

Virginia Agricultural Commodity Board Annual Report

ANNUAL REPORT OF THE VIRGINIA HORSE INDUSTRY BOARD

(2019-2020)

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, 2019	\$290,707.98
2. (a) Assessment Receipts: July 1, 2019-June 30, 2020	(+) \$42,315.34
(b) Virginia Racing Commission*	(+) \$52,956.88
(c) Interest Receipts: July 1, 2019-June 30, 2020	(+) \$6,462.35
3. Total Balance and Receipts (1+2)	(=) \$392,442.55
4. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$51,278.44
5. Cash Balance: June 30, 2020	(=) \$341,164.11

* 2018-2019 Virginia Racing Commission revenues were \$48,629.35

Cost Code #626

1. Cash Balance: June 30, 2019	\$546,756.71
2. (a) Assessment Receipts: July 1, 2019-June 30, 2020	(+) \$270,335.81
(b) Interest Receipts: July 1, 2019-June 30, 2020	(+) \$12,485.42
(c) Miscellaneous Regulator	(+) \$2,282.58
3. Other Receipts: July 1, 2019-June 30, 2020	(+) 0.00
4. Total Balance and Receipts (1+2+3)	(=) \$831,860.52
5. Deduct Total Actual Expenditures (from VDACS Financial Analysis Sheet)	(-) \$115,937.12
6. Cash Balance: June 30, 2020	(=) \$715,923.40

III. Projects and Funding

Over the past year, the Board awarded \$70,388.00 from the Equine Feed Checkoff Fund (Cost Code #626) to fund 18 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
Richmond Police Mounted Unit Participation in the North American Police Equestrian Competition	\$3,470
Virginia 4-H Teen Ambassador	\$2,500
Happy Farm Happy Barn Workshop Series – Frying Pan Park Ride with Pride	\$2,220
	\$850
Horse Learning Lab Kit for Washington County 4-H	\$1,000
TRAV State-Wide Educational Workshops and Conferences	\$1,000
Books at the Barn – Hope’s Legacy	\$1,000
Equus Survival Trust Companion Workbook – Endangered Equine	\$1,400
Leadership Education for Virginia Junior Paint Horse Club Youth	\$2,000
Virginia Horse Council 2020 Education Seminar	\$2,000

Marketing

Ride the Rail or Ride the Trail	\$4,450
Virginia Presidential Paso Fino Horse Association – Virginia Cert. Program	\$3,100

Research

Identifying the role for IL-17-a in EPM affected horses	\$6,700
Development of interactive three-dimensional models for the study of Horse head vascular anatomy	\$18,100
Genetic characterization of latent equine herpesvirus-1 isolates in Virginia Horses	\$6,720
Enhancing interferon gamma production to improve treatment response In EPM	\$5,000
Seroprevalence of Anaplasma phagocytophilum in the equine population Of Southwest Virginia	\$12,078

Virginia Bred Grant Program

In 2020, the Virginia Horse Industry Board funded the following organizations:

2020 Virginia Bred Program	2020
American Saddlebred Horse Association of Virginia	\$5,000
Commonwealth Dressage & Combined Training Association	\$5,200
Virginia Horse Shows Association	\$5,000
Virginia Paint Horse Club, Inc.	\$6,000
Virginia Pony Breeders Association	\$6,000
East Coast Stock Association	\$3,000

Virginia Quarter Horse Association	\$8,000
Total	\$38,200

IV. Year End Funding Level

The cash balance in Cost Code #625 as of June 30, 2020, was \$341,164.11.

The cash balance in Cost Code #626 as of June 30, 2020, was \$715,923.40.

V. Board Meetings and Board Member Attendance Roster

The Board met four (4) times between July 1, 2019, and June 30, 2020. The Board was scheduled to host a fifth meeting on March 13, 2020 but that meeting was cancelled due to COVID-19 restrictions. It is anticipated that the Board will continue to meet four to five times per year as it is able to while adhering to COVID-19 restrictions. A meeting roster/attendance sheet is attached.

X: Present/O: Absent	7/17/2019	9/4/2019	1/24/2020	2/14/2020
Robert Banner	X	O	X	O
Beth Sheely	X	O	X	O
Dr. John Wise	X	X	X	X
Dr. Kelly Foltman	X	X	0	X
Brooke Royster (Proxy)	Debbie <u>Easter</u> X	Debbie <u>Easter</u> X	Debbie <u>Easter</u> X	Debbie <u>Easter</u> X
Mike Stohr (Proxy)	O	<u>Cathette Plummer</u> X	<u>Cathette Plummer</u> X	O
Jimmy Lee (Proxy)		<u>Chuck Grossman</u> X	<u>Oliver Brown</u> X	O
Janie Ober	X	X	X	X
Sue Alvis	X	X	X	X
Nancy Troutman	X	X	O	X
Sue Fanelli	X	O	O	O

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 2019 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 16-October 18, 2019. 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 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 27 through March 1, 2020. 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 900 people.