania! ambassador.

Through this game of guided discovery; stamps were earned and smiles were delivered. The outcome was another hugely successful year at the Royal for Equine Guelph's EquiMania! attraction where visitors always learn something new about the wonderful world of horses and their care.



War Horse Promotes Horse Welfare Fund



Photo © Simon Annand

The spectacular Mirvish theatre production, 'War Horse' will warm your heart in two ways – once when you watch the performance and again when your ticket purchase contributes to the new *Equine Guelph-Ontario Equestrian Federation 'War Horse' Welfare Education Fund*.

Recognizing the ongoing need for equine welfare awareness, Mirvish Productions has partnered with Equine Guelph and will generously donate \$10 to the *Equine Guelph-OEF 'War Horse' Welfare Education Fund* for each War Horse ticket purchased by OEF members for performances between February 10 – June 30, 2012. And, as a special thank you, at the performance, OEF members will receive a complimentary CD (one per order) of the music of War Horse. Call 416-872-1212 or 1-800-461-3333 to order tickets and provide this special benefit code – WHFUND.

In addition, Equine Guelph hosted a special gala fundraising evening at War Horse which included meeting the puppets after the show on March 8th, 2012 for over 160 avid horse enthusiasts.

Equine Canada Reprints Popular EquiMania, Danger Detective Activity Book



The popular 'Danger Detective on the Horse Farm' kids workbook is now available through Equine Canada!

Due to industry demand and thanks to a generous donation from Equine Canada, the popular youth safety activity book created by Equine Guelph and over 20 industry sponsors will be reprinted and made available through Equine Canada at no charge (*large quantity orders will be subject to shipping charges*). Call 1.866.282.8395 ext. 133 or e-mail recreation@equinecanada.ca to order.

EquiMania's! 2011 travelling tour

As well as making return visits to Can-am, the Royal Agricultural Winter Fair, Canada's Outdoor Equine Expo and Brooklin Fair; EquiMania! made new appearances at: Erin Fall Fair, Brigden Fair, All About Horses in Lindsay, Everything Equine Expo in Uxbridge, Sunrise Open House in Puslinch and the Kitchener Museum.

**Play Safe.
It's HorseSense!**

Star-Struck EquiManiacs Fill Kitchener Museum

THEMUSEUM and Kitchener-Waterloo youth camps were given a special treat August 4th as stars of equestrian sport made a special appearance at the EquiMania! attraction, currently on display at THEMUSEUM, 10 King Street West, Kitchener ON.



Equine Guelph's Director Gayle Ecker, THEMUSEUM president David Strucke and Kitchener's Mayor Carl Zehr were all present to welcome renowned equine celebrities including: top drivers Doug McNair and Scott Zeron, International level eventer Karl Slezak, famous horse breeder Doug Nash and a host of other industry professionals. The pros signed autographs and shared their horse experience engaging youth using the interactive EquiMania! stations.

Many thanks to our equine celebrities for sharing their passion for all things equine on this special youth education day!

U of G Researcher, Dr. Jeff Thomason co-author in Internationally Acclaimed Track Surfaces Paper

A number of factors affect the performance of a racing or training surface according to the 34-page ***"Racing Surfaces White Paper"*** published in June 2011.

This international publication is a valuable collection of scientific papers co-authored by an esteemed panel including: Dr. Mick Peterson, (University of Maine), Dr. Jeffrey Thomason (University of Guelph), Dr. Lars Roepstorff (Swedish University of Agricultural Science), Dr. C. Wayne McIlwraith, (Colorado State University), and Christie Mahaffey, MPhil (University of Maine).



Though there is still much research to be done since the forming of the racing surfaces committee at the inaugural Welfare and Safety of the Racehorse Summit in 2006, this publication will benefit trainers, track superintendants and any person in charge of riding surfaces. Details of proper maintenance of surfaces and training guidelines can be found, based on the knowledge gained from the researcher's findings thus far.

Equine Guelph's Integrative Therapies Workshop a Huge Success!



Equine Guelph presented its first ever, Integrative Therapies workshop on May 19th to a full house at the Ontario Veterinary College. The evening of integrative therapies was made possible through a memorial contribution by family members of Rosalie Logan. This tribute honored a noted horsewoman and shared her love of the horse with other horse lovers. Rosalie believed an ounce of prevention was worth a pound

of cure and Equine Guelph was pleased to facilitate this full to capacity workshop featuring: Dr. Brad Hanna, Dr. Scott Hie, D.C. Chiropractor, Dr. Wendy Pearson, Holly Barnett, REMT CSF and Jackie Vandenbrink, M.Sc. Equine Nutritionist.

\$10,000 from OEF to Equine Guelph for Research



OEF donated \$10,000 to Equine Guelph to help continue the exemplary work conducted in the Research division. It is one of OEF's

mandates to improve health and welfare of the horse. OEF's continued partnership with Equine Guelph will help bring about new developments in equine health for all disciplines.

Summary

Despite funding challenges, Equine Guelph has continued to grow and enhance the services it offers to the industry. The quality of the research program is apparent in the funded programs based on industry priorities and the peer-reviewed process that ensure quality projects are funded. Important contributions to the body of knowledge will be made by the new and ongoing research programs for many years to come. Distribution of the new knowledge in innovative ways, including the use of social media and YouTube, will help to reach new and expanding audiences with practical information that will be helpful supporting the health and well-being of horses and the industry. Media coverage of our important work continues to grow and is a testament to the value of this investment for the industry.

New courses and new certificates will ensure the continued growth of the educational program and an increase in the revenue stream for the future sustainability. EquiMania! continues to grow and attract a new audience who gain an interest and appreciation for the horse, and the life-time learning pathway that can be followed for careers and improved horse health. The growing "Danger Detective" program, a part of the EquiMania! exhibit continues to attract a new and growing audience and promotes safety for youth and adults when working around horses and equipment at the stable.

In the changing and challenging times facing the horse industry in Ontario, the need for Equine Guelph's programs are as important as ever.

Equine Guelph will continue to work hard with its partners as this future is created along with the partnerships of 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, the Quarter Racing Owners of Ontario, Inc. and the University of Guelph, to offer programs and services that will strengthen the equine industry moving forward. Equine Guelph also acknowledges the important contributions from its partners, sponsors and passionate individuals working side by side with Equine Guelph in service to the industry. This level of dedication and support will remain a critical component to the current success of Equine Guelph and its future development.

In summary, it has been a year of growing recognition, development and enhancement of new and existing programs and great potential remains to be uncovered by working together in the unique partnership that is Equine Guelph.

Appendix 1: Current Equine Guelph Advisory Council Members for 2011-2012

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E.P Taylor Equine Research Fund



Ontario Racing Commission



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Appendix 4: Research Projects for 2011-2012

New Projects: (\$ 235, 685)

Investigator	Title
Weese JS	Metagenomic characterization of the equine intestinal microflora
Bienzle D	Etiologic agents and their interaction with macrophages in heaves
Chalmers H	Assessing post-operative outcomes in horses treated for dorsal displacement of the soft palate
Koenig J	Evaluation of techniques to improve stem cell homing in the horse
Chenier T	An investigation of alternative methods of dehydration and cryoprotectant addition for equine embryos
Physick-Sheard P	Arrhythmia and sudden death in Thoroughbred racehorses
Arroyo L	An experimental model of duodenitis-proximal jejunitis in horses challenged with Clostridium difficile toxins. A preliminary study.
Prescott J	Genome-based vaccination against Rhodococcus equi

Continuing Projects: (\$ 132,160)

Investigator	Title
K Betteridge	Molecular mechanisms of prostaglandin-induced embryonic loss in mares
D Bienzle	CD117 positive eCB-MSCs
D Bienzle	Is blood doping detectable with hemoglobin assays?
J Prescott	Does Type A Clostridium perfringens cause acute typhlocolitis in horses?
L Viel	Histopathological lesions in actively racing horses submitted for post-mortem examination in the Ontario Death Registry

TOTAL FUNDED PROJECTS: = \$ 367,845

Weese JS Metagenomic characterization of the equine intestinal microflora

The intestinal tract contains one of the most dense, dynamic and complex bacterial populations of any environment on the planet, containing up to 1000 different bacterial species at concentrations of 1 -100 trillion bacteria per gram. This microflora plays a critical role in health and disease, helping prevent disease caused by numerous potentially harmful bacteria that are regularly ingested and playing a critical role in digestion. Increasingly, effects on other areas such as immune function, inflammation and weight gain are being identified. Disruption of the intestinal microflora most notably occurs with colitis (severe diarrhea), but may also result in some types of colic, laminitis, obesity, inflammatory bowel disease, metabolic diseases and allergic disorders. However, despite the clear importance of the intestinal microflora, our understanding of what constitutes 'normal' and 'abnormal' is woefully inadequate. It is estimated that a large percentage of bacteria in the equine intestinal tract are species that have not been identified, and many may not be culturable using standard culture methods. Studies relying on culture provide only a superficial assessment of the microflora by investigating a small subset of known, culturable organisms. Only recently has technology become available to comprehensively assess the intestinal microflora, including assessment of unknown and unculturable bacteria. This study will use next generation gene sequencing to provide the most comprehensive study of the equine gastrointestinal microflora, and to allow us to more confidently determine the 'normal' microflora and determine whether this differs between different types of horses.

Bienzle D Etiologic agents and their interaction with macrophages in heaves

Inflammatory airway disease (IAD) and recurrent airway obstruction (RAO, or heaves) affect horses of different ages. Both conditions lead to inability to function as performance or pleasure horse, and result in loss of revenue. The cause of both conditions is thought to be chronic exposure to dusty environments, and the disease may be worsened by concurrent viral infections. The role of other infectious agents in IAD and RAO is unknown. Exposure to dusty environments is inevitable for horses stabled indoors, and results in inhalation of fungal spores and bacterial components. Spores from molds that reach the lower airway of horses are taken up by macrophage cells, which start inflammation. Previously, we showed that horses with RAO had exacerbation of disease if they inhaled a combination of dust and molds. We therefore know that experimentally, inhalation of molds can cause lung inflammation, but whether molds or bacterial components are present in the lungs of naturally affected or healthy horses is unknown. Further, the effect of mold spores and bacteria on macrophages is not understood. Therefore, the goals of this study are 1) to collect lung washes from horses with naturally occurring RAO, and from horses with no lung disease; 2) to identify the molds by culture and PCR assays; 3) to measure a key bacterial component' and 4) to culture lung wash fluid with macrophages to determine whether these interactions initiate inflammatory responses. Results from these studies will define whether presence of fungal spores in the lung is associated with RAO, and whether fungal spores can initiate inflammation.

