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ANNUAL REPORT

2021



AMERICAN
HORSE COUNCIL

American Horse Council
1616 H Street NW
7th Floor
Washington DC 20006



AMERICAN
HORSE COUNCIL



AMERICAN
HORSE COUNCIL
FOUNDATION



PRESIDENT'S LETTER

It continues to be a wonderful privilege to serve this great organization and the equine industry. The enclosed report provides an overview of our accomplishments in 2021.

On behalf of myself, the staff, the board and all our 100+ volunteers we thank you for your membership and support of the American Horse Council, Foundation and all our programs.

Sincerely,

Julie M. Broadway

Julie M. Broadway, CAE
President



Observations from Chairman

Every day, decisions are made in Washington, D.C., that affect all horses and all equine-related businesses, and the American Horse Council is committed to working on Capitol Hill to advocate for the equine industry's best interests.

Your support is needed and appreciated now more than ever. On behalf of our organization, I thank you for your continued engagement that enables us to work on your behalf.

Thank you.

Sincerely,

Rick Mitchell

Dr. Rick Mitchell
AHC Board Chair



**THE AMERICAN HORSE COUNCIL'S
LEGISLATIVE & REGULATORY ACCOMPLISHMENTS
2021**

INTRODUCTION

The American Horse Council (AHC) represents the horse industry in Washington with a great deal of support and help from our members and sponsors. We thought it would be beneficial for you to understand the work we do by documenting the accomplishments of the AHC over the last five years. These accomplishments reflect the industry's record of success.

Results in Washington, either in Congress or through the federal regulatory agencies, take time. Moving any part of the federal government involves a great deal of persuasion and education on a day-to-day basis, often over several Congresses or years. It also involves working with other coalitions and groups with similar goals.

As you review this list, remember that there is a great deal of work still to be done, including protecting what we have accomplished. We must continue to ensure:

- that federal tax provisions are favorable to horse owners and breeders;
- that any gaming legislation considers the special needs of pari-mutuel horseracing;
- that horses are eligible for all federal emergency relief available;
- that horses can be efficiently moved internationally and interstate for breeding, competition and use;
- that import restrictions protect our domestic horses and are administered fairly and efficiently;
- that federal monies for research into equine diseases are available;
- that public lands are accessible to riders and outfitters;
- that federal funding is available to build and maintain trails;
- that there are sufficient legal foreign workers for farms, ranches and other equine facilities;
- that any nationally-mandated identification system for livestock recognizes the uniqueness of the horse industry and,
- Other issues that may arise are addressed.

Thank you for your support.

Please help us continue the effort together.

2021 Accomplishments

- The American Horse Council continues to work with important industry partners, allied associations, and groups through a series of important coalitions, which include – the "Sports Coalition," the "Coalition for Recreation Trails," the "Family Business Estate Tax Coalition," the "H-2B Workforce Coalition," the "Outdoor Recreation Roundtable," and the "Economic Bridge Coalition." These coalition expand the American Horse Council's voice in the legislative and regulatory arenas and offers the horse industry with a unified front on Capitol Hill.
- The American Horse Council established the "American Horse Council Congressional Scorecard," to recognize Members of Congress who have supported the horse industry on Capitol Hill. Sponsorship and co-sponsorship of legislation important to the horse industry, as well as engagement with the American Horse Council, are the key for a Member to be recognized on the "American Horse Council's Congressional Scorecard." The Scorecard is a fluid process, and Members of Congress who continue to display support for the industry will be included on the list at any time in the 117th Congress.
- Continuing to build on the immense success of the enactment of the "Great American Outdoors Act" (GAOA), the American Horse Council, along with the Outdoor Recreation Roundtable, sent a letter to Senate National Parks Subcommittee Chairman Angus King (Maine), and Steve Daines (Montana) - Chairman and Ranking Member, thanking and continuing to urge Senate consideration to implement the GAOA. GAOA is one of the most important pieces of outdoor recreation legislation ever signed into law. The highest usage of public lands and waters is often recreation activities, and enabling these pursuits provides both public good and major return on investment for the American taxpayer.
- Building on the success in the 116th Congress, the American Horse Council has been deeply involved in meeting with and urging the House and Senate to re-consider and pass the "Prevent All Soring Tactics of 2021" (PAST Act) ...the House passed the PAST Act in the 116th Congress. The American Horse Council continues to work to gain co-sponsorships in both the House and Senate (currently, 248 and 51 respectively). In addition, the American Horse Council sent letters and met with the committees of jurisdiction (House and Senate) to urge their expeditious consideration of the PAST Act, hold hearings, and approve the legislation for House and Senate floor consideration.
- House passage of the "America Creating Opportunities for Manufacturing Pre-Eminence in Technology and Economic Strength (America COMPETES) Act." This bipartisan legislation will increase U.S. production of semiconductor chips, strengthen the supply chain to make more goods in America, and invest in scientific research and modern technologies, while supporting strong labor standards and human rights. It includes Rep. Madeleine Dean's (D-Pennsylvania) Combatting Wildlife Trafficking Financing and Proceeds Study Act. These provisions will require the Treasury Secretary to conduct a study about global wildlife trafficking and its proceeds.
- In October, the AHC hosted their second virtual "Ride-In", featuring a series of industry advocates and congressional staff. We were happy to host Rep. Andy Barr (R-KY), Rep. Andy Harris (R-MD), Rep. GT Thompson (R-PA), Jordan Harris and Mason Foley of Sen. Mitch McConnell's (R-KY), Julie Beeman, Scott Dorenkamp, Kyle Varner of Sen. Deb Stabenow's Office (D-MI), Rep Steve Cohen (D-TN), Rep. Paul Tonko (D-NY), Oscar Gonzales with the USDA, and Sherry Reaves & Brenda Yankoviak of USFS.

