

Canadian Horse Breeders Association

ANNUAL REPORT 2019



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Looking towards the future!

Through its essential and inescapable mission, the Canadian Horse Breeders Association is the cornerstone of the management of our national breed.

Since its creation, our association has known how to cross the ages in spite of some stormy times. As we enter a new decade, the numbers are not encouraging. Decreasing membership, declining number of births, aging livestock. It is time for the CHBA to take up new challenges and adapt to a world in perpetual evolution.

Communication, information, promotion, and education must be at the heart of our priorities to promote awareness and appreciation of this wonderful breed. It is thanks to this that amateurs, as well as neophytes, will learn to cherish it, to respect it, and to develop a feeling of belonging and pride for their National Horse.

Without turning our back on the past, we must now look resolutely to the future. A new and optimistic wind is blowing on our association. Together, let's hoist the sails!

Katy Harrouart,
Acting Chairwoman

Administration Council 2019



Karl Couture
Chairman ⁽¹⁾
Director, QC



Katy Harrouart
Vice-chairwoman
Director, QC



Lisa Tardif
Secretary
Director, QC



Carole Grégoire
Director, QC



Michel Allen
Director, QC



Normand Litjens
Director, QC



Tina Morrison
Director, ON



Heidi Eijgel
Director, West
and USA



VACANT
Director, West
and Maritimes



(1) Resignation on
02/15/20. Replaced by
Claude Richer
Director, QC

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Goals and Mission

1

The **Canadian Horse Breeders Association (CHBA)** is a non-profit organization established under the Animal Pedigree Act (APA). It is subject to federal regulations.

The association aims and mission:

- The registration of all animals belonging to the Canadian horse breed,
- Promotion and maintenance of standards defining the breed,
- Providing services to Canadian horse breeders,

All in a perspective of constant improvement of the breed.

Links with the Canadian Livestock Records Corporation (CLRC)

The CLRC is mandated by the CHBA to manage the breed registry, as well as to maintain the membership database.



Accomplishments 2019

2

Governance :

- ❖ Complete overhaul of the **association's administrative regulations** and proposal of 10 additional amendments with the aim to:
 - Revise and update a 15-year-old version (2005);
 - Reorganize the sections, rephrase some imprecise articles;
 - Increase the efficiency and responsiveness of the Board of Directors and rebalance the representativeness of positions based on membership, as recommended by Agriculture and Agri-Food Canada;
 - Establish certain processes to encourage registrations and transfers of ownership of Canadian horses.

The new version of the bylaws was put to a vote by members in March 2020.

- ❖ Since the beginning of 2020, **meetings** have been held only by videoconference which has:
 - Increased in the number of board meetings;
 - Increased the attendance rate of directors;
 - Increased the efficiency of meetings;
 - Reduced travel costs and ecological footprint.
- ❖ The contract with the **external secretary** has not been renewed, the meeting notes are taken directly within the BOD.
 - Saving secretarial costs;
 - Ensuring all minutes are bilingual.
- ❖ Links with the **Canadian Livestock Records Corporation** have been strengthened.
 - Better working synergy;
 - Increased understanding of certain processes.
- ❖ The contract with **Gestion BF** has been renewed. This firm takes care of our accounting and ensures certain follow-up at the secretarial level.

Registry management

- ❖ Beginning of a major **census** project to update the Canadian Animal Registration Society's genealogy database.
 - In Canada (10 provinces, 3 territories) and abroad (USA, Europe);
 - Verification of 8,274 horses under 30 years of age;
 - Hundreds of hours of phone calls and emails;
 - Made by brave volunteers!

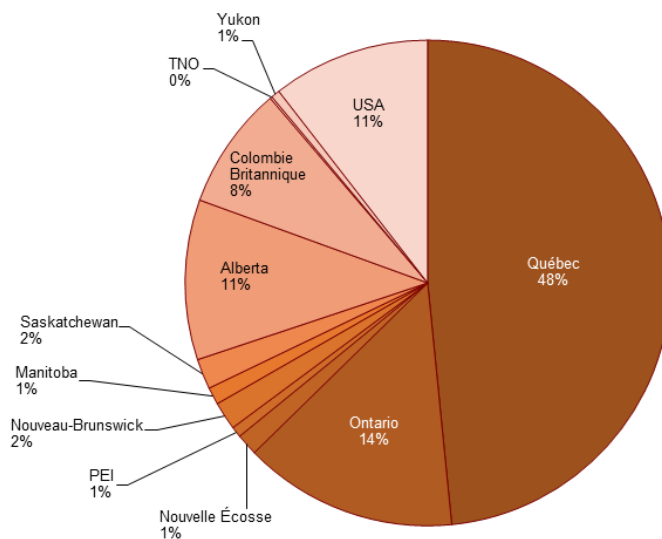
Communications

- ❖ Complete redesign of the **newsletter** (design, content, frequency of publication).
 - Increase in the number of publications;
 - Systematic sharing on the CHBA Facebook page;
 - Improved publication performance (opening rate, number of clicks, etc.);
- ❖ Publication of three **journals**.