Chalmers H

Assessing post-operative outcomes in horses treated for dorsal displacement of the soft palate

Affecting between 10-20% of 2 -3 year-old racehorses, dorsal displacement of the soft palate (DDSP) is a condition resulting in upper airway obstruction, noise, and inability to perform at peak exercise¹. Towards the end of a race, a palatal displacement can cause a horse to pull up suddenly and be unable to complete the race. There are many treatments for DDSP, characterized as non-surgical (eg. tack modifications) and surgical. The two most common surgical treatments are 1) the laryngeal tie forward and 2) the myectomy (Llewellyn) procedure.¹ The choice of surgery depends on factors both intrinsic (age, breed, value) and extrinsic (availability, clinician preference) to the horse. Importantly, **the efficacy of these surgeries has never been assessed** in clinical patients and the relative outcomes have never been compared. This gap in knowledge is likely because traditionally DDSP is only accurately diagnosed by endoscopic exam during treadmill exercise, which limits its practicality. Recently, two additional tools have become available to diagnose DDSP in horses – 1) ultrasound of the upper airway², performed stall side and 2) over-ground wireless endoscopy, performed at the race track. We propose to assess horses following surgery for DDSP at the trackside using both ultrasound and the new dynamic respiratory endoscopy system. The goal of this study is to evaluate the post-operative outcomes of horses that underwent surgery for DDSP, to establish if these treatments reduce the incidence of DDSP during exercise, and to compare the relative success of the two surgeries. We anticipate that this novel information will greatly improve our ability to make treatment and prognostic recommendations for affected horses.

Koenig J

Evaluation of techniques to improve stem cell homing in the horse

Tendon injuries are common in the equine athlete leading to initial loss of training days and significant economic losses. Upon return to strenuous exercise the repaired tendon often breaks down again due to the inferior quality of the repaired tendon. At this time the horse is often retired from athletic performance. Stem cells in combination with soluble biologics injected into a tendon lesion seem to improve the quality of the repaired tendon. Currently, stem cell therapy does not return the horse to training and racing faster than conventional treatments, but appears to reduce the number of horses sustaining re-injury. The cause of this enhanced healing is unknown. It could be due to the stem cells themselves or be due to growth factors contained in the solution the cells are suspended in prior to injection. Some growth factors, like transforming growth factor β , appear to stimulate stem cells to transform into different tissues. In addition, extracorporeal shock wave treatment has shown to accelerate differentiation of stem cells into different tissue types. In an experimentally bowed tendon in horses, shock wave treatment increased the concentration of transforming growth factor β and healed the tendon faster, which may be caused by an increased influx of stem cells. Similarly, when a bone defect was created in the thighbone of rats, and shock wave was applied, significantly more labelled stem cells settled into the defect ("homing") and exhibited faster healing compared to untreated bone defects. Very little is known about homing of stem cells in the horse, and if it is possible to use shock wave treatment to attract stem cells to a tendon lesion (similar to other species); therefore, this study is designed to evaluate how equine

stem respond to shock wave in vitro and if they grow faster into the different cell types than untreated stem cells. If successful in vitro, we will evaluate the use of shockwave to accelerate the differentiation of stem cells into tendon tissue in horses with experimental tendonitis in vivo.

Chenier T

An investigation of alternative methods of dehydration and cryoprotectant addition for equine embryos

Embryo transfer in horses continues to be under-utilized as it is inefficient and expensive. Current limitations mean that most embryos are transferred fresh upon flushing, and large recipient herds must be maintained to meet this need. Freezing horse embryos has met with limited success. Pregnancy rates with day 7-8 embryos are at or near 0% in most studies. Embryos tend to explode on thaw, evidence that current freezing methods do not remove enough water, and lethal ice formation results. Recent studies show that protective compounds such as glycerol which are present in freezing solutions do not cross into the horse embryo in high enough levels to prevent ice from forming. This Study will evaluate alternative methods of both water removal and delivery of protective compounds inside the equine embryo. If successful, these methods will solve both the problem of inadequate water loss and low penetration of protective chemicals. Both of these factors are thought to be significant reasons for low pregnancy rates seen with frozen-thawed horse embryos.

Physick-Sheard P

Arrhythmia and sudden death in Thoroughbred racehorses

Sudden death in a racehorse is distressing for everyone involved in racing. It raises animal welfare, economic, and safety concerns, and represents horrendous public relations for the industry. As for human athletes, neither circumstance surrounding the episode nor findings at post-mortem necessarily provides information on underlying cause. In these cases the term "sudden cardiac death" (SCD) is applied. It is assumed the primary cause is serious disturbance in heart rhythm, but evidence is lacking because affected animals' ECG's are not being monitored at time of death. In an attempt to better understand causes, a study was recently performed in Standardbred racehorses in which heart rhythm was followed from harnessing until the end of the race during normal competition. Disturbances in rhythm immediately after the race were identified that would be capable of causing a fatal outcome, but there were no deaths. Clear indications of strategies that might reduce risk of a fatal outcome were noted, however. SCD associated with racing occurs more commonly in the Thoroughbred than in the Standardbred, and it is possible arrhythmias are taking place here also. To resolve this question, heart rate and rhythm will be monitored during normal competition in Thoroughbred horses, from saddling to unsaddling and into early recovery. The objectives will be to characterise the range of usual rate and rhythm variations, and to provide guidance as strategies to minimise risk are developed.

Arroyo L

An experimental model of duodenitis-proximal jejunitis in horses challenged with *Clostridium difficile* toxins. A preliminary study.

Duodenitis-proximal jejunitis (DPJ) is an acute disease in horses clinically characterized by signs of colic, depression, fluid accumulation in the small intestine and stomach, ileus, and endotoxaemia. The cause remains unknown; but *Clostridia* spp., *Salmonella* spp. and mycotoxins have been suggested. Although *Salmonella* spp. have been sporadically isolated from horses with clinical signs of DPJ, the histopathological lesions observed in the small intestine of such cases do not resemble those described for salmonellosis. Mycotoxins fail to produce clinical disease in experimentally challenged horses, although histopathological lesions appeared to be similar to those described in DPJ cases. A clostridial cause had been suspected because a large number of Gram-positive rods are observed on nasogastric reflux samples. Additionally, histopathological lesions in affected horses are similar to those produced by *Clostridium* spp toxins. However, specific clostridial species have not been consistently and repeatedly isolated from affected horses.

C. difficile was isolated from gastric contents of 10/10 horses suffering from DPJ at the OVC, and it was proposed that this enteropathogen may be an etiologic candidate. Although *C. difficile* is mainly recognized as a cause of colitis in horses and humans, it has also been associated with severe lesions in the small intestinal mucosa of foals naturally infected or experimentally challenged with *C. difficile*. It has also been isolated from the small intestine of horses and ponies affected with various small-intestinal disorders. It had been demonstrated that *C. difficile* toxins (A and B) can profoundly affect the motility of the small intestine.

We hypothesize that *C. difficile* toxins can disturb small intestinal motility in horses leading to ileus with subsequent development of clinical signs of DPJ.

The objective of this study is to experimentally reproduce clinical signs of DPJ by inoculating *C. difficile* toxins into the small intestine of horses.

Prescott J

Genome-based vaccination against *Rhodococcus equi*

The pathogenic bacterium *Rhodococcus equi* is recognized as a major cause of mortality in horses between 1 and 5 months of age and is endemic in many breeding farms. There is currently no vaccine to prevent the infection. We recently published the complete genome sequence of a foal clinical isolate of *R. equi*. This proposal aims at using the genome information as framework for the rational development of a *R. equi* vaccine. Two strategies will be used. In one we will use functional genomics to identify *R. equi* genes involved in infection. These genes will be removed from the *R. equi* genome. Mutant strains showing attenuation in a mouse model of lung infection will be tested as live vaccines for protective efficacy. The second “reverse vaccinology” strategy involves the identification of immunodominant antigens using sera from naturally infected foals. The corresponding genes will be identified in the genome, their products expressed in vitro and purified, and tested for protective efficacy in vaccine trials in mice. Funds for this translational research project are requested to support for two years the work of a Canadian PhD student at the

University of Edinburgh, where R. equi post-genomic research is being coordinated. The student originates from Dr. Prescott's lab (MSc, University of Guelph, 2009) at the Ontario Veterinary College, and the exchange will strengthen the collaboration between two laboratories.

Appendix 6: Research Publications

Dr Keith Betteridge

- Raeside JI, Christie HL, Waelchli RO, Betteridge KJ (2009) Estrogen metabolism by the equine embryo proper during the fourth week of pregnancy. *Reproduction* 138(6):953-60.
- Betteridge KJ (2010) editorial assistance for the textbook "Essentials of Domestic Animal Embryology", Hyttel P, Sinowatz F, Vejsted M. Saunders Elsevier, ISBN 978-0-7020-2899-1.
- Betteridge KJ (2010) Chapter 225 "Embryo morphology, growth and development" in "Equine Reproduction" Second edition edited by McKinnon AO, Squires EL, Vaala WE and Varner DD, pp. 2167-2186.
- Betteridge, KJ (2010) "So what has research done for the horsebreeder recently?" Equine Guelph Update, Spring 2010, pp 2-3.
- Lillie BN, Traficante E, Walker ME, Quinn BA, Arroyo L, Waelchli RO, Betteridge KJ, Hayes MA (2010) Endometrial expression of capsule-associated proteins and cytokines during the third week of pregnancy in mares. *Anim Reprod Sci* 121S:S254-S256.
- Betteridge KJ, Waelchli RO, Christie HL, Raeside JI, Quinn BA, Hayes MA (2011) Relationship between the timing of prostaglandin-induced luteolysis and effects on the conceptus during early pregnancy in mares. *Reprod Fert Dev* (accepted July 2011; "online early" on Journal's website)

Dr. Dean H. Betts

- Thomas G. Koch, Preben D. Thomsen, Dean H. Betts (2009). Improved isolation protocol for equine cord blood-derived MSCs. *Cytotherapy* 11(4):443-447.
- Lise C. Berg, Thomas G. Koch, Tammy Heerkens, Kirill Besonov, Preben D. Thomsen, Dean H. Betts, (2009). Chondrogenic potential of mesenchymal stromal cells derived from equine bone marrow and umbilical cord blood. *Veterinary and Comparative Orthopaedics and Traumatology* 22(5):363-370.
- Figueroa RJ, Koch, TG and Betts DH (2010). Stem Cells and Animal Therapies, "Comprehensive Biotechnologies, Vol 4: Agricultural and Related Biotechnologies, Section 2: Animal Systems", Ed by WA King, Elsevier, Accepted Sept 2010 for publication.
- Ryan Figueroa, Robert Cruz, Thomas G. Koch, Dean H. Betts (2011). Osteogenic differentiation of equine cord blood MSCs within coralline hydroxyapatite scaffolds in vitro. Submitted to *Veterinary and Comparative Orthopaedics and Traumatology* (currently being revised to address the peer-reviewed comments).