- AHC staff collaborated with regulatory officials from around the country to develop a Foreign Animal Disease Diagnostician Drill within the USDA for African Horse Sickness (AHS). This program is focused on assisting APHIS-VS, along with its state and industry partners, in preparedness training and exercises for emergency response to an AHS outbreak in the United States. This training program is available for states to request from the USDA.
- Advocated for industry engagement in the development of more supportive Import/Export Regulations; specifically, 60 to 90 days rule change.
- Supported Equine Disease Communication Center and collaborated with various organizations and agencies on Disaster Response.
- Provided education and promoted the existing exemptions to Electronic Logging Device regulation.
- Collaborated with industry on expansion of www.Horselookup.org, an equine microchip look up tool, continuing to incorporate new databases.
- Provided written comments and strategic support for municipal and state efforts to protect and preserve equestrian access to public lands and local/state/federal parks.
- Deliberated and collaborated with stakeholders regarding the ongoing situations surrounding the usage of federal CAFO regulations to enact state legal action to push our equine facilities.
- Fought for improved access and standardized protocols for members engaged in international transport of horses into and out of the United States.
- Worked with the FAA to address horse owner issues with low flying airplanes and public drone usage over private property.
- Raised industry concerns with elected officials and affiliated agencies regarding motorized vehicle (e-bikes) access on non-motorized vehicle trails on US National Park trails.
- Continued promotion of the 2017 Equine Industry Economic Impact Study.
- Paused AHC Marketing Alliance Time to Ride program to evaluate next steps and develop new strategic plan.

AMERICAN HORSE COUNCIL FOUNDATION

Background



The American Horse Council Foundation (AHCF) is a 501 (c)(3) non-profit that was formed in 1991 out of the need to encourage the support of worthwhile charitable, scientific and educational projects of interest and benefit to the American horse industry.

The mission of the AHCF is: to promote a healthful and enjoyable environment, social welfare level, and opportunities for those in the horse industry; to educate the public about the horse, horse care and the horse industry; to promote education through grants to individuals, programs, institutions, and organizations by the encouragement of research through these grants.

The AHCF has two major initiatives that work under its auspices: the **United Horse Coalition** and the updating of the **National Economic Impact Study**.

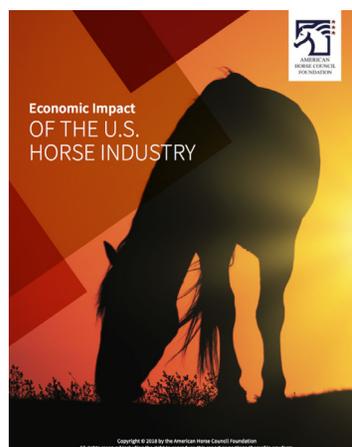
The American Horse Council Foundation is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code; EIN 52-1760034.



