

UNIVERSITY of GUELPH

Equine Guelph



The Year of Full-Circle-Responsibility

Annual Report

May 1, 2014 - April 30, 2015

Table of Contents

Executive Summary	2
Dr. Stone and Al Patterson Letter	4
Introduction	6
Summary of Equine Guelph Programs	7
Research	7
Education and Training	9
Full-Circle-Responsibility Equine Welfare Education Program	12
Communications and Marketing	23
Development	26
Financial Report	31
Highlights and Special Events	32
Summary	38
Appendices	
1. Current membership of Equine Guelph Advisory Council and Committees	39
2. Equine Guelph Industry Partners	45
3. Equine Guelph Staff	46
4. Research projects funded by Equine Guelph	47
5. Lay Summaries for Research Projects	48
6. Research Publications	52
7. Research Presentations	55
8. Presentations and Talks by Equine Guelph	58
9. Educational Offerings by Equine Guelph	60
10. Summary of the Equine Studies Program	60
11. Equine Guelph's Promotional Events	67
12. Media Coverage List	68
13. Website Report	79
14. Sponsors	83
15. Year End Financial Statement	84

Executive Summary

Horse health and welfare remains the unwavering foundation for the creation and mandate for Equine Guelph for all sectors of the horse industry, since its creation in 2003. This was achieved by a strongly motivated group of industry leaders as a partnership between the equine industry and the University of Guelph.

The growing awareness and the increased public demand for animal welfare is a significant and ongoing shift in our society, as animal welfare becomes a mainstream cultural expectation. This growing awareness extends to all horses in all sectors of our industry today. There is an expectation in the horse industry, as there now is in the livestock sectors, that all horse businesses and pursuits challenge their previous methods and now incorporate standards of care and welfare, supporting the new Equine Code of Practice, which outlines requirements and “best practices” in daily operations that support and promote equine health and welfare as a fundamental value in all that we do.

While building a foundation of programs over the last 12 years, Equine Guelph is an acknowledged international leader in promoting equine health and welfare through the unique partnership of the Equine Guelph/Industry-funded research program. This research program continues to focus on developments for horse health, diagnostics and welfare. Through an aggressive extension/communications program, the evidence-based and applied results of this research program are disseminated by many ways and consistently reach an international audience. These venues include videos, the new audio podcasts, research articles, monthly e-blasts, targeted informational seminars and more. The end results of the research program, which is generating new information, can then be used by owners, caretakers and veterinarians in the industry to support horses for life.

In 2014/2015, almost \$290,000 was invested into the research program to support new and ongoing projects. The research money is allocated through an industry-led program that includes external review for scientific merit and ranking according to industry priorities as mandated by the Equine Guelph Research Committee – a process that greatly strengthens this program for the equine industry and gives a great return on the investment.

Innovative research programs are showing progress in the use and application of stem cells in horses for a variety of applications in repair and recovery of tissues. Exciting and ongoing developments continue to provide important information for respiratory bacterial identification, airway disease, and the efficacy of probiotics in foals, innovative methods for laparoscopy surgery and the development of capsule-endoscopy with growing potential for diagnostics and assessment.

The need continues for a higher and continued investment to support research. Several quality proposals could not be funded but would be important investments for the industry. A concentrated focus on identifying ways to create increased funding for equine research is a priority for future sustainability and development of the industry.

Communicating the results of the research program remains a priority for both the communications and education programs in order to provide evidence-based information in

a practical form to the industry. International recognition of this legacy-building program was acknowledged with the announcement that Gayle Ecker, Director was a finalist for the Equine Industry Vision Award, sponsored by the American Horse Publications Group and Zoetis. This is a strong industry awareness for Equine Guelph and its active promotion of horse welfare through research-based education and training programs for the industry, with recognition of the innovative education/training programs and the novel methods used in the communications program.

The ongoing partnership with the Campbell Centre for the Study of Animal Welfare has resulted in stronger and expanded programming in support of industry education about welfare and resulted in the development of the Global Perspectives in Equine Welfare online course and the second offering of the OSPCA Officer Training program in equine welfare assessment.

Equine Guelph sincerely 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 2014-2015 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 facing our industry.



UNIVERSITY of GUELPH



Dear Partners and Supporters of Equine Guelph,

Equine Guelph celebrates another year of accomplishments in our 12th year since its inception in 2003. Each of these achievements helps move the mandate of Equine Guelph forward to support the health and welfare of horses in Ontario and beyond.

A highlight of the year was when Gayle Ecker, Director, was notified that she was a finalist for the "Vision Award". The award, sponsored by Zoetis, was developed to recognize individuals who have shown innovation, leadership and service to the horse industry in North America. A record-breaking number of 25 nominations were received. "A nomination for the Equine Industry Vision Award is an honor in itself," says Chris Brune, AHP Executive Director. "It represents that these individuals and organizations are being recognized for making a real difference in the horse world." (http://www.americanhorsepubs.org/programs/equine_vision_award/)

The research program, funded through Equine Guelph and its industry partners continues to provide a significant return on the investment, and several new high quality projects are ongoing in the areas of foal health, pulmonary bleeding in race horses and other respiratory studies, the development of evidence-based programs for the use of probiotics, lameness diagnostics and stem cell research. The return on this investment to the industry is realized through the dissemination of the new knowledge and procedures to the veterinarians and caretakers of the horses through the various communications and extension programs, including the new communications program directed at the racing industry, "Research Radio", now profiling over 15 areas of research news and developments for the industry.

Equine Guelph staff worked hard on developing several new proposals and were successful in obtaining new funds for several new proposals, including welfare, biosecurity, Code of Practice awareness and new horse owner learning tools such as the Senior Horse Challenge.

The three-year partnership with OMAFRA developed the foundation that made possible the continuation of the Full-Circle-Responsibility Equine Welfare program for its second year, with good feedback from our industry and recognition of the program through industry media.

Equine Guelph achieved another landmark event, celebrating 10 years of partnership with the Can-Am All Breeds Equine tradeshow of exhibiting EquiMania! to attendees of the major Ontario tradeshow in a great partnership with the Can-Am team to promote the horse industry and encouraging interest from youth and parents. EquiMania! is a fun, interactive exhibit that focuses on safety, equine welfare and careers in the industry and was first

launched at the Can-Am show in 2005. The show has travelled over 1000's of miles to many, many shows in its 10 year history, with new displays being developed every year.

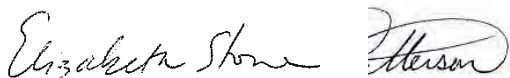
Some of our long-time sponsors have been with Equine Guelph for over 8 years, including ShurGain and Zoetis (formerly Pfizer), along with our more recent sponsors including SSG Gloves, Boehringer Ingelheim, Greenhawk, Intercity Insurance Services, Kubota Canada, Merck Animal Health, Omega Alpha, System Fencing, e. Vétoquinol, Workplace Safety and Prevention Services. We sincerely thank and celebrate the support of our loyal donors and sponsors who have contributed to EquiMania! as part of our quest to promote the horse industry.

Student interest is growing in the Equine Welfare Certificate, and there are a growing number of students that have indicated a specific interest in obtaining the certificate. This is good news for our industry as our graduates have been engaged in an in-depth study of evidence-based equine welfare research and studying current issues related to the welfare of horses in our industry.

It is important to remind us all that Equine Guelph, now celebrating its 12th year, was a centre created by the industry for the industry, providing services to the industry that included education and training, research and communications in many priority areas for the equine industry. The continuing and developing partnerships between Equine Guelph and a growing number of associations and groups within the industry are helping to move the programs of welfare and education and research forward, despite the challenging times.

We thank all our donors, supporters, and partners for their important role in supporting Equine Guelph.

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.

Equine Guelph, celebrating 12 years on July 1, 2015, it continues to build the strategic partnerships with the industry and beyond and continues to build a foundation for future successes based on past achievements. It has been and continues to be a unique partnership between the equine industry and the University of Guelph. Significant challenges to the equine industry continue but Equine Guelph remains a committed partner in working together for the benefit of the industry and for the health and welfare of our horses.

The Annual Report for the 2014 – 2015 fiscal year will highlight some of the important achievements and showcase the development and progress of the programs of Equine Guelph.

Equine Guelph, as an entity, represents the ongoing and dedicated team work within our industry -- reflecting the strategic development of industry partners over many years duration.

The Advisory Council members, work together to provide direction of 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 from OMAFRA continued this year for the “2014-2015 – Year of Full-Circle-Responsibility” program to promote 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 knowledge gained from research represents an investment in the future of the equine industry. Veterinary medicine is becoming more and more based on research evidence, and the level of knowledge by many horse care-givers is becoming increasingly sophisticated (partly as a result of Equine Guelph's excellent educational programs). There is an increasing demand for information on how to better care for the health and welfare of our equine partners, and research is the primary source for that information. There is also documented evidence from research at Guelph that is aimed at the other sectors of Ontario's agriculture, the economic return on each research dollar is about 5 to 1. Such figures are hard to compute for the horse industry, because most research information reaches horse carers via their veterinarian. Given the close ties between every equine researcher at Guelph and the equine veterinary community, there can be no doubt that research information is being placed into the right hands. We also have some preliminary data on the uptake of research from this University in every sector of Ontario's equine industry. (Details will be available later in the summer.) There can be no doubt that the equine industry benefits from the team of equine researchers at the University of Guelph through the Equine Guelph research program.

Equine Guelph is pleased to support a number of high quality projects at the University of Guelph, by virtue of funding provided by the industry: from the Horse Improvement Program (administered by the Ontario Racing Commission), from the Horsemen's Benevolent and Protective Association (which has shown considerable foresight in making this contribution for many years), and from the E.P. Taylor Foundation, started by veterinarians in the Thoroughbred industry, and now maintained in trust by the University and Equine Guelph.

In 2014, the effects of the cancellation of the SARP program a year earlier, combined with other unrelated events, began to have a delayed effect on research funding, not so much in the amounts but in the timing of distribution of funds. Those circumstances had a definite impact on the funding of projects in 2014-2015, largely in delaying their start.

The more worrying picture is the uncertainty in the funding amounts themselves, which is emerging in 2015, and look to continue into 2016. This should be a matter of concern for every horse person in Ontario. We are at a crossroads—the future of equine research in Ontario is on shaky ground. The current status of the racing industry indicates that it may not be able to carry the burden of research support alone. Combined with that is a cultural attitude in other sectors of the industry, which holds that the onus for supporting research is on the Government and 'big' industry. We are looking for ways to change that culture, and to generate new sources of research funding. If the will was there, very small levies on memberships or event entrance fees could have an instant and substantial positive impact. We have begun, and will continue to generate a dialogue with the organizations in the industry, to discuss the importance of research to its future health.

Now let us turn to research during 2014-2015. Because of the delays in funding allocation, this section is in a slightly different format than usual. The EG Research Committee met in February to review reports from the researchers on their achievements in the previous year, and the following summarises those reports:

Reports were submitted on two new projects for the 2014-2015 fiscal year:

- Molecular epidemiology of organisms potentially causing diarrhea in foals: A longitudinal study to identify pathogenic genotypes with emphasis on clostridial organisms.
- Ex-vivo Pulmonary Arterial Perfusion System to model biomechanical and hemodynamic phenomena in equine pulmonary arteries

Continuing projects from prior years have yielded extensive student or technician training and the following notable contributions:

- **Characterization of the respiratory microbiome of healthy horses**
This study has provided an important foundation for subsequent study of the equine respiratory microbiota. This study has provided required baseline data for future study design and has allowed for refinement of methods for processing of respiratory samples.
- **The effect of a newly designed probiotic on prevention of diarrhea and fecal pathogen shedding of foals during the first two months of life**
This work was presented at the annual conference of the European College for Equine Internal Medicine. The data will help educate veterinarians about better targeted therapy for foals affected with neonatal diarrhea.
- **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 preliminary results have been presented at the 2013 World equine airway Society meeting in Calgary and Veterinary comparative respiratory society in New Bolton Center, Pennsylvania in 2014. Further Dr. Gallastegui received an honor mention at the WEAS abstract presentation in Calgary for most original and creative work.
- 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

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 continues its innovative program called “**Research Radio**” which was first launched in April 2014. This monthly podcast announced by Trot Radio’s Norm Borg and sponsored by SSG Gloves, developed further avenues for information dissemination with a focus on introducing Ontario Veterinary College research discoveries to the racing industry. It continues to generate media attention thanks to Standardbred Canada who features this as a monthly release on their site. Links have been created by StableManagement.com, HorseTalk.co.nz out of New Zealand, HorseCanada.com, and EquineScienceUpdate.com. There are now 16 podcasts bringing research to the public.

The “**Report on Research**” program consisting of Ten YouTube videos continues to draw interest as it highlights the work of equine researchers with links created to resource material.



Equine Guelph’s research also received extensive coverage in the 2015 Canadian Horse Health Annual magazine including a promotion for Research Radio.

Dr. Cruz was interviewed for the article “Separating the boys from the boys”, Dr. Arroyo for Equine Diarrhea, and Dr. Hurtig was featured in an article on Early Diagnosis of Cartilage Damage. Hurtig’s EAG research also made front page news in a new high end equine magazine, “Flying Changes.”

We were very pleased to have Dr. Marc Desjardins of Milton Equine Hospital and Dr. Jeff Thomason of the Ontario Veterinary College providing leadership in their roles as co-Chairs of the Research Committee. Dr. Desjardins has since stepped down as the industry Co-Chair and will be replaced by an industry-designated veterinarian. 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. This process and its leadership structure are well-respected within the industry and continue to provide a wealth of academic and veterinary expertise.

Education and Training

For any industry to grow and thrive during challenging times, the education and skills-training program is critical for building a sustainable future. Equine Guelph continues to develop and improve its growing education and training programs to help provide up-to-date, evidence-based information to the equine industry, with ongoing industry input and feedback.

Equine Guelph completed the development of the new Equine Welfare Certificate, with the offering of the Global Perspectives in Equine Welfare course and enhancements and

updating to other courses, thus completing all targets for new program developments and enhancements for 2014-15.

Equine Welfare Certificate Program

The Campbell Centre continues to collaborate with Equine Guelph to support development and delivery of an online Certificate in Equine Welfare offered through the Open Learning and Educational Support. Made up of six online courses, this program is designed to engage students who have a passion for improving the lives of equids and examines the biological and emotional factors that affect a horse's quality of life. Course content includes housing, management practices and procedures that can affect the well-being of horses.

Two new equine welfare courses provide a foundation for understanding equine welfare fundamentals and issues around the globe:

Equine Welfare explores controversial and sensitive issues surrounding the use of horses, introduces students to concepts in animal welfare and how it is defined, investigates how welfare can be objectively assessed in the horse, and examines specific practices which may compromise horse welfare.

Global Perspectives in Equine Welfare explores practices across the globe, examines current issues of wild horse management, working horses in developing countries, racing and sport horse practices, slaughter legislation, horses in research, unwanted horses and equine rescue facilities and compares different equine management practices used around the world.

Each course has been offered once and it is estimated that approximately 10 students are currently pursuing the Equine Welfare Certificate. Equine studies online courses are part of an open enrollment program. Students are not required to be admitted into the certificate program, they register for courses when their schedule permits and once they have completed the requirements they apply for the Equine Welfare Certificate.

Equine Welfare is scheduled for the winter 2015 semester and a second offering of Global Perspectives in Equine Welfare is scheduled for summer 2015.

Other highlights include:

-several enhancements were made in anticipation for the second offering (June, 2015) of the specialized training program for OSPCA officers for Equine Welfare Assessment, including mock investigations, specialized learning tools and case studies. This program was developed in partnership with Equine Guelph, the Campbell Centre for the Study of Animal Welfare, OMAF and the SPCA and is an important component of the ongoing "Full Circle Responsibility" for the Equine Welfare program.

-21 online courses have been developed for the Diploma and Certificate programs and continue to attract students from around the world.

-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, giving great value to the students.

-total enrollment of students this year was 966. Our student community is largely drawn from Canada with the majority of students coming from Ontario (275), then British Columbia and Alberta. Our international students are drawn from over 17 countries, providing a truly international learning community.

-20 educational events/tradeshows featured Equine Guelph and/or EquiMania! displays, and promoted Equine Guelph’s Research and Education program along with EquiMania!

-20 talks/presentations made by Gayle Ecker, 2 made by Susan Raymond, for a total of 22 presentations to the industry and general public.

-online courses underwent a process of Senate review, revision and updating to align with the new Learning Outcomes as outlined by the University of Guelph. The Senate review was successful and positive and represents an important milestone for the development of our programs to ensure that courses are up-to-date and providing quality educational experiences for the students.

-tuition and workshop revenue contributed approximately \$136,000 towards education operating costs for Equine Guelph and the remainder was covered by grants and corporate sponsorships.

EquiMania!