Dr. Dorothee Bienzle

- Odemuyiwa S, Bienzle D. Immunophenotype of blood monocytes and alveolar macrophages in horses. Am Assoc Vet Lab Diagnost Ann Meet, Buffalo, October 2011
- Odemuyiwa S, Bienzle D. Immunophenotypic characteristics of equine blood monocytes and alveolar macrophages. Ann Meet Am Coll Vet Pathol, Nashville, Dec. 2011
- SPARK: Trip to the Ontario Racing Commission Headquarters – May 2010
- In Step With Industry Issues - The race is on for an adequate drug test – Equine Guelph Fall 2010

Dr. Heather Chalmers

- A New Dimension to Research, Trot, Standardbred Canada's national publication. Feb 2011 <http://www.standardbredcanada.ca/news/2-18-11/new-dimension-research.html>

Dr. Nicola Crib

- 2009 Effect of local anesthetic deposition into structures of the foot on subsequent magnetic resonance images. Equine Guelph Research Newsletter Sept 2009

Dr. Robert Cruz

- Labelling of Equine Umbilical Cord Blood-Derived MSCs with SPIO Contrast Medium and In Vivo Detection with MRI. R. Cruz – Arambulo, P. Foster, D.H Betts, T.G. Koch, ACVR Scientific Meeting (August 15-19 2010, North Carolina, US).

Dr. Judith Koenig

- Using Shockwaves for Tissue Regeneration, Equine Guelph Newsletter, Fall 2009
- Shock Wave of the Future, Canadian Thoroughbred Magazine, March 2011

Dr. Peter Physick-Sheard

- Cardiac Arrhythmias And Performance In the Horse – Are All Bets Off Or Is There Too Much Hype? North American Veterinary Conference, January 2009.
- The Cardiovascular System and Poor Equine Performance – Guilty or Innocent? North American Veterinary Conference, January 2009.
- Clues about Cardiac Arrest in Horses. The Horse.com, July 26, 2010
- Physick-Sheard PW, McGurrin MK. Ventricular arrhythmias during race recovery in Standardbred Racehorses and associations with autonomic activity. J Vet InternMed. 2010 Sep-Oct; 24(5):1158-66.
- This research has been featured in an article to be published in the Globe and Mail Newspaper (2011), Sports Section.
- The study has also been featured on The Score's "Bet Night Live" TV Show, and several websites including The Horse.com and the CTHS's website.

Dr. John Prescott

2010 Equine Guelph Fall 2010: Researchers look to discover unknown forms of bacteria causing colitis.

2011 Hazlett, M.J., J. Kircanski, D. Slavic, J. F. Prescott. 2011. Beta-2 toxigenic *Clostridium perfringens* type A colitis in a 3-day-old foal. *J. Vet. Diag. Invest.* (in press).

Dr. Melissa Sinclair

- Using Systemic Lidocaine in the Field , *Equine Guelph Update*, Vol 6. No 2 Fall 2009, pgs 6-7.
- Sinclair M. Valverde A. 2009. Short term anaesthesia with xylazine, diazepam/ketamine for castration in horses under field conditions: Use of intravenous lidocaine. *Equine Vet J.* 41(2): 149-152.

Dr. Jeff Thomason

- 2009 Thomason, JJ. Review of Some Past, Present and Possible Future Directions in Biomechanics of the Equine Hoof. *Proceedings of the AAEP* (available online through IVIS).
- 2009 Salo, Z; Runciman, RJ; Thomason, JJ. A dynamic model of a horse hoof at first contact. *Biosystems Engineering* 103:364-373.
- Dr. Thomason's track related work was featured in the research issue of the EG newsletter in Fall 2009 & 2011.

Dr. Laurent Viel

- Diaz-Mendez A, Viel L, Hewson J, Doig P, Carman S, Chambers T, Tiwari A and Dewey C. Surveillance of equine respiratory viruses in Ontario. *CJVR* 2010; 74 (4):271-27.

Dr. Scott Weese

- A Schoster, LG Arroyo, HR Staempfli, P Shewen, LM Sigismondo, RJ Reid-Smith, N Janecko, JS Weese. Longitudinal study of *Clostridium difficile*, *Clostridium perfringens*, *Salmonella* and *Escherichia coli* in healthy horses. Annual Forum of the American College of Veterinary Internal Medicine, Denver, Colorado, June 18, 2011. Published in *J Vet Int Med*.
- A Schoster, LG Arroyo, HR Staempfli, P Shewen, JS Weese. Detection and characterization of *Clostridium difficile* and *Clostridium perfringens* in gastrointestinal compartments of healthy horses. Annual Forum of the American College of Veterinary Internal Medicine, Denver, Colorado, June 18, 2011. Published in *J Vet Int Med*.
- G Munroe and JS Weese (Eds.). *Equine medicine, surgery and reproduction*. Manson Publications, UK, 2011
- JS Weese, L Boure, S Pearce, N Cote. Lower gastrointestinal tract. In: G Munroe and JS Weese (Eds.). *Equine medicine, surgery and reproduction*. Manson Publications, UK. 2011, pp. 516-597.

Appendix 7: Research Presentations

Dr. Keith Betteridge

- 2010 Betteridge, Hayes and Raeside presented papers at the Xth International Symposium on Equine Reproduction which was held in Lexington, Kentucky in July 2010.
- 2011 Ontario Association of Equine Practitioners' Research Day in February 2011
- 2011 Betteridge, Quarter Horse Industry Breeding Seminar ("Breeding the Fastest Horse") in Ajax, Ontario, November 26 2011.

Dr. Dean H. Betts

- 2009 Dean H. Betts, "Equine cord blood stem cells – from farm to point of care", Seventh Annual Research Symposium, Animal Molecular and Cellular Biology Graduate Program, University of Florida, Plantation Golf Resort and Spa, Crystal River, FL, April 17-18, 2009.
- 2010 Figueroa RJ, Koch TG, Betts DH (2010). Bone constructs of equine cord blood MSCs and coralline scaffolds for bone-gap repair. Nordic Orthopaedic Federation (NOF) 55th Congress, 5-7 May, Aarhus, Denmark, 2010. Poster presentation by Ryan J. Figueroa.

Dr. Dorothee Bienzle

- 2010 Presentation to the veterinary contingent of the King of Malaysia visiting the University of Guelph, Sept 22, 2010
- 2010 - Opening of Pathobiology/AHL building "Veterinary Pathology – past, present, future", Oct. 7, 2010
- 2011 Presentation to the Ontario Equine Practitioner's Association, "Asthma in horses", Feb. 15, 2011
- 2011 "What have we learned about asthma in horses?", Department of Pathobiology, March 2011
- 2012 A Better EPO Test? Standardbred Canada, podcast Jan. 4, 2012

Dr. Tracey Chenier

- 2010 Gonzalez, L. Kingma, S., Schlaf, M., Chenier, T. Diffusion of the Common Cryoprotectants Glycerol and Ethylene Glycol into day 9-11 Equine Embryos. Annual Graduate Students Research Symposium, Ontario Veterinary College, University of Guelph, November 17, 2010.

Dr. Nicola Cribb

- 2011 Black B, Cribb NC, Nykamp S, Trout DR, Thomason JJ. Effect of Local Anesthetic Deposition into Structures of the Equine Foot on Subsequent Magnetic Resonance Images. 57th Annual American Association of Equine Practitioners Convention, San Antonio, Texas, November 2011. Abstract presentation
- 2011 Black B, Cribb NC, Nykamp S, Trout DR, Thomason JJ. Effect of Local Anesthetic Deposition into Structures of the Equine Foot on Subsequent Magnetic Resonance Images. Graduate Student Research Symposium, Guelph, Ontario, November 2011. Abstract presentation.
- 2011 Black B, Cribb NC, Nykamp S, Trout DR, Thomason JJ. Effect of Local Anesthetic Deposition into Structures of the Equine Foot on Subsequent Magnetic Resonance Images. Annual American College of Veterinary Surgeons Veterinary Symposium Residents Forum, Chicago, Illinois, November 2011. Abstract presentation

Dr. Peter Physick-Sheard

- 2009 Presentation for Standardbred horsemen and women, Mohawk Racetrack, August 31, 2009.
- 2010 Heart rate and rhythm in the racehorse – Analysis of heart rate variability and stability in performance horses. Canada's Outdoor Equine Expo, June 7, 2010.
- 2010 Cardiac Rhythm Responses to Maximal Effort in the Horse. Trainer's Meeting Veterinary Seminar, Woodbine Sales Pavilion, October 4, 2010.

Dr. Melissa Sinclair

- 2011 Training Modules Student Seminar – Equine Field Anesthesia. New and Old Techniques – Jan 25, 2011.
- 2012 Sinclair M. Anesthetic Adjuncts for Equine Anesthesia. NAVC, Orlando, Florida, January 2012.

