



AMERICAN HORSE COUNCIL

Your Unified Voice In Washington

Get to Know the American Horse Council

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President**

**Mission of the
American Horse Council
To Protect and Strengthen the
United States Equine Industry**



Social License to Operate

The best way I've heard this explained is this

"Most societies regulate human activities using laws that state clearly what is, and is not, legally permissible.

However, there is a second layer of permission that is granted—or revoked—by the public. This second layer is known as a 'social license to operate' (SLO), and it represents an intangible, implicit agreement between the public and an industry or group.

The public may approve of an activity, in which case it can proceed with minimal formalized restrictions, or it may disapprove, and this may herald legal restrictions, or even an outright ban."



Maintaining Horses As “Livestock”

- Horses are used commercially for agriculture and recreation
- US Dept of Agriculture protection of herd health through programs to monitor diseases and conduct research (Government Funding programs)
- Tax benefits – farm tax exemptions and depreciation
- Liability laws apply to livestock but not companion animals
- Husbandry and humane treatment laws might not apply if horses were companion animals
- Protection against animal rights groups who would like to eliminate animal agriculture



Current Federal Legislative Advocacy

- Economic/COVID relief – PPP, SBA loans and other recovery resources
- Federal Tax Policy – Estate Tax and Horse Depreciation
- Labor Policy & Guest Worker Visas
- Federal Lands, Great American Outdoor Act & SOAR Act
- Equine Assisted Services & Whole Veterans Act
- National Service Animal Memorial Act & Thanking Service Animals Act
- Horse Protection Act & Prevent All Soring Tactics (PAST) Act
- Safeguard American Food Exports (SAFE) Act – AHC neutral
- Sports Betting
- Fitness & Youth



Current Federal Regulatory Issues

- Electronic Logging Devices (ELD) & Commercial Drivers License Requirements (DOT)
- Rule Change on Re-Entry of Competition of Horses (USDA)
- Pyrethrin+ Rule Change (EPA)
- Hemp By-Products in Feed (FDA)
- Environmental Regulations and Large-Scale Equine Facilities- CAFO (USDA, EPA)
- E-Bike Declassification (DOI)
- HISA Regulatory Implementation
- Unsanctioned Racing



Partnership, Education and Leadership

Partnerships:

- American Youth Horse Council
- Outdoor Recreation Roundtable
- Coalition for Recreational Trails
- UBIT Coalition
- Professional Certification Coalition
- Economic Business Coalition
- Tax Aggies Coalition
- Animal Agriculture Coalition
- Sports Coalition
- Physical Activity Council
- H2A/H2B Coalitions
- Home For every Horse
- National Association of Animal Control
- GFAS – Global Federation of Animal Sanctuaries
- American Society of Association Executives
- US Chamber of Commerce

Education & Leadership:

- Quarterly Education webinars
- AHC annual conference/National Issues Forum (June)
- Annual Congressional Hill Fly-In (October)
- Equine Industry CEO Forum
- Student Internships
- AHC News – published monthly
- Washington Update – time sensitive legislative updates
- Legislative Action Alerts – “call to action” on legislation
- Grassroots Lobbying Guideline
- Tax Handbook and Tax Bulletin



Because AHC operates by consensus, we are considered a neutral 3rd party on matters. Thus, we are often asked by the industry to spearhead or oversee industry applicable initiatives.

Industry Initiatives

- Equine Disease Communication Center (separately funded/ managed by AAEP)
- www.HorseMicrochipLookup.org – universal equine microchip search engine (established at request of USAHA & USDA)
- United Horse Coalition – serving at-risk horses (separately funded by UHC members)
Equine Welfare Data Collective – collecting data from rescues/sanctuaries (grant funded)
- Youth Engagement Task Force (collective industry effort to increase youth engagement)
- Diversity Equality & Inclusion Task Force (collective industry effort to increase DEI in equine industry)
- 2023 Economic Impact Study (privately funded – fundraising in 2022)
- Ad hoc working groups currently include:
 - USDA Export/ Import – AHC H&R Committee effort
 - Lack of available Horse “campsites” in USFS & USPS – BCHA, ELCR & AER partners with AHC
 - Consumer warning on Ransom/Bail – AHC H&R Committee effort
 - Equine Infections Anemia (EIA) and Equine Piroplasmiasis (EP) transmission at unsanctioned racing events – AHC H&R Committee effort
 - “State Expert” - state-specific policies that have potential to spread to other states – AHC staff effort



National Equine Industry Economic Impact



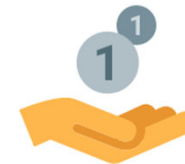
\$122 Billion

total value added to US economy



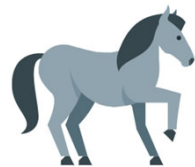
1.74 million

total employment impact



\$79 Billion

total salaries, wages, benefits



7.2 million horses



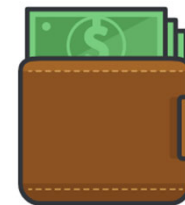
\$50 Billion

direct contribution to GDP



988,394 Jobs

direct employment impact



\$38 Billion

direct salaries, wages, benefits



Economic Impact OF THE U.S. HORSE INDUSTRY

Equine Industry Sector

<u>Sector</u>	<u>#Horses</u>	<u>#Jobs</u>
➤ Recreation Sector	3.1M Horses	162,000 jobs
➤ Racing Sector	1.2M Horses	241,000 jobs
➤ Competition Sector	1.2M Horses	241,000 jobs
➤ Traditional Working	.6M Horses	42,000 jobs
➤ Other/unassigned	1.1M Horses	65,000 jobs



2023 Economic Impact Study

In addition to the data collected in 2017 we are looking to add:

- Number of private farms in each state and number of public riding facilities in each state
 - Number of horses in stalls versus pasture
 - Number of horses on native lands and federal lands
 - # of students in equine programs
 - Number of horses sold through sales/auctions annually
- And much more....

