

**UNIVERSITY
of GUELPH**

Equine Guelph



The Year of Full-Circle-Responsibility

Annual Report

May 1, 2013 - April 30, 2014

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Executive Summary

Horse health and welfare, for all sectors and all breeds, has been the foundation of Equine Guelph's programs since its creation in 2003 as a partnership between the equine industry and the University of Guelph.

A significant development in our society over the last decade is the increased public awareness of the treatment of animals used by society for their own interests. All sectors of the agricultural business have experienced this change. Equine welfare continues to be a major topic in our industry in both the racing and non-racing sectors as the public demands that the horse business operate in a manner that respects the fundamental values of environmental respect and animal welfare as a core to its mission.

Equine Guelph continues its role as a recognized leader in promoting equine health and welfare through the unique partnership of the Equine Guelph/Industry-funded research program that places a strong and unwavering focus on horse health, diagnostics and welfare. The applied results of this research are broadly distributed in a variety of venues including videos, the new audio podcasts, research articles and many more. These releases are enjoying Canadian and international exposure through the media relationships we have developed through the years. The results can then be used by people in the industry to put this new knowledge into practice in the care of their horses.

In 2013/2014, over of \$290,000 was invested into the research program with 8 new projects. The research money was allocated based on scientific merit through peer-review and industry priorities as described through the Research Committee – a process that greatly strengthens this program for the equine industry.

Innovative research programs are developing in the areas of respiratory bacterial identification and airway disease, the efficacy of probiotics in foals, innovative methods for laparoscopy surgery and the development of capsule-endoscopy with potential for diagnostics, embryonic loss in mares, joint health assessment. Progress also continues on the use of stem cells for recovery and repair.

There is the need for continued investment into equine research and once again there were a number of good projects that could have been funded if there was a higher amount available. For future sustainability and development of the industry, efforts to increase the funding for research remains a high priority.

The results of the research program continue to be a focus of the communications and education program as it is important to disseminate the applied results for those in the industry. Recognition of this legacy-building program was once again announced with the bestowing of the "Builder Award" (see below) to Equine Guelph for its active promotion of research-based education and training programs for the industry, and noted specifically for its innovative industry-focused education/training programs and the ever-growing communications program.

The new partnership with the Campbell Centre for Animal Welfare continues with new program development and new course offerings including the Global Perspectives in Equine Welfare online course and the inaugural offering of the OSPCA Officer Training program in equine welfare assessment.

Special highlights of our education and communications program this year included:

- Two international awards from the International Agricultural Fairs and Expos for our EquiMania! display and innovative partnership with the Minnesota State Fair. EquiMania! will be appearing at the Minnesota State Fair, the second largest agricultural fair in North America again in 2014.
- Equine Guelph and its Director was the recipient of the “Industry Builder Award” given out at the March event for the Can-Am Equine Expo in Orangeville.

Equine Guelph thanks the Council partners as they continue to provide support and guidance for the programs of Equine Guelph on industry priorities - 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, Ontario Ministry of Agriculture and Food, Standardbred Canada, the Quarter Racing Owners of Ontario, Inc. and the University of Guelph.

This annual report provides the details on the 2013-2014 activities of Equine Guelph and salutes the partnerships that make these achievements possible for the benefit of the equine industry and the horse. This partnership continues to provide important support to the horse industry during the challenging times that are still ahead of us.



Dear Partners and Supporters of Equine Guelph,

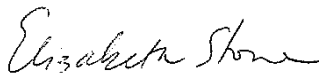
As the Co-chairs, it has been our privilege to once again serve the equine industry in the 11th year of Equine Guelph, an organization developed by the industry and for the industry.

The horse industry continues to be faced with unprecedented challenges for future sustainability and Equine Guelph remains a committed partner in achieving this goal. We continue to respond to industry input, building an internationally respected research program at the University of Guelph that provides on-going focus on the industry's research priorities. The communications program continues to build with an outward focus to promote "all things equine" and the education program has seen new course development as it continues to offer evidence-based information in a flexible manner for the horse owner and caretaker as part of the successful equine industry-University of Guelph partnership.

This is a special opportunity for us to thank each of the associations and individuals who continue to support and invest in Equine Guelph. Within this unique partnership, this investment results in the development of research and other programs that develop new findings in health care, diagnostics and well-being of horses, This is a tremendous boon to our industry, today and for the future. We have so many dedicated individuals who share their skills, funding and commitment as individuals or representatives of their members who continue their involvement with a dedication that help the Advisory Council and Committees, and are major contributors to the success of Equine Guelph.

Ongoing 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, ensure that this partnership remains successful. The Ontario Ministry of Agriculture and Food contributed a special funding arrangement in a partnership that developed the new "Full-Circle-Responsibility" program for 2014 and their support is gratefully acknowledged.

Yours sincerely,



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



Mr. Al Patterson
Co-Chair, Equine Guelph

Introduction

“The Centre for the horse owner at the University of Guelph” -- Equine Guelph was created in 2003 by the horse industry to create and operate programs for the horse industry as an important partner in future sustainability.

Now, celebrating 11 years on July 1, 2014, it continues to build upon past successes as a unique partnership between the equine industry and the University of Guelph. The next chapter of our development continues during ongoing challenging times and many changes are currently being experienced in the industry that will change its face for many years to come. Equine Guelph remains a committed partner.

The Annual Report for the 2013 – 2014 fiscal year will showcase the development and progress of the programs of Equine Guelph.

Equine Guelph reflects the team work and dedicated partnerships of many years duration. The Advisory Council members, work together to achieve the programs in service to the equine industry — Equine Canada, The Horsemen’s Benevolent and Protective Association of Ontario, Ontario Equestrian Federation, Ontario Harness Horse Association, Ontario Ministry of Agriculture and Food, 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, managed by the UofG. Special funding this year helped create the “2014 – Year of Full-Circle-Responsibility” program on equine welfare.

The Co-Chairs of the Equine Guelph Council, continuing in their roles, are Mr. Al Patterson, representing the equine industry, and Dr. Elizabeth Stone, Dean of the Ontario Veterinary College, representing the University of Guelph. Co-Chairs oversee the programs and funding initiatives of the Council to ensure the focus on industry priorities. Gayle Ecker is the Managing Director of Equine Guelph and heads up the dedicated team of Susan Raymond, David Finlay, Jackie Bellamy-Zions, Diane Gibbard and Henrietta Coole.

Programs of Equine Guelph

Research

The equine industry benefits from the team of equine researchers at the University of Guelph through the Equine Guelph research program, which through the funding program accesses research expertise and facilities.

The focus on the research supports the health and welfare of horses and funding is allocated based on current research priorities.

Eight new projects were funded in the 2013-2014 fiscal year:

- Characterization of the respiratory microbiome of healthy horses
- The effect of a newly designed probiotic on prevention of diarrhea and fecal pathogen shedding of foals during the first two months of life
- Immuno-histochemical staining of adrenergic and cholinergic fibers in the equine sympathetic and parasympathetic nerves of the lower and upper airways in 6 horses
- Effectiveness of a paravertebral block compared with local anesthetic infiltration of portal sites in horses undergoing laparoscopic surgery for closure of the nephrosplenic space under standing sedation
- Calibration and assessment of capsule-endoscopy technology as a diagnostic tool for imaging
- Molecular mechanisms of prostaglandin-induced embryonic loss in mares
- Electroarthrography for non-invasive on-farm assessment of fetlock joint cartilage health
- Effect of allogeneic umbilical cord blood mesenchymal stromal cells on induced synovitis in horses
- Three projects continuing from the previous year were also funded

Summaries of each new project are found in Appendix 5, and a list of publications and research presentations in Appendices 6 and 7.



Equine Guelph launched an exciting new program, “**Research Radio**” in April 2014. This monthly podcast announced by Trot Radio’s Norm Borg and sponsored by SSG Gloves, aims to bring yet another channel of distribution, bringing Ontario Veterinary College cutting-edge research discoveries to the public with a

specific focus to the racing industry. It quickly generated media attention and was picked up by Standardbred Canada as a monthly feature on their site. Links have also been created by StableManagement.com, HorseTalk.co.nz out of New Zealand, HorseCanada.com, and EquineScienceUpdate.com.

The **“Report on Research”** program consisting of Ten YouTube videos created to highlight the work of equine researchers concluded in 2012 but continues to draw interest with links created to resource material. Several websites with over 1million unique visitors including HorseJunkiesUnited.com and BarnMice.com picked up Dr. Bienzle’s Help for Horse Owners video discussing respiratory health after DressageHub.com re-released the video in April 2014.



Equine Guelph’s research also received coverage in the 2014 Canadian Horse Health Annual magazine. A six page spread on colic research featured the work of Dr. Judith Koenig, Department of Clinical Studies at the Ontario Veterinary College. Another feature article (six pages) was created by Horse Sport interviewing Dr. Tracy Chenier on Complications in Late-Term Pregnancy. Front page news was made by Dr. Scott Weese in the Canadian Veterinary Magazine, with an article explaining, “How Can Horse Farms Practice Biosecurity.”

Significant coverage of Equine Guelph’s “How to Collect a Fecal Sample” video followed hot on the heels of the well-received media release: Parasite Control with Dr. Peregrine. Equine Guelph ran the front page article in our fall 2013 Research Newsletter and also enclosed a fecal bag sample with instructions, sponsored by Vetoquinol.

We are very pleased to have Dr. Marc Desjardins of Milton Equine Hospital and Dr. Jeff Thomason of the Ontario Veterinary College continuing in their roles as co-Chairs of the Research Committee. The Committee, composed of designated members from the equine industry funding groups, evaluates research proposals for funding recommendations, after following an external peer review process, and monitors the outcomes of research projects. Dr. Desjardin and Dr. Thomason are well-respected within the industry and continue to provide a wealth of academic and veterinary expertise.

Education and Training

In building a sustainable future, new knowledge and skills training is an important component for success. Over the last 11 years, Equine Guelph has developed a growing education and training program for the equine industry, with industry input and feedback.

Equine Guelph has recently completed the development of the new Equine Welfare Certificate, with the offering of the Global Perspectives in Equine Welfare course. This now completes our target of developing the new Certificate program for 2014.

Other highlights include:

-the first offering of a specialized training program for OSPCA officers focusing on Equine Welfare Assessment, including classroom, hands-on and case studies for 22 officers; developed in partnership with Equine Guelph, the Campbell Centre for the Study of Animal Welfare, OMAF and the SPCA. This is an important part of the Year of Equine Welfare program.

-21 online courses have been developed for the Diploma and Certificate programs, and the courses were completed for the Equine Welfare Certificate with Equine Welfare offered for the first time in Fall 2012, and the final course on the development list, Global Perspectives in Equine Welfare completed and offered Winter, 2014.

-3 short courses (Colic Prevention, Equine Behaviour and Safety, Equine Biosecurity) are offered annually in response to feedback from the industry reporting that “time and money” were challenges for continuing education. These are 2-week short courses focused on a specific topic and available for only \$75.

-19 Equine Science Certificates have been awarded this year, with a total now of 285; 9 Certificates in Equine Business Management were awarded, with a total now of 24.

-total enrollment of students this year was 920. Our student community is largely drawn from Canada with the majority of students coming from Ontario (259), then British Columbia and Alberta. Our international students are drawn from over 15 countries, providing a truly international learning community.

-over 13 educational events/tradeshows featured Equine Guelph and/or EquiMania! displays, and promoted Equine Guelph’s Research and Education program along with EquiMania!

-24 talks/presentations made by Ecker, 4 made by Raymond and 1 by Bellamy-Zions, for a total of 29 presentations to the industry and general public.

-all online courses are currently undergoing a process of review, revision and updating to align with the new Learning Outcomes as outlined by the University of Guelph.

-tuition revenue contributed approximately \$120,000 towards education operating costs for Equine Guelph and the remainder was covered by grants and corporate sponsorships.

EquiMania!

The popularity of EquiMania!, the interactive, youth education program that combines a fun website with the travelling display, continues to grow and engage the public and the equine industry. EquiMania! was invited to 11 different events, including once again: the Royal Agricultural Winter Fair, the Erin Agricultural Fair and Can-Am All Breeds Equine Expo.

A huge highlight for EquiMania! was the partnership with Minnesota State Fair (2nd largest fair in the U.S. with over 1.8 million annual visitors). Through this partnership, the entire

EquiMania! display was replicated and shipped down to the Minnesota State Fair horse barn. It will remain there for the next five years to cater to a whole new audience in the U.S. The debut proved popular with fair attendees as well as the International Association of Fairs and Expositions (IAFE). IAFE awarded Equine Guelph/Minnesota State Fair partnership with two prestigious Awards of Excellence including: *'Fair and Sponsor/Partner Joint Exhibit Program'* and *'Special or Specific Agricultural Educational Event, Exhibit, or Program for the Fair going Public'* for fairs with an attendance of over 1,000,000.

Strategic partnerships continued to grow with our sponsors: Kubota, OEF, Shur-Gain, SSG gloves, System Fence, Standardbred Canada, Workplace Safety & Prevention Services, and Zoetis. A new educational display for Equine Welfare was developed as part of the partnership with the Ontario Ministry of Agriculture to expand knowledge of the Code of Practice and other issues of horse welfare.

The EquiMania! program would not be possible without the support of our important sponsors and the many dedicated and loyal volunteers who take time out of their busy schedules to give back to the horse industry by helping to keep the EquiMania! booth fully staffed and interacting with youth and parents alike. With a high level of engagement between staff and attendees, valuable conversations and discussions take place to provide important information to help support health and welfare.

Full-Circle-Responsibility Equine Welfare Education Program

The first year of the three year "Full-Circle-Responsibility" program has focused on reaching out to the industry and associations to develop enhanced awareness of horse welfare, and provided new tools, resources and enhanced programming for the industry. The program was launched January 2014 with an awareness campaign for the calendar year and special funding from the Ontario Ministry of Agriculture and Food. The campaign includes; monthly enews, news release, social media, webpage and display with printed material for special events with each month focusing on a separate topic (health and disease prevention, emergency preparedness and general welfare).

Additional important program updates include;

1. Welfare Training for OSPCA officers: First offering completed (February 24 to 27)
A four-day training program in Equine Welfare Assessment was completed for 22 participants. Discussion is ongoing at the OSPCA for this to become an annual mandatory event.

2. "Horse Emergency Rescue and Disaster Training" for horse owners, first responders, horse rescue, sanctuary and retirement facilities and OSPCA officers. This is an important step in readiness for the Pan-Am games and many other major equine events where horses are regularly being transported on Ontario roads and highways.

Summary of planned offerings:

❖ **September 17, 2014: Evening reception by invitation**

Large Animal Rescue – Keynote Guest: Dr. Rebecca Gimenez

The goal of this event is to increase awareness of the need for training of first responders amongst the municipal leaders and decision-makers and to encourage them to send representatives from their first-response teams to the training sessions.