Dr Jeff Thomason

- 2009. Thomason JJ. Review of Some Past, Present and Possible Future Directions in Biomechanics of the Equine Hoof, Presented at the Focus on the Foot meeting of the American Association of Equine Practitioners, Columbus Ohio, July 2009.
- 2009. Ontario Farriers Association – Invited presentation on hoof anatomy and mechanics at Annual Convention, Woodbine, March 2009
- 2009. REACH, Clinton – Invited presentation on hoof and limb mechanics and anatomy, Clinton, Oct 2009
- 2009. The Laminitis Institute – Invited presentation on hoof mechanics in relation to laminitis, New Bolton Equine Center, University of Pennsylvania, Nov 2009
- 2009. Thomason JJ. Biomechanics of the healthy and laminitic hoof. Presented at the Laminitis Institute, New Bolton Center, U. Pennsylvania Veterinary School, Nov 2009 (no publication)
- 2009. Nov 25th-27th, Invited presentation at the workshop on the analysis of directional data with applications to biomechanics and biomedical imaging, Centre de Recherches

- mathematiques, University of Montreal, on a novel method for the statistical analysis of biomechanical data from horses
- 2010 Thomason, J.J., and Back W. The role of shoes in performance and injury prevention. Conference on Equine Sports Medicine and Science (CESMAS), Sigtuna, Sweden, June 2010.
2010. Feb 24th. Invited Seminar in the Integrated Biology Seminar Series, U of G, on adaptations in the horse's leg.
- 2010 Thomason JJ. Anatomy, function and biomechanics of the hoof and leg: why they are important to every clinician. Invited presentation at Annual AAEP meeting, Baltimore, Dec 2010.
- 2010 Thomason JJ. Four sessions (3 lectures, 1 workshop) presented at the International Hoof Care summit organized by the American Farriers Journal, Cincinnati
- 2010 Thomason JJ, Biomechanics of the equine foot, Invited presentation at the AAEP focus meeting at the World Equestrian Games, Lexington, Kentucky.
- 2011 Thomason JJ, Invited presentation, North American Track Superintendents meeting. Baltimore, June
- 2012 February, Video interview on the influence of track surfaces on injury, Equine Guelph Communications Released on You Tube "Report on Research"

Dr. Scott Weese

- 2011 M Costa, A Sturgeon, L Arroyo, HR Staempfli, JS Weese. The horse's 2nd genome; metagenomic investigation of the equine intestinal microbiome. Annual Forum of the American College of Veterinary Internal Medicine, Denver, Colorado, June 18, 2011
- 2011 M Costa, A Sturgeon, LG Arroyo, HR Staempfli, JS Weese. Metagenomic investigation of the intestinal microbiome in healthy and diarrheic horses. Canadian Animal Health Laboratorians Network Annual Conference, Guelph, Ontario, June 7, 2011.

Appendix 8: Presentation and Talks Given by Equine Guelph

Presentations & Talks by Gayle Ecker

May 19, 2011	Integrative Therapies seminar, University of Guelph
May 10, 2011	Educational Opportunities for your Equine Career, Outdoor Equine Expo
May 15, 2011	Me, You, and Horses. Flamborough Youth Camp
May 24, 2011	Me, You and Horses. Sunrise Therapeutic and Education Centre
May 8, 2011	Horse Health Check. Erin Agricultural Fair
May 25, 2011	Your Career in the Horse Industry, Career Pathways, Orangeville
January 17, 2012	Careers with Horses, UofG Equestrian Club
February 23, 2012	Comparative Anatomy, Pony Club
March 5, 2012	Equine Exercise Physiology, REACH, Clinton
March 16, 2012	Horse Health Check, Can-Am All Breeds Equine Expo, London
March 22, 2012	Horse Health Check, UofG Equestrian Club
March 26, 2012	Use of the Heart Rate Monitor, REACH students, OVC
April 9, 2012	Horse Health Check, Willow Wood Stables, Fergus
April 14, 2012	You, Me and Horses, Southern Cross Stable, Paris
April 19, 2012	Equine Careers, Agricultural Career Day, Career Education Council
April 20, 2012	Comparative Anatomy, Aboriginal Women's Group
April 26, 2012	Equine Guelph's Danger Detective Program, Agriculture Safety Communicators Meeting
April 28, 2012	You, Me and Horses, Doors Open Guelph

Presentations & Talks by Susan Raymond

“Beat the Bugs, with Biosecurity”, An overview of Equine Guelph’s equine biosecurity program, Equine Guelph Advisory Council meeting, Mississauga, Ontario, *February 10, 2012*

repeated: - Equine Biosecurity Committee meeting, Guelph, Ontario, *February 13, 2012*
 - Equine Guelph workshop, Campbelleville, Ontario, *March 7, 2012*
 - Equine Guelph workshop, London, Ontario, *March 16, 2012*
 - Equine Guelph workshop, Barrie, Ontario, *March 27, 2012*

“Stable Management & Fire Prevention”, Equine Guelph Groom One Orientation, Ajax, Ontario, *March 30, 2012*

“Stable Management & Air Quality in the Stable”, Equine Guelph Groom One Orientation, Ajax, Ontario, *March 31, 2012*

Appendix 9: Educational Offerings by Equine Guelph

Educational Courses offered by Equine Guelph and Office of Open Learning

1. Advanced Equine Health through Nutrition Equine Behaviour (Instructor: *Dr. Kathleen Crandell, PhD*)
2. Advanced Functional Anatomy Management of the Equine Environment (Instructor *Dr. Jeff Thomason, PhD*)
3. Biosecurity online two-week eWorkshop (Instructor: *Dr. Susan Raymond, PhD*)
4. Equine Behaviour (Instructor: *Dr. Sid Gustafson, DVM*)
5. Equine Business Finance and Risk Management (Instructor: *Nicole Velozo*)
6. Equine Business Management (Instructor: *Heather Gentles, MBA & Christine Polhkamp*)
7. Equine Event Management (Instructor: *Marjory Gaouette, MA*)
8. Equine Genetics (Instructor: *Dr. Dianne Winkelman-Sim, PhD*)
9. Equine Journalism (Instructor: *Barbara Sheridan*)
10. Equine Nutrition (Instructor: *Dr. Kathleen Cavanagh, DVM*)
11. Exercise Physiology (Instructor: *Gayle Ecker, MSc & Amanda Waller, PhD*)
12. Functional Anatomy (Instructor: *Dr. Wendy Brett, DVM*)
13. Health & Disease Prevention (Instructor: *Dr. Ev Post, DVM*)
14. Groom One (Instructor: *Gayle Ecker, MSc & Lisa Bauer*)
15. Growth & Development (Instructor: *Doug Nash*)
16. Health & Disease Prevention (Instructor: *Dr. Ev Post*)
17. Management of the Equine Environment (Instructor: *Dr. Susan Raymond, PhD & Kathy Fremes*)
18. Marketing & Communications (Instructor: *Heather Gentles, MBA*)
19. Stewardship of the Equine Environment (Instructor: *Susan Raymond, PhD and/or Dr. Bronwynne Wilton, PhD*)
20. The Equine Industry (Instructor: *Gayle Ecker, MSc*)

Appendix 10: Summary of the Equine Studies program

Equine Science Certificate

In 2011 - 2012 35 students were awarded Equine Science Certificates. This brings our total to 245 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. We are seeing an increase in students beginning the program with the intent to complete the Diploma in Equine Studies. In 2009 we awarded our first Diploma in Equine Studies. 2010 boasted 20 new diploma recipients and there were 24 new graduates in 2011!

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

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 were completed in January 2010. Allowing our first certificate to be awarded in April 2010. In 2011, 3 new certificates were awarded.

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 2011 we awarded 3 Groom One Certificates.

2011 - 2012 Student Registration Profile

During 2011-2012 we had 487 individual students.
Total registration this year was 954.

In 2011-2012 we issued 35 Equine Science Certificates, 24 Diplomas in Equine Studies and 3 Certificates in Equine Business Management. This represents an increase in our certificate and diploma completion from 2010 - 2011.

Registrations by Program

Enrolment Registrations 2011 - 2012

Summer 2011	
Equine Nutrition	59
Equine Event Management	24
Equine Behaviour	62
Finance & Risk Management	33
Management of the Equine Environment	60
Advanced Functional Anatomy	7
Fall 2011	
Equine Journalism	23
Exercise Physiology	43
Growth & Development	40
Health & Disease Prevention	59
Equine Business Management	35
Stewardship of the Equine Environment	50
Management of the Equine Environment	58

Functional Anatomy	60
Winter 2012	
Equine Behaviour	59
The Equine Industry	48
Health & Disease Prevention	65
Equine Nutrition	60
Marketing & Communications	38
Management of the Equine Environment	63
Advanced Equine Health through Nutrition	8
Total	954

Groom One Online - Phase Three

Course	Date	Enrollment
Groom One Online	May 21 – Aug 19/12	14
Total		14

Anatomy Wet Lab

Course	Date	Enrollment
A Guided Tour of Equine Anatomy	April 21/12	0
Advanced Equine Anatomy	April 22/12	0
Total		0

Biosecurity Workshops

Course Location	Date	Enrollment
Mohawk Racetrack, Campbellville, ON	Mar 7/12	45
Western Fair, London, ON	Mar 16/12	25
Kemptville Campus, Kemptville, ON	Mar 24/12	45
Georgian Downs, Barrie, ON	Mar 27/12	25
Total		140

Biosecurity 2-week online short course

Course	Session	Enrollment
Biosecurity Online	Apr 16-29/12	29
Total		29

2011 - 2012 Statistical Profile Equine Studies

Where are our students coming from?

Canadian Students

Student numbers	
AB	49
BC	48
MB	13
NB	8
NF	2
NS	10
NU	1
NT	0
ON	296
PI	0
PQ	18
SK	6
YT	0
TOTAL	451

US Students

USA	
2	CA
1	CO
2	FL
1	GA
1	IN
1	MT
2	NC
1	NJ
1	NM
2	NY
1	PA
2	TX
2	WA
19	TOTAL

International Students

International	
1	AUS
1	BAV
1	COL
1	FRA
1	HK
1	ITA
3	JAM
2	S. AFR
1	TAS
1	TRIN
3	UAE
1	UK
17	TOTAL

Year to Year Comparison by student geographic location

	2008	2009	2010	2011
CAN	340	457	482	451
US	27	32	27	19
INT	13	14	15	17
	380	503	524	487

Year by Year Comparison of the geographic location of Canadian Students

	2008/09	2009/10	2010/11	2011/12
AB	37	47	39	49
BC	33	38	47	48
MB	7	7	10	13
NB	2	5	4	8
NF	1	2	2	2
NS	6	5	11	10
NU	2	0	0	1
NT	0	1	0	0
ON	238	313	338	296
PI	0	2	0	0
PQ	10	27	19	18
SK	2	5	10	6
YT	2	5	2	0
	340	457	482	451

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
2010 - 2011	19
2011 - 2012	21

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
2010 - 2011	15
2011 - 2012	17

Two new courses were offered this year; Advanced Equine Functional Anatomy and Advanced Equine Health through Nutrition.

