

V(A). Planned Program (Summary)

Program # 6

1. Name of the Planned Program

Sustainability of NJ Equine Industry and Its Impact on Agriculture and Open Space

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
301	Reproductive Performance of Animals	20%		20%	
302	Nutrient Utilization in Animals	20%		20%	
303	Genetic Improvement of Animals	20%		20%	
312	External Parasites and Pests of Animals	20%		20%	
315	Animal Welfare/Well-Being and Protection	20%		20%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	6.0	0.0	3.0	0.0
Actual	8.0	0.0	1.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
101393	0	51238	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
645549	0	223426	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
26689	0	31986	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Share the results of the 2007 Economic Impact Study
- Horse Management seminars and Equine Science Update (county and statewide)
- Public relations and promotions
- Actively engaged as outside speakers for the industry State 4-H horse program
- Perform consultations to individuals and agricultural organizations
- Maintain research-based website
- Conduct research to impact policy decisions for industry
- Conduct roundtables
- Produce research based materials
- Hold annual stakeholder meeting to Identify issues of importance
- RUBEA - advisory committee
- Facilitate the opportunity to network within the industry

2. Brief description of the target audience

Equine users - including, students/youth, equestrians, owners

Equine professionals: veterinarians, researchers, industry leaders, farmers, service providers, trainers, breeders, stable managers

Legislators/Government Officials/Industry Officials e.g. Racing Commission, Sport and Competition Officials (FEI, USEF)

Educators

General public

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	6000	40000	4000	10000
Actual	6525	54775	5870	3500

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2010
 Plan: 1
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	6	20	
Actual	10	28	38

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- A variety of strategies will be implemented to reach target audiences. This will include and not be limited to workshops, field visits, classes, newsletters, media releases, electronic communications, and publications. In addition a trained volunteer teaching base will be developed. Quantitative reports of participation will be collected.
Not reporting on this Output for this Annual Report

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Short Term - New Jersey residents and government officials will be made aware of the importance of the equine industry. Equine enthusiasts take leadership roles to unify the industry and will acquire knowledge to support the industry's sustainability. Equine industry segments will learn the importance and benefits of speaking in one voice.
2	Medium Term - Diverse equine-related units are organized into one voice. Misperceptions by the general public re: the segments of equine industry are corrected. All uses of the horse are recognized as agricultural by local and state government officials.
3	Long Term - Equine industry is unified and is economically sustainable. Equine industry is recognized as a critical component of the economic development, of traditional agriculture, and the preservation of open space.
4	Medium Term - New Jersey 4-H Equine Programs: Diverse equine-related units are organized into one voice. Misperceptions by the general public re: the segments of equine industry are corrected. All uses of the horse are recognized as agricultural by local and state government officials.

Outcome #1

1. Outcome Measures

Short Term - New Jersey residents and government officials will be made aware of the importance of the equine industry. Equine enthusiasts take leadership roles to unify the industry and will acquire knowledge to support the industry's sustainability. Equine industry segments will learn the importance and benefits of speaking in one voice.

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Medium Term - Diverse equine-related units are organized into one voice. Misperceptions by the general public re: the segments of equine industry are corrected. All uses of the horse are recognized as agricultural by local and state government officials.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	40000	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Dream Riders 4-H Horse Camp Program - Youth Learn About Horse Care, Safety and Riding

Many children ages 5-14 love horses. Due to cost and availability, most of these children do not get an opportunity to see a horse up close or get to learn how to care for or ride a horse.

What has been done

A 4-H club called the Dream Riders which provides an opportunity for children to learn about and experience horses featured an opportunity for boys and girls in grades K-6 to discover and learn about horses through a variety of age appropriate hands-on activities. While attending this camp program, the youth were assigned to care for a horse. They learned about horse safety; how to feed a horse; clean the stall; brush and groom a horse, clean the hooves; saddle and tack a horse; mount and ride a horse utilizing English and/or Western saddles; and much more.