❖ **September 18, 2014: Emergency Preparedness one-day workshop for horse owners.**

The goal is to increase the awareness and knowledge of horse owners to prevent and respond to emergencies involving their animals.

❖ **September 19, 20 and 21, 2014: Technical Large Animal Emergency Rescue Operations Level**

The goal is to provide hands-on training for first responders, horse rescue, veterinarians, sanctuary and retirement facilities and OSPCA officers and others to learn about large animal rescue.

3. Ongoing research and committee meetings on assessments, guidelines, codes of practice and programs currently available in other jurisdictions with the goal of assisting in developing a “Rescue Recognition” program for horse rescue facilities, an initiative being led by industry representatives with Equine Guelph in a supporting role to provide educational support.

4. Growing Forward 2 Grant (Welfare) – Phase One was accepted

Equine Guelph, in partnership with the equine industry and the animal welfare community, will develop an extensive equine welfare education program including Horse Health Check poster, App, first-aid kit and online educational resources related to the equine code of practice.

Equine Guelph gratefully acknowledges the funding assistance received from the Growing Forward 2 Grant program, the Ontario Ministry of Agriculture and Food, the many partner associations and individuals for their support.

Communications and Marketing

The Communications and Marketing Program has received favourable response from the horse industry and its publications in its published print and web articles. By staying on the pulse of horse industry needs and introducing programs that are in demand, our e-database continues to show healthy growth (now over 9,000) with 22% more members than last year.

addition to maintaining the highly popular *HEALTHflash* introduced in January 2013, Equine Guelph has monthly features dedicated to Equine Welfare in accordance with declaring 2014 the year of Full-Circle-Responsibility. The features have been used for publication both in print and electronic form by equine industry associations and media.

Website

Equine Guelph's website continues to grow at a steady 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 include the continued release of "Research Radio" podcasts on Equine Guelph's webpage. In the past year, Equine Guelph's website received over 119,517 unique visits (an increase of 6% compared to last year) with the most popular pages, not including the home page, being Job Track, Education, the new Colic Risk Rater and eWorkshop and Equi-Planner. Page views are calculated at 725,862. 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. Over 216 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, including racing and non-racing sectors, 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 Association of Equine Practitioners, Agriculture and Agri-Food Canada, Agricultural Adaption Council, The Wellington Advertiser, Canadian Vet Magazine, 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; the 2014 Horse Health Annual, Canadian Thoroughbred, Horse-Canada and Gaitpost Magazine. American coverage examples include: TheHorse.com, Horsesriding.com, and EquiNews (Kentucky Equine Research). 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, StableManagement.com, HorseJournals.com, EquiMed.com, HBPA.com, EquineChronicle.com and HorseOwnerToday.com. Links to Equine Guelph resources continue to be created from sites including: Equine Canada, Provincial Equestrian Federation websites, Veterinarian web sites, and blogs from social media sites (i.e. Barn Mice, Equine Management Group, Facebook and Twitter). Information and service sites are also actively posting links to Equine Guelph resources i.e.: Intercityinsurance.com, AAEP, and SystemsFence.com directing the public to Equine Guelph's online courses, horse owner tools and research.

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 several links from their pages including news, equine welfare and a special Equine Guelph page is featured in OEF’s education tab. Several other sponsors such as Equine Canada, Central Ontario Standardbred Association, and provincial equine organizations have been posting buttons on their sites to the aforementioned plus new initiatives such as Full-Circle-Responsibility welfare articles and new programs including the new Behaviour & Safety Train the Trainer kit.

Information Inquiries

In the absence of any other extension program for the horse industry, Equine Guelph is seen as the “go to” place for information. During 2013/14, Equine Guelph received an increasing number of information requests and continued to address the needs of the horse industry on an individual basis through a significant number of emails, phone calls, information packages, walk-ins and letters. Many people attend equine tradeshow and approach Equine Guelph’s displays for information requests on a variety of topics.

An information service for the equine industry continues to be identified by associations and individuals as an important part of industry development and sustainability. There are several models of this for other livestock groups in existence that provide varying levels of service to their agricultural sector supported by the industry. 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 important “portal” for the industry to help fill that on-going and increasing need for a respected information source for the industry. There was a substantial increase in information requests regarding sources for hay supply, economical feeding alternatives, identifying disease specialists and new disease concerns, adoption and humane end-of-life options, and nutritional queries.

Development

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

The following information reflects fundraising initiatives and private donations as well as corporate sponsorship sales over the past fiscal year:

	FY12-13 Amount Raised	FY13-14 Amount Raised	FY13-14 No. of Unique Donors & Repeat Donors	FY13-14 Median Gift
Area of Greatest Need	\$11,596	\$7,193	102 (54)	\$25
Education	\$20,815	\$21,862	145 (132)	\$25
Research	\$31,655*	\$11,981	25 (23)	\$50
OEF- War Horse Equine Welfare Education Fund	\$10,820	\$6,690	89 (57)	\$25

Sponsorship	\$87,275	\$96,850	14 (12)	\$5,000
TOTAL	\$162,161	\$144,576	375 (278)	\$25

TABLE I - Funds raised from private donations to EG accounts during FY12-13 and FY13-14 including number of donations (not unique donors) and the median size of gift for each account. (*Please note that the amount raised for Research in FY12-13 was unusually high due to a one-time donation resulting from a lawsuit.)

Overall donations (not including sponsorship) were down over 20% from last year, which is not surprising, given the current challenges facing the equine industry in Ontario. However, the number of non-unique donors has seen a modest increase this year (from 245 in FY2012-13 to 278 in FY2013-14) which is an encouraging trend.

1. Annual Appeal: Over the past four years, Equine Guelph has included donation cards with its bi-annual 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 as a cost-savings measure. Donations received through this year's mailings are up slightly from last year.

	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
2010-11 Newsletter Donation Card (2 mailings)	1,800	\$1,183	\$0.65	\$4,915	\$2.73	39
2011-12 Newsletter Donation Card (2 mailings)	2,075	\$2,841	\$1.37	\$6,763	\$3.26	67
2012-13 Newsletter Donation Card (2 mailings)	2,392	\$2,560	\$1.07	\$6,442	\$3.30	67
2013-14 Newsletter Donation Card (2 mailings)	1,863	\$95	\$0.05	\$6,788	\$3.64	88

TABLE II - Comparison of select metrics for the 2009 direct mail appeal versus the FY10-1, FY11-12, FY12-13 and FY13-14 newsletter donation card insert. Note that costs for the newsletter production and mailing (approximately \$9,908 in FY13-14) have not been included because they would have been incurred regardless of the insert. Please note that this year's cost is low because extra supplies were ordered the previous year.

The 2014 spring newsletter mailing launched our **2014 'Full-Circle-Responsibility' Equine Welfare** campaign. A cover letter, newsletter (with content reflecting theme of campaign), donation card, return envelope and fecal bag (sponsored insert) were included in the mailing.

The 2013 fall newsletter mailing included a newsletter (focus on research), donation card and fecal bag (sponsored insert).

New in FY2013-14, Equine Guelph sent a chaser (reminder) e-mail following the spring newsletter, encouraging those who had not yet responded to please do so. This was sent to past donors with active e-mail addresses who had not yet given in FY13-14 – a total of 146

individuals. Stats related to the e-mail message are below. While these numbers appear discouraging at first, it is worth noting that there were more gifts returned in response to the mailed appeal than previous years, which may be attributable to the reminder message. Given that there is zero cost to this initiative, it is worth repeating for a second year to monitor result trends.

Recipients	146
Recipient click-throughs	0
Recipient actions	0
Forwarded opens	33
Unsubscribes/Opt-outs	3

TABLE III – FY13-14 chaser e-mail results

2. 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). FY2013-14 donations total **\$5,905** (note: an additional \$6,372 was received this year in payment for FY2012-13 donations).

3. Pet Trust Program: In this past fiscal year, **\$21,755** was raised for Equine Guelph through OVC’s Pet Trust fundraising initiatives. This reflects the situation in which 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.

4. Corporate Sponsorship Program: The F2013-14 sponsorship program has resulted in total billings of **\$96,850** – up 11% from the previous year as a result of attaining a couple new sponsors and up-selling existing sponsors. However, Equine Guelph has been focusing efforts on writing grants, and as a result, the sponsorship program has experienced modest overall growth over the past three years.

The following summarizes this year’s sponsored initiatives and the asterisks (*) indicate new developments:

Online Tools & Education Programs (\$61,500):

Zoetis (formerly Pfizer) – joint and lameness tools (\$10,000)

Merck – HEALTH*flash* initiative (\$5,000)

Vétoquinol –

Biosecurity tool (\$5,000)

HEALTH*flash* initiative (\$10,000)

Behaviour & Safety 'Trainer-the-Trainer' online workshop + newsletter fecal bag insertion (\$10,000)*

Intercity – *Hoofprints* tributes + Education Patron status (\$5,000 + additional memorial contributions – increase of \$3,800)*

Alltech – colic *eWorkshop* (\$3,500)*

Boehringer Ingelheim – senior horse tool (\$5,000)*

Omega Alpha – welfare initiative (\$5,000)*

Ontario Equestrian Federation – Body Condition Scoring posters (\$3,000)*

EquiMania! (\$35,350):

Workplace Safety & Prevention Services – safety activity (\$8,850 – decreased by \$5,000)*

SSG Gloves – safety activity (\$15,000)

Kubota – safety activity (\$5,000)

Shur-Gain – nutrition display (\$5,000)

Standardbred Canada – harness racing display (\$1,500)

Zoetis – parasite display (included above with online tools)

Equine Guelph Grants:

In this past year, a great deal of time and effort was dedicated to execution and delivery of three grant projects awarded in FY2012-13. However, Equine Guelph was successful in securing a major grant from Growing Forward 2 totaling **\$96,510** for its *Full-Circle Responsibility Equine Welfare Training Program - Phase I* application.

In addition, Equine Guelph is currently writing another Growing Forward 2 grant entitled *Horse Racing Biosecurity Training Blitz* and will be submitted for the July 1, 2014 intake.

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.

Total Equine Guelph revenue totaled \$1,139,920 (previous year: \$812) for the fiscal year with funding provided by our funding partners, donations, tuition and substantial portion coming from grants and increased sponsorships. Program expenditures totaled \$880,469 (\$922,809 last fiscal year) using planned carry forwards from the previous year to buffer the expected decrease in revenue.

The research program allocated \$293,602 (\$340,150 last year and \$367,000 the previous year) for research projects. Expenditures for the education program were \$383,727 which included program development and exhibits as specified from grant money). Expenditures for the Communications and Marketing program were \$89,292 and \$6,536 was spent on sponsorship projects. The online education program returned \$121,690, down slightly from \$139,717 in 2012/13.

The majority of the funding for the education/communications program comes from tuition, sponsorships and successful grant proposals. Research funding has decreased due to the ongoing and significant challenges that are being faced by the racing industry. Working together with the industry, stable funding for Equine Guelph is a priority as the industry develops its plan for sustainability.

Highlights and Special Events

Equine Guelph Launches Research Radio

Equine Guelph is proud to announce the launch of a new audio podcast on their popular web site. Equine Guelph has teamed up with Trot Radio's Norm Borg and SSG Gloves to produce Research Radio, an online podcast updating you on the latest equine research by scientists at the Ontario Veterinary College and University of Guelph. It will highlight the cutting edge discoveries being made, and explain what they mean for the health and welfare of your horse.



Equine Guelph Receives "Industry Builder" Award at Can-Am!

Equine Guelph director, Gayle Ecker entered the Can-Am All Breeds Equine Expo Hall of Fame, receiving the "Industry Builder Award" in an induction ceremony held on Can-Am's opening day, March 28th at the Orangeville fairgrounds.



The Can-Am Hall of Fame was launched in 2013 in conjunction with the show's move to Ontario's Horse Country. Designed to honour and recognize world-class contributions to the equine industry, the program welcomes nominations from the public in a variety of categories. Submissions are narrowed down by an elected committee comprised of knowledgeable industry professionals. Three awards were given out in 2014 including: Jennifer Anstey, of the Horse Publications Group, under the media category, the Carter Family of Carters Training Centre under the builder category and Gayle Ecker of Equine Guelph at the University of Guelph, also under the builder category.

Equine Guelph Declares 2014 the Year of 'Full-Circle-Responsibility' in Equine Welfare

Equine Guelph has declared 2014 the year of 'Full-Circle-Responsibility' in equine welfare. From the moment you meet the horse and decide ownership is for you, a lifetime plan should be fully charted as the animal's destiny lies completely in your hands.

Equine Guelph has always had a mandate to 'Help Horses for Life'. Economic issues and changes in the racing sector have flagged the importance of welfare for



the whole industry. Ever since humans domesticated horses, we have been responsible for their care and education is key.

Equine Guelph director, Gayle Ecker, says, "We look forward to sharing essential horse owner information in 2014, the year of 'Full-Circle-Responsibility' with the goal of reducing disturbing incidences of unwanted horses through education."

Members of Equine Guelph's e-database will receive special feature articles, information sheets and video links discussing life cycle planning from the joyous initial purchase to the more difficult and often unforeseen decisions every horse owner must plan for.

When Disaster Strikes, Plan to be Prepared

No one is immune from the possible effects of a disaster, no matter what the season, but preparing ahead of time and having an emergency plan in place before disaster strikes will help to keep our horses safe and out of harm's way.

While it's impossible to prepare for all conditions, don't let an emergency situation catch you off guard. Having a basic plan in place ahead of time for either the evacuation or sheltering of your horses allows you to handle an emergency with less stress and a clearer head.

Full story on website: <http://equineguelph.ca/news/index.php?content=402>

Equine Guelph will be hosting an Emergency Preparedness course for horse owners Sept 18 (tentative date) followed by a Technical Large Animal Emergency Rescue Awareness and Operations Level course Sept 19, 20, 21.

Host your own Clinic on Safe Horsemanship through Understanding Behaviour

Equine Guelph's 'Train-the-Trainer Kit' is now available for download free of charge for qualified facilitators interested in teaching a hands-on equine behaviour and safety clinic! Kind donations accepted or call 519-824-4120 extension 54431.

Following last year's launch of the highly popular Equine Guelph Horse Behaviour and Safety two-week eWorkshop, this hands-on one day workshop is designed for horse people (ages 16+) who would like to learn more about the best practices for handling horses safely. This workshop is ideal for those new to horses including; new owners, new riders, mounted police units and first responders. With a clear goal of providing basic tools to help keep handlers safe around horses, Equine Guelph has developed this complete workshop kit intended for delivery by certified coaches and



horse industry professionals.