Senate approval has been obtained for two new upcoming offerings the Equine Welfare Certificate in partnership with the Campbell Centre for the Study of Equine Welfare and the Centre for Open Learning and Educational Support, and the Equine Veterinary Technicians Certificate with Ridgeway Campus and The Centre for Open Learning and Educational Support.

Advanced Equine Behaviour is another offering in development.

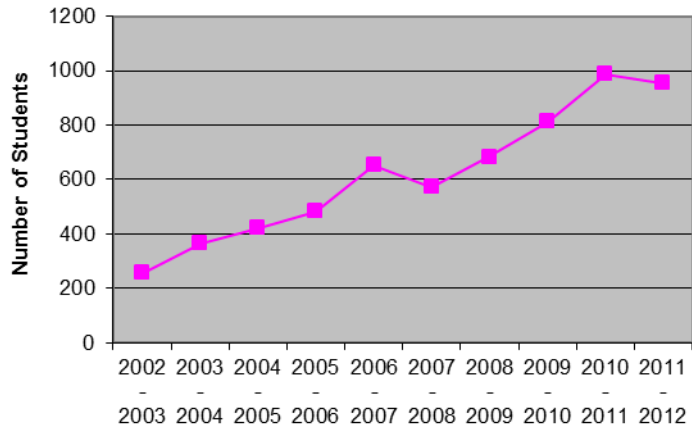
2010 - 2011 Statistical Profile Equine Studies Programs

Yearly Student Registration All Programs

Year	# of reg	Projections	%
2002 - 2003	256	180	142.2
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	888	91.6
2010 - 2011	987	1009	97.8
2011 - 2012	954	949	100.5

Although registration was down by 27 registrations we achieved our target projection of 949 registrations.

Equine Studies Yearly Registrations All Programs



Appendix 11: Equine Guelph's Promotional Events

Another busy year kept the Equine Guelph staff on the road, taking the message of education, lifelong learning, career pathways, safety and horse welfare out to the equine community in Ontario and beyond!

Displays for Equine Guelph programs

Everything Equine Expo, Uxbridge, ON (EquiMania!) - May 14, 2011
Integrative Therapies Seminar, OVC, Guelph - May 19, 2011
All About Horses, Lindsay, ON (EquiMania!) - May 28 - 29, 2011
Brooklin Spring Fair (EquiMania!) - June 02 - 05, 2011
Canada's Outdoor Equine Expo (EquiMania! & U of G Guest Speakers) - June 10 - 12, 2011
THEMUSEUM, Kitchener, ON (EquiMania!) - June 21 - August 28, 2011
Spruce Meadows Masters - Equi-Fair (Booth # 616) - September 07 - 11, 2011
Sunrise Family Day, Puslinch ON (EquiMania!) - September 24, 2011
Erin Fair - Erin, ON (EquiMania!) - October 07 - 10, 2011
Brigden Fair, Brigden, ON (EquiMania!) - October 07 - 10, 2011
Equine Environmental Workshop - Free - October 29, 2011
Royal Agricultural Winter Fair (EquiMania!) - November 04 - 13, 2011
QHRIDP Program Breeders Seminar - November 26, 2011
Free Equine Biosecurity Workshop, Campbellville, ON - March 07, 2012
War Horse - Equine Guelph Gala Fundraiser, Toronto, ON - March 08, 2012
Free Equine Biosecurity Workshop, London, ON - March 16, 2012
Can-Am All Breeds Equine Emporium, London, ON (EquiMania!) - March 16 - 18, 2012
Free Equine Biosecurity Workshop, Kemptville, ON - March 24, 2012
Free Equine Biosecurity Workshop, Barrie, ON - March 27, 2012
Groom One Orientation, Goodwood, ON (SOLD OUT) - March 30 - 31, 2012
EquiMania! at The International, Omaha, NE, USA - April 20 - 21, 2012

Appendix 12: Media Coverage Summary

Topic	Articles (May 1,2011- April 31,2012)
EquiMania!	43
Research	95
Education	95
General	50

Coverage of Special Events

Biosecurity Programs	44
Report on Research Video Series	21
War Horse (Promotion of Horse Welfare Fund)	21
Release of Racing Surfaces White Paper	15
EquiMania! at THEMUSEUM in Kitchener	14
Lameness Lab Online Tool	11
Danger Detective Online Games	6

Special coverage featuring EquiMania! and Equine Guelph

Gaitpost	Time For Education (EG courses)
Equisearch.com	Embedding Videos for all Report on Research Releases
Blood Horse	Racing Surfaces White Paper Published (Dr. Thomason)
Racing Quarterly	Dying to be Cool (Dr. Lindinger)
Horse Sport	Arrhythmias in Equine Athletes
CTV television -Evening News	EquiMania! hosts Celebrities at Kitchener Museum

Total Features: 283

Media coverage has grown in the area of research by over 60% (after a 63% increase the previous year). Equine Guelph has added many social media platforms to their communications strategy (Facebook, Twitter, and You Tube) and continues to receive a substantial amount of mentions on Twitter, Facebook and various blogs. Links continue to be created by education websites, provincial equine associations, veterinary pages and sponsors. The popularity of EquiMania! at the 2010 World Equestrian Games continues to impact the requests for event appearances and has raised the profile of Equine Guelph

globally. This year Equine Guelph's EquiMania! returned for a second appearance in the U.S. at Omaha, Nebraska's International event and also made its first museum appearance. Our media profile continues to be high with our loyal supporters plus many new fans in the United States joining in distributing Equine Guelph information including many links to our tool pages and educational offerings. Equine Guelph has joined American Horse Publications (AHP) to reach an even wider audience in the U.S. through mass distribution of 2 media articles per month to top U.S. equine publications. Equine Guelph's online reach is over 6 million!

Media Coverage List

Date	Magazine or Website	Article Title
11-Apr	American Journal of Vet Research	Changes in Hoof Surface Strain Distribution... (Jeff Thomason, A Cruz)
11-Apr	Gaitpost blog	Time For Education
11-May	Horse Canada	New Western Recreational Rider Certificate at Olds College
11-May	Horse Canada	Equine Foundation of Canada Gives a New Dimension to Research
11-May	Horse Canada	Taking the Holistic Approach to Solving Skin Problems (U of G Echinacea study reference)
11-May	Horse Canada	Outdoor vs. Indoor Boarding (U of G courses and instructors)
11-May	Horse Canada Horse Power	New Youth Safety Workbook
11-May	Equine Chronicle Online	Canadian Horse Owners - Get a personal vaccination schedule...
11-May	OVC Bulletin	Equine Guelph Courses Filling up Fast
11-May	Showjumping International.com	Equine Guelph Link and bio
11-May	blogs.equisearch.com	Mapping the Virus (use of Equid Blog)
11-May	The Horse.com	Blog- Fight the Fear ehv outbreak (quotes from Equid Blog used)
11-May	Horsejournals.com	Joe Muscara Jr.'s Gesture Benefits Equine Guelph Education
11-May	Horsejournals.com	EquiMania- Something to talk about
11-May	Equidblog.com	Nocardioform placentitis, Ontario
11-May	Equidblog.com	Updated Equine Herpes virus Outbreak Map
11-May	Equidblog.com	Hendra Virus Vaccine Getting Closer
11-May	Equidblog.com	New EHV Outbreak Numbers
11-May	Equidblog.com	EHV Outbreak Numbers
11-May	Equidblog.com	EHV Outbreak What About Antiviral Drugs?
11-May	Equidblog.com	EHV Outbreak Should I Stay At Home?
11-May	Equidblog.com	EHV Outbreak A Need For Testing
11-May	Equidblog.com	EHV Results In Breeder's Invitational Cancellation
11-May	Equidblog.com	Another Week, Another Equine Herpes virus Quarantine
11-May	bulletin.ovc.uoguelph.ca	OVC Professor Talks Heart Health at Equine Expo
11-May	Trot	Canada's Outdoor Equine Expo (EquiMania!)

11-May	Trot	Equine Foundation of Canada Gives a New Dimension to Research
11-May	Harnesslink.com	Second Equine Expo - top-notch tradeshow
11-May	myKawartha.com	It's All About Horses and people who love them
11-May	Racing Quarterly	Pathway to Employment and Education (Groom One)
11-Jun	atGuelph.uoguelph.ca	EquiMania at TheMuseum
11-Jun	Harnesslink.com	Equine Guelph's 1st Integrative Therapies Evening
11-Jun	Horse.on.ca	Veterinary Update - Confirmed cases of Neurotropic Equine Herpes
11-Jun	Popsci.com	Stem-Cell Therapy Works Wonders for Race Horses; Humans Next? (Koch mentioned)
11-Jun	Horse-canada.com	Neurotropic Equine Herpes Virus-1 Status Update (mention of Equid Blog)
11-Jun	Academicagroup.ca	OVC Opens Large Animal Clinical Skills Building
11-Jun	Libguides.adelaide.edu.au	Animal and Veterinary Sciences Page (Equid Blog link)
11-Jun	Mykawartha.com	it-s-all-about-horses-and-people-who-love-them (EquiMania announcement)
11-Jun	Horseownertoday.com	Equine Guelph's Integrative Therapies Workshop a Huge Success
11-Jun	Equinechronicle.com	Beyond Vaccination – Biosecurity Tips Every Horse Owner Should Know
11-Jun	Horse-canada.com	Skills Development Tuition Scholarship
11-Jun	Onlinelibrary.wiley.com	Extraperitoneal incisional abscess formation after colic surgery (Martinez, Cribb, Koenig)
11-Jun	Thoroughbredtimes.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Sportingpost.co.za	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Thoroughbredconfidential.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Barntowire.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Bloodhorse.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Eclipsemagazine.co.uk	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Thehorse.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Jockeyclub.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Horsetalk.co.nz	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Horsetalk.co.nz	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	cowboyheaven.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Horseswork.com	Racing Surfaces White Paper published (Dr. Jeff Thomason)
11-Jun	Harnesslink.com	EquiMania! Rides into TheMuseum
11-Jun	bulletin.ovc.uoguelph.ca	OEF donates \$10,000 to Research
11-Jun	bulletin.ovc.uoguelph.ca	Integrative Therapies Evening a Huge Success
11-Jun	topix.com	EquiMania! Rides into TheMuseum
11-Jun	Ncbi.nlm.nih.gov/pubmed	A novel treatment for dynamic laryngeal collapse associated with poll flexion: The modified checkrein (Dr. Chalmers)
11-Jun	Harnesslink.com	Healthy Horses Make for Healthy Watersheds
11-Jun	Harnesslink.com	Healthy Horses and How to Protect Water
11-Jul	bulletin.ovc.uoguelph.ca	Professor discusses advances in understanding C. difficile (Dr. Weese)