2017 - 2023

Trends since last Economic Impact Study

- Migration from urban to rural
- Remote work patterns
- Lack equitable youth sports programming that serves children at scale
- Shifting demographics, rise of obesity and a heightened emphasis on healthy living
- Diversity, Equality, Inclusion & Belonging
- Growth in horse populations on BLM lands and Native American lands



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Key Points



The data in this summary covers information across multiple years since our inception in 2018.

977 organizations within the United States (including Puerto Rico) that take custody of at-risk equines and those in transition.

247 organizations reporting non-custodial safety net services (i.e., hay banks, veterinary assistance, euthanasia services, training services, etc.)

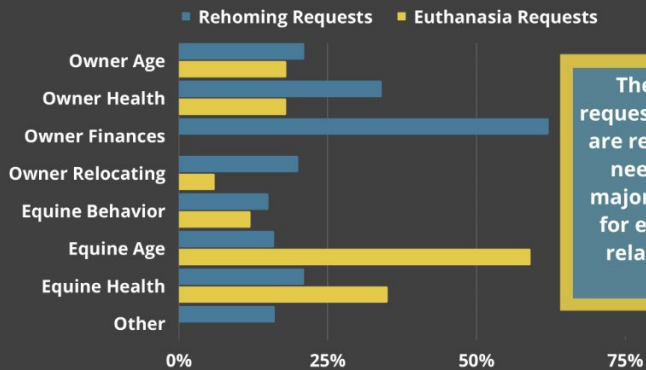
47,194 Daily maximum capacity of organizations in 2019

359 organizations that have submitted data to EWDC at least once.

210 days, the average length of stay of an equine in a shelter.

38 average number of rehoming requests per organization in 2020

Jan - June 2020



The majority of requests for rehoming are related to owner needs, while the majority of requests for euthanasia are related to equine needs.

Average Length of Stay by Organization Type (Jan - Dec 2019)

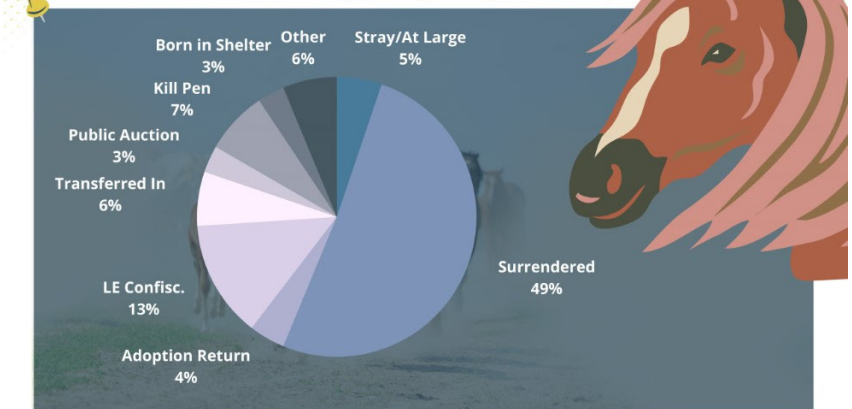
Adoption/Rescue/Transition Center (n=64)	Rescue/Municipal Combo (n=3)	Rescue/Sanctuary Combo (n=50)	Sanctuary (n=27)
210 days	344 days	399 days	3041 days

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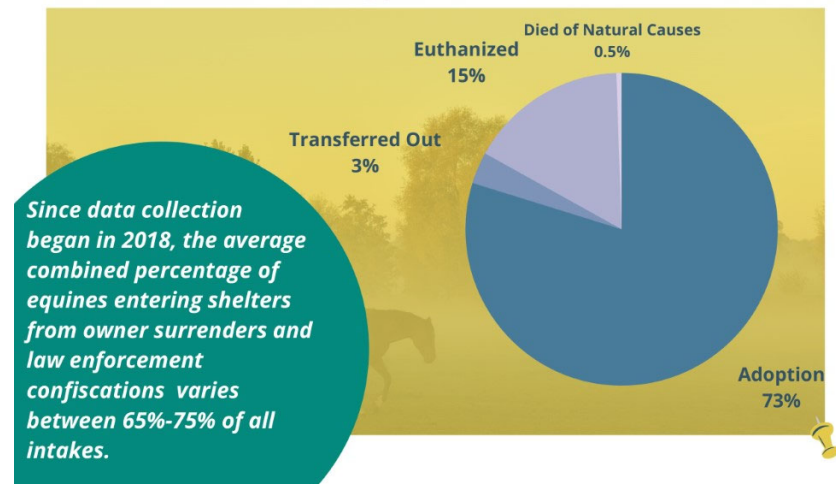
Intakes & Outcomes



Intake Types (Jan - Jun 2020)



Outcome Types (Jan - Jun 2020)



New Marketing Campaign!

#HereForHorses

<http://www.hereforhorses.org/home>



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Thank you!