The ever popular EquiMania! - interactive, youth education program that combines a fun website with the travelling display - continues to engage children, families and the equine industry. EquiMania! attended over 11 different events, including once again: the Royal Agricultural Winter Fair, the Erin Agricultural Fair and the 10th time at the Can-Am All Breeds Equine Expo. New appearances at events included: the “Horse Capades” at the CNE grounds and the International Plow Match in Simcoe.

The very successful partnership continues with Minnesota State Fair (2nd largest fair in the U.S. with over 1.8 million annual visitors) for its second year of the five year agreement. Through this partnership, the entire EquiMania! display was replicated and shipped down to the Minnesota State Fair horse barn where it will remain for five years to develop a new fan club in the U.S. The first appearance of EquiMania! resulted in two international awards (the International Association of Fairs and Expositions 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) and its popularity with the audience continued in 2014 and saw several enhancements to the displays.

Strategic partnerships are critical to the success of these programs and we salute our continuing relationships with our sponsors: Boehringer Ingelheim, Can-Am All Breeds Expo, Equine Canada, Greenhawk, Intercity Insurance Services, Kubota Canada, Merck Animal Health, Omega Alpha, Ontario Equestrian Federation, The Royal Agricultural Winter Fair, Shur-Gain, SSG Gloves, Standardbred Canada, System Fencing, Vétuquinol, Workplace Safety & Prevention Services, and Zoetis. The new Equine Welfare educational display, developed as part of the partnership with the Ontario Ministry of Agriculture and Food to expand knowledge of the Code of Practice and other issues of horse welfare, continued to engage people in conversations and build awareness around the new Code of Practice.

EquiMania! could never be possible without the support of our important sponsors and the many dedicated and loyal volunteers who join in our mission to give back to the horse industry by encouraging valuable conversations and discussions to take place on welfare issues for the horse industry.

Full-Circle-Responsibility Equine Welfare Education Program

This report details the milestones achieved for Year Two of the Three-Year TP Agreement between the University of Guelph and OMAFRA with a focus on the welfare of horses in Ontario.

Project updates:

1. Awareness Campaign

Equine Guelph's Full Circle Responsibility Program was launched Jan 2014 with an awareness campaign for the calendar year. The campaign includes:

- Monthly enews (approx. 4000*), news release to media database (160+) and Horse Publications Group and social media contacts – each month focusing on a separate topic (health and disease prevention, emergency preparedness and general welfare)
- Program webpage on Equine Guelph website with appropriate links to other groups, resources and educational opportunities (portal) (button on homepage directly to program page)
- Special events (display, printed promo items and presentations)
- Welfare presentations to special interest groups

*Database was >9,000 until July 2014 when due to Canadian Anti-Spam legislation it was reduced to 4000. Current priorities include re-building the database.

2014: Topics addressed per month:

APRIL

- Trailer Safety **feature & infosheet (pdf)**

MAY

- **Body Condition Score feature**

JUNE

- Fire Safety **feature & infosheet**

JULY

- Hazards on the Horse Farm **feature & infosheet**

AUGUST

- Equine Emergency Preparedness and Large Animal **feature**

SEPTEMBER

- Planning for the Final Goodbye **feature & infosheet**

OCTOBER

- Prevention & Treatment of Leg Injuries **feature PLUS
arthritis infosheet & managing athletes infosheet**

NOVEMBER

- Welfare Issues and Drug Use in Horses **feature**

DECEMBER

- Second Careers for Racehorses **feature**

2015 is the year to Widen the Circle for equine welfare

Each month the enews will focus on a specific chapter of the new National Code of Practice for Equine Welfare.

Published to date:

JANUARY

- Introduction to campaign

FEBRUARY

- [Duty of Care](#)

MARCH

- [Facilities and Housing \(part 1\)](#)

APRIL

- [Facilities and Housing \(part 2\)](#)

2. Horse rescue facility training program

Equine Guelph staff members, Gayle Ecker and Susan Raymond attend provincial equine welfare committee and subcommittee meetings and Equine Guelph is prepared to take part in a program once industry direction is finalized for support training of horse rescue facility managers and staff. Under discussion is the development of a certification/recognition program for horse rescues in Ontario, with the provision of educational and support materials that would be developed

3. Ongoing Research

A program goal is to collect information on resources and programs relative to the rescue issue. Ongoing research is continuing to build the body of knowledge related to this important initiative. Rescue facility guides (i.e. AAEP and U.S. Humane Society) are being reviewed and edited for possible application in Ontario.

4. Industry Training

a. Large Animal Emergency Rescue Training

“Horse Emergency Rescue and Disaster Training” for horse owners, first responders, horse rescue, sanctuary and retirement facilities and OSPCA officers. Practical levels of training (i.e. awareness vs. operational) have been researched and a tiered program has been planned to meet appropriate needs of the target groups.

September 17, 2014: Evening reception by invitation:

Large Animal Rescue – Dr. Rebecca Gimenez, TLAER Inc.

Reception was attended by over 50 key stakeholders. The goal of this event was to increase awareness of the need for training of first responders amongst the municipal leaders and decision-makers. As a result of the reception a number of requests were made for both the TLAER offering in September 2014 but also future program planning including, discussions of a local TLAER awareness offering in 2015 and TLAER awareness offering in Northern Ontario in 2016. In addition a display was presented at the Rockwood Fire department open house (October 2014) and presentation made for the Ontario Livestock and Poultry Council (December 2014). Other discussions are ongoing for possible future programs.

September 18, 2014: Emergency Preparedness one day workshop for horse owners

Guest Lecture - Dr. Rebecca Gimenez, TLAER Inc.

Other presenters included; Darlene Jackson (Ministry of Transportation), Karen MacDonald (Fire Prevention Officer (University of Guelph)), Wendy Swackhamer (Wellington Country Large Animal Rescue) and Gayle Ecker (Equine Guelph).

The workshop was attended by 32 individuals including horse owners, veterinarians and vet technicians. The goal was 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

Head instructor – Dr. Rebecca Gimenez, TLAER Inc., an internationally recognized expert

Assistant instructors – Justin and Tori McLeod of NC Specialized Mobile Animal Rescue based in North Carolina.

Location: The Adjala-Tosorontio Fire Department in Loretto

Attended by 50 students consisting of firefighters, veterinarians, animal care and control professionals, law enforcement and horse owners - some attending from as far as Texas, British Columbia, and Quebec. The goal was to provide hands-on training for first responders, horse rescue, veterinarians, sanctuary and retirement facilities and OSPCA officers and others.

This program was very well received and resulted in further specialized training and awareness for Ontario participants. The majority of participants agreed that more specialized training in this area is needed.

Quote from student:

“Thank you for inviting me to be part of such a fantastic training event. From the first group scenario onward I was consistently blown away by how quickly and deeply ALL of the participants 'got it'. It's wonderful to know that Ontario now has so many more folks, from many walks of life, who are confident and ready to assist in a large animal incident. Add to that the whole ripple effect and the impacts yet to come and I think we can consider this a game changer.

Within the span of 5 days, Equine Guelph has changed the face of large animal emergencies in our province. I will eternally be grateful for that, as well as the opportunity to have been witness to the process.”

Erika Longman, Equine Guelph Technical Large Animal Emergency Rescue Operations Level Course participant, September 2014.



In addition to the events, specialized training resources were purchased and manufactured to facilitate with future educational offerings. This included full size rescue mannequins, rescue glides, Nickopolous needle and other specialty equipment for future training.

Future training – October 2015 (funded in part by Grand River Agricultural Society)

TLAER training program:

- **PART I (Days 1-2): Awareness Level Training Course** (i.e., skills development) – for Ontario racetracks and agricultural societies, equine facilities and first responders (i.e., fire, police, etc.) within Wellington County and beyond. Participants will be trained to react to large animal entrapment, such as trailer roll-over and structure collapse.

- **PART II (Days 3-4): Instructor Training Program** (i.e., ‘Train-the-Trainer’ concept to teach skill development to others) – for a designated team of four to six identified people who will train to become TLAER Awareness Assistant Instructors in Canada in order to continue the training in other regions and expand the reach of this program.



b. **Horse Behaviour and Safety eWorkshop** (2 week online short course) (February 23 to March 8, 2015) with 68 participants. (Note: Dr. Rebecca Gimenez is the guest speaker for this course).

c. Equine Care and Welfare – Life Stages Seminar (Milverton, ON, March 17) took place with close to 100 participants. Topics included; breeding management and nutrition, horse health check and equine code of practice. Invited speaker included Don Kapper, PAS, Director of Nutrition and Technical Services, Progressive Nutrition, Ohio.

d. Performance Horse Nutrition Seminar (University of Guelph, ON, March 18) with over 20 participants. This seminar given by Don Kapper focused on “Balancing the Diet PLUS Replacing the Nutrients Used Up During Exercise: How, Why and When” and nutrition for proper health, hoof development and repair.

5. ***Growing Forward 2 Grant (Welfare) – Phase One (completed)***

A proposed project has been summarized (3 phases) and Phase 1 was accepted and has been completed. Phase 2 and 3 will be submitted at later dates.

Equine Guelph (EG), in partnership with the equine industry and animal welfare community, is developing an extensive, legacy-building equine welfare education program.

The strategy of this three-year project was to build a foundation of innovative tools and resources in Phase I (current project) and then roll-out specialized training programs to vital targeted audiences in Phases II-III.

Phase I – Equine Welfare Foundation Materials: EG has developed support materials for OSPCA field assessment officers, equine consultants (reps that will assist OSPCA

investigators), horse rescue facilities (includes rescue, sanctuary and retirement operators), coaches and caregivers which will benefit the well-being of horses.

The following serve as stand-alone tools for these segments as well as foundation materials for subsequent training programs:

1. **OSPCA Welfare Training Presentation & Kit** – The first-ever offering was held February 24 to 27, 2014. The four-day training program in Equine Welfare Assessment was attended by 22 OSPCA officers.

Each participant received a training manual specific to equine welfare. EG produced the manual which included the following: enhanced training materials such as the “carry-around” Body Condition Scoring instructions, the Horse Health Check, the on-site welfare assessment checklist for horses/facilities and the four-day slide deck.

Officers had over five hours of hands-on training with horses. The last day covered multi-media presentations on case studies, and participants worked with the OSPCA regulations and the new Code of Practice to develop skills in leaving orders and assessing facilities and management.

Course feedback from OSPCA officers was positive – comments included:

"Best training I've been to in a long time."

"Exactly what I needed."

"Hands-on was excellent!"

"This has been long overdue."

Discussion is ongoing at the OSPCA for this specialized equine training to become an annual mandatory event with further enhancements (i.e., adding in trailer loading and safety). (Note: next training is scheduled: June 1 to 5, 2015)

2. **Welfare Posters:** Horse Health Check (HHC) and Body Condition Scoring (BCS). Posters have been designed, printed and distributed with OSPCA officers receiving their own copies as part of the training described above.



1,000 BCS posters were printed with 500 distributed to Ontario Equestrian Federation coaches and the remainder to EG. 5,000 HHC posters were printed and are available at Greenhawk corporate stores in Ontario (Mississauga, Ottawa, Gormley, London, Beamsville, Barrie, Orangeville, Campbellville, Whitby and Toronto).

Both posters are being distributed at various EG and EquiMania! events throughout Ontario and beyond.

3. **Horse Health App** – The *Horse Health Tracker App* has been developed and is available on both Google Play and Apple iTunes. The apps were live and available on androids and iPhone on December 22, 2014 and March 8, 2015, respectively. We utilized this time to work with users to rectify small bugs and functionality issues. The official launch (news release and eNews announcement to the EG database) is scheduled for April 1, 2015.

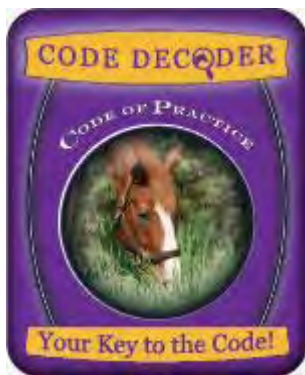


This project has been a huge undertaking with many challenges, delays and a big learning curve! We dealt with many unforeseen hurdles along the way, such as: legal issues with the University of Guelph, development adjustments re: overall functionality based on user and focus group feedback and a hugely time-consuming registration process with Apple.

However, we feel that it was worth the extra time and effort and we are proud of this exceptional learning tool which will empower horse caregivers worldwide.

The Horse Health Tracker App monitors (over a 13-month period) a horse's vital health data, body condition score and body weight with a few simple measurements. The tool allows horse caregivers to be active participants in their horse's healthcare.

Fact Sheets & Self-Assessments (applying new Code of Practice for the Care and Handling of Equines)



Interactive self-assessment tool named the *Code Decoder* and fact sheets are posted at the Equine Guelph website. EG has summarized the Code by chapter in user-friendly chunks and developed an interactive tool for horse caregivers to assess their own management practices relating to welfare. Also, as a bonus, Equine Guelph is writing articles on each chapter, with one being released each month as a feature on the Equine Guelph eNews and *HEALTHflash*.

4. **First Aid Tote Pilot Program** – The Equine Guelph First Aid Kit project, including marketing research (focus groups), kit production, assembly, distribution and promotional launch are complete.



This extensive equine first aid kit was specifically developed for horse caregivers by Equine Guelph. The kit includes 16 essential items, resource manual, inventory checklist and log – as well as a prominent space to store emergency contacts and numbers. Designed to keep horse caregivers organized, the kit will prepare them to be ready to deal with emergency situations with their horses.

The Equine Guelph First Aid Kit is available at eight Greenhawk corporate stores in Ontario as part of the pilot. Proceeds from kit sales will be donated by Greenhawk to Equine Guelph in support of its welfare education programs.



On March 12, 2015, 20 kits were shipped to Greenhawk with a remaining 80 units in inventory.

Equine Guelph will monitor sales activity of the kits in the period of the pilot program and determine if there is demand in the equine market for this item in the future.

This project as a whole and the individual results are very important as they will enhance and support the implementation of the new national Equine Code of Practice through awareness, education and pilot programs using innovative, comprehensive, user-friendly platforms designed for various segments of the equine industry.

These new tools will help grassroots caregivers give the best possible care to their horses when they're healthy and sick. The resources will also support the numerous 'players' within a complex animal welfare system to ensure proper identification techniques and the best possible subsequent care for neglected horses in Ontario.

In summary, the following industry segments will directly benefit from this project: horse caregivers, coaches, OSPCA officers, province-wide equine consultants, horse rescue facilities and first responders. In the end, the greatest beneficiaries of this project are horses in Ontario and beyond.

6. Growing Forward 2 Grant (Biosecurity)

Equine Guelph (EG), in partnership with the Ontario horse racing industry, is developing a targeted, racing-specific biosecurity awareness and training blitz to ALL levels of the industry.

This multi-level campaign, “BIOSECURITY – Spread the word not the germs,” will train key stakeholders using a ‘championing’ strategy within the province’s three horse racing disciplines – Standardbred/Thoroughbred/Quarter Horse – to help protect the industry from the threat of infectious disease.



This innovative, hierarchical approach starts with the training of Ontario Racing Commission (ORC) officials, extends to track and facility managers and culminates with grassroots caregivers (owners, trainers, grooms). Support of ORC officials and the licensees they govern will be achieved and sustained through the development of ‘champions’ at each level:

LEVEL 1 – HORSE RACING OFFICIALS:

EG is developing a ½-day horse racing-customized seminar for 14 ORC Investigators (including OPP officers) and 23 Judges/Stewards. This seminar took place April 7, 2015 in Guelph. Following the seminar, all 37 racing officials are required to take a three-week online biosecurity short course hosted by EG. EG is modifying its general online biosecurity course based on the needs of the ORC. The online course began April 7, 2015.

LEVEL 2 – RACETRACKS/TRAINING CENTRES:

‘Virtual Video Tour’ (360 degree coverage) featuring Dr. Scott Weese will offer assessments and practical solutions for facility management of two key facility types – a racetrack paddock (typically turns over 100+ horses per racing card) and a large training centre barn. ORC officials will meet with facility managers at 10 racetracks and 20 major training centres to review the videos and provide them with the tools necessary to conduct self-assessment and audits of their respective facilities. EG is developing this tool with video tapping planned for May and delivery over summer 2015.

LEVEL 3 – RACEHORSE OWNERS/TRAINERS/GROOMS:

1. Marketing Research:
 - a) PRE: Pre-blitz marketing research has been conducted in the form of two focus groups (including all racing sectors) and three in-depth interviews with owners, trainers and grooms to understand attitudes towards biosecurity and barriers to

compliance within horse racing. The focus groups occurred January 28 and 29, 2015. The interviews were conducted in February 2015. Both methods provided attitudes, opinions and experiences with respect to biosecurity, and their communication preferences. The results are helping to frame the development of the educational resources.

b) POST: Post-blitz interviews will be conducted in two racing paddocks (*Grand River Raceway and Mohawk Racetrack) to measure the effectiveness of the campaign.