11-Jul	Horsetalk.co.nz	Benefits for Keeping Horses out of Waterways
11-Jul	Thehorse.com	Clostridium difficile: Advancements in Understanding
11-Jul	Equidblog.com	Equine respiratory surveillance research study
11-Jul	The Horse.com	Enteric Bacteria: Can Healthy Horses be Carriers
11-Jul	Hbpa.on.ca	New Equine Guelph Research Study – 7 horses wanted to participate at Woodbine
11-Jul	Thehorse.com	NDM-1: A New Superbug?- Scott Weese mention
11-Jul	Therider.com	EquiMania extends stay at museum in Kitchener until September 5th
11-Jul	Horsejournals.com	EquiMania brings masters to themuseum
11-Jul	Uoguelph.ca	Prof using DNA technology to improve public health- Weese
11-Jul	Standardbredcanada.ca	Meet Scott Zeron (at EquiMania!)
11-Jul	Wellingtonadvertiser.com	Equine Guelph's integrative therapies workshop a huge success
11-Jul	EquidBlog	EEE season Starting
11-Jul	Harnesslink.com	Masters at the Museum
11-Jul	Racing Quarterly	A Helping Hand (Groom One Pathway Program)
11-Jul	Racing Quarterly	Dying to Be Cool (Dr. Lindinger)
11-Jul	Horse Sport	Cooling Hot Horses (Dr. Lindinger)
11-Jul	The Horse.com	Enteric Bacteria: Can Healthy Horses be Carriers? (Schoster UofG DVM)
11-Jul	HBPA.on.ca	New Equine Guelph Research Study (polytrack study)
11-Jul	OVC bulletin	Professor discusses advances in understanding C. difficile (Dr. Scott Weese)
11-Jul	The Horse.com	Clostridium difficile: Advancements in Understanding (Dr. Scott Weese)
11-Jul	Equidblog.com	Equine respiratory surveillance research study
11-Jul	Equidblog.com	EEE Season Starting
11-Jul	The Horse.com	NDM-1 : A New Superbug? (Dr. Scott Weese)
11-Jul	University of Guelph News.ca	Prof Using DNA Technology to Improve Public Health (Dr. Scott Weese)
11-Jul	Horse Canada Magazine	The Lowdown on Laminitis (Dr. Nicola Cribb)
11-Jul	Horse Talk.co.nz	Benefits in Keeping Horses out of Waterways (Healthy Lands for Healthy Horses)
11-Jul	Inside Wellington - Equine Edition	Surfaces Study: Effects on Performance (Dr. Thomason)
11-Jul	Inside Wellington - Equine Edition	Equine Guelph's Integrative Therapies Workshop a Huge Success
11-Jul	The Wellington Advertiser.com	Equestrian Group Donates 10,000 to Equine Guelph
11-Jul	Standardbred Canada.com	Meet McNair, Zeron (EquiMania! at the Museum)
11-Aug	The Rider.com	EquiMania! Extends Stay at Museum In Kitchener Until September 5!
11-Aug	Horse Journals.com	EquiMania! Brings the Masters to THEMUSEUM!
11-Aug	Harness Link.com	EquiMania! Brings the Masters to THEMUSEUM!
11-Aug	TheMuseum.ca	Meet Mark! (EquiMania! at Museum)
11-Aug	Horse Sport Magazine	Arrhythmias in Equine Athletes
11-Aug	Horse Sport Magazine	Equine Veterinary Research in Canada- Early Pregnancy Loss (Dr. Betteridge)
11-Aug	The Rider	U of G Researcher Dr. Jeff Thomason co-author in Internationally Acclaimed Track Surfaces Paper

11-Aug	The Rider	Equine Guelph's Integrative Therapies Workshop a Huge Success
11-Aug	The Rider	OEF Donates 10,000 to Equine Research
11-Aug	The Rider	Healthy Horses Make for Healthy Watersheds
11-Aug	Equine Chronicle.com	Attend EquiMania! Event - Mingle With World-Renowned Equestrian Celebrities
11-Aug	Horse Jobs.ca	Get your Equine Business Certificate at Equine Guelph
11-Aug	The Wellington Advertiser.com	Equine Guelph's Integrative Therapies Workshop a Huge Success
11-Aug	Canadian Veterinary Medical Association.net	Canadian Veterinarians Awards (Dr. Alan Meek CVA Life Membership Award)
11-Aug	The Horse.com	The Aging Horse (Dr. Physick-Sheard's work mentioned)
11-Aug	Equestrian Management Group	Memorials for Horses- Equine Guelph Hoofprint tributes suggested
11-Aug	Horse Canada Magazine	Both Sides of the Fence- Alternative vs. Traditional Treatments (Dr. Hanna presents his view)
11-Aug	AHL Newsletter	Horses- Endometrial Cytology (Dr Tracey Chenier mentioned)
11-Aug	Harness Link.com	Star Struck EquiManiacs Fill Kitchener Museum
11-Aug	Horse Owner Today.com	There is Still Time to Register for Fall Equine Guelph Courses
11-Aug	www.therecord.com	Youth Exhibit Makes Horse Sense
11-Aug	CTV television	Aug 4th Evening News CTV- EquiMania! and Celebrities at THEMUSEUM
11-Sep	OVC Bulletin.ca	What's Your Farm's Biosecurity Risk?
11-Sep	The Rider	Star Struck EquiManiacs Fill Kitchener Museum
11-Sep	American Farriers Journal	Research Zeros In on Racetrack Surfaces
11-Sep	Equidblog.com	Biosecurity Risk Calculator
11-Sep	AAEP News Bulletin - Spur of the Moment	New Biosecurity Risk Calculator for Horse Owners and Farms Launched
11-Sep	The Rider	Equine Canada Reprints Popular EquiMania! Danger Detective Activity Book!
11-Sep	rfdtv.com/news/equine/news_feed	EquiMania's! Second time in U.S.A (on TV in Omaha)
11-Oct	Theobserver.ca	Time to Saddle up for the Brigden Fair (EquiMania!)
11-Oct	Harnesslink.com	More to Explore at EquiMania! - Come out
11-Oct	Harnesslink.com	EquiMania! is on Facebook - Enter our Contest!
11-Oct	Thehorse.com	New Online Equine Biosecurity Risk Calculator Available
11-Oct	Farms.com	New Online Equine Biosecurity Risk Calculator Available
11-Oct	cvmb.colostate.edu	Collaborative Effort (Biosecurity Risk Calculator)
11-Oct	Equine-Niagara-News---Issue-67	Biosecurity Risk Calculator
11-Oct	The Rider	What is Your Biosecurity Risk?
11-Oct	Inside Wellington -Equine Edition	New Online Tool Will Help to Calculate Horse Owners' Biosecurity Risks
11-Oct	Inside Wellington -Equine Edition	Sunshine & Smiles at Sunrise Equestrian Centre's Fundraiser (EquiMania! mention)
11-Nov	Horse Canada Magazine	For or Against Sedatives (Dr. Sid Gustafson & Dr. Katrina Merckies provide views)
11-Nov	Kingstonthisweek.com	Lifetime of Service Inspiring to Canadians - Equine Guelph Grad
11-Nov	Thehorse.com	Equine Guelph Receives Grant for Biosecurity Initiative
11-Nov	Equidblog.com	Equine Guelph Receives Grant for Biosecurity Initiative

11-Nov	Cvmb.colostate.edu	Collaborative Effort Launches Equine Biosecurity Risk Calculator
11-Nov	OVC bulletin	War Horse Promotes Horse Welfare Fund
11-Nov	Standardbred Breeders of ON	"War Horse" Production to Promote Equine Guelph's Horse Welfare Education Fun
11-Nov	Horsetalk.co.nz	Canadian 'War Horse' to Contribute to Equine Fund
11-Nov	Harnesslink.com	War Horse Promotes Horse Welfare Fund
11-Nov	Trot Magazine	Maxing Out: Heart Function and Failure in the Equine Athlete (Physick-Sheard interviewed)
11-Nov	Trot Magazine	From the Mailbox (kid's section promotes EquiMania! at the Royal)
11-Dec	The Rider	Grant Awarded to Equine Guelph for Biosecurity Initiative
11-Dec	The Rider	War Horse Promotes Horse Welfare Fund
11-Dec	Uofg.convio.net	Support Equine Guelph through War Horse Theatre Production
11-Dec	Wellington Advertiser	EquiMania! offering Facebook contest for youths about horses
11-Dec	HBPA.on.ca	Equine Guelph On You Tube - Lameness Lab
11-Dec	Western Horse Review.com	Lameness Lab
11-Dec	wegstay.com	new-equine-guelph-tool-helps-horse-owners-identify-lameness
11-Dec	witsendfarms.com	Equine Guelph to Offer Equine Welfare Online Course
11-Dec	The Horse.com	New Equine Guelph Tool Helps Horse Owners Identify Lameness
11-Dec	Standardbred Canada.ca	Is Your Horse Lame?
11-Dec	Horsetalk.co.nz	Online Lameness Tools for Horse Owners
11-Dec	Equimed.com	Lameness Lab
12-Jan	Standardbredbreeders.com	Registration now open Equine Guelph's Groom One Course
12-Jan	Horsejournals.com	Groom One Course
12-Jan	Horseownertoday.com	Sign Up for Equine Guelph's Groom One Course
12-Jan	Horsetalk.co.nz	Probe into Sudden Deaths Among Thoroughbreds
12-Jan	Harnesshorseracing.net	Equine Guelph's Video Series- Report on Research
12-Jan	Equisearch.com	The Heart of the Matter - Equus Jurga Report
12-Jan	Equimed.com	Regular Heart Beat in Horses is Unusual
12-Jan	Horse-canada.com	Report on Research - Heart Study
12-Jan	The Rider	New Equine Welfare Course
12-Jan	The Rider	Is Your Horse Lame?
12-Jan	The Rider	Can Am Ad (University of Guelph- EquiMania! bolded)
12-Jan	Horsetrader	Can Am Ad (University of Guelph- EquiMania! bolded)
12-Jan	Racing Quarterly	Groom One Program
12-Jan	WHOA!	Reducing your Ecological Hoof Print
12-Jan	WHOA!	Danger Detective Map
12-Jan	Canadian Horse Annual Directory	Equine Guelph Online Courses
12-Jan	Canadian Horse Annual Directory	Beat the Bugs Biosecurity Initiative
12-Jan	Harness Link	Biosecurity Workshop Announcement
12-Feb	Thehorse.com	Biosecurity e-Session Date Announced by Equine Guelph

