April 23, 2025

**Group Announces Ontario Equine Agricultural Economic Impact Study**

An industry steering committee of Ontario horse people is leading a project to conduct a comprehensive economic impact study of the vast and diverse Ontario equine agricultural sector. Financial support has been received from the government of Ontario through the Ontario Ministry of Agriculture, Food and Agribusiness (OMAFA). Econometric Research Limited and Harry Cummings and Associates Inc. have been jointly retained to conduct the assessment. These companies have independently and collaboratively completed a long list of studies of the equine and agriculture industry in Ontario and several other provinces.

**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.**

The equine agricultural industry is a huge economic driver in this province, especially in our rural communities. However, we lack credible data to illustrate that valuable contribution. There has not been a comprehensive economic impact assessment conducted of the overall Ontario agricultural equine sector since 2010, almost 15 years ago! The objective of this study is to clearly demonstrate that positive impact.

Information on the entire agricultural equine industry in Ontario is limited, and credible, current data is even less. 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.

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 register 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.

If you have questions, please contact:

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