**UNITED HORSE
COALITION**
EDUCATE. ADVOCATE. COLLABORATE.

Founded in 2005, the **United Horse Coalition (UHC)** is a broad alliance of equine organizations that have joined together under the American Horse Council to educate the horse industry about the issues facing horses at-risk or in transition. We seek to provide information for existing and prospective owners, breeders, sellers, and horse organizations regarding the long-term responsibilities of owning and caring for horses, as well as focusing on the opportunities available for these horses.

Through industry collaboration, the UHC promotes education and options for at-risk and transitioning horses.



**New study
coming in
2023!**

Recently updated in 2017, the **Economic Impact Study** details the number of horses by state and in the US, industry spending activity, jobs created both directly and indirectly, number of participants in the equine industry, economic impact of industry segments such as racing, competition, recreation, equine assisted therapy, rescues and sanctuaries, and traditional working horses .



COMMITTEE ON LEGISLATION AND TAXATION

WHAT IS COLT?

COLT is the registered Political Action Committee (PAC) of the American Horse Council. It was organized and registered with the Federal Election Commission (FEC) in 1978. COLT stands for Committee on Legislation and Taxation, and is a bi-partisan PAC.

WHAT DOES COLT DO?



COLT works to raise funds to support Congressional candidates friendly to the equine industry that are running for, or up for, election. In 2019 COLT reviewed bylaws and recommended changes to address campaign finance reform and FEC filings.

WHERE DOES THE FUNDING FOR COLT COME FROM?

Funds for COLT can only be accepted from AHC members. As such, the AHC will solicit members once or twice a year for donations to COLT. Funds contributed to COLT are used exclusively to elect a pro-horse industry Congress. Any money contributed to COLT is kept separate from funds used to operate the AHC and may only be used towards contributions to the election efforts of members of Congress who have been supportive of the horse industry.



Contributions to COLT are not tax-deductible.



AMERICAN
HORSE COUNCIL

Put more **HORSEPOWER** in Congress!

UNITED HORSE COALITION

2021 YEAR IN REVIEW



UHC continues to have great success providing safety net resources and assistance options for the Equine Industry in an effort to help horses at-risk or in transition Nationwide.

UHC Equine Resource Database

The United Horse Coalition continues to expand and grow the UHC Equine Resource Database. This database allows any user (current horse owner, potential owner, or equine welfare organizations) to utilize a search engine database to find various safety net and assistance programs they are in need of Nationwide, such as, but not limited to, hay banks and feed assistance programs, veterinary assistance, castration assistance, euthanasia assistance and disposal, training assistance and many other assistance type programs. The database itself includes listings of over 1,200 rescue, sanctuaries and municipal facilities that work with at-risk equines, and is audited to ensure up to date results. Since December of last year, the Database and UHC COVID resource pages have assisted over 15,300 requests for assistance.

UHC Conference Presentations and Online Webinars:

- Attended the 2021 Virtual Right Horse Summit
- Hosted an AHC Educational Webinar on Helping Horses At Risk in May of 2021
- Hosted two career talks for University of Kentucky, and Texas A&M.
- Held robust UHC Meeting during the AHC Virtual 2021 Conference.
- Hosted a booth at Equine Affaire in MA, gave presentation on Responsible Ownership Nov 2021

Current projects & planned progress

- Contracting with Non Profit Resources to successfully create marketing campaigns aimed at increasing our presence within the industry and marketing the safety net programs and resources to horse owners
- Completion of the revised copy of the "Join the Effort booklet scheduled for early 2022.
- Development of a "New Owner" informational packet for breed registries, adoption agencies, and other industry organizations to distribute to new owners at the time of purchase or adoption of their horse.
- Creation of standardized guidelines and best practices to help organizations implement certain types of safety net programs. This would allow us to take tried and true practices that other organizations have established and share them with other organizations who do not currently offer these types of programs but are interested in doing so in the future. By increasing these types of programs nationwide, we can increase access for the owners who are truly in need of assistance. A few of the guidelines and best practices to standardize that we had in mind are: Gelding and castration clinics, euthanasia and disposal clinics, hay and feed assistance programs, and training and behavioral assistance programs
- Continued growth, auditing and maintaining of the database of 1,000 (approx.) Rescues and Sanctuaries Nationwide.
- Created and distributed over 1,000 educational materials on the UHC Safety net resources and EWDC during Equine Affaire to equine organizations and horse owners.
- Successfully able to increase our membership at all levels = increased funding
- Increasing our collaboration and partnerships with organizations like the National Animal Control Association, and Corro.