12-Feb	Horsetopia.com	Biosecurity Workshop Announcement
12-Feb	Americanshetlandponyforum.com	Biosecurity e-Session Date Announced by Equine Guelph
12-Feb	Standardbredbreeders.com	Equine Guelph to Offer Free "Beat the Bugs" Workshops at Mohawk, Western Fair and Georgian Downs
12-Feb	nwhorsesource.com	Biosecurity e-Session Date Announced
12-Feb	Happytrailsth.com	Equine Guelph - Lameness Lab
12-Feb	Canadian Thoroughbred Magazine	Thoroughbred Broodmare Health 2012 (Tracey Chenier & Elizabeth Scholtz)
12-Feb	Horse Sport	Cryptorchidism (Dr. Nicola Cribb interviewed)
12-Feb	Horse Sport	Cushing's Syndrome (Dr Luis Arroyo interviewed)
12-Feb	Horse-canada.com	Equine Guelph Report on Research: Racing Track Surfaces
12-Feb	Ohha.ca	Equine Guelph Offers Groom One Course
12-Feb	Standardbredcanada.ca	Equine Guelph Offers Biosecurity Workshops
12-Feb	Guelphmercury.com	Equine Guelph Running Biosecurity Workshops
12-Feb	Cosaonline.com	Equine Guelph Offers Free "Beat the Bugs" Workshops, the First at Mohawk
12-Feb	Whoa! OEF magazine	War Horse Equine Guelph-OEF Fund and Gala Advertisement
12-Feb	Whoa! OEF magazine	Equine Guelph Courses full page ad
12-Feb	Whoa! OEF magazine	Lameness Lab
12-Feb	Whoa! OEF magazine	Beat the Bugs Biosecurity Ad
12-Feb	Trot Magazine	Beat the Bugs Biosecurity Ad
12-Feb	Thehorse.com	Fight Against Infectious Disease Helped by EFC
12-Feb	Harnesslink.com	The Fight Against Infectious Diseases
12-Feb	Harnesslink.com	Isn't it Time to Bone up on your Biosecurity?
12-Feb	Standardbredcanada.ca	Help Horses Beat the Bugs
12-Feb	Stablemanagement.com	Biosecurity - Does Your Barn Get the Green Light
12-Feb	Wellingtonadvertiser.com	Equine Guelph Teams up With War Horse for Show and Fundraiser
12-Feb	Qudraland.com/ae/world-news/2012	Fight Against Equine Infectious Disease Helped By EFC
12-Feb	Wellingtonadvertiser.com	EquiMania! takes Hit Program to London
12-Feb	Inside Wellington -Equine Edition	Equine Guelph Teams up With War Horse for Show and Fundraiser
12-Feb	Inside Wellington -Equine Edition	New Horse Welfare Course Offered Online By Equine Guelph ...
12-Feb	Inside Wellington -Equine Edition	Equine Herpes Case Found: How to Protect Horses (Equi-planner mentioned)
12-Feb	Inside Wellington -Equine Edition	Equine Guelph Video Series Reporting on Research, help for owners
12-Feb	Inside Wellington -Equine Edition	Biosecurity Tools Available; Workshops in March, April
12-Feb	Inside Wellington -Equine Edition	Healthy Horses, good practices can protect water resources on the land
12-Feb	Inside Wellington -Equine Edition	EquiMania Takes Hit Program to London
12-Feb	Canadian Sportsman Magazine	More Cardiac Clues: What Happens Before, During and After a Race (Dr. Sheard)
12-Feb	The Rider	Equine Guelph Launches Video Series Reporting on Research
12-Feb	The Rider	Launch Your Career With Horses (Groom One & New Advanced Courses)

12-Feb	The Rider	Biosecurity Workshop and E-Sessions Announced
12-Feb	The Rider	Breyer "Joey" and War Horse Books to be Ruffled at Equine Guelph Gala
12-Feb	The Rider	The Beat Goes On - Report on Research Studying Heart Disturbances ...
12-Feb	The Rider	Can Am Clinicians (Gayle Ecker mentioned)
12-Feb	hbpa.on.ca	Groom One Orientation Session Press Release
12-Feb	Westernhorsereview.com	Beat the Bugs with Equine Guelph Workshops
12-Mar	Standardbredcanada.ca	Wille Win Visits EquiMania! at Can Am
12-Mar	Gaitpost Magazine	Hop Hill Stable- A New Barn From Old Wood
12-Mar	Canadian Thoroughbred Magazine	Beat the Bugs Ad
12-Mar	Canadian Thoroughbred Magazine	Biosecurity Workshop Announced by Equine Guelph Beat the Bugs Biosecurity Initiative (posted in Canadian & International News)
12-Mar	horse-canada.com	
12-Mar	harnesslink.com	Guelph celebrate new 'War Horse' partnership
12-Mar	www.horsetalk.co.nz	War Horse Stage Show a Hit in Toronto
12-Mar	www.standardbredcanada.ca	OAEP to Horse Owners: Support Ont. Racing (Equine Guelph Research mention)
12-Mar	Horse-Canada Magazine	Online Lameness Lab
12-Mar	Horse-Canada Magazine	Equine Osteoarthritis (Wendy Pearson- A little mint with your Grain?)
12-Mar	Trot Magazine	Biosecurity Workshops
12-Mar	Harnesslink.com	Yes, Learn to Make a Difference with Horses
12-Mar	Harnesslink.com	Interested in Developing an Equine Specialty? (Vet Tech Cert.)
12-Mar	Horsetalk.co.nz	New Equine Welfare Certificate Launched
12-Mar	atguelph.uoguelph.ca	War Horse Supports Equine Guelph
12-Mar	Country Routes	Puppeteers Learn to Behave like War Horses (Equine Guelph Gala)
12-Mar	Wellington Advertiser	Equine Guelph Celebrates War Horse Fundraising Partnership with Mirvish Productions
12-Mar	Sportsman Magazine	Comparing Racing Hearts of Thoroughbreds and Standardbreds (Dr. Sheard)
12-Mar	Horsetalk.co.nz	Student Night at War Horse Open to the Public
12-Mar	Harnesslink.com	Student Night at War Horse Open to the Public
12-Apr	Investorstemcell.com	Stem Cell Research (link posted)
12-Apr	Horsetalk.co.nz	Stem Cell Research Looks at Ways to Integrate Cells
12-Apr	Harnesslink.com	Koch Speaks about Regenerative Research
12-Apr	The Rider	Equine Guelph Forges Partnership with Mirvish Productions and War Horse
12-Apr	The Rider	Fight Against Equine Infectious Disease Helped by Equine Foundation of Canada
12-Apr	The Rider	Spaces Still Available for this Year's Groom One Orientation Session
12-Apr	The Rider	Biosecurity Tool - Does Your Barn Get the Green Light?
12-Apr	The Rider	Interested in Developing an Equine Specialty? (Vet Tech Cert.)
12-Apr	The Rider	Interested in Working With Horses (Groom One ad by QHRI)
12-Apr	The Rider	Scholarship Opportunity (QHRI)

12-Apr	AAC April e-Newsletter	Equine Guelph Spring Newsletter Link
12-Apr	AAC April e-Newsletter	Equine Guelph Biosecurity e-Sessions Link
12-Apr	Horse Canada.com	Student Night at War Horse Open to the Public
12-Apr	Adaptcouncil.org	Equine Guelph Launches First Two Week e-Session on Infection Control
12-Apr	Harnesslink.com	How Can Horse Farms Practice Biosecurity?
12-Apr	Equinechronicle.com	War Horse Theatrical Experience with Equine Guelph
12-Apr	Equineews.com	Guelph Offers E-Lectures on Infectious Disease
12-Apr	Americanshetlandponyforum.com	Equine Guelph Launches Horse Safety Website for Kids
12-Apr	Islandhorsecouncil.ca	Danger Detective is now Online for Kids!
12-Apr	Woodbineentertainment.com	Beat the Bugs e-Session
12-Apr	Equimed.com	Kids Have Fun While Learning Horse Safety Online
12-Apr	Pegasushorsetherapy.wordpress.com	First Online Equine Biosecurity e-Session
12-Apr	Itechenvironmental.ca	Itech Sponsors EquiMania! Event in Burford, ON
12-Apr	Horse-canada.com	Report on Research: Biosecurity on Horse Farms
12-Apr	Harnesslink.com	Danger Detective is now Online for the Kids!
12-Apr	bulletin.ovc.uoguelph.ca	War Horse Promotion Extended; Equine Guelph to host gala
12-Apr	Equinechronicle.com	Beat the Bugs with Biosecurity - Learn How to Protect your Horse from Infectious Disease
12-Apr	Islandhorsecouncil.ca	Leading the Way in Online Education
12-Apr	Thehorse.com	Registration Open for Equine Guelph Biosecurity e-Session
12-Apr	Horsetalk.co.nz	Equine Biosecurity Course Available Online
12-Apr	CASA -April Newsletter	Equine Guelph Launches Horse Safety Website for Kids
12-Apr	Equinecanada.ca/recreation	Danger Detective is Now Online for Kids!
12-Apr	Equinecanada.ca/industry	Beat the Bugs- Protect Your Barn from Infectious Diseases
12-Apr	Horse Sport Magazine	Beat the Bugs (EG Biosecurity Programs & the EFO Equipment Donation)
12-Apr	Horse Sport Magazine	Project Equestrian Footing Technology (Dr. Thomason mentioned)
12-Apr	Horse-canada.com	Equine Guelph Report on Research- Regenerative Therapies
12-Apr	Racing Quarterly	Wage Subsidies Available Quarter Horse Breeders and Trainers (Groom One)
12-Apr	Wellington Advertiser	Equine Certificate Includes Several Courses Starting in September
12-Apr	Wellington Advertiser	Equine Guelph Has Vaccination Planner
12-Apr	Wellington Advertiser	Fight Against Infectious Disease Ongoing
12-Apr	Wellington Advertiser	Winners in Media Contest
12-Apr	Wellington Advertiser	Canada, Denmark Doing Acclaimed Research (Dr. Koch- stem cell)
12-Apr	Wellington Advertiser	Second War Horse Benefit and Gala is on May 10
12-Apr	Thehorse.com	War Horse helps OEF Members Support Equine Welfare
12-Apr	Horsetalk.co.nz	Check Vaccination Records, Experts Urge
12-Apr	Harnesslink.com	Prevention is Paramount for Breeding (Vaccination tool)
12-Apr	Thehorse.com	War Horse Helps OEF Members Support Equine Welfare