EquiMania! Makes Debut at Minnesota Fair and Plans Extended Stay!



EquiMania! has cloned its travelling display and has moved all 5,000 pounds of the new, educational exhibit state side where it made a debut at the 150-year-old Minnesota State Fair from August 22 – September 2. EquiMania! will be housed in the horse barn on the massive 320 acre fair grounds of the second largest fair in the U.S. The EquiMania! passport has been stamped with previously featured appearances in the U.S. including: the 2010 Alltech World Equestrian Games in Kentucky and last year's

International Show Jumping event in Omaha Nebraska!

Gayle Ecker, director of Equine Guelph, says, "We are thrilled to be partnering with Minnesota State Fair and extending educational opportunities in a way that makes learning fun. That's EquiMania!"

EquiMania! will be available to share their popular exhibit with more venues in the United States, teaching horse enthusiasts about safety and horse health in a fun interactive way thanks to this fabulous partnership.

EquiMania!/Minnesota State Fair Partnership Wins International Awards for Horse Exhibit



The International Association of Fairs and Expositions (IAFE) awarded the Equine Guelph/Minnesota State Fair partnership with two prestigious international Awards of Excellence at the IAFE Annual Convention in Las Vegas in December, 2013.

Award categories included 'Fair and Sponsor/Partner Joint Exhibit Program' and 'Special or Specific Agricultural Educational Event, Exhibit, or Program for the Fair going Public' for fairs with an attendance of over 1,000,000.

“Agriculture and education are at the very heart of the Minnesota State Fair,” says Michelle Butler, agriculture education manager of the Minnesota Fair. “The Awards of Excellence recognize our continued commitment of our fairs roots while educating an increasing urban audience. The EquiMania! display captivated a multitude of horse-lovers with its engaging activities. We look forward to presenting it at our next fair August 21 – September 1 in 2014,” adds Butler.

Equine Welfare is Everyone’s Responsibility

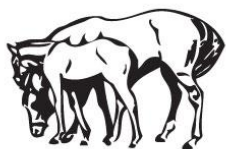
The plight of the unwanted or neglected horse is a growing welfare issue in this country. Seldom does a week go by without a publicized horse welfare issue in some form of neglect, abuse, or abandonment. With an aim to provide a greater foundation of knowledge regarding the welfare of the horse, this year Equine Guelph has launched its latest awareness campaign, “Full-Circle Responsibility.” Through this educational initiative, Equine Guelph’s goal is to assist horse owners to develop the necessary tools and skills to make sound management decisions based on scientific research in order to support the well-being of the horse.



The simple definition of welfare, “quality of life”, can at times be unclear, as this term can mean different things to different people. This is especially true of equine welfare, where breeds vary greatly in their needs. Nonetheless, everyone can agree that providing good welfare to our beloved horses should be based on both physical and mental health.

Full story on website: <http://equineguelph.ca/news/index.php?content=396>

Exploring Equine Practices and Welfare Issues on an International Level



EQUINE GUELPH
helping horses for life™

Global Perspectives in Equine Welfare - Offered in January, 2014 for the first time as part of Equine Guelph's Equine Welfare Certificate, this 12-week course will provide students with the opportunity to explore different practices of equine welfare used worldwide while focusing on the horse's perspective.

Students will also examine current issues regarding wild horse management, working horses in developing countries, racing and sport horse practices, and slaughter legislation and will learn to compare standards of equine management practice in Canada, the U.S. and worldwide. Upon completion of this course, students will have a good knowledge of the issues affecting equines globally, which will enhance their skills in the contribution to the fast growing and fascinating world of equine science and welfare.

HEALTHflash Survey and Results

In August 2013 Equine Guelph called on horse owners to complete a survey which helped assess the effectiveness of the first year of HEALTHflash, a pilot program consisting of four free seasonal health reminders to help busy horse owners keep on top of changes affecting their horses during the year. The program also provides special alerts in case of disease outbreaks and comes complete with interactive games to test your seasonal savvy.

The feedback from survey participants was overwhelmingly positive with a clear message that they intend to continue subscribing to Equine Guelph HEALTHflash and E-News. 78% of the survey participants indicated that HEALTHflash is a useful resource in helping them manage their horses' healthcare. In addition, overall response was positive with 82% of survey participants reporting they liked receiving four seasonal alerts per year and 87% reported liking the format of HEALTHflash as short bits of information with links to further information. Overall, the survey was extremely successful, providing us with confirmation that HEALTHflash is a strong program worth continuing and building on.



Can-Am Donates \$5,000 to EquiMania! for Youth Programs



"It's all about giving back to the grass roots," says Can-Am president, Ross Millar as he hands over a cheque for \$5,000 to Equine Guelph for new developments in the EquiMania! youth program. "We are proud to be working with Equine Guelph as the results achieved by this team are always apparent. Every year they bring interesting, new learning objects to the Can-Am show and we look forward to continuing our support with an even bigger auction at our next show!"

Equine Guelph thanks the silent auction donors and some very special coordinators including Janice Blakeney, and Can-Am Equine Emporium president, Ross Millar. Thanks to the generous contributions from loyal

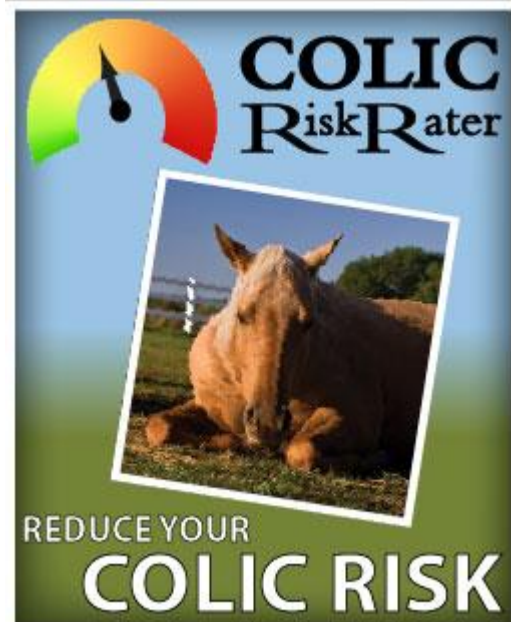
supporters of Equine Guelph, a silent auction was held on Saturday March 30, 2013 at the Can-Am show.

Equine Guelph offers Free Assessment of Your Horse's Risk of Colic

After declaring 2013 the 'Year of Colic Prevention,' Equine Guelph has announced the release of its latest online health care tool – the Colic Risk Rater. This free, customized tool is designed for the individual horseperson to rate his/her horse's risk of colic.

The Colic Risk Rater assesses and calculates colic risk while providing useful feedback on management practices through a series of questions in 10 categories, requiring less than 10 minutes to complete.

To check out the Colic Risk Rater or to find out more about Equine Guelph's Colic Prevention Programs including the upcoming fall eWorkshop, scheduled for September 9 -22, visit <http://EquineGuelph.ca/eworkshops/colic.php>



Equine Guelph a Leader in eLearning!

The 10th anniversary year at Equine Guelph has given the horse community much to celebrate! They have proven themselves leaders in equine education, health and welfare once again with the launch of many new successful programs from the HEALTHflash communications program to the new online Colic Risk Rater tool and the introduction of three eWorkshops.

Over 440 horse enthusiasts, short on time but hungry for knowledge participated in Equine Guelph's newly launched two-week eWorkshops this past spring. Created as a response to industry demand; the three eWorkshops focus on: Horse Behaviour and Safety, Colic Prevention and Biosecurity.

The fall offerings will deliver more knowledge from experts on topics the equine industry has cited as top priorities. Equine Guelph's director, Gayle Ecker says, "The two-week short course format has proven popular as a quick, effective way for horse owners to learn more about safety and important equine welfare topics. We are very pleased with the response from the industry."

Equine Canada has approved the eWorkshops for updating credits for their coaches.

Full story on website: <http://equineguelph.ca/news/index.php?content=378>

Summary

Now in its 11th year of partnership, Equine Guelph continues to create and develop services offered to the industry. Combining education and research, Equine Guelph provides the industry with valuable information that is accessible to all levels of the industry including equine professionals, hobbyists, veterinarians and equine specialists – the online presence continues to increase and popular industry publications have continued their support.

Equine Guelph once again confirmed its position as a leader in equine education. The online education program has expanded, offering a unique opportunity for students to grow their knowledge without leaving home. The new eWorkshops continued to be well received and returning courses continued to be popular with horse people.

Born from the popular Horse Behaviour and Safety eWorkshop, and sponsored by Vetoquinol, Equine Guelph, with the help of several partners, has developed a downloadable kit for qualified facilitators to host their own workshops on the topic. Generating immediate interest and support from each provincial equestrian federation, the “Host your own Clinic on Safe Horsemanship through Understanding Behaviour” initiative is expected to have a very positive impact giving horse-handlers confidence and safe handling skills.

The hugely popular EquiMania! youth education program made its first appearance at the massive Minnesota State Fair. This cloned copy of our display has been contracted to live at the State Fairgrounds for the next five years and has already garnered awards from the International Association of Fairs and Expositions (IAFE).

The ‘Report on Research’ video series, which concluded in 2012, resulted in 10 YouTube videos. The series promotes the latest in equine research, making it accessible to both scholars and the general public. The contributions made by Equine Guelph researchers are still having a lasting impact on how we manage horses as pick up continues through equine websites such as HorseJunkiesUnited.com, StableManagement.com, DressageHub.com...


New for 2014 is the launch of Research Radio; a podcast announced by Trot Radio’s Norm Borg and sponsored by SSG Gloves, which aims to bring yet another channel of distribution announcing Ontario Veterinary College cutting edge research discoveries to the public. Standardbred Canada has already committed to picking up this monthly podcast on their site and several other sites such as HorseCanada.com and EquineScienceUpdate.com are starting to create links to the audio feed.

In the quest to promote equine health and welfare, Equine Guelph declared 2014 the Year of Full-Circle-Responsibility. The second year of the *HEALTHflash* program commenced after positive feedback from the program survey and Equine Guelph also launched new course offerings in the Equine Welfare Certificate.

Equine Guelph's programs are a fundamental part of the rapidly changing equine industry. The need for equine research, education and welfare becomes greater everyday.

Equine Guelph and its staff are committed to working in partnership with the industry, promoting horses and providing valuable education, communications and research programs, as it evolves and responds to current challenges. Programs and services to the horse industry can continue to be enhanced and expanded working in a partnership that includes the industry, government and the University of Guelph.

Equine Guelph acknowledges and thanks the members of the Advisory Council and funding/support partners - Quarter Racing Owners of Ontario INC., Equine Hippique Canada, the Horsemen's Benevolent and Protective Association of Ontario, the E.P. Taylor Equine Research Fund, Standardbred Canada, the Ontario Equestrian Federation, the Ontario Ministry of Agriculture and Food, the Ontario Harness Horse Association, the Ontario Racing Commission, the Ontario Veterinary College, and the University of Guelph. We also thank the important contributions made by sponsors and dedicated individuals who have worked alongside Equine Guelph as all are important to ongoing and future development of Equine Guelph as it provides important services and programs to the industry. Promotion of the horse industry and the health and welfare of its horses are values shared.



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Appendix 4: Research Projects for 2013-2014

New Projects: (\$212,336)

Investigator	Title
Weese JS	Characterization of the respiratory microbiome of healthy horses
Staempfli H	The effect of a newly designed probiotic on prevention of diarrhea and fecal pathogen shedding of foals during the first two months of life
Viel L	Immuno-histochemical staining of adrenergic and cholinergic fibers in the equine sympathetic and parasympathetic nerves of the lower and upper airways in 6 horses
Cribb N	Effectiveness of a paravertebral block compared with local anesthetic infiltration of portal sites in horses undergoing laparoscopic surgery for closure of the nephrosplenic space under standing sedation
Thomason J	Calibration and assessment of capsule-endoscopy technology as a diagnostic tool for imaging the small intestine of the horse
Betteridge K	Molecular mechanisms of prostaglandin-induced embryonic loss in mares
Hurtig M	Electro arthrography for non-invasive on-farm assessment of fetlock joint cartilage health
Koenig J	Effect of allogeneic umbilical cord blood mesenchymal stromal cells on induced synovitis in horses

Continuing Projects: (\$123,722)

Investigator	Title
Koch T	Equine induced pluripotent stem cells for treating cartilage defects and disease modelling
Koch T	Prospective evaluation of MSC isolation from umbilical cord blood and jugular blood
Physick-Sheard P	Cardiac Troponin in the Standardbred Racehorse

TOTAL FUNDED PROJECTS: = \$ 336,058

Appendix 5: Lay Summaries of New Research Projects for 2013 - 2014

Weese JS Characterization of the respiratory microbiome of healthy horses

The horse's body consists of a vast, diverse and critically important bacterial population. It plays a crucial role in prevention of disease in many body sites, may influence inflammation and metabolism and is a prime source of bacteria that cause infections. The upper respiratory tract is home to an abundant bacterial population and the reservoir of many important bacteria that can cause disease. The lower airways have been traditionally considered to be sterile or only transiently contaminated with bacteria, but evidence from humans indicates that the lower airways also have a diverse bacterial population that might play a critical role in both development and prevention of disease. An understanding of the composition of the bacterial population in different parts of the respiratory tract is crucial for understanding the body's normal protective mechanisms, for evaluating how the bacterial populations change in response to disease and how they can be manipulated to prevent and treat disease. This study will use advanced molecular methods to characterize the complex bacterial population of the equine respiratory tract in healthy horses. It will describe and compare the bacterial compositions of different locations in the respiratory tract, as well as determine the variability between different sites, and between horses that are in active training versus those that are on pasture. With a better understanding of the respiratory bacterial population, future studies investigating the role of this population in various diseases, as well as studies regarding treatment and prevention of disease, will be possible.

Staempfli H The effect of a newly designed probiotic on prevention of diarrhea and fecal pathogen shedding of foals during the first two months of life

Acute diarrhea in foals is an important disease that affects up to 80% of foals during their first 6 months of life and causes large financial losses as well as concern for the well-being of the foals. The diarrhea is often caused by infection with gastrointestinal pathogens such as *Clostridium difficile* and *C. perfringens*. Methods for prevention of diarrhea in foals are currently limited and rely on standard infection control protocols, therefore further preventative measures are sought after.

Probiotics are bacterial strains of human or animal origin (e.g. *Lactobacillus*) that have been reported to exert a positive health effect when administered. Probiotics have been shown to prevent some types of diarrhea in animals and humans; however, only few studies have been conducted in horses and further research is needed. Currently available over the counter products are often mislabelled and do not contain the label described concentration of bacteria, and there are no published studies providing evidence for the claimed health effects of such products.