2. Awareness/Training Blitz Campaign: A month-long (May-June), two-phase grassroots blitz using innovative teaching tools and a peer-to-peer strategy is underdevelopment. Materials (4,000 of each) will be distributed personally by ORC personnel and racetrack officials to racehorse caregivers in all 10 Ontario race tracks paddocks and race offices as well as approximately 20 major training centres:

PHASE I:

- a) "Spread the word not the germs" USB Sticks featuring:
 - 'Scribble Video' Series – two innovative four-minute animated 'whiteboard' videos on general biosecurity and biosecurity specific to racing
 - Testimonial Videos – three two-minute video clips using interviews with trainers on biosecurity techniques
 - Biosecurity Checklist Tool – interactive assessment tool
 - Barn Poster pdf – Top 10 poster (specific to racing)
- b) Barn Posters (printed version for posting in barns)

PHASE II:

- a) Single-use Disinfectant Tablet Samples (including instructions)
- b) Biosecurity Checklist (printed version)

Phases I and II will be supported by an aggressive web and print campaign directed to racing industry in April, May and June of 2015.

The goal is to engage all levels of this low-compliance target audience in dialogue and learning – bringing everyone together to discuss infectious disease control. The intensive, innovative training blitz will raise awareness and provide the essential training to help avert a potential crisis in the horse racing industry.

Note: Equine Guelph was identified as a major contributor to the education surrounding biosecurity in Canada. Gayle Ecker (Susan Raymond as alternate) is part of the committee developing Codes of Practice for equine biosecurity nationally. This task team continues to meet and Equine Guelph will be a main distribution point for Ontario for the new information and standards. Gayle Ecker is also on 2 subcommittees.

Communications and Marketing

Great feedback continues to be received from our equine industry for the communications and extensive pickup of our articles continues from the horse industry and its publications in its published print and web articles. New media attention was attracted by the Technical Large Animal Emergency Rescue program hosted by Equine Guelph and received 5 pages of coverage in Fire Fighting in Canada Magazine! Much coverage was recorded after the press release of research article "ETA for EAG" including front page coverage of a new follower, Flying Changes Magazine. Exceptional coverage has also resulted from articles pertaining to Equine Welfare as part of our Full-Circle-Responsibility program.

NEWSLETTER



Full-Circle-Responsibility Crusade Widens the Circle in 2015

Awesome App and tools help owners give the best possible care to their horses

Equine Guelph is launching several new tools and resources in 2015 for savvy horse owners who want to give the ultimate in care to their animals. The Horse Health Tracker App allows you to track vital health data in real-time on your smart-phone or tablet for one horse or the whole herd!

Another tool will be available through Equine Guelph's monthly e-communications program – the Code Decoder. This tool will deliver key points and explore important topics from the National Code of Practice for the Care and Handling of Equines.

Finally, Equine Guelph and Greenhawk are pleased to offer the Equine Guelph First Aid Kit to you and your horse!

Get the App

The Horse Health Tracker App is a must-have management tool for you to become the leading advocate for your horse's health. Assess your horse's vital health



data, body condition score and body weight with a few simple clicks and easily share this information with your veterinarian. Updates allow you to track data such as heart rate, temperature and respiration for up to 50 horses! Instructional videos are also included in the upgrade. Appointment reminders sync with your smart phone calendar making it

easy to stay on top of your horse's health care regime. The App is available for download at Google Play and is coming soon to the App Store.

Code Decoder Tool

Over the past two years, Equine Guelph has chosen a specific topic for its annual communications program. In 2013, the "Year of Code Prevention" was well-received. This was followed in 2014 with the "Full-Circle-Responsibility" welfare initiative promoting raising the standards

continued on page 2.

At Equine Guelph, we are always looking for ways to forge ahead and improve our offerings to you, and we have succeeded again in this issue. The popular research content from the Fall issue has been moved into our annual Spring issue.

We look forward to presenting practical research-based evidence on important issues of healthcare and the welfare of your equine through a new way to increase distribution and benefit a larger number of horse owners and horses. This will include electronic distribution and social media. The wider our audience, the more we help improve the health and welfare of horses - and that is rewarding.

Dr. Jeff Thomason, Co-Chair
Equine Guelph Research Committee

UNIVERSITY OF GUELPH	INSIDE	Volume 12
CHANGING LIVES IMPROVING LIVES	Campbell Centre and Equine Guelph Unite.....	2
	Capable Endoscopic Technology.....	3
	Infection Control in Canada's Horse Industry.....	4
	Intoxication - Spread the word not the germs.....	4
	Emerging Diseases in the Equine Industry.....	5
	Early Erythrocyte Loss.....	6
	Hoofing Affects How Horses Move.....	6
Why Use in Quarter Horse Racing.....	7	
EquineGuelph Celebrates 10 Years at Can-Am!	7	



ETA for EAG?

FINDINGS COULD PROVE HELPFUL IN DIAGNOSING FETLOCK INJURIES

One cannot help but get excited about the possibilities for electroarthrography (EAG) as a diagnostic tool after speaking with Ontario Veterinary College researcher, Dr. Mark Hattig. He is developing a non-invasive way to assess joint cartilage health in fetlocks (the most commonly injured joint in horses). Current technologies to assess fetlock health have been limited. Veterinarians mainly use physical exams, diagnostic injections, x-ray images and ultrasound – yet these methods provide no information about the quantity or health of the articular cartilage that is critical for pain-free joint function.

Electroarthrography (EAG) is a novel method for easily assessing cartilage quality. Disconnected electrodes are placed on the skin to record electrical signals produced by joint cartilage when loaded and unloaded. Researchers from the Université de Montréal and Ecole Polytechnique reasoned that electrical signals might be measured on the skin surface similar to electrocardiography (ECG) for the heart. They found that people with knee arthritis had lower electrical potentials than normal people. So the concept of electroarthrography (EAG) was born. Hattig's contribution—with his team of postdoctoral fellows and graduate students—is applying the technique to



Electroarthrography (EAG) is a novel method for easily assessing cartilage quality.

horses by performing validation studies in cadaveric limbs, in which electrical signals can be directly correlated to cartilage quality.

Hattig explains, "We thought that the fetlock might be a good place to start in the horse since the cartilage surface is close to the skin without any bulky muscle overlying the joint." Preliminary data from 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. When the cartilage is deliberately damaged with an enzyme like those found in osteoarthritic cartilage, it produces lower EAG signals. Once this validation study is complete, the next phase is to apply EAG to normal and lame horses.

In a preliminary five-animal test, electrical signals were recorded from fetlock joint cartilage while the horse was being pushed side to side while standing on a steel force platform. Human researchers have adopted the same technique using a Wii (game) platform. Software correlates the electrical signal on the skin surface of the knee to the timing of weight shift sensed by the platform. The strength of the EAG signal under the same weight indicates the status of cartilage health. In an eroded or damaged cartilage surface, the water and protein content changes resulting in a decrease of electrical signals.

continued on page 2.

Welcome to the annual newsletter reporting on equine research activities. If you have read previous research newsletters, you will be familiar with the names of many of the world-class investigators at the University of Guelph. In this issue we will start introducing you to the supporting cast – the students, post-doctoral fellows and assistants who do much of the hands-on work. Cristina McCarty is the first of many.

Dr. Jeff Thomason, Co-Chair
Equine Guelph Research Committee

UNIVERSITY OF GUELPH	INSIDE	Volume 11, Number 2
CHANGING LIVES IMPROVING LIVES	Investigating Amniot Certification.....	2
	Tracing Map Ass Disease Prevention.....	3
	Rheodococcus Retrospective.....	4
	The Impact of Impact on Bone Health.....	6
	Cracking Down on SPO.....	7
	Equine Guelph Education.....	8

Two issues of the colour printed newsletter were distributed in Fall/14 and Spring/15. The fall newsletter was 8-pages; with a research focus and was partially supported by the research program. The spring newsletter was also increased to 8-pages (from its usual 4) with the intent to transition into one annual distribution. Again, the spring issue was partially supported by the research program. Both newsletters were distributed to over 26,000 members of the horse industry and are available in printable PDF format on the website. Distribution of the newsletter has been supported by the Ontario Equestrian Federation (Whoa!). The newsletter has also been distributed to members of the Thoroughbred industry by inclusion with Canadian Thoroughbred.

“Research Radio”, a monthly audio file, communications program continues to achieve pick up on several sites including Standardbred Canada who have committed to reposting all monthly episodes thereby disseminating research to the harness racing industry.

E-news, HEALTHflash and the annual campaign Full-Circle-Responsibility continues

The media pick-up of Equine Guelph communications continues to reinforce the interest of the industry in our programs, research findings and events.

The “2014 year of Full-Circle-Responsibility” program was a resounding success with over 90 postings and publications of the monthly features, dedicated to Equine Welfare, appearing both in print and electronic form by equine industry associations and media. With the support of our industry the “Full-Circle-Responsibility” program carries on into 2015 with features highlighting one section of the new Equine Code of Practice each month in Equine Guelph’s e-news bulletin.

HEALTHflash, 4 seasonal email reminders + monthly health alerts, introduced in January 2013, continues to be highly popular and links have been created from equine media across North America including: Equine Canada, Horse-Canada.com and EquiMed.

Website

Equine Guelph’s website continues to grow with the goal of providing resources to the horse industry that will result in improved welfare to the horse including; research advances, diagnosis capabilities and educational investments. New website initiatives include the continued release of “Research Radio” podcasts on Equine Guelph’s webpage. The website has also expanded to include new resources in healthcare tools (including the new Senior Horse Challenge), welfare initiatives (including the new Technical Large Animal Emergency program) and a resource store (introducing the new Health Tracker App, First Aid Kit and Horse Health Check posters),

In the past year, Equine Guelph’s website received over 120,229 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 Technical Large Animal Emergency program followed by three Equine Guelph healthcare tools: Equi-Planner, Equine Biosecurity Risk Calculator and the Senior Horse Challenge respectively. New users are up by +6.35%. 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 277 articles have been written about the programs of Equine Guelph in the industry media, a 28 % increase over last year, (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; Agriculture and Agri-Food Canada, Agricultural Adaption Council, The Wellington Advertiser, Canadian Vet Magazine, Equine Canada News, Greenhawk flyers, 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 and Whoa! Features were also printed in Canadian horse industry publications such as; the 2015 Horse Health Annual, **Firefightingincanada.com Magazine(5 page feature on Technical Large Animal Emergency Rescue program)**, Canadian Thoroughbred, Horse Sport, Alberta Bits and Horse-Canada. American coverage examples include: TheHorse.com, **Flying Changes Magazine (front cover for research article ETA on EAG)**, 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, HorseJunkiesUnited.com, TheRider.com, StableManagement.com, WorldDressageNews.com HorseJournals.com, EquiMed.com, HBPA.com, EquineChronicle.com, and Equine Science Update. 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 provides important assistance that helps to build the student enrollment numbers and increased member awareness of Equine Guelph's education programs. OEF continues its support of 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 programs including the Behaviour & Safety Train the Trainer kit.

Information Inquiries

Equine Guelph continues in its role as the "go to" place for information. During 2014/15, 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 as there is a confidence in the evidence-based information provided to the horse industry. This information service is recognized as an important function by associations and individuals for industry development and sustainability. While Equine Guelph is uniquely positioned to act as the "bridge" or information broker to the equine industry this freely provided service is unfunded by the industry or government and adds considerable demands on the small staff. There is an important program role that needs to be developed for predominantly new horse owners for an enhanced "portal" for the industry to help fill that on-going and increasing need for a respected information source for the industry. The most popular topics included questions on sources for hay supply, economical feeding alternatives,

identifying disease specialists and new disease concerns, adoption and humane end-of-life options, over population of horses and rehoming/retraining questions, 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:

	FY13-14 Amount Raised	FY14-15 Amount Raised	FY14-15 No. of Unique Donors	FY14-15 Median Gift
Area of Greatest Need	\$7,193	*\$22,660.31	138	\$30
Education	\$21,862	\$12,753.30	184	\$25
Research	\$11,981	\$17,176	10	\$100
OEF- War Horse Equine Welfare Education Fund	\$6,690	\$1,625	14	\$20
Sponsorship	\$96,850	\$66,500	9	\$5000
TOTAL	\$144,576	\$120,714.61	355	\$25

TABLE I - Funds raised from private donations to EG accounts during FY13-14 and FY14-15 including number of donations (unique donors which includes repeat donors) and the median size of gift for each account.

Overall, donations stayed consistent with the previous year while corporate sponsorship was down due to lost revenue from a key sponsor that was undergoing re-structuring but continues to support EG for a lesser amount.

- *Giving Challenge - #UofG50:** On December 2, 2014, the University of Guelph set out to raise \$50,000 within 50 hours, a goal that was reached within the first eight hours. Over the course of the two-day online campaign, \$197,218.53 was raised for the University. Equine Guelph thanks alumnus Byron Beeler, M.Sc. '63, who provided a matching donation of \$2,500; \$7,007.50 of those funds were directed to Equine Guelph's Greatest Need Fund. This initiative was a one-time event, so this substantial bump in revenue in this account will not appear next year.
- 2. Annual Appeal:** Over the past five 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 down in comparison to the last three years. Equine Guelph has made the decision to mail its printed newsletter annually versus bi-annually in FY2015-16 as a further cost-savings measure.

	Total Value Gifts Returned	Total # Gifts Returned
2010-11 Newsletter Mailings (spring and fall)	\$4,915	39

2011-12 Newsletter Mailings (spring and fall)	\$6,763	67
2012-13 Newsletter Mailings (spring and fall)	\$6,442	67
2013-14 Newsletter Mailings (spring and fall)	\$6,788	88
2014-15 Newsletter Mailings (spring and fall))	\$4,317	73

TABLE II – Comparison of select metrics for the past five fiscal years.

The 2015 spring newsletter mailing announced the continued crusade for the ***'Full-Circle-Responsibility' Equine Welfare*** campaign highlighting new healthcare tools that empower horse owners. A cover letter, newsletter (with content reflecting theme of campaign), donation card, return envelope and 'Always a Student' postcard were included in the mailing.

The 2014 fall newsletter mailing included a newsletter (focus on research), donation card, return envelope and 'Always a Student' postcard.

Following the inaugural chaser appeal in FY2013-14, Equine Guelph repeated this strategy in FY2014-15, 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 FY14-15 – a total of 132 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 next year to monitor result trends.

	FY2013-14	FY2014-15
Recipients	146	132
Open rate	51 (37.8%)	63 (48.8%)
Recipient click-throughs	0	3 (2.3%)
Recipient actions	0	0
Forwarded opens	33	22
Unsubscribes/Opt-outs	3	2

TABLE III – FY13-14 and FY14-15 chaser e-mail results

3. Ontario Equestrian Federation Annual Membership Mailing Fundraising Program: Each year the Ontario Equestrian Federation (OEF), through its annual membership renewal form, gives members an opportunity to donate to a cause (Equine Guelph is one on a list of choices). FY2014-15 donations total **\$4,540** and were directed to the Education account.

4. Pet Trust Program: In this past fiscal year, **\$6,957.50** 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.

- 5. Corporate Sponsorship Program:** The FY2014-15 sponsorship program has resulted in total billings of **\$66,500** – a decrease of approximately 30% from FY2013-14 as a result of losing \$20,000 in revenue from a key sponsor that was undergoing re-structuring. Positively, Equine Guelph did not lose any sponsors. As well, Equine Guelph has been focusing efforts on writing grants and project execution, and as a result, the sponsorship program has remained fairly static over the past three years.

Online Tools & Education Programs (\$30,000):

- a. **Zoetis** (formerly Pfizer) – joint and lameness tools (\$10,000)
- b. **Boehringer Ingelheim** – senior horse tool (\$5,000)
- c. **Intercity** – *Hoofprints* tributes + colic tool (\$5,000 + additional memorial contributions + printing of colic brochure)
- d. **Merck** – *HEALTHflash* initiative (\$5,000)
- e. **Vétoquinol** – biosecurity tool (\$5,000)

EquiMania! (\$36,500):

- a. **Workplace Safety & Prevention Services** – safety activity (\$10,000)
- b. **SSG Gloves** – safety activity (\$15,000)
- c. **Kubota** – safety activity (\$5,000)
- d. **Shur-Gain** – nutrition display (\$5,000)
- e. **Standardbred Canada** – harness racing display (\$1,500)
- f. **Zoetis** – parasite display (included above with online tools)

- B. Equine Guelph Grants:** Equine Guelph was successful in securing **\$104,485** in grant funding for FY2014-15.

A major grant from Growing Forward 2 totaling \$81,423 was acquired by Equine Guelph for the *Horse Racing Biosecurity Training Blitz* program to be launched in spring and summer of 2015.

\$23,062 in grant funding was obtained from Grand River Agricultural Society for the *Equine Guelph Large Animal Rescue Training Program* to be held in Elora in fall of 2015.

As well, additional funds are being realized through revenue-generating tools developed as a result of a previous GF2 grant on welfare: Horse Health Tracker App, First Aid Kit and Horse Health Check posters (see below section for more details).