Results

One hundred percent (100%) of the participants rated the Dream Riders 4-H Horse Camp Program as "Excellent" or "Very Good" and 96% indicated that they would come again to camp. When asked "what you liked BEST about the Dream Riders 4--H Horse Camp?" 85% of the participants indicated that they liked the riding; 13% said that they loved the horses; 11% of the participants said the brushing and grooming; 9% said learning how to tack a horse; 5% said learning how to sit on a Western saddle; and 2% said learning how to ride using an English saddle. One child indicated that "the best part of the camp was spending time with the horses!"

4. Associated Knowledge Areas

KA Code	Knowledge Area
301	Reproductive Performance of Animals
302	Nutrient Utilization in Animals
303	Genetic Improvement of Animals
312	External Parasites and Pests of Animals
315	Animal Welfare/Well-Being and Protection

Outcome #3

1. Outcome Measures

Long Term - Equine industry is unified and is economically sustainable. Equine industry is recognized as a critical component of the economic development, of traditional agriculture, and the preservation of open space.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	45000	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Equine Economic Impact Study of 2007-2008: Impact on Public Policy Decisions

For many years, the State of New Jersey has been engaged in a series of high profile debates on the future of horseracing in the State. These debates led several stakeholders to commission

a study to explore the economic relationships among horseracing, the larger equine industry in the state (including pleasure horses), and related agricultural industries such as forage production. The key policy question is this: If horseracing and racehorse breeding leave the state, what other components of the agricultural economy could be at risk?

What has been done

Rutgers Equine Science Center director testified before a special panel of the New Jersey state legislature in 2010.

Results

Judging by numerous references by public officials to the findings of NJAES 2007-2008 equine economic impact study, it seems likely that the study contributed to a decision by the Governor to back away from proposals to close the racetracks now operated by the Sports and Exposition Authority. Current proposals are to sell the tracks to an equine industry association so that they can continue to remain open.

4. Associated Knowledge Areas

KA Code	Knowledge Area
301	Reproductive Performance of Animals
302	Nutrient Utilization in Animals
303	Genetic Improvement of Animals
312	External Parasites and Pests of Animals
315	Animal Welfare/Well-Being and Protection

Outcome #4

1. Outcome Measures

Medium Term - New Jersey 4-H Equine Programs: Diverse equine-related units are organized into one voice. Misperceptions by the general public re: the segments of equine industry are corrected. All uses of the horse are recognized as agricultural by local and state government officials.

2. Associated Institution Types

- 1862 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

New Jersey 4-H Equine Programs

The New Jersey 4-H Horse Project continues to be one of the largest projects in the state with over 1,600 club members in 2010. Youth grades 1-13 from almost every county in the state can and do participate in some fashion. The subject matter, life and workforce skills these youth gain from participating in this program are exceptional because there are so many different opportunities for youth to learn and so many different ways for this learning to take place.

What has been done

During 2009-2010, 1,698 youth participated in the New Jersey 4-H Horse Program. Nearly every county in the state has at least one 4-H Club with horse project members and most of the counties participate in county and state workshops and competitive events related to equine.

Results

Youth who participated in a variety of 4-H horse projects reported the following measurable impacts related to knowledge gained, life and social skills.

Model Horse Show results indicated:

78% said they learned communication

82% reported learning horse science skills

Equine Presentations evaluation results revealed:

95% learned about horses

95% improved their public speaking skills

85% learned how to respect other people's opinions and ideas

Horse Bowl evaluation results revealed:

80% learned about horses

Horse Judging evaluation results revealed:

78% said they learned about conformation and balance

Records Book results from the 2009 - 2010 year indicated youth learned the following skills:

95% to set goals for myself

88% to be proud of my accomplishments

87% how to finish something I started

87% to deal with winning and losing gracefully

73% to accept change

72% how to work with adults

4. Associated Knowledge Areas

KA Code	Knowledge Area
301	Reproductive Performance of Animals
302	Nutrient Utilization in Animals
303	Genetic Improvement of Animals
312	External Parasites and Pests of Animals
315	Animal Welfare/Well-Being and Protection

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.
- Comparison between locales where the program operates and sites without program intervention

Evaluation Results

See Qualitative Outcome and Impact Statements

Key Items of Evaluation