Several fermenting bacterial strains, produced for the food industry have recently been shown to inhibit the growth of pathogens such as *C. difficile* and *C. perfringens*, and these strains also had growth characteristics which would make them suitable as probiotics for horses. These strains need to be evaluated in in-vivo animal clinical trials for their ability to prevent neonatal foal diarrhea.

Viel L & Gallastegui A Immuno-histochemical staining of adrenergic and cholinergic fibers in the equine sympathetic and parasympathetic nerves of the lower and upper airways in 6 horses

The current understanding of the role of innervation in upper and lower equine airway disease in horses is limited even though there is a significant impact of respiratory disease upon equine athletic performance. Attempt to correct surgically recurrent laryngeal neuropathy (roarer) in horses has some short-term benefit but has also a high relapse rate. Recently *Vanschandevij et al.* (2011) demonstrated

the benefit of using electro stimulation of some nerve branches of the recurrent nerve with some very promising results. Nevertheless one of the difficulties of those studies in the horse has been convincing identification of the nerve branches as to whether the branches are totally sympathetic and parasympathetic autonomic innervation. A recent anatomical study in our lab intended to accurately describe the cervical and thoracic autonomic neural networks that supply the airways in horses. The autonomic network innervating the airways was dissected in 10 horses. In this group of horses studied, it was identified that sympathetic and parasympathetic nerves intermingled mainly at the thoracic region. In addition, the autonomic nervous supply was provided to the lower airways principally by branches from the vagus nerve (a parasympathetic nerve). The latter finding questioned the anatomic presence of sympathetic nerve branches needed to maintain bronchodilation of the airways. However the precise fibre type causing bronchodilation or constriction within the respiratory tract of horses has not been determined. We hypothesize that adrenergic fibers frequently reach the airways within the vagus nerve branches, and that some cholinergic fibers also travel within sympathetic nerves. The proposed study will selectively identify these fibers at different levels of the autonomic neural network that supply the airways in horses. Describing the physical pathways of these fibers in horses will improve the understanding on equine airway physiology, and establish a basic knowledge necessary for the development of new diagnostic and therapeutic tools in the field of the equine neuro stimulation.

Cribb N & Valverde A Effectiveness of a paravertebral block compared with local anesthetic infiltration of portal sites in horses undergoing laparoscopic surgery for closure of the nephrosplenic space under standing sedation.

Standing laparoscopy is minimally invasive and few complications are reported following surgery. Laparoscopic closure of the nephrosplenic space in standing horses successfully prevents dorsal displacement of the large colon in the nephrosplenic space.

Reliable immobilization of the standing horse requires sedative drugs, and local anesthesia that desensitize it to nociceptive stimulation. The most common technique for laparoscopic surgery is infiltration of local anesthetics using a line block. A paravertebral technique is also described but is rarely used despite the described effectiveness and ease of administration.

Standing laparoscopy has been performed on 44 horses at the OVC. In one horse, a paravertebral block was subjectively assessed to provide better analgesia enabling better immobilization, facilitating easier and more effective laparoscopic suturing, and faster surgery time. There was a reduction in the overall amount of sedation used, reducing side effects such as colic.

Our objective is to determine and compare the effectiveness of a paravertebral block with local infiltration of the portal entry sites for horses undergoing laparoscopic surgery for closure of the nephrosplenic space.

Twelve horses will be randomly assigned to each local anesthetic protocol. The degree of sedation and ataxia during the procedure will be evaluated. Following surgery the overall quality of sedation, analgesia and behaviour will be scored.

An improved anesthetic protocol would benefit horses undergoing any type of laparoscopic surgery. Of the common types of standing laparoscopic surgery, closure of the nephrosplenic space is the most technically demanding and therefore will allow us to draw the most valid conclusions.

Thomason J Calibration and assessment of capsule-endoscopy technology as a diagnostic tool for imaging the small intestine of the horse

Co-investigators: Dr. Judith Koenig, Dr. Heather Chalmers, Diane Gibbard, Grad Student, Dr. Laura Frost, Dr. Ken Armstrong, Warren Armstrong, Technical Support at Halton Equine Veterinary Services.

Horses are at a high risk of developing gastrointestinal tract (GIT) diseases such as ulcers and colic that are often undiagnosed given the limitations of available diagnostic tools (i.e. gastroscopy and rectal examinations). The horse has a very large GIT and it is a physical challenge to reach and view sections of the GIT without the use surgery. Capsule endoscopy (CE) is a new diagnostic tool that has been successfully used in human medicine to help diagnose gastrointestinal disease by collecting images of the GIT as the capsule is traveling through it. The first two objectives of this study are to develop modifications to the human CE device and a procedure for tracking it in, order to image the small intestine of the horse. The third objective is to perform a pilot study comparing images from the GIT of healthy and diseased horses. The results will determine whether CE will be a useful diagnostic tool for the horse.

Betteridge K Molecular mechanisms of prostaglandin-induced embryonic loss in mares

Co-investigators: M. Anthony Hayes (Co-PI) and Brandon Lillie, Pathobiology; James I. Raeside, Biomedical Sciences

We study how the horse embryo attaches to the endometrium (lining of the uterus) during the critical third week of pregnancy. At this stage the embryo is still enclosed in a ‘capsule’ and is known as a conceptus. We collect conceptuses of defined ages, as well as small pieces of the uterine lining (endometrium), through the cervix from normal pregnancies, and also from pregnancies that have been ‘compromised’ by injection of the mare with a hormone to induce pregnancy failure. We then characterize important changes in proteins, steroid hormones and other molecules that change in the conceptus and uterus to identify those that best explain success and failure of pregnancy. We have already found several molecules that help us understand how the embryo exchanges signals with the mare and becomes attached. Recent availability of the horse genome and various new discovery tools such as gene expression arrays mean that we can now examine these events in a more comprehensive manner. Having developed methods for sampling tissues and fluids in both the conceptus and its uterine environment, we can now analyze them for the presence and absence of our target molecules in normal and failing pregnancies and assess the significance of differences that are recognized. The work will help explain interactions between the conceptus and endometrium that are essential to pregnancy maintenance and which, when disrupted, result in pregnancy failure. This will be key to the development of diagnostic tests of reproductive health and, possibly, to new treatments for infertility.

Hurtig M Electro arthrography for non-invasive on-farm assessment of fetlock joint cartilage health

Co-investigators: Dr. Adele Changoor, Dr. Mohamed Hoba, MSc candidate, Dr. Karen Gordon, Dr. Don Trout, Dr. Lance Bassage.

Horses intended for competition and racing endure rigorous training, thereby increasing their susceptibility to joint disease. Veterinarians mainly use physical exam, diagnostic injections, x-ray images

and ultrasound to evaluate joint health, yet these methods provide no information about the quantity or health of the articular cartilage. Cartilage damage and erosions are associated with pain and lead to chronic lameness. Some therapies are available to stop or slow cartilage damage, but there are no practical methods for monitoring progress or making a long-term prognosis. Electro arthrography (EAG) is a novel method for measuring electrical signals produced by cartilage through electrodes placed on skin and is similar in principle to electrocardiography (ECG) for the heart. Pilot studies in people have been successful at distinguishing between normal and osteoarthritic knees. The EAG assessment is simple and completely non-invasive since it requires only surface electrodes the size of a dime. In this study we will focus on the fetlock since it is the most common joint injured, particularly in the racehorse. Our pilot data in cadaveric forelimbs of horses under simulated weight bearing have shown that EAG signals can be easily recorded from the fetlock and are altered by damaged or osteoarthritic cartilage. The purpose of the first phase of the proposal is to strengthen the diagnostic value of EAG by performing correlative studies on cadaveric fetlock joints before and after inducing controlled cartilage damage. During the second phase of the study, EAG will be applied clinically to normal and lame horses.

Koenig J Effect of allogeneic umbilical cord blood mesenchymal stromal cells on induced synovitis in horses

Co-investigator: Thomas Koch, DVM, PhD, Dept. of Biomedical Sciences

Currently the focus of systemic and intra-articular therapies involves slowing the progression of osteoarthritis since reversal of established osteoarthritis has yet to be demonstrated. In equine joints with naturally occurring disease intraarticular administration of stem cells were reported to improve lameness in horses unresponsive to conventional treatment. Recently, frozen stem cells obtained from unrelated horses were used by injection into joints successfully with only a mild transient inflammation. This suggests there may be potential for developing frozen allogeneic stem cell products that could be available for treatment of the equine athlete at the time of diagnosis of injury. Further study is needed to determine if intra-articular allogeneic stem cells modulate inflammation during acute joint inflammation in horses.

Appendix 6: Research Publications

Dr Luis Arroyo

“Arterial Calcification in Horses”, Equine Guelph Spring 2012 Newsletter.

Dr Keith Betteridge

Horse Health Annual, February/March 2013. The work of Dr. Betteridge was highlighted in the report on research section story “Champions of the Cause”.

“Maximizing the Benefits of Genomic Research on Clara Cell Secretory Protein”, Equine Guelph Fall 2012 Newsletter.

Betteridge, K.J., M.A. Hayes, R.O. Waelchli and J.I. Raeside JI (2012) Towards understanding

early embryonic loss in mares: an experimental approach. *Clinical Theriogenology* 4:349-358.

Betteridge, K.J., R.O.Waelchli, H.L. Christie, J.I. Raeside, B.A. Quinn and M.A. Hayes MA (2012) Relationship between the timing of prostaglandin-induced luteolysis and effects on the conceptus during early pregnancy in mares. *Reprod. Fert. Dev.* 24:411-424.

Raeside, J.I., H.L. Christie, R.O. Waelchli and K.J. Betteridge (2012) Biosynthesis of estrogen by the early equine embryo proper. *Reprod. Fert. Dev.* 24:1071-1078

Waelchli, R.O. and K.J. Betteridge (2012) Morphology of twin and triplet equine conceptuses during weeks 3 and 4 of pregnancy. *Reprod. Fert. Dev.* online early (<http://dx.doi.org/10.1071/RD12067>).

Dr. Dorothee Bienzle

“Genetic Discovery Exciting for Heaves Research,” *Equine Guelph Spring Newsletter* 2014

Sparks, Carley. "Stem Cell Reality Check: The Science and Science Fiction of Stem Cell Therapy." *The Corinthian Horse Sport* 01 2013: 28.

A Better EPO Test? *Standardbred Canada*, podcast Jan. 4, 2012

Côté O, Katavolos P, Lillie B, Hayes MA, Clark ME, Viel L, van den Bosch L, Bienzle D. Multiple Secretoglobin 1A1 Genes are Differentially Expressed in Horses. *BMC Genomics* 13:712-726, 2012.

You Tube Video: “Genomic Research - What are the first signs of heaves? July 2012

Dr. Heather Chalmers

H. J. CHALMERS, A. FARBERMAN, A. BERMINGHAM, W. SEARS and L. VIEL, The use of a tongue tie alters laryngohyoid position in the standing horse, *Equine Veterinary Journal* •• (2013)

Dr. Tracey Chenier

Horse Sport, Feb 2014, “Complications in Late-Term Pregnancy” pg 56-61

Horse Health Annual, February/March 2013. Dr. Chenier’s work was highlighted in the report on research section “Champions of the Cause”.

Foster, B., Leibo, S., Gartley, C., Chenier, T. Osmotic response of day-8 equine embryos exposed to various concentrations of galactose or sucrose at three temperatures. *Proceeding of the 8th International Equine Embryo Transfer Symposium*, July 26, 2012, Vancouver, B.C. *Journal of Equine Veterinary Science* 32(7); 401-402.

Foster, B., Leibo, S., Gartley, C., Chenier, T. Osmotic response of day-8 equine embryos. 8th Annual Gulf Coast Conservation Biology Symposium, New Orleans, LA, June 1, 2012 pg 13.

Dr. Anthony Hayes

Hayes, M.A., B.A. Quinn, B.N. Lillie, O. Côté, D. Bienzle, R.O. Waelchli and K.J. Betteridge (2012) Changes in various endometrial proteins during cloprostenol-induced failure of early pregnancy in mares. *Anim. Reprod.* 9:723-741.

Dr. Thomas Koch

“Grant Brings Stem Cell Research closer to In Vivo Studies”, Equine Guelph Fall Newsletter 2013

Sparks, Carley. "Stem Cell Reality Check: The Science and Science Fiction of Stem Cell Therapy." *The Corinthian Horse Sport* 01 2013: 28.

“Advances in Differentiating Cells for Regenerative Therapy”, Equine Guelph Fall 2012 Newsletter

Dr. Judith Koenig

“Unravelling the Mysteries of Colic” Page 26 - 31, January, 2014 - Horse-Canada & Horse Sport Horse Health Annual

“Shock Waves for Speedy Healing” Equine Guelph Fall 2012 Newsletter

Dr. Andrew Peregrine

“Parasite Control with Dr. Peregrine” Equine Guelph Fall Newsletter 2013

“Parasite Control with Dr. Peregrine” *The Rider*, pg 17, May 2013

Dr. Peter Physick-Sheard

“Tracking Troponin”, Equine Guelph Fall Newsletter 2013

“The Beat Goes On”, Equine Guelph Spring 2012 Newsletter and YouTube video.

Dr. John Prescott

“Full Speed Ahead Toward R Equi Vaccine Development”, Equine Guelph Fall 2012 Newsletter

Mehdizadeh Gohari, I., Arroyo, L., MacInnes, J. I., Timoney, J. F., Parreira, V. R., Prescott, J. F. 2013. Characterization of *Clostridium perfringens* in the feces of adult horses and foals with acute diarrhea. Can. J. Vet. Res. (in press).

Does Type A *Clostridium perfringens* cause acute typhlocolitis in horses? MSc, Iman Mehdizadeh Gohari, University of Guelph, April, 2012.

Dr. Jeff Thomason

“From the Ground Up – 10 years of exploring surfaces, Aug 2013, Equine Guelph News, <http://www.equineguelph.ca/news/index.php?content=382>.

“Colic Research Announced “, 2013 Spring Equine Guelph Newsletter

“Consistency is Key” article and You Tube Video, January 2012, <http://www.equineguelph.ca/news/index.php?content=320>

“Surface Study Covers More Ground”, Equine Guelph Fall 2012 Newsletter.

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).

Salo, Z; Runciman, RJ; Thomason, JJ. A dynamic model of a horse hoof at first contact. Biosystems Engineering 103:364-373.

Dr. Laurent Viel

Dr. Laurent Viel & Dr. Andres Diaz-Mendez, “Rampant Rhinos”, 2013 Fall Equine Guelph Newsletter.

Dr. Scott Weese

“What are the Protocols for Dealing with Highly Infectious Disease like EHV-1 in Canada?”, 2013 Fall Equine Guelph Newsletter.

“Investigating Gut Function to Prevent Disease”, 2013 Spring Equine Guelph Newsletter.

