Equine Guelph is a non-profit organization, a Centre at the University of Guelph, which is funded by horse people to serve the horse and its industry through education, research and promoting healthcare.

THE GATEWAY TO THE EQUINE INDUSTRY
DID YOU KNOW ...

... that in Ontario, we have about the same number of horses as dairy cows?

379,412 HORSES
48,099 HORSE FARMS
• First, “What do you Want?” - The Equine Industry Survey

• Second, “Give them what they want” – Report on Research and Helpful Hints for HorseOwners
And the Survey Said....

- Over 2000 participated, 77 questions, wide distribution through web/partners/social media
- Time and money are barriers for continuing education -99% said CE important so no lack of interest!
- Updates on research (>80%), helpful applied info
- Hot topics identified
- Desired format identified – videos, option for more info, through e-mail (goal to meet 4 of 5 preferred)

A KTT Program for the Equine Industry
And the Survey Said....

- Research Updates
- Helpful Hints/Ask the Expert
- Seasonal Health Reminders

A KTT Program for the Equine Industry
Introducing.... Equine Guelph Youtube Channel

A KTT Program for the Equine Industry
Introducing.... Report on Research

A KTT Program for the Equine Industry
Introducing.... Helpful Hints for Horse Owners

A KTT Program for the Equine Industry
Introducing.... Bundling the Package

- Researcher Picture/Profiles on EG website
- Written article to accompany video (for further distribution also)
- QR codes to take to tradeshows/events/newsletters
- Adapting for adult and youth online programs
- Completes a “media package” to provide background

A KTT Program for the Equine Industry
Introducing.... Equine Guelph web articles linked

A KTT Program for the Equine Industry
Introducing.... Researcher Picture/Profiles

A KTT Program for the Equine Industry
Introducing.... Research summary articles

A KTT Program for the Equine Industry
What’s Next?.... Taking the Show on the Road

- Equine Guelph attends 5-8 tradeshows/events per year
- QR codes on display materials extend the reach of the videos
- QR codes can be instilled into slides for audience
What’s Next?.... Integration into Adult Program

- Equine Studies Diploma
- Equine Science Certificate
- Equine Welfare Certificate
- Equine Business Management Certificate
- Groom Certificate
What's Next?.... Integration into Youth Program

Welcome
Welcome to the youth online learning community, a program developed by Equine Guelph.

Introduction

How do I Get Started?

Can I Learn More?

Resources

EG website  4-H website
What’s Next? .... More Tools for Horse Owners

A KTT Program for the Equine Industry
WHO BENEFITS?

The equine industry is one of agriculture’s growing sectors.

The end-users of this program are 48,099 Ontario horse farm owners, plus:

• additional horse owners (boarders)
• caregivers (trainers, grooms, etc.)
• youth involved in the industry
• event/competition organizers and racetrack facility organizers
• allied industries (vets, feed suppliers, etc.)
• Tradeshow attendees
Equine Guelph thanks the KTT funding program for helping to develop a strong initiative to “Get the Word Out” to our Equine Industry!

A KTT Program for the Equine Industry