



News Release

For immediate release

GOVERNMENT OF CANADA INVESTS IN THE FUTURE OF BRITISH COLUMBIA'S HORSE INDUSTRY

ALDERGROVE, BRITISH COLUMBIA, January 27, 2010 – The Government of Canada is investing up to \$40,000 in the Horse Council BC to help identify common priorities, outline a road map forward and develop a strategic plan to achieve future growth and new market opportunities for the equine industry.

“Our Government understands the importance of keeping on the cutting edge in order to succeed,” said Member of Parliament Mark Warawa (Langley), on behalf of Agriculture Minister Gerry Ritz. “This information will help horse owners, enthusiasts, breeders and others in the equine industry to be better equipped to make business decisions and to grow the industry as a whole.”

“This funding will allow us to accurately assess the value of activities across all equine sectors,” said Lisa Laycock, Executive Director of Horse Council BC. “This information will help us develop programs that contribute to the health and welfare of BC horses and the people that work with them. All areas of interest should benefit from the results of the survey from breeders to recreational riders. We are grateful to Agriculture and Agri-Food Canada and the Investment Agriculture Foundation (IAF) for this opportunity.”

Horse Council BC is a membership-driven not-for-profit association representing the equine industry throughout British Columbia. It was established in 1980 to provide a coordinating body to serve all equestrian and equine interests except pari-mutuel racing. The Council serves over 21,000 members involved in all aspects of the horse industry through its ongoing commitments to communication, education and the well-being of horses.

“One of IAF’s top priorities is helping industry to advance strategically,” says Stuart Wilson, IAF chair. “This study will enable the BC equine industry to identify its priorities and shape its future strategic direction.”

Funding for this project was provided by the Canadian Agricultural Adaptation Program (CAAP). CAAP is a five-year (2009-2014), \$163 million federal initiative that aims to help the agricultural sector adapt and remain competitive. Eligible CAAP projects could be in the areas of traceability, environment, climate change, capacity development, pests and diseases, and more.

For more information on CAAP, please visit www.agr.gc.ca/caap. In British Columbia, CAAP is delivered by the IAF. To learn more about the IAF, please visit www.iafbc.com.



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