Costa, H Steampfli, LG Arroyo, RG Gomes, JS Weese. Effects of parenteral antimicrobial is on the equine fecal microbiome investigated by next generation sequencing. Proceedings of the 2013 ACVIM Forum

The Horse (<http://www.thehorse.com/articles/31247/microbiomes-its-all-about-balance>) Jan 23, 2013

HorseTalk, <http://horsetalk.co.nz/2012/08/06/study-offers-insights-gut-bacteria-in-horses/#ixzz34RVrXUvS> Aug 06, 2012

Equine Guelph Report on Research YouTube, <http://www.youtube.com/watch?v=vgPAO5ElqWA>) Aug 8, 2012

Marcio C. Costa, Luis G. Arroyo, Emma Allen-Vercoe, Henry R. Sta"mpfli, Peter T. Kim, Amy Sturgeon, J. Scott Weese. Comparison of the fecal microbiome of healthy horses and horses affected by undifferentiated colitis by high-throughput sequencing. PLoS ONE July 2012, Volume 7, Issue 7, e41484

MC Costa, JS Weese. The equine intestinal microbiome. Anim Health Res Rev 2012

"How can horse farms practice biosecurity?", Equine Guelph Fall 2012 Newsletter and YouTube video.

Appendix 7: Research Presentations

Dr. Keith Betteridge

Amorim, M., Chenier, T., Quinn, B.A., Scholtz, E., Gartley, C., Betteridge, K. and Hayes, T. (2013) Proteomic analysis in the uterine flush fluid from mares with endometritis. Abstract submitted to the Society for the Study of Reproduction, Annual Conference, Montreal.

2013 Betteridge K. Combating infertility in mares. Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

Dr. Dorothee Bienzle

2013 Bienzle D, "Alveolar Macrophages in Recurrent Airway Obstruction" - 5th World Equine Airway Symposium: Calgary, July 15-17, 2013.

2013 Bienzle D, What do we know about asthma in horses?. Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

2012 A Better EPO Test? Standardbred Canada, podcast Jan. 4, 2012

Dr. Tracey Chenier

2013 Dr. Chenier. Embryo Transfer. Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

2012 Foster, B., Leibo, S., Gartley, C., Chenier, T. Osmotic response of day-8 equine embryos exposed to various concentrations of galactose or sucrose at three temperatures. Proceeding of the 8th International Equine Embryo Transfer Symposium, July 26, 2012, Vancouver, B.C. Journal of Equine Veterinary Science 32(7); 401-402.

2012 Foster, B., Leibo, S., Gartley, C., Chenier, T. Osmotic response of day-8 equine embryos. 8th Annual Gulf Coast Conservation Biology Symposium, New Orleans, LA, June 1, 2012 pg 13.

2012 Dr. Chenier . Update on Embryo Transfer. CCVA February 2012

Dr. Judith Koenig

2013 Abstract submitted for review to the Annual Meeting of the American College of Veterinary Surgeons (October 2013, San Antonio, TX)

2013 Koenig J. Extracorporeal shock wave therapy in horses. Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

2013 Poster presented at the OAEP Annual Meeting in March 2013

2012 Poster was presented at the opening of the Equine Sports Medicine Center

Dr. John Prescott

2013 Prescott J, 25 Years of research on Rhodococcus equi pneumonia in foals. Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

2013 Mehdizadeh Gohari, I., Arroyo, L., MacInnes, J. I., Parreira, V. R., Prescott, J. F. 2013. Characterization of *Clostridium perfringens* in the feces of adult horses and foals with acute diarrhea. Poster, Ontario Association of Equine practitioners, Guelph, Feb 2013.

Dr. Peter Physick-Sheard

2013 P. W. Physick-Sheard, Skipped Beats, Sudden Death, And Why We Shouldn't Worry - Too Much, Alberta Horse Breeders and Owners Conference, Red Deer, Alberta, January 11-13, 2013.

2013 P. W. Physick-Sheard, Arrhythmias, Exercise & Sudden Death, Western Fair All Equine Show, London Fairgrounds, London, Ontario, Saturday March 16th, 2013.

2013 P. W. Physick-Sheard, Arrhythmias, Exercise & Sudden Death, Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

Dr. Melissa Sinclair

2012 Sinclair M. Anesthetic Adjuncts for Equine Anesthesia. NAVC, Orlando, Florida, January 2012.

Dr Jeff Thomason

2013 Thomason JJ, Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

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

2013 JS Weese, Testing Show Jumping Surfaces. Equine Guelph Report on Research Day, Guelph, Ontario, Saturday, April 6th, 2013.

2012 JS Weese. Beat the bugs: equine farm biosecurity. Equine Guelph. Guelph, Ont, Sept 13, 2012.

2012 JS Weese. Therapeutic manipulation of microbiomes. Research Rounds. Western College of Veterinary Medicine, Saskatoon, SK, Dec 4, 2012.

2012 JS Weese. Microbiomes, and their role in health and disease. International Society for Companion Animal Infectious Diseases Conference. San Francisco, CA, Nov 17, 2012

2012 JS Weese. The equine intestinal microbiome in health and disease. International Conference on Equine Infectious Diseases IX. Lexington, Ky, Oct 23, 2012.

2012 JS Weese. Probiotics; manipulating the immune system naturally? Annual Forum of the American College of Veterinary Internal Medicine. New Orleans, LA, May 31, 2012.5.



Appendix 8: Presentation and Talks Given by Equine Guelph

Presentations & Talks by Gayle Ecker

April 6, 2013	"Report on Research" Seminar Day, UofG, Guelph, Ontario
May 15, 2013	Erin Equine Economic Taskforce – Erin, Ontario
May, 21 2013	Horse Rescue Accreditation Meeting – Arkell, Ontario
June 1, 2013	"Me, You and Horses – Keeping a Healthy Digestive Tract in your Horse", Toronto Horse Day, Toronto, Ontario
June, 5, 2013	Animal Welfare Task Team – Guelph, Ontario
June 10, 2013	"HEALTHflash: A new awareness program for biosecurity for the horse industry", Disease Surveillance Meeting, Guelph, Ontario
June 20, 2013	"Career Opportunities" Presentation for Education Day at Ancaster Fair, Ancaster, Ontario
June 13, 2013	Equine Guelph's Welfare Education Program, Whispering Hearts Annual Fundraiser, Hagersville, Ontario
June 16, 2013	Equine Guelph programs presentation to CEO of Equine Canada, Guelph, Ontario
June 25, 2013	"For the Health of your Horse", Southern Cross Ranch camp program, Guelph, Ontario
June 27, 2013	"Careers in the Equine Industry", Riding Camp – OVC, Guelph, ON
July 24, 2013	Equine Guelph programs presentation to the ORC – Ontario Racing Commission – Toronto, Ontario
July 25, 2013	Aspiring Vets Club – Guelph, Ontario
September 10, 2013	Disease Surveillance Meeting for ON Livestock Groups – Guelph, Ontario
October 12, 2013	"The Horse Health Check", Lunch 'n Learn presentations, Erin Agricultural Fair, Erin, Ontario
October 13, 2013	"Body Condition Scoring for your Horse's Health", Lunch 'n Learn presentations, Erin Agricultural Fair, Erin, Ontario

- January 30, 2014 “The Road Ahead...The Codes of Practice and On-Farm Animal Care Assessment, Panel Discussion” and “Equine Welfare Certification Program”, Animal Welfare Forum (OMAF), Guelph, ON
- February 24-27, 2014 “Equine Welfare Assessment Training”, a four-day training program for the OSPCA – Guelph, ON
- March 11, 2014 “How to Take Care of Horses”; “Me, You, Guelph Museum and Horses”, youth museum days - Guelph Museum
- March 28-30, 2014 “The Horse Health Check – An important tool to support equine welfare”; “Careers in the Horse Industry”, Can-Am All Breeds Equine Tradeshow, Orangeville, Ontario
- February 13, 2014 “Equine Guelph’s Equine Welfare Education Program – an Overview”, Equine Guelph Advisory Council, Arkell, ON
- April 18, 2014 “The Horse Health Check – An important tool to support equine welfare”; “Careers in the Horse Industry”; “Me, You and Horses”, three presentations at the All About Pets Show, Mississauga, Ontario
- April 25, 2014 “Careers in the Horse Industry”, Careers in Agriculture, University of Guelph, Guelph, Ontario

Presentations & Talks by Susan Raymond

- December 11, 2013 “Equine Guelph’s Equine Welfare Education Program – an Overview”, Ontario Equestrian Federation Horse Facilities Advisory Council Meeting, Conference Call
- March 13, 2014 “Overview of Equine Guelph’s education program with emphasis on safety”, radio interview, the Horse Radio Network – show Horsemanship Radio (www.HorsemanshipRadio.com)
- April 19, 2014 “Safety Around Horses” and “Safety Around Your Farm”, Mane Event at the All About Pets Show, Mississauga International Centre, Mississauga, ON.
- April 15th, 2014 “Equine Guelph: Equine Research Videos and connecting with the public”, 4th Annual Knowledge Exchange Share Fair, Guelph, ON

Presentations & Talks by Jackie Bellamy-Zions

- April 18, 2014 “The Real Cost of Horse Ownership”, Mane Event at the All About Pets Show, Mississauga International Centre, Mississauga, ON.

Appendix 9: Educational Offerings by Equine Guelph

Educational Courses offered by Equine Guelph and Open Learning and Educational Support

Advanced Equine Health through Nutrition Equine (Instructor: *Dr. Kathleen Crandell, PhD*)
Advanced Equine Behaviour (Instructor: *Kelly Jimmerson, MSc*)
Advanced Functional Anatomy (Instructor *Dr. Jeff Thomason, PhD*)
Biosecurity online two-week eWorkshop (Instructor: *Dr. Susan Raymond, PhD*)
Equine Behaviour (Instructor: *Dr. Sid Gustafson, DVM*)
Equine Business Finance and Risk Management (Instructor: *Nicole Velozo*)
Equine Business Management (Instructor: *Heather Gentles, MBA & Christine Polhkamp*)
Equine Event Management (Instructor: *Marjory Gaouette, MA*)
Equine Genetics (Instructor: *Dr. Dianne Winkelman-Sim, PhD*)
Equine Journalism (Instructor: *Barbara Sheridan*)
Equine Nutrition (Instructor: *Dr. Kathleen Cavanagh, DVM*)
Equine Welfare (Instructor: *Janet Higginson Cutler*)
Exercise Physiology (Instructor: *Gayle Ecker, MSc & Amanda Waller, PhD*)
Functional Anatomy (Instructor: *Dr. Bri Henderson, DVM*)
Global Perspectives in Equine Welfare (Instructor: *Gayle Ecker, MSc & Dr. Tamara Talich, PhD, DVM*)
Growth & Development (Instructor: *Doug Nash*)
Health & Disease Prevention (Instructor: *Dr. Ev Post*)
Management of the Equine Environment (Instructor: *Dr. Susan Raymond & Kathy Fremes*)
Marketing & Communications (Instructor: *Heather Gentles, MBA*)
Stewardship of the Equine Environment (Instructor: *Dr. Susan Raymond, PhD*)
The Equine Industry (Instructor: *Gayle Ecker, MSc*)

Appendix 10: Summary of the Equine Studies program

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. With 25 diplomas awarded in 2013/14, the total number of diplomas awarded has increased to 112.

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 electives from 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

Equine Science Certificate

The Equine Science Certificate requires 4 core courses and 2 electives. The first Equine Science Certificate was awarded in 2004/05 to 36 students. With 19 Equine Science Certificates awarded in 2013/14, to date 285 Equine Science Certificates have been awarded.

Program Requirements:

Management of the Equine Environment	Core
Health & Disease Prevention	Core
Equine Nutrition	Core
Functional Anatomy	Core
Growth & Development	Elective
Equine Behaviour	Elective
Exercise Physiology	Elective
Equine Genetics	Elective

Certificate in Equine Business Management

The Certificate in Equine Business Management requires 5 core courses and 1 elective. Development of the courses in this certificate were completed in January 2010. Allowing our first certificate to be awarded in April 2010. With 9 Certificates in Equine Business Management awarded in 2013/14, to date 24 Equine Business Management Certificates have been 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
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Equine Welfare Certificate

The Equine Welfare Certificate requires 3 pre-requisite courses, 4 core courses and 2 electives. The Equine Welfare Certificate is a partnerships between Equine Guelph, Campbell Centre for the Study of Animal Welfare and Open Learning and Educational Support. The first course "Equine Welfare" was offered in Fall 2012 semester with an enrollment of 13 students. The second course "Global Perspectives in Equine Welfare" was offered in the winter of 2014 with 14 students enrolled.

Program Requirements:

Management of the Equine Environment	Pre-requisite
Equine Behaviour	Pre-requisite
Course of your choice from Equine Science or Business	Pre-requisite
Equine Welfare	Core
Advanced Equine Behaviour	Core
Advanced Equine Health through Nutrition OR Equine Nutrition	Core
Global Perspectives in Animal and Equine Welfare	Core
Health & Disease Prevention	Elective
The Equine Industry	Elective
Equine Nutrition OR Advanced Equine Health Through Nutrition	Elective
Advanced Equine Anatomy	Elective
	Elective

Equine Veterinary Technician Certificate

The Equine Veterinary Technician Certificate requires 3 pre-requisite courses, 3 core courses and 3 practicum.

Program Requirements:

Equine Nutrition	Pre-requisite
Equine Behaviour	Pre-requisite
Functional Anatomy	Pre-requisite
Equine Health through Nutrition	Core
Advanced Equine Behaviour	Core
Advanced Equine Functional Anatomy	Core
Equine Reproduction	Practicum
Equine Critical Care	Practicum
Equine Dentistry	Practicum

Groom One Certificates

This course was not offered in 2013 – 2014

In 2013 we awarded 1 Groom One Certificates.

2012 - 2013 Student Registration Profile

Student Numbers 2013-2014

Number of individual students	516
Number of new students	261
Number of students in new Global Perspectives course	14
Total number of registrations	920

Registrations by Program

Enrolment Registrations 2013 - 2014

Summer 2013	
Equine Behaviour	61
Exercise Physiology	47
Equine Health & Disease Prevention	61
Management of the Equine Environment	55
Equine Event Management	13
Equine Business Financial and Risk Management	28
Fall 2013	
Management of the Equine Environment	59
Equine Nutrition	55
Equine Genetics	41
Equine Journalism	20
Equine Business Management	52
Stewardship of the Equine Environment	46
Equine Functional Anatomy	61
Advanced Equine Behaviour	6
Winter 2014	
Equine Behaviour	60
Health & Disease Prevention	54
Management of the Equine Environment	59
Equine Functional Anatomy	54
The Equine Industry	39
Marketing & Communications	35
Advanced Equine Health through Nutrition	0
Global Perspectives (first offering)	14
Total Enrollment	920

Advanced Courses

Course	Semester	Enrollment
Advanced Equine Functional Anatomy	S13	0
Advanced Behaviour	F13	6
Advanced Equine Health Through Nutrition	W14	0
Total		6

The new Advanced online Equine courses are not yet reaching the projected registration numbers.

