



NEWS RELEASE

FOR IMMEDIATE RELEASE

Horse Owners and Equine Businesses Needed for Ontario Equine Agricultural Economic Impact Study

Campbellville, July 7, 2025 - An industry steering committee of Ontario horse people has commissioned a comprehensive economic impact study of the vast and diverse Ontario equine agricultural sector.

The equine agricultural industry is a huge economic driver in Ontario, especially in our rural communities. However, it lacks credible data to illustrate that valuable contribution. The objective of this study is to clearly demonstrate that positive impact. There has not been a comprehensive economic impact assessment conducted of the overall Ontario equine sector since 2010, 15 years ago! Accurate economic data is a powerful tool for advocacy whether with government, financial institutions, land use and planning departments, or the general public.

The equine industry faces challenges, from rising costs to urbanization pressures that threaten agricultural land. The results of the study will provide valuable data to policymakers, businesses, and agricultural equine sector stakeholders, helping them make informed decisions about investments, projects, and policies.

The participation of horse people and equine businesses across all disciplines - racing, show jumping, dressage, eventing, heavy horse, western events, breeding, and more - is not just beneficial, it is essential. This collaborative effort aims to quantify the industry's value, advocate for its growth, and secure its future. Without widespread participation, the study risks underestimating the industry's value, weakening its ability to compete for attention and support in a crowded agricultural landscape.

If you are involved in the Ontario equine sector, your participation in the economic impact study is an investment in the future of Ontario's equine industry. This is our opportunity to tell the good news story about our sector.

With the backing of the Ministry of Agriculture, Food and Agribusiness, this study has the potential to elevate the industry's profile and ensure its legacy for years to come. Every stakeholder has a role to play—because when Ontario's equine community stands together, its impact is undeniable.

For more information on the study or to participate in the survey, please visit the website <https://www.equineimpactstudy.com> Data collection will occur over the summer with a final report produced by the end of 2025.

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If you have questions, please contact:

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