Appendix 13: Web Site Report

Visits	May 1, 2011 - Apr 10, 2012	100,392
Page views	May 1, 2011 - Apr 10, 2012	701,687
Avg. Visit Duration	May 1, 2011 - Apr 10, 2012	00:03:08

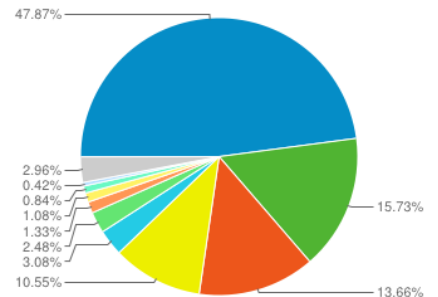
NEW VS. RETURNING

(BLUE)	49.41%	New Visitor	49,607 Visits
(GREEN)	50.59%	Returning Visitor	50,785 Visits



Browser - Operating System

1. Internet Explorer	Windows	48,076	47.87%
2. Firefox	Windows	15,798	15.73%
3. Safari	Macintosh	13,716	13.66%
4. Chrome	Windows	10,593	10.55%
5. Safari	iPhone	3,090	3.08%
6. Firefox	Macintosh	2,492	2.48%
7. Safari	iPad	1,340	1.33%
8. Android Browser	Android	1,087	1.08%
9. Chrome	Macintosh	847	0.84%
10. Safari	Windows	419	0.42%



TRAFFIC OVERVIEW

100,410 people visited this site

Search Traffic	59.69%	59,954 Visits
Direct Traffic	21.93%	22,027 Visits
Referral Traffic	17.98%	18,058 Visits
Campaigns	0.40%	401 Visits

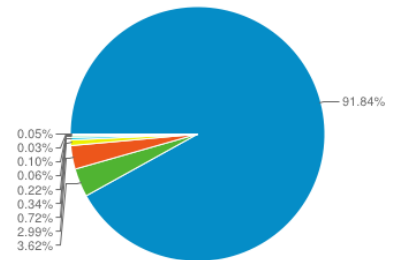


TOP TRAFFIC SOURCES

1. google	55,059	54.82%
2. (direct)	22,027	21.93%
3. ovc.uoguelph.ca	2,724	2.71%
4. bing	2,167	2.16%
5. yahoo1	793	1.79%
6. facebook.com	1,705	1.70%
7. uoguelph.ca	1,071	1.07%
8. hbpa.on.ca	825	0.82%
9. courses.erc.open.uoguelph.ca	701	0.70%
10. standardbredcanada.ca	588	0.59%

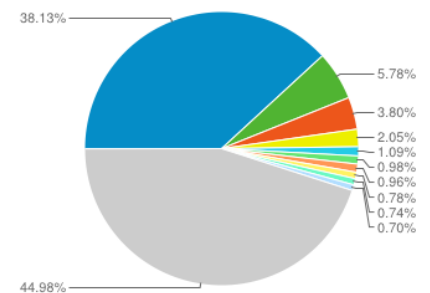
Keyword – Visits total:

1. equine Guelph	6,820	11.38%
2. (not provided)	1,809	3.02%
3. equine guelph job track	1,002	1.67%
4. jobtrack	884	1.47%
5. guelph equine	873	1.46%
6. horse jobs	820	1.37%
7. horse jobs Ontario	673	1.12%
8. equineguelph	621	1.04%
9. equine jobtrack	589	0.98%
10. job track	572	0.95%



TOP LANDING PAGES

1. /jobtrack/jobs.php	267,670	38.13%
2. /index.php	40,604	5.78%
3. /jobtrack/index.php	26,699	3.80%
4. /Tools/lameness_lab.php	14,407	2.05%
5. /Tools/biosecurity_2011.php	7,645	1.09%
6. /education/index.php	6,855	0.98%
7. /education/skills.php	6,763	0.96%
8. /education/equiplanner.php	5,485	0.78%
9. /Tools/biosecurity_calculator_2011.php	5,173	0.74%
10. /jobtrack/add.php	4,913	0.70%



TOP EXIT PAGES

1. Equine Guelph - View Jobs	52,186	51.95%
2. Equine Guelph	7,571	7.54%
3. Equine Guelph-Helping Horses for Life	6,615	6.59%
4. Equine Guelph – News	4,819	4.80%
5. Equine Guelph - Bio-Security Calculator	4,019	4.00%
6. Tools - Lameness Lab	1,802	1.79%
7. Equine Guelph – Education	1,493	1.49%
8. Equine Guelph – Jobtrack	1,437	1.43%
9. Equine Guelph - Groom One	1,381	1.37%
10. Equine Guelph - Current Projects	1,105	1.10%

Appendix 14: Sponsors

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



EquiMania!
Exhibit



EquiMania!
Exhibit



EquiMania!
Youth Safety Initiative



EquiMania!
Agricultural Careers Display



EquiMania!
Youth Safety Initiative



EquiMania!
Youth Safety Initiative



Website Joint Anatomy Tool &
EquiMania! Parasite Display



EquiMania!
Exhibit



Hoofprints Memorial Program
Sponsored by Intercity Insurance



EquiMania!
Nutrition Display



EquiMania!
Youth Industry Display



EquiMania!
Youth Safety Initiative



Website Equine
Bio-Security Calculator



EquiMania! Youth
Safety Initiative



Website Vaccination
Equi-Planner



EquiMania! Youth
Safety Initiative



Equine Guelph-OEF 'War Horse'
Welfare Education Fund

Equine Guelph Financial Report/ 2011-2012
As at April 30th, 2012

	Holding Accounts					Overhead	Programs					Total Equine Guelph
	E. P. Taylor	ORC	SRA	HBPA	General Research		Education	Communi- cations	Develop- ment	Research Support	Sponsors hip	
REVENUE	710655	045878	046069	046071	046960	046073	046077	046851	048865	048864		
Funds Received from Funding Agencies	73,296	5	60,000	3	100,000	-	-	-	-	-	233,296	
HIP Funds	-	352,500	1	-	-	-	-	-	-	-	352,500	
Quarter Horse Program	-	65,333	2	-	-	-	-	-	-	-	65,333	
Donations	-	-	-	-	15,028	-	21,089	41,451	-	-	77,568	
Tuition & Workshops (S11,F11, W12)	-	-	-	-	-	-	113,958	-	-	-	113,958	
Other University Contributions	-	-	-	-	-	-	-	-	-	-	-	
External Contributions	-	-	-	-	22,500	-	80,728	29,136	-	88,494	251,010	
TOTAL REVENUE	73,296	417,833	60,000	100,000	37,528	-	215,776	29,136	-	88,494	1,093,665	
INTERNAL TRANSFERS between accounts:												
From Agency Fund to Overhead	-	(83,567)	(12,000)	(20,000)	-	115,567	-	-	-	-	-	
From Agency Fund to Program	-	-	(48,000)	-	-	(115,567)	48,000	-	-	-	-	
From Overhead to Program	-	-	-	-	-	-	-	77,430	38,137	-	-	
Transfer between other Funds	(3,392)	-	-	-	3,392	-	-	32,500	(32,500)	-	(0)	
Transfer from Education to Communication	-	-	-	-	-	-	-	-	-	-	-	
Transfer from Sponsorship	-	-	-	-	-	-	9,000	8,500	-	(17,500)	-	
TOTAL TRANSFERS	(3,392)	(83,567)	(60,000)	(20,000)	3,392	-	57,000	118,430	5,637	(17,500)	(0)	
PROGRAM EXPENDITURES												
Research Projects	(70,509)	(192,000)	-	(62,550)	(25,336)	-	-	-	2,900	4	(347,495)	
Research Equipment (Equine Foundation Donation)	-	-	-	-	(7,500)	-	-	-	-	-	(7,500)	
Research Support	-	-	-	-	-	-	-	-	-	-	-	
Education	-	-	-	-	-	-	(277,706)	8	-	-	(277,706)	
Communications	-	-	-	-	-	-	-	(114,039)	-	-	(114,039)	
Development	-	-	-	-	-	-	-	(31,086)	-	-	(31,086)	
Sponsorship	-	-	-	-	-	-	-	-	-	(25,798)	(25,798)	
TOTAL PROGRAM EXPENDITURES	(70,509)	(192,000)	-	(62,550)	(32,836)	-	(277,706)	(31,086)	2,900	(25,798)	(803,624)	
TOTAL EXPENDITURES	(73,901)	(275,567)	(60,000)	(82,550)	(29,444)	-	(220,706)	4,391	8,537	(43,298)	(803,624)	
NET CHANGE IN FUND BALANCE	(605)	142,266	-	17,450	8,084	-	(4,930)	75,994	8,537	45,196	290,041	
FUND BALANCE, Previous Year-end	86,509	(153,744)	-	-	7,140	-	189,912	(13,949)	32,505	23,888	185,131	
FUND BALANCE as at April 30th, 2012	85,905	(11,477)	-	17,450	15,224	-	184,981	62,045	41,042	69,083	475,172	

1- Includes 09-10 15% holdback, remaining 10-11 funds & 11-12 installment. 15% holdback from 11-12 still to come in.
2- Includes 09-10 15% holdback, remaining 10-11 funds & 11-12 installment. 15% holdback from 11-12 still to come in.
3 - 2010-2011 SRA Funds (Woodbine)
4- Includes reimbursement of \$2900 contribution to 2010-2011 research project
5 - 2012-2013 E.P Taylor revenue. To be carried over to next fiscal year.
6- Funds held for 2011-2012 research project. To be completed in 2012-2013.
7 - Donation to J. Thomason's research program. To be transferred in next fiscal year.