Behaviour & Safety 2-week online short course

Course	Session	Enrollment
Behaviour & Safety Online	Fall 2013	51
Behaviour & Safety Online	Winter 2014	79
Total		130

Biosecurity 2-week online short course

Course	Session	Enrollment
Biosecurity Online	Fall 2013	70
Total		70

Colic Prevention 2-week online short course

Course	Session	Enrollment
Colic Prevention Online	Fall 2013	80
Total		80

2013 - 2014 Statistical Profile Equine Studies

Year to Year Comparison by student geographic location

	2008	2009	2010	2011	2012	2013
CAN	340	457	482	451	459	442
US	27	32	27	19	31	54
INT	13	14	15	17	13	20
Total		380	503	524	487	503
Total		516	516	516	516	516

Year by Year Comparison of the geographic location of Canadian Students

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
AB	37	47	39	49	54	48
BC	33	38	47	48	64	63
MB	7	7	10	13	10	4
NB	2	5	4	8	7	5
NF	1	2	2	2	3	4
NS	6	5	11	10	15	18
NU	2	0	0	1	0	0
NT	0	1	0	0	0	3
ON	238	313	338	296	275	259
PI	0	2	0	0	4	3
PQ	10	27	19	18	12	21
SK	2	5	10	6	14	14
YT	2	5	2	0	1	0
	340	457	482	451	459	442

Where are our students coming from?

Canadian Students

Student numbers	
AB	48
BC	63
MB	4
NB	5
NF	4
NS	18
NU	0
NT	3
ON	259
PI	3
PQ	21
SK	14
YT	0
TOTAL	442

International Students

Student Numbers	
AUS	5
CHINA	1
COLUMBIA	1
GERMANY	1
INDIA	1
KOREA	1
NETHERLANDS	1
NEW ZEALAND	2
QATAR	2
SOUTH KOREA	1
SWITZERLAND	1
TRINIDAD	1
UAE	1
UK	1
TOTAL	20

US Students

Student Numbers	
CA	3
CT	3
FL	1
GA	1
IL	4
IN	2
KY	2
MA	1
MD	2
ME	1
MI	1
MN	2
MT	1
NC	4
NE	1
NJ	1
NM	1
NY	4
OH	3
TN	1
TX	2
VA	2
VT	2
WA	7
WY	1
?	1
TOTAL	54

Number of courses offered each year

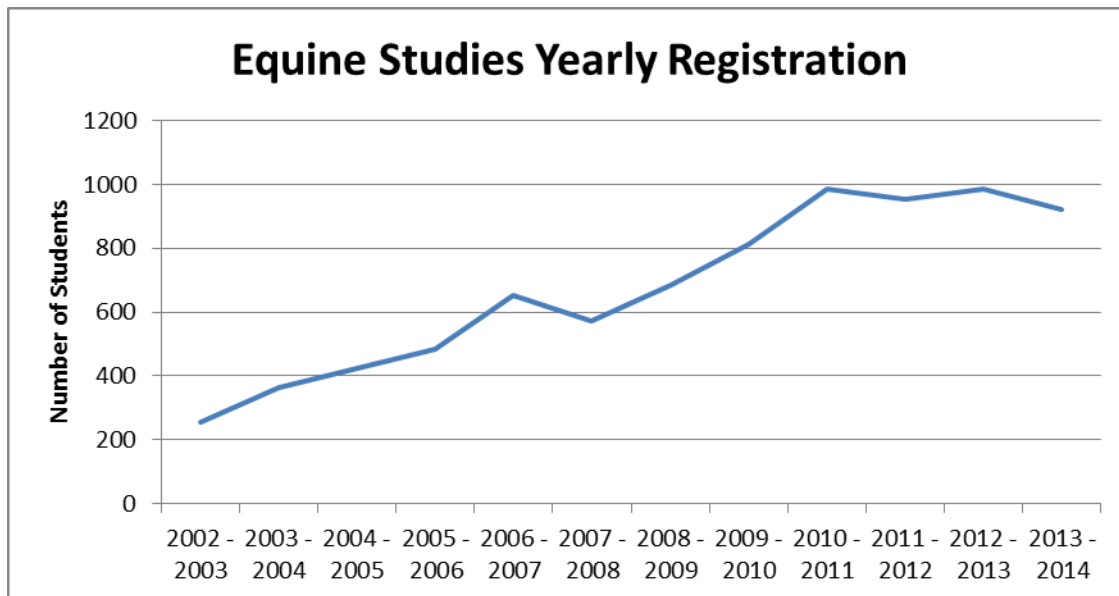
Year	Courses
2002 - 2003	4
2003 - 2004	6
2004 - 2005	8
2005 - 2006	9
2006 - 2007	13
2007 - 2008	10
2008 - 2009	12
2009 - 2010	16
2010 - 2011	19
2011 - 2012	21
2012 - 2013	24
2013 - 2014	22

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
2012 - 2013	19
2013 - 2014	17

New course offered this year; Global Perspectives in Equine Welfare.

Equine Yearly Student Registration Summary



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

Toronto Horse Day (EquiMania!) – June 01, 2013

Whispering Hearts Horse Rescue 6th Annual Open House, Hagersville, ON (EquiMania!) – July 13, 2013

Spruce Meadows Masters, Calgary, Alberta (Equine Guelph Education Booth) September 4 – 8, 2013

Minnesota State Fair, Minnesota, (EquiMania!) – August 22 – September 2, 2013

Benefit Show for Equine Guelph – David Lichman – An Evening of Horses at Liberty, Rockwood, ON (Equine Guelph Education Booth) September 6, 2013

Timmins Fall Fair, Timmins, ON (EquiMania!) - September 06 - 08, 2013

New Hamburg Fall Fair, New Hamburg, ON (EquiMania!) – September 13 – 14, 2013

Ancaster Fall Fair, Ancaster, ON (EquiMania!) – September 19 – 20, 2013

Milton Fall Fair, Milton, ON (EquiMania!) – September 27 – 29, 2013

Erin Fair - Erin, ON (EquiMania!) - October 11 - 14, 2013

Royal Agricultural Winter Fair (EquiMania!) - November 01 - 10, 2013

Can-Am All Breeds Equine Emporium, Orangeville, ON (EquiMania!) - March 28 - 30, 2014

All About Pets Show, Mississauga, ON, (Equine Guelph presentations/education table) April 18 – 20

Appendix 12: Media Coverage Summary

Topic	Articles (May 1, 2013- April 31, 2014)
EquiMania!	20
Research	43
Education	51
General	102

Coverage of Special Events and Programs

HEALTHflash	26
Full-Circle-Responsibility Welfare Program	24
Colic Programs (including Risk Rater Launch)	21
Advanced Behaviour Course	8
Fecal Collection for Parasite Control	8
EquiMania! at Minnesota State Fair	7
Biosecurity Programs	6
Safety & Behaviour eWorkshop	5
Report on Research Videos	5

Special coverage featuring EquiMania! and Equine Guelph

Canadian Vet Magazine	How Can Horse Farms Practice Biosecurity
Horse Sport Magazine	Colic Risk Rater
2014 Horse Health Annual	Unravelling the Mysteries of Colic (Dr. Judith Koenig)
2014 Horse Health Annual	Equine Guelph's Horse Health Check Poster
Horse Sport Magazine	Complications in Late-Term Pregnancy (Dr. Tracey Chenier)
The Rider Magazine	EquiMania!/Minnesota State Fair Partnership Wins Awards for Horse Exhibit
Greenhawk Flyers	Equine Guelph Educational Courses

Total Features: 216 (378-previous year)

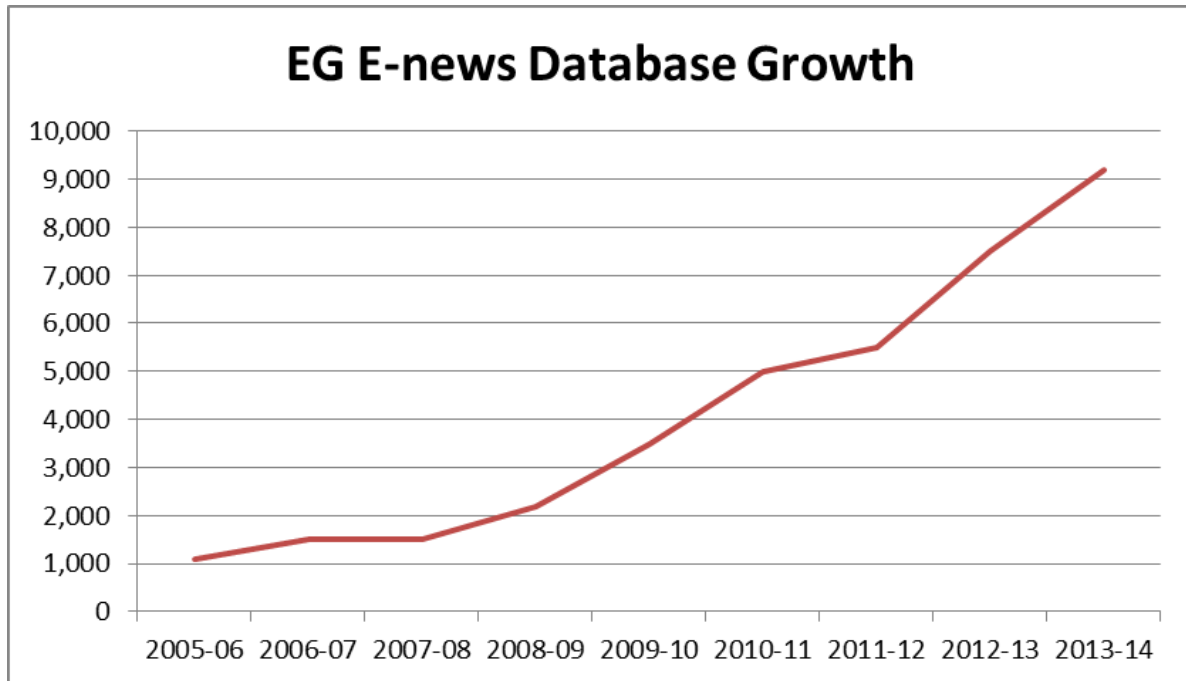
Equine Guelph's database of monthly E-News subscription continues to show exceptional growth with 1,700 more members than the previous year (see line chart following this

text). This communication platform continues to prove its effectiveness with clear spikes of traffic to the Equine Guelph website recorded immediately after each release.

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. Since joining Facebook in 2011 we have accumulated 728 loyal followers (nearly doubling our friends list from last year). With our first tweet going out in April 2012 we are now up to 418 twitter followers including organizations such as the Ontario Equestrian Federation who re-tweet a large number of our messages. Equine Guelph YouTube videos continue to receive attention from well-known equine communications websites who have created links to our material and have embedded videos. Sites (many with unique visitors over 1million) include: Stablemanagement.com, HorseJunkiesUnited.com, DressageHub.com, Horse-Canada.com and Barnmice.com.

The recent addition of Research Radio to Equine Guelph's website has begun to receive positive distribution, being picked up by Standardbred Canada who is reposting monthly. Episodes have also been picked up by Stablemanagement.com, Horse-Canada.com, and Horsetalk.co.nz in New Zealand.

Links to the Equine Guelph webpage continue to be created by education websites, provincial equine associations, veterinary pages and sponsors. 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's membership with American Horse Publications (AHP) continues to prove effective reaching a 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 potentially over 6 million!



By staying on the pulse of horse industry needs and introducing programs that are in demand, our e-database continues to show healthy growth with 22% more members than last year.

Media Coverage List

Date	Magazine or Website	Article Title
13-May	Whoa! Magazine Spring 2013	First Safe Strides (EG youth program in development mentioned)
13-May	Whoa! Magazine Spring 2013	Equine Guelph Spring Newsletter
13-May	TheHorse.com	Shock Wave Therapy for Lower Leg Wounds on Horses
13-May	OntarioRacingCommission.com	Equine Guelph report of Equine Herpes Case (Web & emailed to their database)
13-May	StandardbredCanada.ca	Case Of EHV-1 Confirmed In Ontario
13-May	StandardbredCanada.ca	Equine Guelph Report of EHV-1 Case
13-May	Horse-Canada.com Magazine	Equine Guelph Business Courses
13-May	Horse-Canada.com Magazine	Intercity Insurance Supports Equine Guelph Education Program
13-May	Horse-Canada.com	ORC Reminds Horse Owners to Take Steps to Prevent Infectious Disease
13-May	Ontario Equestrian Federation	Eblast to OEF members (Health Flash Link)
13-May	SystemsFence.com	Systems Fence Flyer (Health Flash ad and link)
13-May	Horse-Canada.com Magazine	Best Biosecurity Practices (EG referenced & linked for tools & eWorkshop)
13-May	HarnessLink.com	Equine Guelph report of Equine Herpes Case

13-May	Cosaonline.com	Equine Guelph Advises of Equine Herpes Virus Case in Wellington County
13-May	HarnessLink.com	David Lichman To Perform Show in Ontario
13-May	CASA	Horse Behaviour and Safety eWorkshop
13-May	EquineCanada.ca	Equine Guelph May Enews (link under quick links on home page)
13-May	HorseTalk.co.nz	Online Course in Equine Genetics Offered by University
13-May	StandardbredCanada.ca	Fundraiser a Success (Can-Am)
13-May	CosaoOnline.com	Equine Guelph Silent Auction At Can-Am a Success
13-May	TheWellingtonAdvertiser	Horse Virus Warning Issued for County
13-May	StandardbredCanada.ca	It All Comes Down To Genetics
13-May	HorseJournals.com	It All Comes Down To Genetics
13-May	TheHorse.com	Equine Guelph to Offer Equine Genetics Course
13-May	Canadian Vet Magazine	How Can Horse Farms Practice Biosecurity (Front Page News)
13-May	The Rider	EquiMania! - Another Record Year
13-May	The Rider	Report on Research Engages Inquiring Minds
13-May	The Rider	Intercity Insurance - Equine Guelph's First Education Patron
13-May	The Rider	Confirmed Case of Equine Herpes Myeloencephalopathy in Wellington County
13-May	The Rider	Parasite Control with Dr. Peregrine
13-May	ColicCrusade.com	Become a Partner During Equine Colic Awareness Month - Win a Free Colic ...eWorkshop
13-May	Westernhorsereview.com	Equine Guelph Reaffirms Colic Prevention
13-Jun	The Rider	Toronto Horse Day (EquiMania! mentioned)
13-Jun	The Rider	It All Comes Down To Genetics
13-Jun	The Rider	Can-Am Fundraiser for Equine Guelph
13-Jun	Mnstatefair.org	EquiMania! - Minnesota State Fair Website announcement
13-Jun	TheHorse.com	Health Flash Button - The Horse Nutrition email June 3 2013
13-Jun	PleasureHorse.com	Want to Understand Why Horses Do The Things They Do... (Adv. Behaviour)
13-Jun	EquiMed.com	Want to Understand Why Horses Do The Things They Do... (Adv. Behaviour)
13-Jun	silobreaker.com	Windberry Farms protects the Humber River
13-Jun	HarnessLink.com	Windberry Farms protects the Humber River
13-Jun	TheHorse.com	Equine Guelph to Offer Advanced Equine Behavior Course