EQUINE WELFARE DATA COLLECTIVE

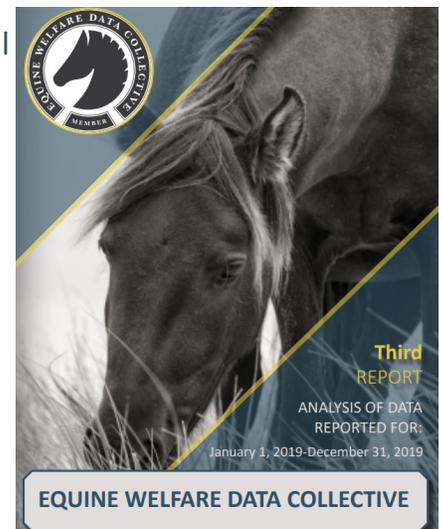
2021 YEAR IN REVIEW

ABOUT

The Equine Welfare Data Collective (EWDC) was officially formed in August of 2018. The goal of the EWDC is to collect data on at-risk and transitioning equines within the United States and the demographics of the organizations assisting them. The EWDC analyzes aggregate data and provides free reports to the public.

ACCOMPLISHMENTS SINCE JUNE 2021:

- Report 3 published July 2021
- Report 4 in review December 2021, to be published January 2022
- Presentation and Trade Show attendance at November 2021 Equine Affaire in Springfield, MA
- Initiated collaboration with NACA (National Animal Control Association)
- Participation in Morris Animal Fund annual Scientific Review Board December 2021
- Initiation of shared marketing campaign with UHC
- Initiation of CRM software update
- Targeted Data Drive August 2021
- Initiation of the strategic plan will continue in January 2022 and covers multiple potential initiatives to grow organization participation in EWDC data collection including:
 - Collaborating with other organizations to use the EWDC as a central hub for equine welfare data collection
 - Increased travel and speaking engagements
 - Investigating potential for automation of data collection and analysis
 - Continued targeted recruiting efforts
 - Accepting other types of data reports to improve efficiency of data submission on the participant's behalf
 - Exploration of further grant funding opportunities



AHC MARKETING ALLIANCE

2021 YEAR IN REVIEW

The horse industry is a broad, far-reaching industry that touches many lives—from horse enthusiasts to spectators to those who serve the industry through volunteerism or through employment within the industry itself.

As the national association representing all segments of the horse industry in Washington, D.C., and the only national association exclusively representing every segment of the vast equine industry, the American Horse Council works daily to represent equine interests and opportunities. AHC believes that the more opportunities available to use horses in various activities, the better the overall health of the industry and those who participate. With that mission in mind, the American Horse Council's Marketing Alliance was formed in 2011 when leaders from around the equine industry sought ways to revitalize the industry. The Marketing Alliance was built with the understanding that a thriving and robust equine industry benefit all who are a part of it.



With a new strategic plan objective to create lifelong engagement with the equine industry, the Marketing Alliance introduces Here For Horses and its website HereforHorses.org, a website with an introductory video designed to foster interest in horses.

Most importantly, the Here For Horses website shares pathways for visitors to make a connection with a horse, either as a spectator or as a hands-on participant within the horse industry. Potential and current horse enthusiasts can now find information on events, education, volunteer opportunities, and places to learn to ride or drive a horse.

AHC MARKETING ALLIANCE





AHC OUT AND ABOUT 2021 MEETINGS

The AHC attended a variety of meetings for industry associations and organizations in 2021.

We invite you to contact the AHC if you are interested in having a representative speak at your next conference or meeting.



- United States Equestrian Federation
- United States Trotting Association
- Carriage Operators of North America
- American Quarter Horse Association
- Back Country Horsemen of America
- National Institute for Animal Agriculture
- American Youth Horse Council
- International Forum for the Aftercare of Racehorses
- Jockey Club Roundtable
- Equestricon
- United States Animal Health Association
- Kentucky Equine Law Conference
- Coalition of State Horse Councils
- Professional Association of Therapeutic Horsemanship International
- Arabian Horse Association
- American Association of Equine Practitioners
- American Paint Horse Association
- Outdoor Recreation Roundtable
- LA Farm Bureau
- Harness Horseman International
- VA Horse Industry Board
- VA Farm Bureau
- Coalition of State Horse Councils Fall Conference

LOCALLY:

- Washington International Horse Show
- Maryland Horse Industry Board
- Virginia Horse Council





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