C. **Equine Guelph Store:** Made possible by a GF2 grant secured in FY2012-13, Equine Guelph has developed new tools which will help grassroots caregivers give the best possible care to their horses when they're healthy and sick. Not only do these new tools support the welfare of the horse, but they provide critical revenue to support Equine Guelph's welfare education program. Total revenue raised in FY2014-15 is **\$2,952**.

1. Horse Health Check (HHC) Posters:



5,000 HHC posters were printed and are available at Greenhawk corporate stores in Ontario (Mississauga, Ottawa, Gormley, London, Beamsville, Barrie, Orangeville, Campbellville, Whitby and Toronto).

Posters are being distributed at various EG and EquiMania! events throughout Ontario and beyond.

248 posters have been sold to date representing **\$2,212** in revenue.

2. **Horse Health App:** The *Horse Health Tracker App* has been developed for both Google Play and Apple iTunes. The apps were live and available on androids and iPhone on December 22, 2014 and March 8, 2015, respectively.



The Horse Health Tracker App monitors (over a 13-month period) a horse's vital health data, body condition score and body weight with a few simple measurements.

The tool allows horse caregivers to be an active participants in their horse's healthcare. Total revenue generated in FY2014-15 was **\$579.92**.

	Google Play	App Store
Downloads <i>(current installs by app)</i>	335	769
In-App Purchases:		
Level 1	26	49
Level 2	7	23
Level 3	10	10
TOTAL	43	82
Revenue	\$197.00	\$382.92

3. **First Aid Tote Pilot Program:** This extensive equine first aid kit was specifically developed for horse caregivers by Equine Guelph. Designed to keep horse caregivers organized, the kit will prepare them to be ready to deal with emergency situations with their horses.



The Equine Guelph First Aid Kit is available at eight Greenhawk corporate stores in Ontario as part of the pilot. Proceeds from kit sales will be donated by Greenhawk to Equine Guelph in support of its welfare education programs.



On March 12, 2015, 20 kits were shipped to Greenhawk with a remaining 80 units in inventory. 4 units were sold in FY2014-15 with a corresponding revenue of **\$160**.

Equine Guelph will monitor sales activity of the kits in the period of the pilot program and determine if there is demand in the equine market for this item in the future.

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 \$ 811,815 (previous year: \$1,139,920) 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 \$866,103 (\$880,469 last fiscal year) using planned carry forwards from the previous year to buffer the anticipated decrease in revenue.

The research program allocated \$289,660 (\$293,602 last year) for research projects. Expenditures for the education program were \$291,623 which included program development and exhibits as specified from grant money). Expenditures for the Communications and Marketing program were \$65,146. The online education program returned \$136,597, up from \$121,690 in 2013/14.

The majority of the funding for the education/communications program continues to come 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

Gayle Ecker, Equine Industry Vision Award Finalist for 2015

Guelph, ON - Gayle Ecker, director of Equine Guelph, has been selected as one of four finalists for the prestigious Equine Industry Vision Award for 2015.



Intended to recognize innovation, leadership and service in North America, the Equine Industry Vision Award, sponsored by Zoetis, will announce a winner on Friday, June 19, 2015. The Trophy created by master artisan Peter Wayne Yenawine will be presented at the American Horse Publication Tally-Ho at the Alamo Seminar in San Antonio, Texas. Ecker received the distinction of being 'short-listed' from a record number of 25 nominees.

"To be selected as one of the four top finalists for this prestigious award is truly an honour," says Ecker. "Many thanks go out to our sponsors, partners, donors and supporters that make it possible for Equine Guelph to promote horse health and welfare through our education programs."

New App from Equine Guelph Empowers Horse Owners



photo: ERICA BIRCH

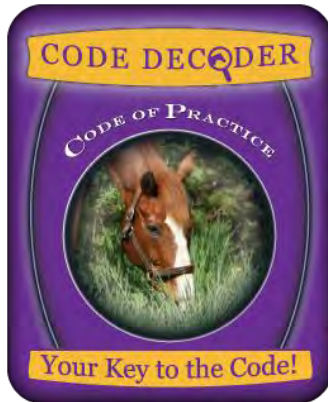
Tracking vital health data in real-time on your smart phone or tablet is a snap with Equine Guelph's new Horse Health Tracker App! Whether you have one horse or a whole herd, this app empowers horse owners to give the ultimate in care to their animals. Assess your horse's vital health data, body condition score and body weight with a few simple clicks and easily share this information with your healthcare team.

This project is funded in part through Growing Forward 2 (GF2), a federal-provincial-territorial initiative. The Agricultural Adaptation Council assists in the delivery of GF2 in Ontario.

Other partners include: Campbell Centre for the Study of Animal Welfare; Equine Canada; Farm & Food Care Ontario; Greenhawk Harness & Equestrian Supplies; Omega Alpha Equine; Ontario Equestrian Federation; the Ontario Ministry of Agriculture, Food and Rural Affairs; Ontario Racing Commission; Ontario Society for the Prevention of Cruelty to Animals and Standardbred Canada.

Code Decoder Continues Full-Circle-Responsibility Crusade, We Challenge you to Widen the Circle

Equine Guelph declared 2014 the year of 'Full-Circle-Responsibility' in equine Welfare which promoted raising the standards of horse care – a topic that resonated with our industry. In 2015, Equine Guelph continues with



the "Full-Circle-Responsibility" campaign focusing on a specific chapter of the new National Code of Practice for the Care and handling of Equines in every monthly e-communication.

We challenge you to 'widen the circle by sending our monthly e-news to all your horse-owner acquaintances and association members and show your support for equine welfare. Give your friends the key to the code for the care and handling of equines by encouraging them to sign up at EquineGuelph.ca.

Equine Guelph and Greenhawk Partner on Equine First Aid Kit

Everything at your fingertips and an easy-to-follow resource manual make the Equine Guelph First Aid Kit your "go to" item when an equine emergency hijacks your perfectly planned day. Equine Guelph and Greenhawk have partnered to offer this extensive first aid kit, at a great value, to keep you organized and ready to deal with emergency situations. Proceeds from the Equine Guelph First Aid Kit will be donated by Greenhawk to Equine Guelph in support of its welfare education programs.



BIOSECURITY – Spread the word not the germs

Equine Guelph, in partnership with the Ontario horse racing industry, is launching a targeted, racing-specific biosecurity training program for all levels of the racing industry -from key stakeholders all the way down to grassroots. Training sessions, tools, resources and videos will be made available this spring and summer to all three horse racing disciplines – Standardbred/Thoroughbred/Quarter Horse – to help protect the industry from the threat of infectious disease.



EQUINE CARE AND WELFARE - LIFE STAGES SEMINAR

Equine Guelph presented, a free seminar as part of their Full-Circle-Responsibility program for 2015!

Topics included: Nutrition, Reproduction, and the New Equine Code of Practice for Welfare and the Horse Health Check. The seminar was held at Perth East Recreation Complex, Milverton, Ontario on Tuesday March 17, 2015 with special guest speakers: Don Kapper, PAS, Director of Nutrition and Technical Services, Progressive Nutrition, Doug Nash, Glengate Farms and Gayle Ecker, Director of Equine Guelph.



Intercity Insurance Partners with Equine Guelph on Colic Prevention



**INTERCITY®
INSURANCE
SERVICES**

Equine Guelph is pleased to announce that Intercity Insurance is joining forces with Equine Guelph to combat colic – the number one killer of horses (other than old age).

Fortunately, the majority of colic incidents can be avoided through preventative stable management strategies and that is where Equine Guelph's Colic Prevention programs, including the Colic Risk Rater and Colic Prevention eWorkshop, become indispensable tools.

Equine Guelph thanks Intercity Insurance for partnering with our Colic Prevention program.

Awareness Training for Large Animal Rescue - Always Expect the Unexpected

Equine Guelph kicked off its series of emergency response rescue courses with a reception attended by over 50 key stakeholders, including a lecture by special guest, Dr. Rebecca Gimenez. In addition to the reception, Equine Guelph also held an Emergency Preparedness workshop for horse owners and a Technical Large Animal Emergency Rescue (TLAER) operations course for first responders that took place September 18 and September 19, 20 and 21, respectively in Ontario.



With a lifetime spent with horses and 20 years participating in technical large

animal rescue, Dr. Gimenez shared some amazing stories at all three events. Based in Georgia, USA, Dr. Gimenez is the President of TLAER, Inc. and an international instructor in technical rescue techniques, tactics, and procedures.

First Appearance for EquiMania! at the 2014 International Plowing Match & Rural Expo



Appearing for the first time in the lineup is the award winning, EquiMania! interactive exhibit designed to teach youth about horse health and safety. Simcoe County Education chairperson, Anne Arksey says, "EquiMania! is a perfect fit with our program, giving visitors a chance to learn more about horses."

Developing the Sport Horse

This three part series written by Dr. Brianne Henderson was developed as part of the 'Full-Circle-Responsibility' equine welfare educational initiative which stands to benefit the welfare of horses in both the racing and non- racing sectors.

To see the articles in this series:

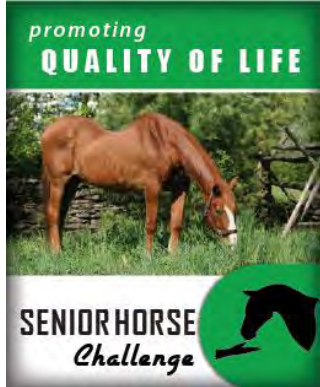
Part 1 - The importance of cross training for mind and body.
<http://equineguelph.ca/news/index.php?content=414>

Part 2 - the importance of hydration
<http://equineguelph.ca/news/index.php?content=419>

Part 3 - LEGS! Common injuries and how we can treat them
<http://www.equineguelph.ca/news/index.php?content=427>



Equine Guelph Launches Senior Horse Challenge



"Boehringer Ingelheim (Canada) Ltd is very pleased to be able to partner with Equine Guelph on the Senior Horse Challenge project," says Jelle Bergmans, Product Manager for Bovine and Equine at Boehringer-Ingelheim. "We believe that this educational tool will be highly valuable for those who own or care for senior horses. By increasing the awareness of health issues and management of aging horses, we hope this will result in improved health and animal welfare for these seniors."

Equine Guelph's Senior Horse Challenge goes far beyond testing general management knowledge of hoof care, nutrition and dental care with its quiz of 20 questions. This healthcare tool also assists horse owners to understand health challenges including diseases, disorders and conditions that are common to the aging equid. There is also a special section geared toward becoming adept at pain recognition.

Take the Senior Horse Challenge: http://equineguelph.ca/Tools/senior_horse.php

Plan A Head

Helmet head may be unflattering but is it worth risking vegetable brain? No matter what the riding discipline, wearing a helmet is one of the best ways to plan ahead to minimize the chance of a brain injury. Play safe and put your head in a helmet whenever around horses. Set a good example and take steps to minimize your risk of becoming a statistic.

Download Equine Guelph's Helmet fitting information sheet complete with diagrams.



http://www.equineguelph.ca/pdf/courses/trainer_kit/helmet_fitting_infosheet_final.pdf

Watch for our new display on helmet safety at the Royal Agricultural Winter Fair, Toronto, ON, Nov 7 - 16.

Research Update at Woodbine

Ontario Veterinary College researchers shared some of their latest results during a presentation at Woodbine racetrack on May 22, 2014, thanks to generous sponsorship from the Horsemen's Benevolent and Protective Association of Ontario (HBPA) and Woodbine Entertainment Group.



This research day was open to all Woodbine members involved in day-to-day work with the horses, with the goal of reaching out to the "backstretch family" of trainers, riders, jockeys, grooms, veterinarians and others who contribute to the health and well-being of racehorses, said Dr. Peter Physick-Sheard of OVC's Department of Population Medicine. "It provided a wonderful forum for researchers and graduate students to share their research, network and exchange ideas," said Physick-Sheard. "It was also an opportunity to express our appreciation to the sponsors for their ongoing support of Equine Guelph research."

Equine Welfare Article Series

In partnership with the Ontario Ministry of Agriculture and Food, Equine Guelph has developed a 'Full-Circle-Responsibility' equine welfare educational initiative which stands to benefit the welfare of horses in both the racing and non-racing sectors.



Monthly welfare tip articles were press released and sent out to our enews subscribers throughout 2014.

Full stories on website: <http://www.equineguelph.ca/news/archives.php>

Body Condition Scoring – Hands on Help for Your Horse
Protect Your Horse from Hazards on the Farm
Fire Safety on the Farm – Reducing the Risk
Equine Emergency Preparedness and Large Animal Rescue Training: The Difference between Life and Death
Planning for the Final Goodbye
Drugs and Your Horse The Dangers of Medicating
Second Careers for Racehorses: The Transition from Racetrack to Ribbons

Summary

Now in its 12th year of partnership, Equine Guelph continues to carry out its important mandate to support the health and welfare of horses and the success of our equine industry. We continue to create and develop services for the industry by combining new research results into our education and communications programs and therefore provide the industry with practical and applied information that supports the personal development of industry participants including professionals, hobbyists, veterinarians and equine specialists. The development of the online presence will continue to be an important part of the “go-forward” strategy to increase access to the programs of Equine Guelph.

Equine Guelph continues to develop its leadership role in Ontario and beyond and is viewed with confidence by the industry and media as a leader in equine education, training and information dissemination. The recognition from the American Horse Publications and Zoetis, naming Gayle Ecker as a finalist for their Industry Vision award, is a true testament to the development of Equine Guelph as a strategic leader in many areas that help support the horse industry, personal development and equine welfare.

Equine Guelph’s programs are a fundamental part of the rapidly changing equine industry. The need for equine research, education and welfare is no less now than it was in 2002 when Equine Guelph was first created. The partnership between Equine Guelph and the industry is an important priority for continued development and Equine Guelph remains dedicated to working in partnership with the industry, its sponsors and funders to move its mandate forward.

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. Our commitment to the industry remains strong so that we can continue to provide the important services and programs to the industry, while sharing its core values of equine welfare and industry sustainability.

Appendix 1: Current Equine Guelph Advisory Council Members for 2014-2015

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Appendix 4: Research Projects for 2014-2015

New Projects:

Investigator	Title
Stämpfli, H	Molecular epidemiology of organisms potentially causing diarrhea in foals: A longitudinal study to identify pathogenic genotypes with emphasis on clostridial organisms.
Arroyo, L	Ex-vivo Pulmonary Arterial Perfusion System to model biomechanical and hemodynamic phenomena in equine pulmonary arteries

Continuing Projects:

Investigator	Title
Weese JS	Characterization of the respiratory microbiome of healthy horses
Stämpfli, 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
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	Electroarthrography 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
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

Appendix 5: Lay Summaries of New Research Projects for 2014 - 2015

Stämpfli H Molecular epidemiology of organisms potentially causing diarrhea in foals: A longitudinal study to identify pathogenic genotypes with emphasis on clostridial organisms.

Co-investigators: J. Scott Weese, Miranda Abrahams, Meagan Walker, Mohammad JalaliMost

Most foals experience an episode of diarrhea before 6 months of age. In this study, we collected fecal samples biweekly from normal foals, foals with diarrhea, and their dams (604 samples total) over their first four months of life. Samples were cultured for *Clostridium difficile*, a common bacterial pathogen isolated from foals with diarrhea. Samples that were cultured positive for *C. difficile* were also tested for the presence of toxins, which are thought to be required for the bacteria to cause diarrhea. Additionally ribotype strains were determined for all culture positive samples to determine genetic relationship to previously identified strains.

Mares, healthy foals, and diarrheic foals all shed *C. difficile* at different time points throughout the study. Foals under one month of age were significantly more likely to shed *C. difficile* than older foals, but foals with diarrhea did not shed more *C. difficile* than foals without diarrhea. All of the culture positive samples contained toxins, and 21 different ribotype strains were identified. Four of these strains have been previously identified in human *C. difficile* infections.

These results are significant because they highlight the continued importance of multiple pathogens in causing foal diarrhea; the fact that shedding of *C. difficile* was not significantly correlated with diarrhea in these foals suggests that a multitude of other pathogens may have been responsible for the diarrhea observed in these foals. Younger foals were more likely shed *C. difficile*, which is consistent with previous reports. Additionally, the identification of strains which cause disease in humans amongst our study population raises concerns for biosecurity and public health on equine breeding farms. Further analyses in the laboratory are currently under way to identify additional organisms present potentially causing diarrhea in foals.