13-Jun	Farms.com	Equine Guelph to Offer Advanced Equine Behavior Course
13-Jul	The Rider	Eye Opener for Electrolyte Use
13-Jul	The Rider	Want to Understand Why Horses Do The Things They Do... (Adv. Behaviour)
13-Jul	HarnessLink.com	Want to Understand Why Horses Do The Things They Do... (Adv. Behaviour)
13-Jul	HorseTalk.co.nz	Online Course on Equine Business Management offered
13-Jul	Mnstatefair.org	EquiMania! full page promo on website
13-Jul	Equinechronicle.com	Want to Understand Why Horses Do The Things They Do... (Adv. Behaviour)
13-Jul	HorseChannel.com	What's your horse's colic risk?
13-Jul	TheHorse.com	Equine Guelph offers Horses' Colic Risk Assessment
13-Jul	HorseTalk.co.nz	Online Colic Risk Calculator Launched
13-Jul	Horse-Canada.com	Equine Guelph Offers Free Colic Risk Assessment
13-Jul	Wellington Advertiser - Equine Feature	Sign up for Equine Guelph's Online Short Courses (AD)
13-Jul	Wellington Advertiser - Equine Feature	Equine Guelph offers owners free assessment of horse's colic risk
13-Jul	Wellington Advertiser - Equine Feature	Master Horse Trainer's Show to Benefit Equine Guelph
13-Jul	Wellington Advertiser - Equine Feature	New Course offered in Equine Genetics
13-Jul	Wellington Advertiser - Equine Feature	Protocols to deal with infectious equine diseases
13-Jul	Wellington Advertiser - Equine Feature	Equine Behaviour and Safety Course Saves Beloved Senior Horse
13-Aug	TheHorse.com	Health Flash Button - The Horse Nutrition email Aug 5 2013
13-Aug	TheHorse.com	Health Flash Button - The Horse Nutrition email Aug12 2013
13-Aug	TheHorse.com	Equine Guelph to Offer Equine Business Management Course
13-Aug	TheHorse.com	Horse Health Email Blast -Event listings- EG Behaviour & Safety, online courses
13-Aug	TheHorse.com	Equine Guelph Offers eWorkshops
13_Aug	The Rider Magazine	Equine Guelph Offers Free Assessment of Your Horse's Risk of Colic
13_Aug	The Rider Magazine	David Lichman - Benefit for Equine Guelph Ad
13_Aug	The Rider Magazine	Learn to Take the Business of Horses to a New Level (EG online Business courses)
13_Aug	The Rider Magazine	EquiMania! Makes Debut at Minnesota Fair and Plans Extended Stay!
13-Sep	Horse Sport Magazine	Respiratory Disease -4 page feature (Dr. Prescott OVC mentioned)
13-Sep	Horse Sport Magazine	Colic Risk Rater
13-Sep	Horse-Canada Magazine	Colic Risk Rater
13-Sep	EquiMed.com	Horse Trainer Musical Show Benefits Equine Guelph
13-Sep	Timminspress.com	Mountjoy Fall Fair Opens Friday (EquiMania! Mention)

13-Sep	Timminspress.com	Mountjoy fair stays true to its agricultural roots (EquiMania! Mention)
13-Sep	HarnessLink.com	Equine Guelph has Behaviour & Safety Courses
13-Sep	TheHorse.com	2-week online short course button for Equine Guelph
13-Sep	BarnMice.com	EquiMania! Proves Popular at Minnesota State Fair!
13-Sep	BarnMice.com	Lichman Keeps the Beat and Delivers a Treat!
13-Sep	BarnMice.com	Equine Guelph: Joint Junctions and Functions
13-Sep	Equinechronicle.com	Fall Is Here - Are you and your horse ready?
13-Sep	HorseTalk.co.nz	Interactive Tool Explores Equine Lameness
13-Sep	HarnessLink.com	Fecal collection made easy with 'How to' video
13-Sep	Horse-Canada.com	Equine Guelph Makes Fecal Collection Easy
13-Sep	TheHorse.com	Course Will Explore Equine Welfare Practices Worldwide
13-Sep	The Canadian Sportsman	Equine Guelph Fall Newsletter inserted in Sept 12, 2013 issue (circulation 3,000)
13-Sep	Greenhawk Catalogue	Health Flash Ad (Fall/Winter Catalogue)
13-Sep	AAC October eNewsletter	HEALTHflash Survey - Don't Delay, Have Your Say About Your Horse's Health
13-Sep	Farms.com	HEALTHflash Survey - Don't Delay, Have Your Say About Your Horse's Health
13-Sep	EquiMed.com	HEALTHflash Survey - Don't Delay, Have Your Say About Your Horse's Health
13-Sep	HCBC.ca	HEALTHflash Survey - Don't Delay, Have Your Say About Your Horse's Health
13-Sep	American Horse Publications.com	HEALTHflash Survey - Don't Delay, Have Your Say About Your Horse's Health
13-Oct	The Rider	Lichman Keeps the Beat and Delivers a Treat!
13-Oct	The Rider	HEALTHflash Survey - Don't Delay, Have Your Say About Your Horse's Health
13-Oct	The Rider	Equine Guelph Makes Fecal Collection Easy with 'How To' Video
13-Oct	The Rider	Behaviour & Safety Course Saves Beloved Senior Horse
13-Oct	HoofPrints (Nova Scotia Equestrian Fed.)	Colic Prevention, (Pg. 18 Oct Newsletter)
13-Oct	TheHorse.com	HealthFlash button October Enews
13-Oct	Canadian Thoroughbred Magazine	Equine Guelph Fall Newsletter inserted in Oct/Nov2013 issue (circulation 4,000)
13-Oct	AAC	AAC Oct Newsletter- Recent News - Equine Guelph HEALTHflash Survey
13-Oct	Puslinch Pioneer	Gayle Ecker of Equine Guelph
13-Oct	Wellington Advertiser	Equine Guelph Offers Course on International Practices
13-Oct	Wellington Advertiser	Website offers tips on parasites, joints

13-Oct	StandardbredCanada.ca	New EquiMania! Features at the Royal!
13-Oct	TheHorse.com	Equine Guelph to Offer Biosecurity eWorkshop Nov. 4 -17
13-Oct	Whoa! Magazine	Equine Guelph Fall Newsletter
13-Oct	OVC News	OVC equine research featured in report on sudden deaths at California tracks
13-Oct	EquiMed.com	Explore Equine Practices on an International Level with Equine Guelph
13-Oct	Trot	Trot 4 Kids Special Edition (EG content & EquiMania! Mention)
13-Nov	The Rider	Explore Equine Practices on an International Level
13-Nov	The Rider	Can-Am All Breed Equine Expo Returns (Equimania! mention)
13-Nov	HorseJunkiesUnited.com	Is Your Horse at Risk for Colic (video of EG colic risk rater embedded)
13-Nov	Brooksfeeds.com	Equine Guelph Colic Risk Rater
13-Nov	StableManagement.com	Explore Global Welfare on an International Level
13-Nov	HorseJunkiesUnited.com	Video on how to use Colic Risk Rater
13-Nov	TheHorse.com	10 Biosecurity Tips from Top Equine Health Experts (Dr. Weese quote)
13-Dec	The Equine Chronicle	Building Blocks of More than Just a Model Stable Contest Winner
13-Dec	TheHorse.com	Equine Guelph offers Welfare Tips, Colic Risk Assessment
13-Dec	Horsetalk.co.nz	Twelve-week online course on equine behaviour offered
13-Dec	StableManagement.com	Equine Guelph offers Welfare Tips, Colic Risk Assessment
13-Dec	Farms.com	Equine Guelph to Offer Online Course on the Equine Industry
13-Dec	IslandHorseCouncil.ca	Making Connections With Your Horse -Equine Guelph
13-Dec	EquiMed.com	Enter to Win Equine Guelph Video Contest
13-Dec	EquiMed.com	Equine Guelph Offers Equine Welfare Tips and Colic Risk Assessment
13-Dec	Equinechronicle.com	The Equine Industry - Are we making progress....
13-Dec	Equinechronicle.com	Have You Tried the Online Colic Risk Rater Tool
14-Jan	Canadian Vet	Full-Circle-Responsibility - 2014
14-Jan	EquineChronicle.com	Staying Sound and Safe This Winter (HEALTHflash reprints)
14-Jan	StableManagement.com	Equine Guelph Videos on Quarantine
14-Jan	Horsetalk.co.nz	Equine Guelph launches horse welfare initiative
14-Jan	Horse-canada.com	Equine Guelph's Train the Trainer Kit is Online Now
14-Jan	Bulletin.ovc.uoguelph.ca	EquiMania! wins accolades for Minnesota State Fair exhibit

14-Jan	2014 Horse Health Annual	Unravelling the Mysteries of Colic (Dr. Koenig & Equine Guelph)
14-Jan	2014 Horse Health Annual	Imagine- Learning to improve the health & welfare of your horses - AD
14-Jan	2014 Horse Health Annual	Horse Health Check Poster
14-Jan	TheRider	The Equine Industry: Are We Making Progress?
14-Jan	TheRider	Ontario Equine Cremation Services Donates to Equine Guelph
14-Jan	TheRider	Full Circle Responsibility 2014
14-Jan	TheRider	Awards for EquiMania!
14-Jan	TheRider	EquiMania Prize Winners
14-Jan	TheRider	Equine Guelph offers Equine Welfare tips and Colic Risk Assessment
14-Jan	TheRider	Making Connections With Your Horse By Studying Equine Behaviour
14-Jan	Greenhawk	Spring Flyer (EG online course ad)
14-Jan	HorseJournals.com	EquiMania!/Minnesota State Fair Partnership Wins Awards for Horse Exhibit
14-Jan	EquineChronicle.com	Equine Welfare is Everyone's Responsibility
14-Jan	StableManagement.com	Equine Welfare is Everyone's Responsibility
14-Jan	StableManagement.com	Guelph Offers Video on How to Collect a Fecal Sample
14-Jan	DressageHub	Colic Risk Rater Video (YouTube)
14-Jan	TheHorse.com	Equine Guelph to Host Healthy, Happy Horse Workshop
14-Feb	TheHorse.com	Equine Guelph Launches 'Full-Circle Responsibility'
14-Feb	TheHorse.com	Horse Behaviour & Safety eWorkshop (AD)
14-Feb	Horse Sport	Neonatal Maladjustment Syndrome (Foal Watch OVC mentioned)
14-Feb	Horse-Canada.com	OVC offers Critical Care and Support to Ontario's Equine Industry (Foal watch)
14-Feb	Horse Sport	Complications in Late-Term Pregnancy (Tracey Chenier)
14-Feb	OEF eblast	Host Your Own Clinic (in eblast to 16,000 members)
14-Feb	BarnMice	Does Your Horse Have Worms (posted and eblast fecal collection video)
14-Feb	Standardbred Canada	How Much Does a Horse Cost?
14-Feb	horse.on.ca	The Real Cost of Horse Ownership
14-Feb	TheHorse.com	The Real Cost of Horse Ownership
14-Feb	Eliteequestrian.us	The Real Cost of Horse Ownership
14-Feb	TheRider	Equine Welfare is Everyone's Responsibility

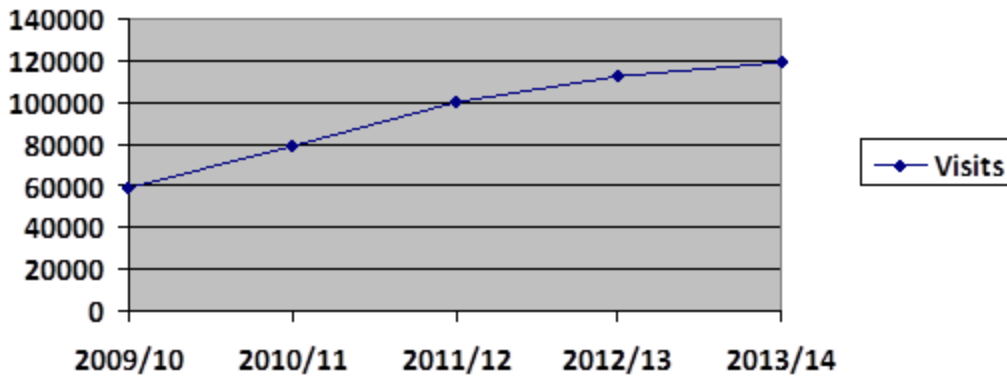
14-Feb	The Rider	EquiMania! in the Can-Am ad
14-Feb	The Rider	Host your own Clinic on Safe Horsemanship through Understanding Behaviour
14-Feb	horsejunkiesunited.com	Does Your Horse Have Worms (posted and eblast fecal collection video)
14-Feb	AtGuelph.uoguelph.ca	EquiMania! Exhibit Attracts Awards
14-Mar	www.equiman.com	Anatomy Lab - Equine Guelph (AD)
14-Mar	Canadian Thoroughbred	Going Barefoot (several quotes from Dr. Thomason)
14-Mar	Canadian Thoroughbred	Equine Guelph Spring 2014 Newsletter (inserted)
14-Mar	HorseTalk.co.nz	New program remembers departed equine friends
14-Mar	OVC.uoguelph.ca	Stem Cell therapy brings new hope for injured horses
14-Mar	Standardbred Canada	Stem Cell Therapy Speeds Healing
14-Mar	HorseJournals.com	When Disaster Strikes, Plan to be Prepared
14-Mar	Catskillhorse.org/index.html	The Real Cost of Horse Ownership
14-Mar	The Rider	The Real Cost of Horse Ownership
14-Mar	The Rider	Case of Strangles in Waterloo-Wellington (EG Biosecurity Calculator mention)
14-Mar	The Rider	Can-AM feature - EquiMania!
14-Mar	CCSAW News	New Online Equine Welfare Certificate Program!!
14-Mar	BarrelHorse.com	When Disaster Strikes, Plan to be Prepared
14-Mar	EquestrianCreativeNetwork.com	Equine Guelph Launches Research Radio
14-Mar	StableManagement.com	You Aren't Immune From Disaster, But Are You Prepared
14-Mar	Whoa Magazine	Step Into Spring With a Safety Check (Gayle Ecker interviewed)
14-Mar	Whoa Magazine	Equine Guelph Spring 2014 Newsletter (inserted)
14-Mar	Horse-Canada.com	Stem Cell Therapy at Equine Guelph
14-Mar	theHorse.com	Safety: What to Look for in a Barn (EG course content sited)
14-Mar	www.equiman.com	Anatomy Lab - Equine Guelph (AD)
14-Apr	Bulletin.ovc.uoguelph.ca	Equine Guelph offers "guided tour" of horse anatomy
14-Apr	Horse-Canada.com	OVC Offers a Guided Tour of Equine Anatomy
14-Apr	Horse-Canada.com	Equine Guelph Launches Research Radio
14-Apr	StableManagement.com	Equine Guelph Launches Research Radio
14-Apr	Horse Sport	What do those joint noises mean (Dr. Koenig)

