

Equine Canada Breeds & Industry Division Export Market Development Strategy 2007-2008

With matching funding support from Agriculture and Agri-Food Canada (AAFC) under its Canadian Agriculture and Food International (CAFI) Program, the *Equine Canada Breeds & Industry Division Export Market Development Strategy* enables member associations to participate in generic activities that promote Canada's reputation as a world leader in supplying high quality, safe and innovative products produced in an environmentally-responsible and sustainable manner. The Strategy aims to "Brand Canada" as a quality producer of horses suitable for racing, FEI and non-FEI sport, breed specific competition and breeding.

An application to AAFC for CAFI funding in 2007-08 was made by Equine Canada in early February 2007. Notice of approval is expected in May. With a total budget of \$800,000, AAFC will match the equine industry's contributions towards the costs of completing the 47 projects planned.

The project categories include:

Trade Missions
Export Preparedness Training
Print, Promotion, Distribution
Trade Advocacy

Equine Canada Export Trade Missions

For the 2007 period, there have been government funds granted and earmarked for the use of programs to support awareness of horse breeding in Canada to other countries. One of these programs includes Export Trade Missions, where representatives from Equine Canada will travel to, and have a physical presence, at specific trade fairs throughout the year. The events for the early part of the year have been approved

and are indicated below. Additional dates and venues will be announced in the coming months.

Dubai International Horse Fair

Dubai, United Arab Emirates
 March 21 - 31, 2007

FEI World Cup Final for Show Jumping and Dressage

Las Vegas, Nevada
 April 16 - 23, 2007

Canadian Warmblood will participate in a selection of these Trade Missions, sending key materials profiling your Association.

As a member, you are also invited to join these Trade Missions. You have the option of sending materials or you can choose to attend the event as a delegate of Canadian Warmblood. Travel packages are offered at a reduced rate, and include airfare, hotel and booth space per person.

To sign up or for more information, contact Susan Stewart, Equine Canada Breeds & Industry Division Coordinator, Tel: (613) 826-1155, Fax: (613) 826-1479, ssewart@equinecanada.ca. Specific details on these events can also be found on www.EquineCanada.ca.

To learn more about the opportunities for Export Marketing, visit the Canadian Warmblood website, www.CanadianWarmbloods.com, in the Marketing section.



*Equine Canada Export Trade Mission
 Al Fares Dubai International Trade Fair, Dec. 11-13, 2006
 Photo courtesy of Al Fares*

Equine Canada Breeds & Industry Guide to Horses and Ponies for Sale in Canada

Equine Canada members in all provinces interested in expanding their marketing opportunities are invited to participate in a new service offered by the Breeds & Industry Division. The bilingual online marketing database, *Equine Canada Breeds & Industry Guide to Horses and Ponies for Sale in Canada*, is being developed to increase exposure for Canadians selling quality prospects of all breeds and sport and racing disciplines. It will enable Breeds & Industry Division representatives to provide an easily accessible sales list to buyers that they meet at trade shows and through Canadian trade missions abroad and

incoming international trade missions to Canada.

Log on to <http://www.sportsbiz.bz/equine/e/horses/register.cfm> to add your sales prospect to the *Equine Canada Breeds & Industry Guide to Horses and Ponies for Sale in Canada* in English.

Log on to <http://www.sportsbiz.bz/equine/f/chevaux/demande.cfm> to add your sales prospect in French.

Did you know?

Canadian Warmblood is a member of Equine Canada. Why is that important to you? Because all of the privileges available to members of Equine Canada, pass through to you as a member of Canadian Warmblood. These include:

- Access to programs funded by government grants
- Entitlement to the privileges offered by the *Equine Canada Members First* program
- Access to the Equine Canada eNews
- Representation of your Association at a national level

See the articles and press releases throughout this issue for more details on some of these benefits.

Equine Canada Members First

What is Equine Canada Members First?

Equine Canada Members First offers substantial cost savings on products and services from Dodge and John Deere to Equine Canada members through group purchasing.

Who Can Participate in the Equine Canada Members First Program?

The benefits of Equine Canada Members First are available to all Equine Canada members and numerous industry affiliates. Equine Canada membership is automatic once you have joined your provincial federation or nationally affiliated association, such as the Canadian Warmblood Horse Breeder's Association.

Here are two areas where you can enjoy savings; there will be more to come in the following months.

Dodge

Equine Canada Members are eligible to purchase or lease a new Dodge vehicle for 1% below factory invoice. National & regional incentives can be used with this program. (Please



note that specific Dodge vehicles, Viper, SRT-4, Ram SRT-10 and Sprinter are not included in this program.) Grab Life By The Horns. Choose Dodge.

John Deere

- Agricultural Equipment- save up to 23% Discount off select models of new agricultural farm equipment (For full-time equine operations only)
- Construction Equipment-discounts now available on a variety of construction equipment including motor graders, four wheel drive loaders, backhoe loaders and skid steer loaders.
- Select Lawn and Garden Care Equipment- Enjoy added savings with our NEW John Deere Partner Program! Discounts are now available toward the purchase of a variety of John Deere equipment including: lawn and garden tractors, riding and walk-behind mowers, Gator utility vehicles, commercial mowing equipment, and compact utility tractors. Discounts valid only at John Deere dealerships. Call today for your discount coupon! You Call. You Save. It's that simple.



JOHN DEERE

For more information on the benefits of Equine Canada, call (800) 965-6872.

Please refer to the CWBHA Website for the complete version en français: www.canadianwarmbloods.com