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# HORSE COUNCIL BRITISH COLUMBIA



## e-Bulletin

**June 7, 2010**

**For Immediate Release**

Dear Horse Council BC Members,

We wanted to let you know that Strategic Equine Inc. has been contracted by Horse Council BC to conduct the national equine industry study. A small number of Horse Council BC members will be contacted to participate in this survey and participation is voluntary. Please be assured that your personal information is being guarded in accordance with the Freedom of Information and Protection of Privacy Act (FIPPA) and the Personal Information Protection Act (PIPA).

We value your input and thank you for your contribution to the national horse industry. Please feel free to contact me at the Horse Council BC office with questions or concerns.

Sincerely,

Lisa Laycock  
Executive Director, Horse Council BC

### **2010 Horse Industry National Study Begins in June**

In June, the data collection phase of the 2010 Canadian national equine industry profile study will begin, with telephone interviews of horse owners, riders and drivers from across Canada. The national industry study provides crucial data for industry planning, program development, and the demographic and economic impact information that is required by association leaders in order to represent the industry's needs to municipal, provincial and federal governments.

Data collection for the national study will be conducted by Strategic Equine Inc., through telephone interviews with Canadian horse owners and industry participants. Participation in the survey is strictly voluntary. If you are a member of an equestrian organization, sport or breed association, you may be contacted by telephone during June, July or August and asked to complete a telephone survey. All information collected will be pooled for statistical analysis only.

The 2010 national study will provide industry with key data to inform the creation of a national traceability program for horses in Canada. In 2009, Agriculture & Agrifoods Canada announced agreements between federal and provincial governments to develop a national livestock traceability program by 2011 -- expected to be fully operational by 2013. The equine traceability program will be

part of the national traceability system for livestock. The information collected and reported within the 2010 national study will be essential to the creation of an equine traceability program that works best for Canadian horse owners.

As an active member of the Canadian horse industry, your input to the national study is highly valued. Armed with current data, the associations to which you belong (at regional, provincial and national levels) will be enabled to make informed planning decisions on your behalf.

For more information on 2010 national study, or to ensure that you are included in the telephone survey, contact:

Strategic Equine Inc.  
[info@strategiequine.ca](mailto:info@strategiequine.ca)  
905-953-8250

## 2010 Official Partners of Horse Council BC



## About Horse Council BC

Horse Council BC is a non-profit organization, governed by an independent Board of Directors, committed to representing the interests of our members and the equine industry. As one of the most successful multi-breed, multi-discipline equine organizations in Canada we represent the equine community in BC, by collaborating with individuals, businesses and industry professionals to strengthen communication, education, and safety.

## Contact Info:

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