14-Apr	HorseTalk.co.nz	Free Podcast Highlights Latest Equine Research
14-Apr	Equimed.com	Equine Guelph Cites Important Health Tips for Horse Owners
14-Apr	Horsemanshipradio.com	Episode 14 - Stable Health with Dr. Susan Raymond
14-Apr	Greenhawk	Education ad in Spring 2014 Flyer
14-Apr	Barnmice.com	Equine Conditioning is not a 'One Size Fits All' Concept
14-Apr	Barnmice.com	Is Your Hay Harming Your Horse (RonR video)
14-Apr	DressageHub.com	Is Your Hay Harming Your Horse (RonR video)
14-Apr	AAEP.org/info/horse-health	Equine Guelph Biosecurity Tool (link)
14-Apr	theHorse.com	Trailer your Horse with Safety in Mind
14-Apr	TheRider.com	Equine Conditioning is not a 'One Size Fits All' Concept
14-Apr	ca.Answers.yahoo.com	Equine Guelph Course Inquiry - Yahoo Answers
14-Apr	WormsAndGermsBlog.com	Worms & Germs Map
14-Apr	equinescienceupdate.com	Worms & Germs Map
14-Apr	HorseJunkiesUnited.com	Is Your Hay Harming Your Horse (RonR video)
14-Apr	Frequency.com	Is Your Hay Harming Your Horse (RonR video)
14-Apr	allabouthorses.com	Equine Guelph's Ecker Honoured
14-Apr	StandardbredCanada.ca	Equine Guelph's Ecker Honoured
14-Apr	Greenhawk	Summer Flyer - Always a student Ad
14-Apr	Horse-Canada.com	Horse Publications Group Inducted into Can-Am Hall of Fame (Gayle's Builder award too)
14-Apr	Horse-Canada.com	Is Your Hay Harming Your Horse (RonR video)
14-Apr	Barnmice.com	Equine Guelph: Builder Award Received at Can-AM and Support for EquiMania!
14-Apr	Wellington Advertiser	Trailer with safety in mind
14-Apr	Wellington Advertiser	Equine Guelph Launches Research Radio
14-Apr	Wellington Advertiser	Ready for Spring (Excerpt from HEALTHflash)
14-Apr	Horse-Canada.com	Trailer with safety in mind
13-Apr	Whoa! Magazine Spring 2013	Equine Guelph Spring Newsletter
14-Apr	WormsAndGermsBlog.com	Worms & Germs Map

Appendix 13: Web Site Report

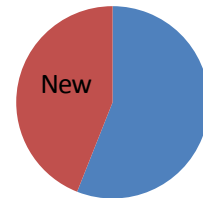
Visits	MAY 01, 2913-APRIL 30, 2014	119,517
Page views	MAY 01, 2913-APRIL 30, 2014	725,862

Steady growth has been recorded in the past 5 years in Equine Guelph web traffic:



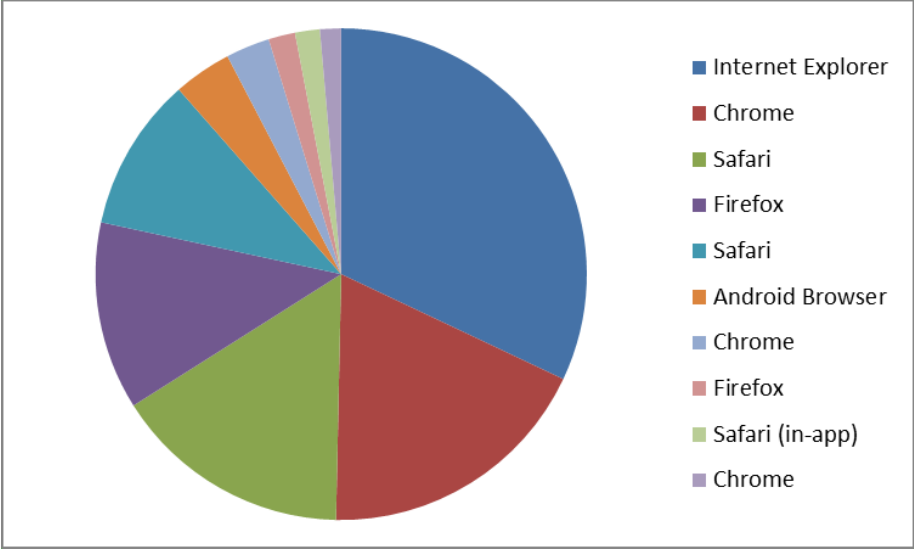
NEW VS. RETURNING

1. Returning Visitor	65,944	55.18%
2. New Visitor	53,573	44.82%



Top 10 Browser - Operating System

1. Internet Explorer	Windows	36,814	(30.80%)
2. Chrome	Windows	21,056	(17.62%)
3. Safari	iOS	18,051	(15.10%)
4. Firefox	Windows	14,213	(11.89%)
5. Safari	Macintosh	11,638	(9.74%)
6. Android Browser	Android	4,396	(3.68%)
7. Chrome	Macintosh	3,321	(2.78%)
8. Firefox	Macintosh	2,023	(1.69%)
9. Safari (in-app)	iOS	1,880	(1.57%)
10. Chrome	Android	1,588	(1.33%)



MOBILE OVERVIEW TOP 10

1. Desktop	google
2. Desktop	(direct)
3. mobile	google
4. mobile	(direct)
5. tablet	google
6. tablet	(direct)
7. desktop	bing
8. desktop	facebook.com
9. desktop	ovc.uoguelph.ca
10. desktop	courses.erc.open.uoguelph.ca

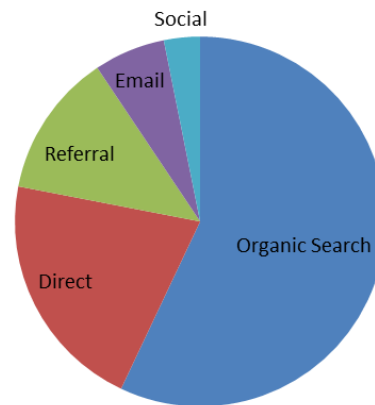
TOP 10 MOBILE DEVICES & SOURCES

1. Apple iPhone	google	6,084	(21.67%)
2. Apple iPad	google	3,590	(12.79%)
3. Apple iPhone	(direct)	2,836	(10.10%)
4. Apple iPad	(direct)	2,193	(7.81%)
5. Apple iPhone	m.facebook.com	557	(1.98%)
6. Apple iPad	(direct)	468	(1.67%)
7. (not set)	google	340	(1.21%)
8. Apple iPad	standardbredcanada.ca	289	(1.03%)
9. Apple iPhone	yahoo	260	(0.93%)
10. (not set)	(direct)	248	(0.88%)

TRAFFIC

119,517 people visited this site

Search Traffic	55,327 Visits
Direct Traffic	20,396 Visits
Referral Traffic	12,204 Visits
Email	6,040 Visits
Social	3,065 Visits



TOP REFERRAL SOURCES

Source	Visits	%
1. facebook.com	2,012	11.03%
2. ovc.uoguelph.ca	1,699	9.31%
3. horsetalk.co.nz	1,267	6.95%
4. courses.erc.open.uoguelph.ca	1,256	6.88%
5. m.facebook.com	1,171	6.42%
6. uoguelph.ca	940	5.15%
7. horse.on.ca	919	5.04%
8. standardbredcanada.ca	457	2.51%
9. aaep.org	444	2.43%
10. equineguelph.ca	355	1.95%

TRAFFIC SOURCES – SOCIAL MEDIA

Social Network	Visits	% Visits
1. Facebook	3,198	92.03%
2. Pinterest	79	2.27%
3. WordPress	58	1.67%
4. Twitter	49	1.41%
5. You Tube	27	0.78%

6.	Blogger	19	0.55%
7.	LinkedIn	14	0.40%
8.	Yahoo! Answers	9	0.26%
9.	Tumblr	7	0.20%
10.	Weebly	5	0.14%

CONTENT

TOP 10 LANDING PAGES

1.	/jobtrack/jobs.php	42,845	(35.85%)
2.	/index.php	21,370	(17.88%)
3.	/jobtrack/index.php	8,424	(7.05%)
4.	/education/index.php	3,429	(2.87%)
5.	/Tools/colic_risk_rater.php	2,918	(2.44%)
6.	/Tools/colic.php	2,427	(2.03%)
7.	/education/programs_list.php	2,010	(1.68%)
8.	/Tools/equiplanner.php	1,839	(1.54%)
9.	/Tools/biosecurity_2011.php	1,733	(1.45%)
10.	/eworkshops/behaviour_safety.php	1,698	(1.42%)

Appendix 14: Sponsors

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



Website
Senior Horse Challenge



EquiMania! Exhibit



EquiMania!
Youth Safety Initiative



HEALTHflash



Hoofprints Memorial Program
& Education Patron



EquiMania!
Youth Safety Initiative



HEALTHflash



Welfare Initiative



EquiMania!
Youth Safety Initiative



EquiMania!
Exhibit



EquiMania!
Nutrition Display



EquiMania!
Youth Safety Initiative
& Research Radio



EquiMania!
Youth Industry Display



EquiMania!
Youth Safety Initiative
& HEALTHflash



Website
Equine Bio-Security Calculator,
Behaviour & Safety e-workshop,
fecal bags & HEALTHflash



Equine Guelph-OEF 'War Horse'
Welfare Education Fund



EquiMania! Youth
Safety Initiative



Website
Joint & Lameness Tools
& EquiMania! Parasite Display

Equine Guelph Financial Report 2013-2014
As at April 30th, 2014

	Holding Accounts					To Program Support	Programs						Total Equine Guelph
	E. P. Taylor	ORC	SRA	HBPA	General Research		Education	Communi-cations	Develop-ment	Research Support	Sponsors hip	OMAF-TP	
	710655	045878	046069	046071	046960	046073	046077	046079	046851	048865	048864	051180	
FUND BALANCE, Previous Year-end	84,571	15,297	-	-	(776)	-	171,259	3,617	13,604	29,873	47,273	-	364,717
REVENUE													
Funds Received from Funding Agencies	75,556 ¹	-	-	81,000	-	-	-	-	-	-	-	-	156,556
HIP Funds	-	153,000 ²	-	-	-	-	-	-	-	-	-	-	153,000
Quarter Horse Program	-	29,750 ²	-	-	-	-	-	-	-	-	-	-	29,750
OMAF TP	-	-	-	-	-	-	-	-	-	-	-	200,000	200,000
Alumni House Donations (individuals)	-	-	-	-	2,055	-	2,570	24,325	-	-	-	-	28,950
Tuition & Workshops (S13,F13, W14)	-	-	-	-	-	-	121,690	-	-	-	-	-	121,690
Other University Contributions	-	-	-	-	-	-	-	-	-	-	-	-	-
External Contributions	-	-	-	-	56,000 ³	-	155,116	106,508	-	-	132,350	-	449,974
TOTAL REVENUE	75,556	182,750	-	81,000	58,055	-	279,376	130,833	-	-	132,350	200,000	1,139,920
INTERNAL TRANSFERS:													
From Agency Fund to Overhead	-	(36,550)	-	(16,200)	-	52,750	-	-	-	-	-	-	-
From Agency Fund to Program	-	-	-	-	-	-	-	-	-	-	-	-	-
From Overhead to Program	-	-	-	-	-	(52,750)	-	35,343	-	17,408	-	-	-
Transfers b/w EG accounts	-	-	-	-	-	-	(5,000)	27,500	-	(22,500)	-	-	-
Transfer from Sponsorship	-	-	-	-	-	-	62,000 ⁵	-	-	(62,000) ⁵	-	-	-
TOTAL TRANSFERS	-	(36,550)	-	(16,200)	-	-	57,000	62,843	-	(5,093)	(62,000)	-	-
PROGRAM EXPENDITURES													
Research Projects	(84,571)	(116,952)	-	(64,800)	(27,279)	-	-	-	-	-	-	-	(293,602)
Research Support	-	-	-	-	-	-	-	-	-	-	-	-	-
Education	-	-	-	-	-	-	(383,727) ⁶	-	-	-	-	-	(383,727)
Communications	-	-	-	-	-	-	-	(89,292)	-	-	-	-	(89,292)
Development	-	-	-	-	-	-	-	-	(37)	-	-	-	(37)
Sponsorship	-	-	-	-	-	-	-	-	-	-	(6,536)	-	(6,536)
Welfare	-	-	-	-	-	-	-	-	-	-	-	(107,274)	(107,274)
TOTAL PROGRAM EXPENDITURES	(84,571)	(116,952)	-	(64,800)	(27,279)	-	(383,727)	(89,292)	(37)	-	(6,536)	(107,274)	(880,469)
NET CHANGE IN FUND BALANCE	(9,015)	29,248	-	-	30,776	-	(47,351)	104,383	(37)	(5,093)	63,813	92,726	259,451
FUND BALANCE as at April 30th, 2014	75,556	44,545 ⁷	-	-	30,000 ⁴	-	123,907	108,001	13,567	24,781	111,086	92,726	624,168

1 - 2014-2015 E.P Taylor revenue. To be carried over to 14/15 fiscal year.

2- 2013/2014 HIP and QH Funds. Awaiting 15% holdback (\$27,000 from HIP/\$5,250 from QH)

3 - Includes contributions from Footings First, OEF and ORC legal resolution

4 - Allocated to 2014 research projects

5 - Covers Royal, Can-Am and promotion expenses

6 - Incurred expenses of \$68,666.98 for GF2-Welfare project. To be reimbursed in first quarter of 14/15.

7- \$57,456 of 13/14 research allocation to be transferred in 14/15 fiscal year