

**Virginia Agricultural Commodity Board Annual Report**

**ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD  
(2009-2010)**

**I. Narrative**

The Virginia Horse Industry Board was established in 1994 as the result of legislation and a statewide referendum. The 12-member Board is responsible for the promotion and economic development of the horse industry in Virginia. Activities of the Board are supported by the Virginia Horse Industry Promotion and Development fund. Monies in the fund are generated by an assessment of \$1.50 on each Equine Infectious Anemia sample (Coggins Test) collected in the state.

The Board has identified seven focus areas in its strategic plan:

- 1) Collect and Analyze Data on the Horse Industry
- 2) Produce and Promote Economic Impact Studies
- 3) Develop Short- and Long-Term Marketing Plans to Promote the Virginia Horse Industry
- 4) Promote and Assist Educational Programs
- 5) Promote and Support Equine Research in Virginia
- 6) Utilize the Board's Annual Budget to Meet the Mission Statement and
- 7) Communicate to the Horse Industry the Plans and Progress of the Virginia Horse Industry Board.

The Board awards grants on an annual basis according to grant guidelines which have been developed and are publicized. Grant proposals are submitted in early March and are reviewed shortly thereafter by the Board. The Board works diligently to promote the \$1.65 billion equine industry in the Commonwealth.

**II. Budget and Finances**

(Cost Code #625)

- |   |              |
|---|--------------|
| 1. Cash Balance: June 30, 2009.....   | \$158,966.97 |
| 2. Assessment Receipts: July 1, 2009-June 30, 2010.... (+)  | \$86,728.91  |
| 3. Other Receipts: July 1, 2009-June 30, 2010..... (+)<br><i>(*from the Virginia Racing Commission)</i> | \$61,230.72  |
| 4. Total Balance and Receipts (1+2+3)..... (=)  | \$306,926.60 |

5. Deduct Total Actual Expenditures (from VDACS  
Financial Analysis Sheet)..... (–) \$177,430.65

6. Cash Balance: June 30, 2010..... (=) \$129,495.95

The income from assessment receipts for the Board over the past fiscal year was \$86,728.91.

Expenses for the Board totaled \$177,430.65 and were spent primarily in the following categories:

Printed Materials	\$2,918.64
Public Information/PR	\$121,189.25
Media Services	\$33,089
Building Rentals (Trade Shows)	\$8,077

### **III. Projects and Funding**

Over the past year, the Board awarded a total of \$174,882.41 from Cost Code #626 to fund some 28 projects promoting marketing, education, and research of the industry. A list of some of those grant projects follows with the recipient of the project monies, the category, and the dollar amount:

Virginia State 4-H Horse Show {Virginia 4-H Foundation/education}	\$5,000
Virginia Foundation for Agriculture In the Classroom Program {Virginia Ag in the Classroom Foundation/education}	\$7,380
Equine Emergency Preparedness in VA {VA Cooperative Extension/education}	\$1,400
Virginia Quarter Horse Association Open Show Program & Clinic Series {VQHA/education}	\$6,000
Expanding Virginia Horse Council's Service to the Equine Industry {Virginia Horse Council/marketing}	\$30,800

Does Feeding Round Bale Hay Increase Horses' Risk of Developing Respiratory Problems {Dr. Virginia Buechner-Maxwell, VA-MD Regional College of Veterinary Medicine/research}	\$5,398
Platelet Rich Plasma: Validating an Inexpensive Collection Method in Horses {Dr. Linda Dahlgren, VA-MD Regional College of Veterinary Medicine/research}	\$6,880

#### **IV. Year End Funding Level**

The cash balance in Cost Code #625 as of June 30, 2010, was **\$129,495.95.**

#### **V. Board Meetings and Board Member Attendance Roster**

The Board met five (5) times between July 1, 2009, and June 30, 2010. It is anticipated that the Board will continue to meet four to five times per year. A meeting roster/attendance sheet is attached.

#### **VI. Summary**

This past fiscal year, the Virginia Horse Industry Board continued efforts to promote the state's equine industry through a number of expanded projects. Inherent in the projects was the Board's mission: the promotion and economic development of the Virginia horse industry.

Major projects included:

- Funding of **28 grants for a total \$174,882.41.** To date, the Virginia Horse Industry Board has "re-invested" more than \$1.4 million back into the Virginia equine industry since the grants program was initiated in 1995.
- Participation in 4 major equine trade shows and events in state and out of state.
- Filling more than 4,000 requests for *A Guide to Virginia's Horse Country* generated from a VHIB ad in the 2009 *Virginia Travel Guide* and from distribution through Tourism and Visitor Centers throughout Virginia.
- Production of a joint publication entitled "The Post" with Media General Newspapers. This quarterly, 4 color tabloid focuses on people in the Virginia Horse industry and was distributed through newspapers around the state reaching a total circulation of more than 400,000.
- Updates, revisions, maintenance and expansion of the Board's website, [www.vhib.org](http://www.vhib.org) including the development and addition of a new section, "Virginia's Famous Horses."
- Established a new program offering financial incentives to Virginia horse owners through a "Virginia Bred Program. Eight equine breed associations shared a total of \$25,000 for the first year of this program.

- **Equine Feed Checkoff** (Cost Code #626): Following the conducting of a referendum in the spring of 2006 and its subsequent passage, the equine feed checkoff went into effect July 1, 2006. This calls for equine feed manufacturers to pay \$3 per ton or 7½ cents per 50-lb bag of equine feed sold in Virginia. This fee is collected by VDACS and goes to the Virginia Horse Industry Board. Following collection of these checkoff monies for 2009, a total of \$186,300.91 was remitted by feed manufacturers. The Horse Board used these funds solely for grants and \$174,882.41 from this revenue source was expended this past year for these grants.

11/17/10

**VIRGINIA HORSE INDUSTRY BOARD  
MEETING ATTENDANCE ROSTER (2009-2010)**

	7/16/09	11/19/09	2/22/10	4/22/10	6/24/10
Julie Chlopecki	X	X	X	X	X
Donna Dennehy/ Wayne Chatfield Taylor	X	X	O	<i>(replaced by new president. who designated Glenn Petty as proxy)) X</i>	<i>(proxy—G. Petty ) X</i>
Celeste Crisman	O	X	X	X	X
David Lamb	X	X	X	X	X
David Sanders	O	X	X	X	X
Sandy Gerald	X	O	O	X <i>{proxy--Sue Mullins}</i>	O
Scott Pleasant	X	X	X	X	O
Gene Stone	X	X	X	X	X
Sherry Hilton/ Beryl Herzog	O	<i>{replaced by Beryl Herzog}</i> X	X	X	O
Suzette Matthews/ Eleanor Jones	O	<i>{replaced by Eleanor Jones}</i> O	X	X	X
Glenn Petty/ Diana Dodge	X	<i>{replaced by Diana Dodge}</i> X	X	X	X
Commissioner Todd Haymore/ Commissioner Matt Lohr	O	O	O	-- <i>{no Cmsr. Appointed}</i>	<i>{replaced by Cmsr. Lohr}</i> O

X = PRESENT  
O = ABSENT

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