

# 2023 Horse Population

## Framework Submission by ASHA

This project has been created through HRA to help the entire industry recover from two tough years in the industry. If you ask anyone who understands the industry, Horse Population will come up as either the #1 or #2 issue that we are all currently facing. This is not just an Alberta issue, this is a North America wide issue.... every jurisdiction I have researched has some form of initiative program to address their horse shortages.

Saying this, in order to compete with other jurisdictions, we need to be creative in the way we attack this program. Waiting for people to do it on their own didn't achieve the results multiple breeds were looking to attain with the 2022 allocation of funds. Not everyone in the industry has the ability, time and means to compete with online sales websites. Also, due to travel restrictions and personal choices, many members have not been able to travel south to attend sales in person.

With this in mind, ASHA is presenting a multi-pronged approach to our program for 2023.

**Program 1** – Purchasing horses on your own. ASHA will refund owners that purchase a horse that has never raced in Western Canada 50% of the purchase price including shipping to a maximum of \$6,000.00 per horse. Original purchaser must sign a document stating that the horse will remain in Alberta for 12 calendar months from the date the horse lands in Alberta. If any of these horses are claimed or sold privately, the horse still must remain in Alberta for that period. A list will be kept in the Race Office for potential claims, and with private sales it is the seller's responsibility to inform the purchaser of this requirement. The payouts will be 40% when the horse lands in Alberta and 20% for each of the first three starts the horse makes.

### **Program 1 Budget Cap \$50,000.00**

**Program 2** – ASHA will purchase horses for resale to members. It is a way to get members who don't have the ability or means to purchase horses on their own. We have attached three charts to explain this leveraging concept, and Don will present this at the HRA Strategic Growth Committee meeting and if necessary, at the September HRA Board meeting. When properly understood, the industry will understand that all breeds, if they are willing to put in the effort, can help their members out by buying and reselling horses

ASHA will match any funds not recovered in this program of the initiative. We feel it is very low risk based on two current industry conditions:

- 1) The Horse shortage North America wide has racehorses in high demand
- 2) The Success of this segment of our 2022 plan. Horses sold well and added over 60 starts to our 2022 race starters numbers based on only 6 horses bought in May

### **Program 2 Budget Cap \$70,000.00**

**Program 3** – Members purchase of Broodmares. In the same way as buying racehorses, members can purchase broodmares that haven't been in Alberta for 3 racing seasons or longer. Broodmares in foal are preferred, this is shown in the program by us adding \$1000.00 to the cap if mares are purchased in foal, as this helps skip an entire year in the rebuilding process. Purchasers are refunded 50% of the purchase price including shipping to a maximum of \$6000.00 for mares in foal and \$5000.00 for mares bought open. Pay outs are 50% when the mare lands in Alberta and 50% when the mare's first foal is registered. In 2023 we are going to raise the eligible age slightly as mares are in high demand, and younger mares are extremely pricy currently.

**Program 3 Budget Cap \$35,000.00**

**Program 4** – Alberta foaled incentive. We all understand that during a racing season, horses are bought and sold, so the only way to truly rebuild is to help the breeders. This part of the program will reward the breeder an extra \$300.00 when a foal they bred makes it's first start in Alberta, and an extra \$300.00 when the foal wins it's first race. This will begin with foals of 2023. It is a program we hope to continue with if/when the HRA HPI initiative ends.

**Program 4 Budget Cap \$25,000.00**

**Program 5** – The attraction of horsemen/women to Alberta. As we have seen in other jurisdictions, there are incentives created to attract new industry members. These incentives have been almost always in the form of shipping funds that are paid out in the first number of starts. As this is new to our program, we are looking at a cap of \$10,000.00 per trainer with 6 or more horses. The funds will be paid 50% when the stable lands in Alberta and 50% 90 days after their first horse races.

**Program 5 Budget Cap \$20,000.00**

We are presenting these five programs as ASHA's 2023 Horse Population Initiative Submission for approval. We welcome any questions in this regard and are aware that the budget for the Standardbreds is \$200,000.00. We would reserve the right to change the budget cap of any of the programs that are having success in 2023, understanding that the total budget cap does not exceed the \$200k maximum. A complete accounting of this program will be available by contacting either Fred Gillis, Executive Director of ASHA, or John Hind, Secretary Treasure of ASHA and HRA Audit and Finance Chair.