



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### Equine Agricultural Economic Impact Study Report Released

**Campbellville, Ontario — March 6, 2026** - A group of dedicated equine stakeholders came together and formed a Steering Committee to launch an economic impact study of the overall Ontario equine industry. They are pleased to announce the completion and public release of the Ontario Equine Agricultural Economic Impact Study Report, the first comprehensive assessment of the province's agricultural equine sector since 2010. The final report provides an updated, evidence-based picture of the sector's economic, environmental, and social contributions, filling a long-standing data gap for policymakers, industry leaders, and the public.

#### **A sector with broad provincial impact**

Ontario's agricultural equine industry spans farming, racing, performance, sport, recreation, therapy, tourism, and education. Horses also contribute meaningful environmental benefits by grazing land unsuitable for crop production, supporting natural land management, rural greenspace, and long-term agricultural sustainability. Despite this wide footprint, credible and current data has been limited for more than a decade.

The newly released report updates the values from the 2010 report and provides a modern, detailed understanding of the sector's scale and economic significance. The study found that Ontario's equine agricultural sector supports 35,739 full-time equivalent jobs and contributes \$4.4 billion to Ontario's GDP. Total economic output generated by the sector is \$8.2 billion.

#### **Strong engagement from Ontario's equine community**

The study received strong engagement from the equine community, with 1,207 horse owners and 506 equine agricultural-related businesses completing the survey phase. Their contributions form the foundation of the final analysis and recommendations.

#### **A resource for policy, planning, and public awareness**

The final report highlights the sector's economic footprint, environmental value, and role in sustaining rural communities. It also provides transparent, credible data to support future planning, investment, and advocacy.

"The equine sector is a vital part of Ontario's agricultural landscape," said James Whelan, President of the Ontario Harness Horse Association, Ontario Equine Education and Employment Program and Chair of the Project Steering Committee. "This report gives the province the up-to-date information needed to understand the sector's true value and to support informed decision-making for years to come."

#### **Report availability**

The full Ontario Equine Agricultural Economic Impact Study report is now available at [www.equineimpactstudy.com](http://www.equineimpactstudy.com). The project was funded in part by the Ontario Ministry of Agriculture, Food and Agribusiness and the Ontario equine agricultural industry.

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