Arroyo L Ex-vivo Pulmonary Arterial Perfusion System to model biomechanical and hemodynamic phenomena in equine pulmonary arteries

Co-investigator: Bruce Guest

The behavior of catheters within the pulmonary artery was investigated using equine en bloc heart and lung preparations. An equine ex vivo heart and lung perfusion system (EVHLPS) was built and utilized to develop a blind technique for catheter placement into the distal main stem of the pulmonary artery utilizing balloon tipped catheters. A 7Fr, 200cm pancreatic sphincteroplasty catheter with a 16mm balloon was found to be an effective device to facilitate placement of a pressure measurement catheter within the pulmonary artery at the location where EIPH occurs in the horse. The EVHLPS replicated basic aspects of equine pulmonary artery hemodynamics and mechanics. The navigation technique developed in the EVHLPS is currently being used to collect hemodynamic and mechanical data from the pulmonary arteries of live horses. Increased knowledge of the properties

of the equine pulmonary may shed light on the causes of EIPH in horses. The EVHLPS will allow development of this knowledge without the use of live animal testing.

Lay Summaries of Continuing Research Projects for 2014 - 2015

Weese JS Characterization of the respiratory microbiome of healthy horses

With advancement in testing methods, it has become abundantly clear that the body's microbiota (microbial populations) and microbiome (genetic composition of those populations) are incredibly large, diverse and critical for health. While focus has mainly been in the intestinal tract, other body sites also harbour important bacterial microbiomes. The upper respiratory tract microbiome is a potential reservoir of various pathogens (e.g. *Streptococcus equi*) that can cause disease in the host or be spread to other horses. Its composition may play a key role in determination of whether an animal becomes infected or a carrier. Further, while the lower airways are often considered to be sterile or only transiently contaminated, evidence from humans indicates the presence of a diverse microbiome that plays a critical role in both development and prevention of disease. Understanding the respiratory microbiome is crucial for understanding the airway's normal protective mechanisms, how bacterial populations change in response to disease, how microbiome changes may cause disease and how microbiomes can be altered to prevent and treat disease. This study will use advanced molecular and bioinformatics methods to characterize the equine respiratory microbiome, describe and compare the bacterial compositions of different locations in the respiratory tract, and 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, studies investigating the role of this population in various diseases, as well as studies regarding treatment and prevention of disease, will be possible.

Stämpfli 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 complex causing large economic losses to the equine industry. Up to 80% of foals have an episode of diarrhea in their first 6 months of life. Causes are often multifactorial; however, infectious agents, particularly *Clostridium difficile* and *C. perfringens* may play an important role. Preventative measures are currently limited to standard infection control practices and novel approaches are needed. Probiotics have received increasing interest in human and veterinary medicine to prevent and treat enteric disease. Probiotics exert their beneficial effect through various pathways, including production of antimicrobial compounds targeting intestinal pathogens, as well as general immune stimulation and colonization resistance. Over the counter probiotics often do not contain the promised ingredients and peer reviewed clinical studies proving the claimed effects are not available. Few studies in horses have been performed to evaluate the efficacy of home-made probiotics but promising results have been reported. Recently, several commercial bacterial strains (*Lactobacillus rhamnosus* LHR 19 and SP1, *L. plantarum* LPAL and BG112 and *Bifidobacterium animalis lactis*) produced for the human food industry have been shown to inhibit growth of *C. difficile* and *C. perfringens* in vitro. These strains were also able to grow in the presence of acid and bile, making them suitable for further evaluation as animal probiotics. These strains should be evaluated in a placebo controlled clinical trial for their ability to decrease the

incidence of foal diarrhea and reduce fecal pathogen shedding, particularly of *C. difficile*, *C. perfringens*.

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.

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. After 4 trials on each of 2 live horses, we found that the size of the animal prevented continuous imaging of the small intestine. The images that were obtained were of very good quality (showing small lesions in the gut wall and even showing a few small pin worms in one

horse). Our conclusion was that there still needs to be some modification of the technology before it is practicable for a clinical situation. We did develop protocols for clearing the gut while maintaining its mobility that will be of use when the technology catches. On the basis of these results we did not try the third objective which was to perform a pilot study comparing images from the GIT of healthy and diseased horses. That will come once technical improvements are made.

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 conceptus attachment to the equine uterus proceeds or fails between Days 12-21 of gestation while the conceptus is still enclosed in a capsule. We collect conceptuses and endometrium of defined ages transcervically and analyse them for important changes in proteins, cytokines and steroids. We are most interested in changes that help to explain the differences between successful and unsuccessful early pregnancy during a period of frequent early embryonic loss in mares. Normal pregnancies are compared with pregnancies that fail after mares are injected with cloprostenol, an analogue of prostaglandin that induces luteolysis. Our most recent findings confirm that prostaglandin treatment at Day 18 has a direct and immediate harmful effect on the conceptus. In the proposed studies, we will compare the temporal and spatial changes in the production of estrone sulfate and other potential signalling factors produced by the trophoblast of healthy and failing conceptuses. In addition, changes such as expression of attachment and nutrient transfer factors indicative of a successful endometrial response will be further characterized. These assays will employ immunohistochemical and proteomic analyses and a recently available horse gene expression microarray to compare changes in samples collected via our established protocols. Candidate markers for success or failure will be confirmed by quantitative RT-PCR and protein identification using mass spectrometry or immunoassays. The work will help explain conceptus interaction with the endometrium that is essential to pregnancy maintenance and which, when disrupted, results 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.

Cartilage has unique biomechanical properties resulting from interactions among extracellular matrix components, consisting of hydrated proteoglycan trapped in a collagen network, and interstitial fluid. During compression, cartilage produces electrical signals, known as streaming potentials, due to negatively charged functional groups on proteoglycan¹. Streaming potentials reflect cartilage composition and structure and are more sensitive to cartilage load bearing properties than purely biomechanical measurements²⁻⁴. A new method called electroarthrography (EAG) measures streaming potentials non-invasively⁵ and has the potential to become a clinical tool that may contribute to the diagnosis and treatment of degenerative joint diseases.

This study aims to develop a diagnostic EAG method suitable for on-farm assessment of fetlock cartilage. Specific objectives include correlating EAG with direct macroscopic, biomechanical, histological and biochemical measurements of cartilage properties, and comparing EAG to current clinical assessments of joint health. We hypothesize that (1) EAG signals are strongly correlated to cartilage composition and load bearing properties, and (2) EAG can consistently distinguish early cartilage degradation from more advanced erosion. Testing hypothesis (1) will involve experiments in fetlock explants where EAG obtained during simulated joint loading is compared to direct assessments of normal, enzymatically degraded, and osteoarthritic cartilage. Testing hypothesis (2) will require clinical application of EAG in normal horses and those exhibiting clinical signs of joint disease.

An EAG-based diagnostic would provide veterinarians with a sensitive tool for monitoring joint health. Detecting cartilage degeneration at treatable stages may prevent horses from being lost to joint disease and may lower costs associated with training these animals.

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 both, adipose derived and bone marrow derived, MSC were reported to improve lameness in horses unresponsive to conventional treatment. Recently, a comparable physiologic response to the intra-articular injection of autologous and allogeneic stem cells was reported in the horse. 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. Therefore, our hypothesis is that allogeneic umbilical cord blood mesenchymal stromal cells have an anti-inflammatory effect in induced synovitis in horses. The first part of the study will evaluate the in vitro anti-inflammatory potential of allogeneic umbilical cord blood mesenchymal cells. For the in vivo study, inflammation will be temporarily induced with endotoxin in the midcarpal joint of 6 horses, and allogeneic umbilical cord blood mesenchymal cells will be injected and with repeat synovial fluid samples the effect of the MSC on various joint parameters evaluated.

Appendix 6: Research Publications

Dr Luis Arroyo

“Arterial Calcification in Horses”, Equine Guelph Fall 2014 Newsletter.

Dr Keith Betteridge

“Early Embryonic Loss”, Equine Guelph 2015 Spring Newsletter.

Diel de Amorim, M., Chenier T., Quinn B.A., Yekkala K., Rannala V., Velianou, S. Scholtz E., Gartley C.J., Hayes M.A. 2014. Endometritis-associated alterations in major proteins in uterine flush fluids from mares. *J. Eq. Vet. Sci.* 34:150.

Betteridge K.J., Waelchli R.O., Raeside J.I., Christie H.L., Quinn B.A., Hayes M.A. 2014. Changes accompanying spontaneous embryonic loss in nine mares during the first month of pregnancy. *J. Eq. +Vet. Sci.* 34:195-197.

Betteridge, K.J. 2014. Therio-ontology: a personal view of 40 years of farm animal embryo form and function. *Theriogenology* 81:85-95. *Horse Health Annual*, February/March 2013. The work of Dr. Betteridge was highlighted in the report on research section story "Champions of the Cause".

Diel de Amorim, M., 2014. Diagnostic aspects and proteomic analysis of uterine flush fluid from mares with endometritis D.V.Sc Thesis, University of Guelph.

Dr. Mark Hurtig

"ETA for EAG", lay article by Jackie Bellamy-Zions, published in *Equine Guelph Newsletter* Fall 2014 also picked up by:

- Flying Changes Magazine, November 2014, Page 38 – 39.
- The Horse Health Annual, Jan, 2015, Page 10.
- Wellington Advertiser, Oct, 2014, Page 9.
- http://www.thehorse.com/articles/34602/eag-findings-could-help-in-diagnosing-fetlock-injuries?utm_source=Newsletter&utm_medium=health-news&utm_campaign=09-30-2014
- Equine Canada Weekly enews round up, Sept 24, 2014.
- <http://www.horsejournals.com/horse-care/illness-injury/lameness/electroarthrography-assess-equine-fetlock-health>
- https://www.horse-canada.com/magazine_articles/early-diagnosis-of-cartilage-damage/
- <http://stablemanagement.com/article/technology-diagnosing-joint-cartilage-health-fetlocks-25691>
- [http://www.harnesslink.com/News/Equine-Guelph-Press-Announcement---ETA-for-EAG?highlight=Equine Guelph](http://www.harnesslink.com/News/Equine-Guelph-Press-Announcement---ETA-for-EAG?highlight=Equine%20Guelph)
- <http://horsetalk.co.nz/2014/09/25/fetlock-injuries-electroarthrography-spotlight/>
- http://practicalhorsemanmag.com/article/detecting-joint-damage-26282?utm_source=PracticalHorsemanNL&utm_medium=email&utm

Hoba M. (2014) A preliminary investigation of the methodology and feasibility of percutaneous electroarthrography in predicting osteoarthritis of the equine fetlock. Retrieved from: <https://atrium.lib.uoguelph.ca/xmlui/handle/10214/8426>

Dr. Thomas Koch

Lepage S, et al. 2014. Generation, characterization and multilineage potency of mesenchymal-like progenitors derived from equine iPS cells. *Stem Cells and Development*

"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.

Dr. Judith Koenig

Williams LB, Tessier L, Koenig JB, Koch TG. Post-thaw non-cultured and post-thaw cultured equine cord blood mesenchymal stromal cells equally suppress lymphocyte proliferation in vitro. PLoS One. 2014 Dec 1;9(12)

Bourzac CA, Koenig JB, Link KA, Nykamp SG, Koch TG. Evaluation of ultrasmall superparamagnetic iron oxide contrast agent labeling of equine cord blood and bone marrow mesenchymal stromal cells. Am J Vet Res. 2014 Nov;75(11):1010-7

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

Dr. Henry Stämpfli

Clostridium difficile prevalence in foals on Ontario breeding farms: a longitudinal study. M. Abrahams, H. Staempfli, M. Walker, J.S. Weese. J Vet Intern Med 2014;28:976–1134 (page 1118)

Dr. Jeff Thomason

“Footing Affects How Horses Move” Spring 2015 Equine Guelph Newsletter

“Capsule Endoscopic Technology” Spring 2015 Equine Guelph Newsletter

“The Impact of Impact on Bone Health” Fall 2014 Equine Guelph Newsletter

“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

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

“Emerging Diseases in the Equine Industry” Spring 2015 Equine Guelph Newsletter

“Infection Control in Canada’s Horse Industry” Spring 2015 Equine Guelph Newsletter

“Tracking Map Aids Disease Prevention” Fall 2014 Equine Guelph Newsletter

“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 antimicrobials 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

Appendix 7: Research Presentations

Dr. Luis Arroyo

“Duodenitis Proximal-Jejunitis in Horses. What is the culprit? What is the evidence?” OVC-Pathobiology, Departmental Seminar. November 7th, 2014.

“Investigation of Clostridium difficile toxins to experimentally induced duodenitis proximal jejunitis in horses”. Arroyo, L.G., Costa, M.C., Guest, B.B., Beaudoin-Kimble, M., Lillie, B., Weese, J.S. Eleventh Equine Colic Research Symposium, Trinity College Dublin, Dublin, Ireland. July 7th-9th, 2014. (Podium Presentation)

2013 World Equine Airway Symposium in Calgary, Canada. (Podium Presentation) Ex-vivo Pulmonary Arterial Perfusion System to model biomechanical and hemodynamic phenomena in equine pulmonary arteries

Dr. Keith Betteridge

“Endometritis-associated alterations in major proteins in uterine flush fluids from mares” XIth Int Symp Equine Reprod, Waikato University, Hamilton, New Zealand, Jan 26 – 31, 2014

“Changes accompanying spontaneous embryonic loss in nine mares during the first month of pregnancy” XIth Int Symp Equine Reprod, Waikato University, Hamilton, New Zealand, Jan 26 – 31, 2014

KJ Betteridge was Honorary Chairman of the XIth International Symposium on Equine Reproduction, Waikato University, Hamilton, New Zealand, January 2014. (See: Stout, TAE. 2014. Tribute to the Honorary Chairman, Honorary Chairman of the Eleventh International Symposium on Equine Reproduction Keith J. Betteridge BVSc, MVSc, PhD, FRCVS. J Equine Vet Sci 34:10-11.) “Conceptus morphology: reading the entrails” Havemeyer workshop on equine implantation, Savannah, GA October 27-29, 2013

“Uterine protein alterations associated with pregnancy failure and endometritis in mares” presented by Sophie Velianou, Merial-NIH Veterinary Scholars Program, Michigan State Univ, Michigan, August, 2013

“Uterine protein alterations associated with pregnancy failure and endometritis in mares” presented by Sophie Velianou, OVC, Guelph, ON, August, 2013

“Proteomic analysis of the uterine flush fluid from mares with endometritis” Mariana Diel de Amorim, Soc. Study Reprod, Montreal, Quebec, July, 2013

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. Mark Hurtig

Ragbar M, Gordon K, Hurtig M. Assessing Electroarthrography and its sensitivity to cartilage quality. Accepted for Osteoarthritis Research Society International (OARSI) Annual Meeting April 2015.

Changoor A., Hoba M., Quenneville E., Garon M., Gordon, Karen., Buschmann MD., Savard P. Hurtig M. (2013) Electroarthrography Provides a Non-Invasive Streaming Potential-Based Method for Detecting Cartilage Degeneration in an Equine Model. Orthopaedic Research Society 2013 Annual Meeting.

Dr. Thomas Koch

PhD Candidate Ms. Sarah Lepage presented her work in induced pluripotent stem cells The International Society for Stem Cell Research, Vancouver, 2014

PhD Candidate Ms. Sarah Lepage presented her work in induced pluripotent stem cells The Till and McCullough Meetings, Ottawa, 2014

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

Dr. Henry Stämpfli

“The effect of a newly designed probiotic on prevention of diarrhea and fecal pathogen shedding of foals during the first two months of life” conference abstract (oral presentation) presented at the annual conference of the European College for Equine Internal medicine 2014 in Prag Tschec republic.

Clostridium difficile prevalence in foals on Ontario breeding farms: a longitudinal study Presented at ACVIM Forum June 2014, Nashville, TN

Clostridium difficile prevalence in foals on Ontario breeding farms: a longitudinal study Presented at OVC Graduate Student Research Symposium, November 12, 2014, Guelph, ON

Clostridium difficile prevalence in foals on Ontario breeding farms: a longitudinal study
Presented at the Woodbine research update, May 22, 2014 Woodbine Racetrack Toronto, ON

Infectious agents in diarrheic foals on Ontario breeding farms: a case control study
M Abrahams, H Staempfli, C Leutenegger, JS Weese. Poster Presented at the International Society for Companion Animal Infectious Diseases Symposium, October 2014, Niagara-on-the-Lake, ON

Infectious agents in diarrheic foals on Ontario breeding farms: a case control study
Presented at OVC Graduate Student Research Symposium, November 12, 2014, Guelph, ON

Dr Jeff Thomason

“Calibration and assessment of capsule-endoscopy technology as a diagnostic tool for imaging the small intestine of the horse” Presented by D. Gibbard, OVC Graduate Student Symposium, Nov 2014.

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

Dr. L Viel

Immuno-histochemical staining of adrenergic and cholinergic fibers in the equine sympathetic and parasympathetic nerves of the lower and upper airways. Dr. Gallastegui presented at 2013 World equine airway Society meeting in Calgary, Alberta.

Immuno-histochemical staining of adrenergic and cholinergic fibers in the equine sympathetic and parasympathetic nerves of the lower and upper airways. Dr. Gallastegui presented at Veterinary comparative respiratory society in New Bolton Center, Pennsylvania in 2014.

