

## *Virginia Agricultural Commodity Board Annual Report*

### **ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD**

(2018-2019)

#### **I. Narrative**

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 \$2 billion equine industry in the Commonwealth—representing 183,643 horses. Also from the 2018 economic impact study conducted by the American Horse Council: the industry generates more than 38,874 jobs in Virginia. In total, 30.5% of households - or 1 million – contain horse enthusiasts. The recreation sector is the largest sector of the horse industry in Virginia with more than 10% or 330,000 households in Virginia participate in trail riding. In addition to Virginians trail riding, the American Horse Council 2018 national economic impact survey found that 49% of its respondents who trail ride in Virginia are from out of state. This sector alone supports 10,615 jobs and adds \$442 million in value to the state economy.

## II. Budget and Finances

### Cost Code #625

1. Cash Balance: June 30, 2018	\$301,396.07
2. (a) Assessment Receipts: July 1, 2018-June 30, 2019	(+) \$48,977.90
(b) Virginia Racing Commission*	(+) \$48,629.35
(c) Interest Receipts: July 1, 2018-June 30, 2019	(+) \$6,031.83
3. Total Balance and Receipts (1+2)	(=) \$405,035.15
4. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$114,327.17
5. Cash Balance: June 30, 2019	(=) \$290,707.98

\* 2017-2018 Virginia Racing Commission revenues were \$45,937.61

### Cost Code #626

1. Cash Balance: June 30, 2018	\$344,163.51
2. (a) Assessment Receipts: July 1, 2018-June 30, 2019	(+) \$257,470.42
(b) Interest Receipts: July 1, 2018-June 30, 2019	(+) \$8,959.98
(c) Miscellaneous Regulator	(+) \$1,296.70
3. Other Receipts: July 1, 2018-June 30, 2019	(+) 0.00
4. Total Balance and Receipts (1+2+3)	(=) \$611,890.61
5. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$65,133.90
6. Cash Balance: June 30, 2019	(=) \$546,756.71

### III. Projects and Funding

Over the past year, the Board awarded \$126,150.30 from the Equine Feed Checkoff Fund (Cost Code #626) to fund 16 new 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:

#### Education

Virginia 4-H EquiSmartz	\$3,500
Virginia Forage & Grasslands Council Educational Horse Events	\$3,100
Virginia FFA Horse Evaluation Career Development	\$3,500
Virginia FFA Horse Hippology Career Development	\$2,000
Virginia 4-H Horse Teen Ambassador Program	\$2,500
Richmond Police Mounted Unit Participation in the North American Police Equestrian Competition	\$3,517
Virginia Regional Pony Clubs National Level Certification Prep And Upper Level Education	\$3,500

#### Marketing

Virginia Horse Council: Serving the Horse Industry	\$37,130
2019 Calendar to Promote the Horse Industry in Virginia	\$6,000
Virginia Region Pony Club Membership Campaign	\$2,225
Ride the Rail or Ride the Trail	\$4,450
VTA – Promote Virginia’s Thoroughbred Certified Program	\$10,000

#### Research

Effects of Meal Time of Day on Metabolic and Digestive Response in Horses	\$15,116
Comparative Contrast Myelography and Contrast Computed Tomography of the Cervical Spine in non-neurologic horses	\$16,955.30
Computed Tomography Contrast Angiography of the Equine Cadaver Head	\$5,097
Hair Cortisol as a Measure of Chronic Stress in Horses	\$17,560

#### Virginia Bred Grant Program

In 2019, the Virginia Horse Industry Board funded the following organizations:

2019 Virginia Bred Program	2019
American Saddlebred Horse Association of Virginia	\$5,000
Commonwealth Dressage & Combined Training Association	\$3,500
Virginia Horse Shows Association	\$5,000
Virginia Paint Horse Club, Inc.	\$5,000
Virginia Pony Breeders Association	\$6,000
Virginia Presidential Paso Fino Association, Inc.	\$3,300
East Coast Stock Association	\$2,500
Virginia Quarter Horse Association	\$8,000
Equus Survival Trust	\$3,000

Virginia Rocky Mountain Horse Breeders	\$2,000
<b>Total</b>	<b>\$43,300</b>

#### IV. Year End Funding Level

The cash balance in Cost Code #625 as of June 30, 2019, was \$290,707.98.

The cash balance in Cost Code #626 as of June 30, 2019, was \$546,756.71.

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

The Board met four (4) times between July 1, 2018, and June 30, 2019. It is anticipated that the Board will continue to meet four to five times per year. A meeting roster/attendance sheet is attached.

X: Present/O: Absent	9/24/2018	12/3/2018	2/26/2019	4/17/2019
Robert Banner (appointed October 26, 2018)		O	X	X
Bridgett McIntosh (Resigned from Board on October 5, 2018) Sally Johnson was named as replacement in 4/2019	X	O	Shayan Ghajar X	<u>Sally Johnson</u> <u>X</u>
Dr. John Wise	X	X	X	X
Dr. Kelly Foltman (appointed January 11, 2019)			X	X
Brooke Royster (Proxy)	Debbie Easter X	Debbie Easter X	Debbie Easter X	Debbie Easter X
Mike Stohr (Proxy)		X		<u>Cathette Plummer</u> X
Jimmy Lee (Proxy)	<u>Susan Grossman</u> X	<u>Susan Grossman</u> X	<u>Oliver Brown</u> X	<u>Chuck Grossman</u> X
Janie Ober	X	X	O	X
Sue Alvis	X	X	X	X
Nancy Troutman	X	X	X	X
Sue Fanelli	X	X	X	X

#### 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.

Activities for the year included:

### **Presence of the Virginia Horse Industry Board at the State Fair of Virginia**

The Program Manager organized the Showcase of Breeds at the State Fair. The Showcase included breed exhibitions to promote the Virginia horse industry at the 2018 State Fair of Virginia {SFVA} at Meadow Event Park. The Program Manager coordinated with a variety of breed associations to have a different breed of horse exhibited in a paddock area near the Agricultural Center for ten days of the fair. Promotional materials with the VHIB logo and the "Virginia Is for Horse Lovers" logo/slogan were printed and made available for distribution at the paddock area. VHIB connected with approximately 1000 attendees at this event.

### **Presence of the Virginia Horse Industry Board at the Virginia Animal Control Association Conference**

The Virginia Horse Industry Board was an exhibitor at the Virginia Animal Control Association Conference October 17-October 19, 2018. The Program Manager managed an exhibit table and met with animal control officers from across the state of Virginia to provide information on VHIB. VHIB connected with approximately 100 attendees at this event.

### **Presence of the Virginia Horse Industry Board at the Virginia Horse Festival**

The Virginia Horse Industry Board was an exhibitor at the Virginia Horse Festival May 3-5. The Program Manager managed an exhibit table while providing VHIB materials to attendees and answering questions about the equine industry in Virginia.

### **Presence of the Virginia Horse Industry Board at the Pennsylvania Horse World Expo**

The Virginia Horse Industry Board was a sponsor and exhibitor at the Pennsylvania Horse World Expo in Harrisburg, PA from February 28 through March 3, 2019. The Program Manager set up and staffed the VHIB booth at this event and provided information on the Virginia horse industry as well as answered questions. At this event, VHIB connected with approximately 600 people.