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, ON, 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

- “Equine Guelph’s Welfare Education Programs”, Breyer Model Horse Show and Competition,
Toronto, ON, May 3, 2014
- “Me, You and Horses (digestive tract)”, Toronto Horse Day, June 7, 2014
- “Me, You and Horses (the skeletal system)” Toronto Horse Day, June 7, 2014
- “Report on Welfare Initiatives”, Equine Guelph Advisory Council, June 19, 2014
- “Horse Health Check for Emergency Preparedness”, Horse Owner’s Emergency Awareness Day,
Puslinch, September 18, 2014
- “Large animal rescue training”, Rockwood Fire Department, October 4, 2014
- “Updates on Equine Guelph’s Biosecurity program”, National Equine biosecurity committee,
October 7-8, 2014
- “Updates on Equine Guelph’s Welfare program”, Animal Welfare Task Team, October 9, 2014
- “Updates on Equine Guelph’s Outreach and Education Programs”, Dean’s Council Meeting, October
29, 2014
- “You, Me and Horses-The Digestive System”, Girl Guide Night at the Royal Agricultural Winter Fair,
Toronto, Ontario, November 12, 2014
- “The Horse Health Check: An Important Tool for the Horse owner”, Healthy Happy Horses
Workshop (Erin, ON) Mar 1, 2015
- “The Horse Health Check: An Important Tool for the Horse owner”, Life Stages seminar, Milverton,
Ontario, March 17, 2015
- “Equine Guelph’s Welfare Education Programs for horse owners in Canada”, to the Industry Forum
of the Equine Canada Annual Meeting, Ottawa, March 28, 2015
- “Do You Know the Code?”, Can-Am All Breeds Equine Expo, Newmarket, April 3, 2015
- “The Horse Health Check and Body Condition Scoring- Important tools for the horse owner”, Can-
Am All Breeds Equine Expo, Newmarket, April 4, 2015
- “Who is Equine Guelph?”, Can-Am All Breeds Equine Expo, Newmarket, April 5, 2015
- “The new Welfare programs of Equine Guelph”, Dean’s Council Meeting, Ontario Veterinary College,
Guelph, April 9, 2015

“The Welfare programs of Equine Guelph – an update”, Animal Welfare Task Team Meeting, Guelph,
April 15, 2015

“The Welfare programs of Equine Guelph”, representatives from ZOETIS Animal Health, Guelph,
April 22

“A brief introduction to the welfare programs of Equine Guelph”, Upper Credit Humane Society
board meeting, Georgetown, April 8, 2015

Presentations & Talks by Susan Raymond

“Large Animal Rescue Training”, to Ontario Livestock and Poultry Council, Guelph, Ontario,
December 12, 2014

“Full Circle Responsibility Education Program – An Overview”, Equine Guelph Advisory Council,
Guelph, Ontario, February 12, 2015

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 Veloze*)
 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 20 diplomas awarded in 2014/15, the total number of diplomas awarded has increased to 132.

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
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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 Certificates were awarded in 2004/05 to 36 students. With 21 Equine Science Certificates awarded in 2014/15, to date 306 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 6 Certificates in Equine Business Management awarded in 2014/15, to date 30 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

Equine Welfare Certificate

The Equine Welfare Certificate requires 3 pre-requisite courses, 4 core courses and 2 electives. The Equine Welfare Certificate is a partnership 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. In the 2015 winter semester the Equine Welfare course had 15 enrollments.

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

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 has not been offered since 2012 – 2013
In 2013 we awarded 1 Groom One Certificate.

2014 - 2015 Student Registration Profile

Student Numbers 2014-2015

Number of individual students	531
Number of new students	263
Total number of registrations	966

Registrations by Program

Enrollment Registrations 2014 - 2015

Summer 2014	
Equine Behaviour	63
Exercise Physiology	54
Equine Nutrition	54
Management of the Equine Environment	40
Equine Business Financial and Risk Management	40
Fall 2014	
Management of the Equine Environment	61
Equine Nutrition	64
Equine Growth & Development	42
Equine Functional Anatomy	56
Health & Disease Prevention	49
Equine Business Management	41
Stewardship of the Equine Environment	32
Equine Journalism	16
Advanced Equine Behaviour	0
Winter 2015	
Equine Behaviour	61
Health & Disease Prevention	65
Management of the Equine Environment	63
The Equine Industry	41
Marketing & Communications	32
Advanced Equine Health through Nutrition	15
Equine Genetics	62
Equine Welfare	15
Total Enrollment	966

Advanced Courses

Course	Semester	Enrollment
Advanced Equine Functional Anatomy	Not offered	0
Advanced Behaviour	F14	0
Advanced Equine Health Through Nutrition	W15	15
Total		15

The Advanced courses are included in the Equine Welfare Certificate and the Equine Veterinary Technicians Certificate

Behaviour & Safety 2-week online short course

Course	Session	Enrollment
Behaviour & Safety Online	Spring 2015	62

Biosecurity 2-week online short course

Course	Session	Enrollment
Biosecurity Online	Spring 2015	53

Colic Prevention 2-week online short course

Course	Session	Enrollment
Colic Prevention Online	Spring 2015	37

2014 - 2015 Statistical Profile Equine Studies

Year to Year Comparison by student geographic location

	2008	2009	2010	2011	2012	2013	2014
CAN	340	457	482	451	459	442	461
US	27	32	27	19	31	54	38
INT	13	14	15	17	13	20	23
	380	503	524	487	503	516	522

Year by Year Comparison of the geographic location of Canadian Students

	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
AB	37	47	39	49	54	48	49
BC	33	38	47	48	64	63	66
MB	7	7	10	13	10	4	7
NB	2	5	4	8	7	5	4
NF	1	2	2	2	3	4	4
NS	6	5	11	10	15	18	16
NU	2	0	0	1	0	0	0
NT	0	1	0	0	0	3	3
ON	238	313	338	296	275	259	275
PI	0	2	0	0	4	3	1
PQ	10	27	19	18	12	21	20
SK	2	5	10	6	14	14	16
YT	2	5	2	0	1	0	0
	340	457	482	451	459	442	461

Where are our students coming from?

Canadian Students

Student numbers	
AB	49
BC	66
MB	7
NB	4
NF	4
NS	16
NU	0
NT	3
ON	275
PI	1
PQ	20
SK	16
YT	0
TOTAL	461

International Students

Student Numbers	
Netherlands	1
New Zealand	2
Switzerland	3
Kenya	1
Germany	3
France	1
Australia	2
Italy	1
UAE	1
South Africa	1
Russia	1
Singapore	2
Egypt	1
China	1
Spain	1
Malaysia	1
TOTAL	23

US Students

Student Numbers	
CA	3
CT	2
FL	2
IN	2
IL	1
KY	1
MA	1
ME	1
MI	1
MT	1
MN	1
NC	2
NE	1
NJ	1
NM	1
NY	5
OH	1
TN	2
TX	3
WA	5
VT	1
TOTAL	38

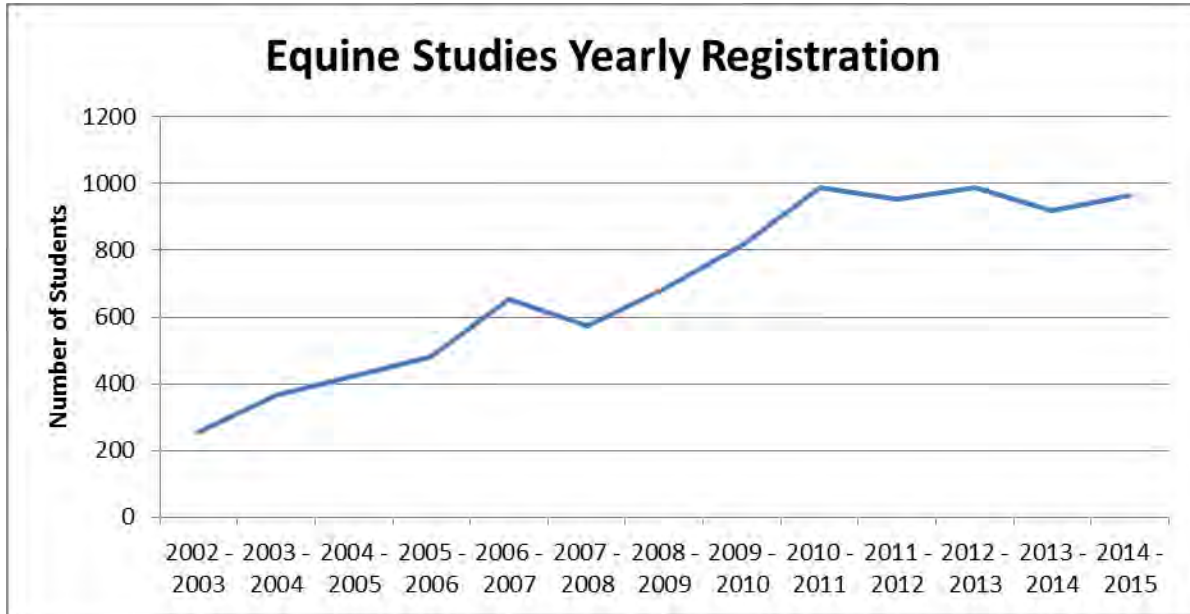
Number of courses offered each year

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	21
2014 - 2015	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	16
2014 - 2015	17

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

May 24, 2014	EquiMania! at Uxbridge Museum (Uxbridge, ON)
May 31, 2014	EquiMania! at Brooklin Spring Fair (Brooklin, ON)
Jun 05 – 08, 2014	EquiMania! at Horse Capades (CNE grounds, Toronto, ON)
Jun 07, 2014	EquiMania! at Toronto Horse Day (Toronto, ON)
Jul 27 - Aug 14, 2014	EquiMania! at International Plow Match (Simcoe, ON)
Aug 21–Sept 1, 2014	EquiMania! at Minnesota State Fair (Minnesota, USA)
Sept 18, 2014	Emergency Preparedness Workshop for Horse Owners (Guelph, ON)
Sept 19 – 21, 2014	Technical Large Animal Emergency Rescue Awareness and Operations Level Workshop (Adjala-Tosorontio, ON)
Sept 28, 2014	Animal Wellness Expo (Hamilton, ON)
Oct 2, 2014	Equine Guelph booth at Evening of Celebration for Headwaters Horse Country (Orangeville, ON)
Oct 10 – 13, 2014	EquiMania! at Erin Fall Fair (Erin, ON)
Oct 11, 2014	EquiMania! at Mohawk Racetrack, featuring Ontario Sires Stakes \$2 million Gold Super Finals (Campbellville, ON)
Oct 19, 2014	Sidesaddle Day (Hillsburgh, ON)
Nov 7 – 16, 2014	EquiMania! At the Royal Agricultural Winter Fair (Toronto, ON)
Jan 25, 2015	Common (and not so common) Emergencies (Hillsburgh, ON)
Mar 1, 2015	Healthy Happy Horses Workshop (Erin, ON)
Mar 17, 2015	Equine Care and Welfare–Life Stages Seminar (Milverton, ON)
Mar 18, 2015	Performance Horse Nutrition, University of Guelph (Guelph, ON)
Mar 22, 2015	Equine Behaviour and Recognizing Pain (Hillsburgh, ON)
Apr 3 – 5, 2015	EquiMania! at Can Am All Breed Equine Expo, Markham Fair (Markham, ON)

Appendix 12: Media Coverage Summary

Topic	Articles (May 1, 2014- April 31, 2015)
EquiMania!	18
Research	55
Education	56
General	149

Coverage of Special Events and Programs

Full-Circle-Responsibility Welfare Program <i>with 21 articles on the Technical Large Animal Rescue program</i>	91
Horse Health Tracker App	24
Lameness Lab	16
Equine Guelph Online eWorkshops	12
Helmet Safety	8
HEALTHflash	8
Senior Horse Challenge	8
Growth & Development Course	7
Research Radio	6
Biosecurity Programs	6
Colic Program (including Risk Rater tool)	5

Special coverage featuring EquiMania! and Equine Guelph

Canadian Thoroughbred Magazine, and Whoa Magazine	Equine Research Update (7 EG research stories)
The Rider & The Wellington Advertiser	All 3 articles from the Developing the Sport Horse Series
2015 Horse Health Annual	Tune into Research Radio
2015 Horse Health Annual	Separating the Boys from the Boys (Dr. Cruz)
2015 Horse Health Annual, Flying Changes Magazine (<i>front cover</i>), and 7 popular online media sites	ETA for EAG (Dr. Hurtig – Electroarthrography)
Horse Sport	Gastric Ulcers (Dr. Kenny)
Fire Fighting in Canada Magazine	Livestock Lessons –handling large animal incidents
Horse Canada.com Magazine	Emergency Preparedness
Greenhawk Flyers	Equine Guelph Educational Courses
Whoa! Winter 2015	Ticket to Ride Program a Huge Success at the Royal

Total Features: 277

Equine Guelph's database of monthly E-News subscription took a hit this year with the compliance of new CASL laws. However, our loyal followers and subsequent subscribers indicates a high quality audience including: veterinary practices, equestrian media moguls, stable owners and industry professionals. This is resulting in better reach and engagement in Equine Guelph news.

Equine Guelph continues to grow in popularity on social media platforms such as Facebook and Twitter. Since joining Facebook in 2011 we have accumulated 1,629 loyal followers (more than doubling our friends list from last year). With our first tweet going out in April 2012 we are now up to 641 twitter followers including organizations such as the Ontario Equestrian Federation who re-tweet a large number of our messages. More followers include: Spruce Meadows, Guelph's mayor, Canadian Horse Racing News, Talking Horses TV (HBPA), Equestrian Hour (networking in UK), EquiMed, the Royal Agricultural Winter Fair, Veterinary Daily, Ont. Vet Med Assc, and Canadian Vet Medical Association.

Equine Guelph's Lameness Lab became a YouTube sensation courtesy of Dressage Hub who shared a video which went viral with 10 thousand views on the day it went up (Oct 2nd 2014) on Horse Junkies United's site. There were OVER 40 thousand hits over the weekend. Barn Mice and Horse Nation also picked up the coverage. Horse Junkies leveled off at over 120,000 views!!! Well-known equine communications websites (unique visitors over 1million) who have created links to our material and have embedded videos include: Stablemanagement.com, HorseJunkiesUnited.com, Horse-Canada.com and Barnmice.com.

Research Radio on Equine Guelph's website has continued to receive positive distribution, being picked up by Standardbred Canada who is reposting monthly. Boasting 14 episodes, pick up has also been received 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. 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!

Watch later this year for Equine Guelph's awareness campaign to be aired in two 15 second spots on CTV and CTV2 networks during the Talkin' Horses program breaks.

Media Coverage List

Date	Magazine or Website	Article Title
14-May	Equimed.com	Horse Health research Presented at Woodbine
14-May	EquineChronicle.com	Equine Conditioning to Enhance Your Horse's Athletic Performance
14-May	The Rider	Equine Guelph Launches Research Radio
14-May	The Rider	Equine Guelph Receives Builder Award at Can-Am
14-May	The Rider	Equine Conditioning is not a "One Size Fits All" Concept
14-May	The Rider	Legacies Live on with Hoofprints
14-May	The Rider	When Disaster Strikes, Plan to be Prepared
14-May	The Rider	Trailerling with Safety In Mind
14-May	TheHorse.com	Online Equine Exercise Physiology Course Offered
14-May	Horsetalk.co.nz	Body of evidence: Getting to grips with the Henneke scoring system
14-May	StandardbredCanada.ca	Senior Horse Challenge Announced
14-May	Veterinary Enews Magazine	Body Condition Scoring: Hands-On Help for Your Horse
14-May	EquiMed.com	Equine Guelph Launches Senior Horse Challenge
14-May	Equine Science Update	Research Radio
14-May	Horse-Canada.com	Equine Guelph Launches Senior Horse Challenge
14-May	Stablemanagement.com	Free Online Equine Biosecurity Calculator
14-May	BarrelHorsenews.com	Body Condition Scoring: Hands-On Help for Your Horse
14-May	StandardbredCanada.ca	Research Update at Woodbine
14-May	Horse-Canada.com	OVC Research Update at Woodbine
14-May	Stablemanagement.com	Equine Guelph Launches Senior Horse Challenge
14-May	horse.on.ca	Equine Guelph Launches Senior Horse Challenge
14-Jun	StandardbredCanada.ca	Equine Guelph's Emergency Workshops
14-Jun	CosaOnline.com	Equine Guelph's Farm Fire Safety Tips
14-Jun	HBPA.on.ca	May 2014 Enews post (Research Radio)
14-Jun	Ovc.uoguelph.ca	OVC equine researchers mingle with 'backstretch family' at Woodbine
14-Jun	Stablemanagement.com	Reducing the Risk of Barn Fires
14-Jun	Equimed.com	Fire Safety on the Horse Farm - Reducing the Risk
14-Jun	HorseTalk.co.nz	Practical steps to avoid the horrors of a barn fire
14-Jun	HorseTalk.co.nz	Help at Hand for Owners of Aging Horses
14-Jun	StandardbredCanada.ca	Equine Guelph's Farm Fire Safety Tips
14-Jun	HorseTalk.co.nz	How do horses react to humans fearful of them?
14-Jun	StandardbredCanada.ca	Equine Guelph's Emergency Workshops
14-Jun	Standardbredbreeders.com	Equine Guelph Is Hosting Equine Emergency Workshops
14-Jun	WWH Newshound	Equine Guelph Is Hosting Equine Emergency Workshops
14-Jun	The Rider	Body Condition Scoring: Hands-On Help for Your Horse
14-Jun	The Rider	Research Update at Woodbine
14-Jun	The Rider	Equine Guelph Launches Senior Horse Challenge

Summer-14	Greenhawk Catalogue	Always a Student - EG courses ad
14-Jul	TheHorse.com	Protect Your Horse from Hazards on the Farm
14-Jul	StandardbredCanada.ca	Equine Guelph's Research Radio
14-Jul	Equine Canada	July Health Flash link in EC Roundup for Emergency Preparedness
14-Jul	Equimed.com	5 Top Seasonal Horse Health Tips from Equine Guelph (from HEALTH flash)
14-Jul	HarnessLink.com	Protect your horse from hazards on the farm
14-Jul	HorseTalk.co.nz	Cross training for horses-does it work
14-Jul	EquineChronicle.com	Equine Emergency Preparedness and Large Animal Rescue Training
14-Jul	Horse-Canada.com	Tips to Avoid Strangles Outbreaks
14-Jul	Tristateneighbour.com	Vaccination of foals (EG Helpful Hints video used)
14-Jul	HorseJournals.com	Equine Emergency Preparedness Training
14-Jul	Horse-Canada.com	Equine Emergency Preparedness and Large Animal Rescue Training
14-Jul	OEF ebulletin	Equine Guelph Offers Emergency Preparedness and Large Animal Emergency Rescue...
14-Jul	Long Run	Equine Guelph Hosts Emergency Rescue Courses
14-Jul	Horsetalk.co.nz	Protecting Horses from Farm Hazards
14-Jul	World Dressage News	Equine Emergency Preparedness and Large Animal Rescue Training
14-Jul	HorseJournals.com	Cross-Training the Sport Horse
14-Jul	theHorse.com	Equine Rhinitis Virus
14-Jul	HBPA.on.ca	Emergency Preparedness Workshops (front page- news & updates)
14-Jul	OCV Bulletin	Equine Guelph Hosts Emergency Rescue Courses
14-Jul	BarnMice.com	Equine Guelph: Developing the Sport Horse - Part 1 The importance of Cross Training
14-Jul	Ontario Association of Fire Chiefs	Technical Large Animal Emergency Awareness and Operations Level Course
14-Jul	Horsemanshipradio.com	Emergency Preparedness with Susan Raymond (audio feed)
14-Jul	Wellington Advertiser	Hydration is Everything for Horses
14-Jul	Wellington Advertiser	Learn About Animal Emergencies (Ad)
14-Jul	Wellington Advertiser	The Importance of Cross-training for mind and body
14-Jul	Wellington Advertiser	Protect Your Horse from Hazards
14-Jul	TheHorse.com	Developing the Sport Horse: Cross Training
14-Jul	horsejunkiesunited.com	How to Tell if Your Horse is Lamé
14-Jul	The Rider	The New Horse Health Check Barn Posters Now Available
14-Jul	The Rider	University of Guelph honours accomplished equestrian (Stubbs)
14-Jul	Equimed.com	Protect Your Horse from Hazards on the Farm
14-Jul	EquiMed.com	The Importance of Cross-training for the mind and body of your Horse
14-Jul	EquiNews.com	Senior Horse Challenge Addresses Management of Older Equines
14-Jul	EquiNews.com	Fire Safety: More than "No Smoking" Signs in the Horse Barn
14-Aug	HorseJournals.com	Plan A Head
14-Aug	StableManagement.com	Developing the Sport Horse: Cross Training

14-Aug	StableManagement.com	From the Ground Up; 10 Years of Exploring Equine Competition Surfaces
14-Aug	islandhorsecouncil.ca	Equine Guelph - Maximizing the Benefits of Research
14-Aug	cnw.HCBC.ca	Maximizing Benefits of Research for Growth and Development of the horse
14-Aug	Equine Canada Aug eblast	Developing the Sport Horse: Pt 2 the importance of hydration
14-Aug	EquiNews.com	Can Horses Sense Fear in Humans?
14-Aug	Horse-Canada.com	Developing the Sport Horse: Pt 2 the importance of hydration
14-Aug	HorseTalk.co.nz	Cross training important for the mind and body of sport horses
14-Aug	TheHorse.com	Developing the Sport Horse: Pt 2 the importance of hydration
14-Aug	HarnessLink.com	Online programs from Equine Guelph
14-Aug	AllAboutHorses.com	Equine Guelph to Offer Horse Growth, Development Course
14-Aug	Equine Chronicle	12-Week Online Course on Equine Growth and Development
14-Aug	HarnessLink.com	Maximizing the benefits of research
14-Aug	TheHorse.com	Equine Guelph to Offer Horse Growth, Development Course
14-Aug	Twitter.com/mnstatefair	Stop by EquiMania! in the Horse Barn...
14-Aug	The Rider Magazine	Equine Emergency Preparedness and Large Animal Rescue Training - the difference between life & death
14-Aug	The Rider Magazine	Learn About Animal Emergencies (Ad)
14-Aug	The Rider Magazine	Developing the Sport Horse: Pt 1 - The importance of cross training...
14-Sep	Equine Canada eblast	Equine Guelph September Enews
14-Sep	EquiMed.com	Maximizing the benefits of research for Growth and Development of the Horse
14-Sep	Equine Canada eblast	Horse Industry Survey
14-Sep	EquiMed.com	Equine Guelph Offering Equine Emergency and Large Animal Rescue Courses
14-Sep	Kppusa.com Kentucky Performance Products	Planning for the Final Goodbye
14-Sep	Kppusa.com Kentucky Performance Products	Developing the Sport Horse: Pt 2 the importance of hydration
14-Sep	Kppusa.com Kentucky Performance Products	Developing the Sport Horse: Pt 1 - The importance of cross training...
14-Sep	AAC Sept eNewsletter	Full-Circle-Responsibility Equine Welfare Training Program
14-Sep	Horse-Canada.com	Equine Guelph Research Survey
14-Sep	The Rider Magazine	Developing the Sport Horse Part 2: Hydration
14-Sep	The Rider Magazine	Sires Stakes (EquiMania! Mention)
14-Sep	StandardbredCanada.ca	Equine Guelph Research Survey
14-Sep	HorseTalk.co.nz	Euthanasia: Planning for the final goodbye
14-Sep	veooz.com	First Appearance for EquiMania! at International Plowing Match & Rural Expo
14-Sep	TheHorse.com	Equine Guelph Ad

14-Sep	EquiMed.com	First Appearance for EquiMania! at International Plowing Match & Rural Expo
14-Sep	HarnessLink.com	Equine Guelph conducting research survey
14-Sep	Equine Canada Weekly enews	ETA for EAG
14-Sep	Thehorse.com	ETA for EAG
14-Sep	EquiMed.com	Planning for the Final Goodbye
14-Sep	OHRIA	University of Guelph Horse Racing Industry Survey
14-Sep	HarnessLink.com	Planning for the final goodbye to your horse
14-Sep	EquiMed.com	Horse Industry Research Survey
14-Sep	TheHorse.com	Planning for the Final Goodbye
14-Sep	TheHorse.com	Participants Sought for Ontario Horse Industry Survey
14-Sep	HarnessLink.com	EAG testing for Fetlock injuries around the corner
14-Sep	HorseTalk.co.nz	Fetlock injuries under electroarthrography spotlight
14-Sep	OEF	Equine Guelph Research Survey
14-Sep	The Rider	Developing the Sport Horse: Pt 2 the importance of hydration
14-Sep	Horse-Canada.com Magazine	Emergency Preparedness
14-Sep	The Portico	Worms and Germs Like to Travel
14-Sep	Canadian Vet	Antimicrobial Stewardship (Dr Prescott quoted)
14-Sep	Trot Magazine	40 Year of Excellence Sires Stakes (EquiMania! Mention)
14-Oct	StandardbredCanada.ca	Is your Horse's Heart Healthy? (Research Radio)
14-Oct	CanadianHorseJournal.com	ETA for EAG
14-Oct	HorseNation.com	Test (and Improve) Your Lameness-spotting Skills
14-Oct	HorseJunkiesUnited.com	Is this Horse Lame? Test Your Skills - Part 1 - Part 4
14-Oct	Horse-Canada.com enews	Oct, 6, 2014 enews Best of Web Video: test your eye with this lameness assessment
14-Oct	Equine Canada Weekly enews	Awareness Training for Large Animal Rescue - Always Expect the Unexpected
14-Oct	Equine Canada Weekly enews	Equine Guelph Fall HEALTH flash
14-Oct	The Rider Magazine	Awareness Training for Large Animal Rescue
14-Oct	The Rider Magazine	Equine Guelph Research Survey
14-Oct	The Rider Magazine	Plan A Head
14-Oct	BarnMice.com	Lameness Lab #1: Is this horse lame?
14-Oct	HorseTalk.co.nz	Helmet Hair of Vege-Brain - Your Choice
14-Oct	Equine Canada Enews	Plan A Head
14-Oct	Equine Canada Enews	Industry Survey
14-Oct	EquiMed.com	Your Horse's Legs: Common Injuries and How we Can Treat them

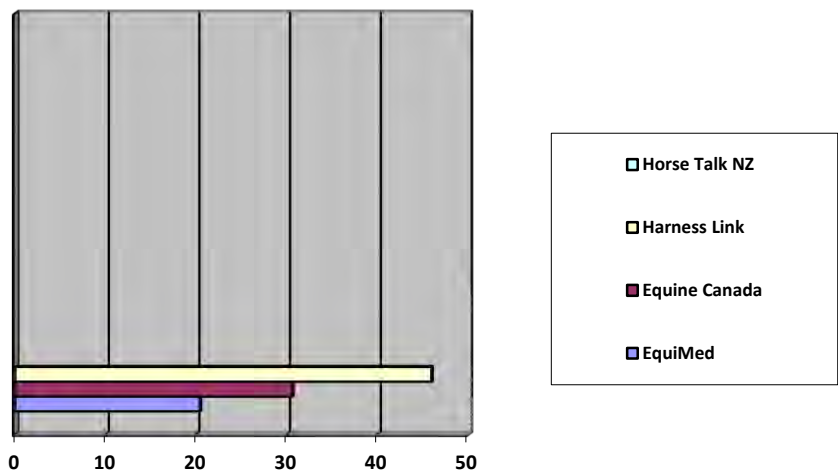
14-Oct	EquiMed.com	Developing the Sport Horse part 3: Legs Common Injuries and How We Treat Them
14-Oct	Horse-Canada.com	Equine Guelph Urges Riders to Plan A Head
14-Oct	StableManagement.com	Awareness Training for Large Animal Rescue
14-Oct	OVC.uoguelph.ca	Always Expect the Unexpected (TLAER training)
14-Oct	CASA enews	Plan A Head
14-Oct	BarnMice.com	Lameness Lab #2: Is this Horse Lame? Training Your Eye to See...
14-Oct	StableManagement.com	New Technology for Diagnosing Joint Cartilage Health in Fetlocks
14-Oct	TheHorse.com	Developing the Sport Horse: Common Injuries
14-Oct	TheHorse.com	Equine Guelph Holds Large Animal Rescue Courses
14-Oct	TheHorse.com	Going to the Barn? Don't Forget Your Helmet
14-Oct	TheHorse.com	Education AD - Farm & Barn newsletter
14-Oct	Horse Sport	Gastric Ulcers (Dr. Dan Kenny)
14-Oct	OEF	Plan A Head
14-Oct	islandhorsecouncil.ca	Equine Guelph Fall HEALTHflash
14-Oct	Snapmilton.com	EquiMania!
14-Oct	EquineCanada Enews	Developing the Sport Horse 3 -Legs...
14-Oct	Snap Milton	EquiMania! (at Mohawk)
14-Oct	Wellington Advertiser Equine Feature	Findings May Help Diagnose Fetlock Injuries
14-Oct	Wellington Advertiser Equine Feature	Equine Guelph Seeks Survey Help (Research survey)
14-Oct	Canadian Thoroughbred Magazine	Equine Guelph Research Update (Centre fold insert In mag= 7 research stories + 1 education)
14-Nov	StandardbredCanada.ca	EquiMania! Trot 4 Kids at the Royal
14-Nov	HorseTalk.co.nz	Are Probiotics effective in treating gut ailments in horses
14-Nov	StandardbredCanada.ca	Nine is Fine for EquiMania!
14-Nov	EquiMed.com	Awareness Training for Large Animal Rescue- Always Expect the Unexpected
14-Nov	EquiMed.com	Horse Colic Risk on the Rise in Fall and Winter
14-Nov	RateMyHorsePro.com	Fanning the Flames of Education to Reduce Barn Fires
14-Nov	Flying Changes Magazine	ETA for EAG
14-Dec	EquiMed.com	Celebrate National Horse Day - Give the Gift of Education
14-Dec	EquiMed.com	Plan A Head
14-Dec	COSAonline.com	Equine Research Survey
14-Dec	The Rider Magazine	Can-Am moves to a new and bigger location (EquiMania! mention)
14-Dec	The Rider Magazine	Developing the Sport Horse Part 3: Legs
15-Jan	TheHorse.com	Equine Guelph education ad

15-Jan	The Rider Magazine	Can-Am All Breeds Equine Expo Returns... (EquiMania! mention)
15-Jan	The Rider Magazine	Second Careers for Racehorses: The Transition from Racetrack to Ribbons
15-Jan	WorldDressageNews	Emerging Diseases in the Equine Industry
15-Jan	EquiMed.com	Emerging Diseases in the Equine Industry
15-Jan	EquiMed.com	Reducing the risk of respiratory ailments: Fresh air is the best air
15-Jan	EquiMed.com	Drugs and Your Horse: The Dangers of Medicating
15-Jan	HorseTalk.co.nz	Horse Drugs and Medication: don't overdo it
15-Jan	barnmice.com	drugs-and-your-horse-the-dangers-of-medicating
15-Jan	barrelhorsenews.com	drugs-and-your-horse-the-dangers-of-medicating
15-Jan	2015 Canadian Horse Annual Health Special	Tune into Research Radio
15-Jan	2015 Canadian Horse Annual Health Special	Early Diagnosis of Cartilage Damage
15-Jan	2015 Canadian Horse Annual Health Special	Separating the boys from the Boys (Dr. Cruz)
15-Jan	2015 Canadian Horse Annual Health Special	Equine Diarrhea (Dr. Arroyo mentioned, Biosecurity Calculator mentioned)
15-Jan	2015 Canadian Horse Annual Health Special	Equine Guelph Online Courses (ad)
15-Jan	Whoa! Winter 2015	Stay Active to Stay Sane this Winter (EG eWorkshops mentioned)
15-Jan	Whoa! Winter 2015	Ticket to Ride Program a Huge Success at Royal
15-Jan	Whoa! Winter 2015	2015 is the year to Widen the Circle & eWorkshops
15-Jan	Whoa! Winter 2015	Equine Guelph Courses (ad)
15-Jan	StableManagement.com	Equine Research Survey (EG survey)
15-Jan	HarnessLink.com	Drugs & your horse - Dangers of medicating
15-Feb	EquineCanada Enews	Whip Use in Quarter Horse Racing
15-Feb	EquineCanada Enews	Emerging Diseases in the Equine Industry (Biosecurity eWorkshop)
15-Feb	Firefightingincanada.com	Livestock Lessons - the art of handling large animal incidents (pg. 10 - 14)
15-Feb	OVC Bulletin	Behaviour & Safety eWorkshop (& Colic & Biosecurity)
15-Feb	Horse-Canada.com	Whip Use in Quarter Horse Racing
15_Feb	HarnessLink.com	Lameness Detection is Your Duty
15_Feb	EquineCanada Enews	Feb Enews
15-Feb	StableManagement.com	Lameness Detection is Your Duty
15-Feb	islandhorsecouncil.ca	Lameness Detection is Your Duty
15-Feb	EquiMed.com	Second Careers for Racehorses: The Transition from Racetrack to Ribbons
15-Feb	HarnessLink.com	The transition from racetrack to ribbons
15_Feb	EquineCanada Enews	Every Horse Owner has Time For eLearning from Equine Guelph
15-Feb	TheHorse.com	Retired Racehorses - Transitioning from Racetrack to Ribbons
15-Feb	The Rider Magazine	Can-Am Ad (EquiMania! mention)

15-Feb	The Rider Magazine	Drugs and Your Horse: The Dangers of Medicating
15-Feb	Greenhawk Flyer	Always a Student (EG course ad)
15-Feb	Alberta Bits	Trailer with Safety in Mind
15-Feb	HomeSweetHorse.com	Training your eye to see if your Horse is Lamé
15-Feb	EquestrianConnection.com	eWorkshops (ad)
15-Feb	OEF eblast Feb 17-2015	eWorkshops announcement
15-Feb	HarnessLink.com	Time for eLearning From Equine Guelph
15-Feb	TheHorse.com	Equine Guelph Courses ad
15-Feb	The Wellington Advertiser- Equine Feature	Lameness Detection tool for horse owners
15-Feb	The Wellington Advertiser- Equine Feature	Reducing the risk of respiratory ailments: Fresh air is the best air
15-Feb	The Wellington Advertiser- Equine Feature	eWorkshops ad
15-Feb	The Wellington Advertiser- Equine Feature	Equine Care and Welfare - Life stages (seminar)
15-Feb	The Wellington Advertiser- Equine Feature	Be Prepared for a Disaster
15-Feb	The Wellington Advertiser- Equine Feature	Drugs and Horses: Owners, vets should beware medicating dangers
15-Feb	TheHorse.com	Equine Guelph Ad (TheHorse.com Health News eblast)
15-Feb	HorseTalk.co.nz	Common antibiotics trigger significant changes in equine gut bacteria - study
15-Feb	EquiMed.com	Lameness Detection is Your Duty
15-Feb	EquiMed.com	Every Horse Owner has Time For eLearning from Equine Guelph
15-Feb	StableManagement.com	Tips to Prevent Winter Lameness
15-Mar	Canadian Thoroughbred Magazine	Equine Guelph Research update (Centre fold insert In mag= 7 research stories + 2 education & 1 EquiMania!)
15-Mar	Horse-Canada.com Magazine	Radiology 101 (photo supplied by OVC)
15-Mar	Horse-Canada.com Magazine	When the Foot Bone Breaks (photo supplied by OVC)
15-Mar	The Horse.com	Education AD - Health News
15-Mar	Wellington Advertiser	Equine Care and Welfare - Life stages (seminar)
15-Mar	HarnessLink.com	Full-Circle-Responsibility (Code of Practice Facilities and Housing)
15-Mar	TheHorse.com	Equine Guelph education ad (Farm & Barb enews Mar 8, 2015)
15-Mar	HorseMansNotebook.com	Website - Equine Guelph
15-Mar	EquiMed.com	Intercity Insurance Partners with Equine Guelph on Colic Prevention
15-Mar	TheHorse.com	Intercity Insurance Partners with Equine Guelph on Colic Prevention
15-Mar	TheHorse.com	Health enews (ad for EG eWorkshop)
15-Mar	HorseJournals.com	Intercity Insurance Partners with Equine Guelph on Colic Prevention
15-Mar	QuarterHorseNews.com	Equine Guelph Offers Free Lameness Lab Tool

15-Mar	Topix.com	EquiMania! Celebrates 10 Years at Can-Am
15-Mar	BarnMice.com	EquiMania! Celebrates 10 Years at Can-Am
15-Mar	TheHorse.com	EquiMania! Celebrates 10 Years at Can-Am
15-Mar	TheRider	Lameness Detection is Your Duty
15-Mar	TheRider	Every Horse Owner has Time For eLearning from Equine Guelph
15-Mar	The Rider	Can-Am insert - clinician Gayle Ecker and EquiMania
15-Mar	TheHorse.com	Nutrition email (EG ad eWorkshops)
15-Mar	TheRider	Intercity Insurance Partners with Equine Guelph on Colic Prevention
15-Apr	StandardbredCanada.ca	Nutrition Right From the Start
15-Apr	Equine Science Update	Horse Health Tracker App from Equine Guelph
15-Apr	Wellington Advertiser Equine Feature	Health tracker app assists owners with management of vital data
15-Apr	HCBC.ca	Spring Health Flash Link
15-Apr	HBPA.on.ca	Equine Guelph Health Flash Spring 2015
15-Apr	StandardbredCanada.ca	Ten-Year Partnership Celebrated
15-Apr	StandardbredCanada.ca	Equine Guelph's Ecker Honoured
15-Apr	HorseJournals.com	New App From Equine Guelph Empowers Horse Owners
15-Apr	HorseJournals.com	Equine Guelph and Greenhawk Partner on Equine First Aid Kit
15-Apr	Trot Magazine	App Ad & First Aid Kit
15-Apr	theHorse.com	Equine Guelph Launches Horse Health Tracker App
15-Apr	HarnessLink.com	New Horse Health Tracker 'App'
15-Apr	cnw.hcbc.ca	Monitor your horses health on your phone or tablet
15-Apr	Hbpa.on.ca	Equine Guelph Horse Health Tracker App Now Available
15-Apr	download.cnet.com	Horse Health Tracker for Android
15-Apr	windowsphoneapk.com	App Horse Health Tracker APK for Windows Phone
15-Apr	CandyCrushGames.us	App Horse Health Tracker free download
15-Apr	PetStation.org	Equine Guelph Launches Horse Health Tracker App
15-Apr	Findapks.com	Horse Health Tracker APK
15-Apr	PaulickReport.com	There's an App for That: Horse Health
15-Apr	2015apk.com	Horse Health Tracker APK
15-Apr	SimilarWeb.com	Horse Health Tracker
15-Apr	andaps.com	Horse Health Tracker
15-Apr	fordhampr.ca	I got my giddy-up going .. Can-AM (horse tracker app mention)
15-Apr	NCRHHA.ca	Equine Guelph Links (App, Newsletter, Biosecurity...)
15-Apr	nahaokailan.net	Horse Health Tracker
15-Apr	choichanonline.biz	Download Horse Health Tracker the hottest apk installation ...

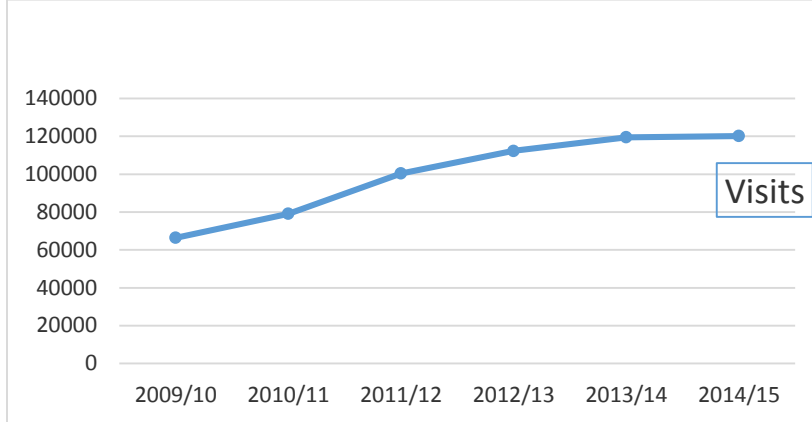
15-Apr	gamebigoneasia/apk/com	Download Horse Health Tracker Android APK tool
15-Apr	rurallife.ca	Horse Health Tracker Empowers Horse Caregivers
15-Apr	applion.jp/android/app/com	Horse Health Tracker



Appendix 13: Web Site Report

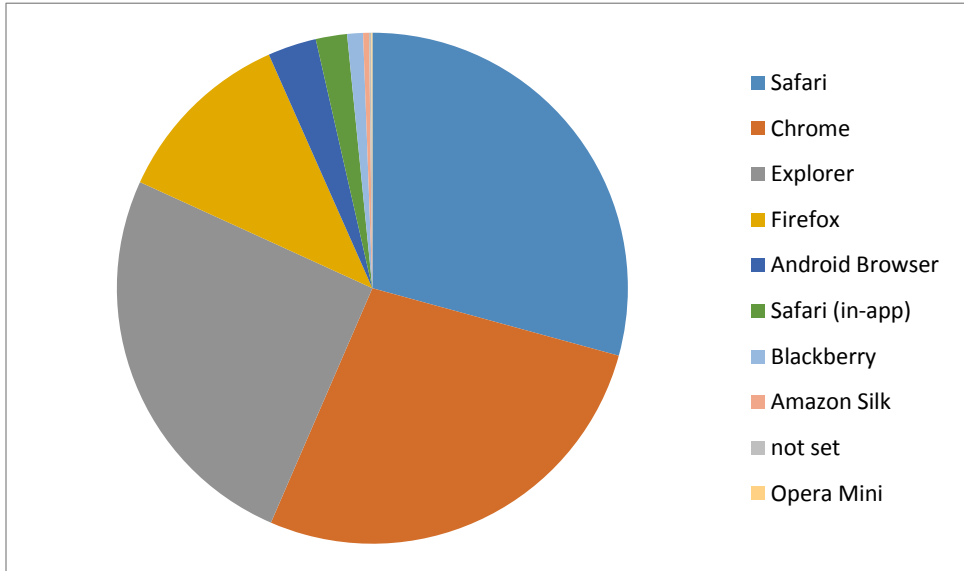
Visits	MAY 01, 2014-APRIL 30, 2015	120,229
New Visitors	+6.35%	56,597

Steady growth has been recorded in the past 6 years in Equine Guelph web traffic:



Top 10 Browser - Operating System

	Visitors	From last year
1. Safari	35,075 (29.17%)	(+16.89%)
2. Chrome	32,659 (27.16%)	(+23.76%)
3. Internet Explorer	30,351 (25.24%)	(-17.10%)
4. Firefox	13,840 (11.51%)	(-16.15%)
5. Android Browser	3,694 (3.07%)	(-15.62%)
6. Safari (in-app)	2,365 (1.97%)	(+26.07%)
7. Blackberry	1,201 (1.00%)	(+12.24%)
8. Amazon Silk	446 (0.37%)	(+167.07%)
9. (not set)	166 (0.14%)	(+1,006.67%)
10. Opera Mini	85 (0.07%)	(-51.43%)



TECHNOLOGY OVERVIEW

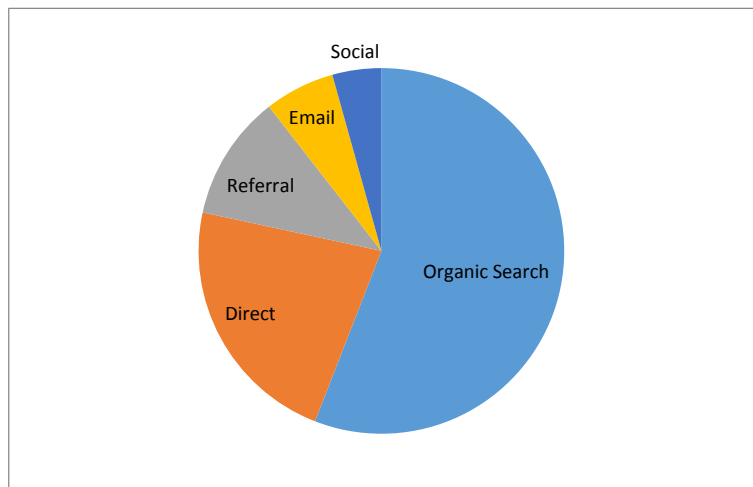
120, 229 people visited this site

	Visitors	From last year
1. Desktop	78,555 (65.34%)	(-13.42%)
2. Mobile	28,422 (23.64%)	(+54.57%)
3. Tablet	13,252 (11.02%)	(+38.87%)

TRAFFIC

120,229 people visited this site

Organic Search	67,134 Visits
Direct Traffic	26,972 Visits
Referral Traffic	13,312 Visits
Email	7,465 Visits
Social	5,197 Visits



TOP REFERAL SOURCES

	Source	Visits	From last year
1.	equineguelph.ca	2,397	582.91 %
2.	m.facebook.com	2,142	83.39 %
3.	ovc.uoguelph.ca	1,681	-0.53 %
4.	facebook.com	1,283	-35.56%
5.	l.facebook.com	1,229	10,141.67%
6.	Equimania.ca	805	253.07%
7.	uoguelph.ca	733	-21.10%
8.	hbpa.on.ca	514	52.52%
9.	standardbredcanada.ca	502	10.57%
10.	horse.on.ca	492	-46.23%

TRAFFIC SOURCES – SOCIAL MEDIA

	Social Network	Visits	From last year
1.	Facebook	4,867	53.34%
2.	Twitter	172	251.02%
3.	LinkedIn	42	200%
4.	WordPress	35	-39.66%
5.	Pinterest	29	-63.29%
6.	You Tube	18	-33.33%
7.	Blogger	11	-42.11
8.	Paper.li	9	125%
9.	Weebly	5	0.00%
10.	Scoop.	4	100%

CONTENT

TOP 10 LANDING PAGES

	Visits	From Last Year
1. /jobtrack/jobs.php	40,727	(-4.38%)
2. /index.php	20,511	(-3.01%)
3. /jobtrack/index.php	5,982	(-28.25%)

4. /education/index.php	5,659	(65.95%)
5. /education/programs_list.php	3,233	(61.01%)
6. /education/emergency.php	1,767	(1 st year)
7. /Tools/equiplanner.php	1,746	(-3.43%)
8. /news/index.php?content=407 (Championship Shire and Foal Road to Recovery)	1,647	(N/A)
9. /Tools/biosecurity_2011.php	1,512	(-11.94%)
10. /Tools/senior_horse.php	1,410	(N/A)

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



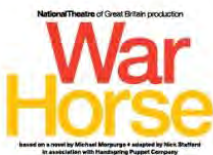
EquiMania!
Youth Industry Display



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 2014-2015
As at April 30th, 2015

	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	75,556	44,545	-	-	30,000	-	123,907	108,001	13,567	24,781	111,086	92,726	624,168
REVENUE													
Funds Received from Funding Agencies	80,685 ¹	-	-	81,000	-	-	-	-	-	-	-	-	161,685
HIP Funds	-	- ²	-	-	-	-	-	-	-	-	-	-	-
Quarter Horse Program	-	- ²	-	-	-	-	-	-	-	-	-	-	-
OMAF TP	-	-	-	-	-	-	-	-	-	-	-	200,000	200,000
Alumni House Donations (individuals)	-	-	-	-	2,560	-	32,839	18,764	-	-	-	-	54,163
Tuition & Workshops (S13,F13, W14)	-	-	-	-	-	-	136,597	-	-	-	-	-	136,597
Other University Contributions	-	-	-	-	-	-	-	-	-	-	-	-	-
External Contributions	-	-	-	-	-	-	185,570	-	-	-	73,800	-	259,370
TOTAL REVENUE	80,685	-	-	81,000	2,560	-	355,005	18,764	-	-	73,800	200,000	811,815
INTERNAL TRANSFERS:													
From Agency Fund to Overhead	-	-	-	(16,200)	-	16,200	-	-	-	-	-	-	-
From Agency Fund to Program	-	-	-	-	-	-	-	-	-	-	-	-	-
From Overhead to Program	-	-	-	-	-	(16,200)	-	10,854	-	5,346	-	-	-
Transfers b/w EG accounts	-	-	-	-	-	-	25,000	29,039	-	(22,500)	-	(31,539)	-
Transfer from Sponsorship	-	-	-	-	-	-	64,000	-	-	-	(64,000)	-	-
TOTAL TRANSFERS	-	-	-	(16,200)	-	-	89,000	39,893	-	(17,154)	(64,000)	(31,539)	-
PROGRAM EXPENDITURES													
Research Projects	(55,120)	(169,740) ³	-	(64,800)	-	-	-	-	-	-	-	-	(289,660)
Research Support	-	-	-	-	-	-	-	-	(1,020)	-	-	-	(1,020)
Education	-	-	-	-	-	-	(291,623)	-	-	-	-	-	(291,623)
Communications	-	-	-	-	-	-	-	(65,147)	-	-	-	-	(65,147)
Development	-	-	-	-	-	-	-	-	(552)	-	-	-	(552)
Sponsorship	-	-	-	-	-	-	-	-	-	-	(10,932)	-	(10,932)
Welfare	-	-	-	-	-	-	-	-	-	-	-	(207,170)	(207,170)
TOTAL PROGRAM EXPENDITURES	(55,120)	(169,740)	-	(64,800)	-	-	(291,623)	(65,147)	(552)	(1,020)	(10,932)	(207,170)	(866,103)
FUND BALANCE as at April 30th, 2015	101,121 ⁵	(125,195) ³	-	-	32,560 ⁴	-	276,290	101,511	13,014	6,607	109,955	54,017	569,879

1 - 2015-2016 E.P Taylor revenue. To be carried over to 15/16 fiscal year.

2- Awaiting 2013-2014 15% holdback (\$27,000 from HIP/\$5,250 from QH) & 2014-2015 funds (180K from HIP/20K from QH).

3 - Includes \$57,456 from 13/14 research allocation.

4 - Allocated to 2014 research project

5 - \$16,360 committed to 14/15 research project