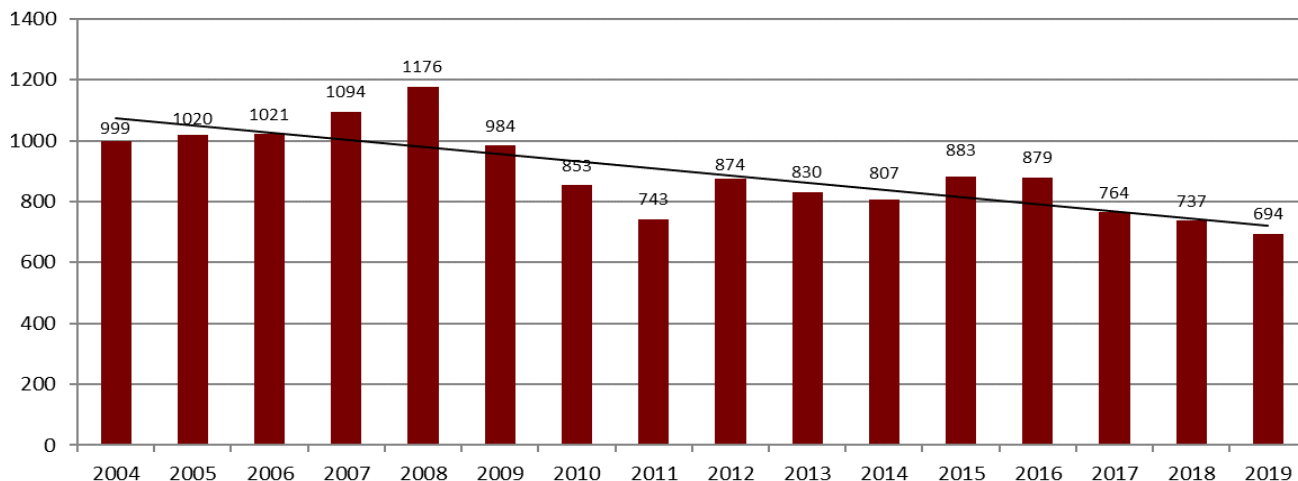
694 members in 2019
583 active members
83 life members
21 supportive members
7 junior members

Number of horses under 26 years in the database:
7 603

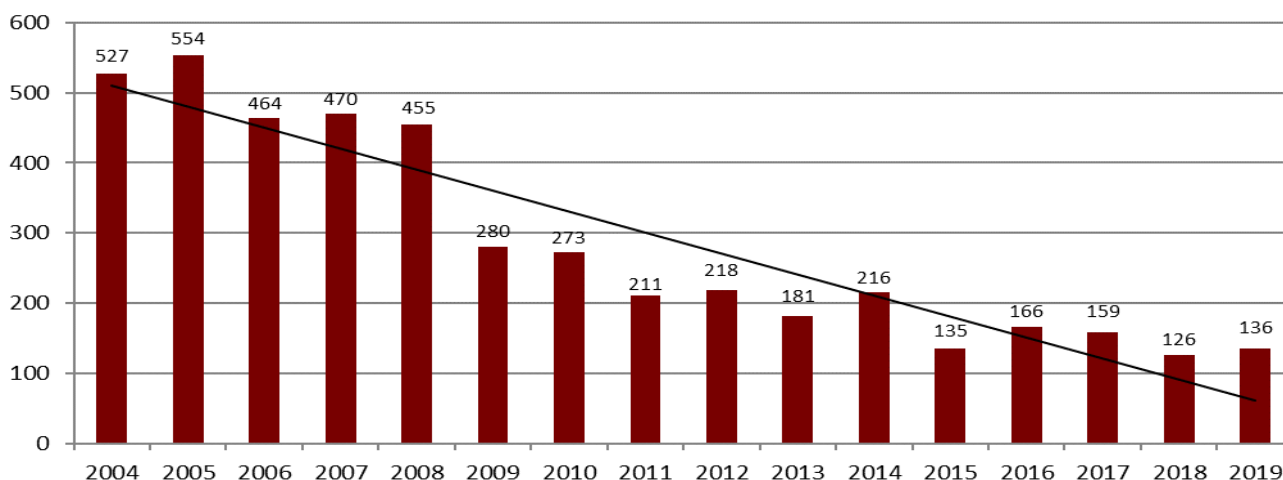
Répartition géographique des membres



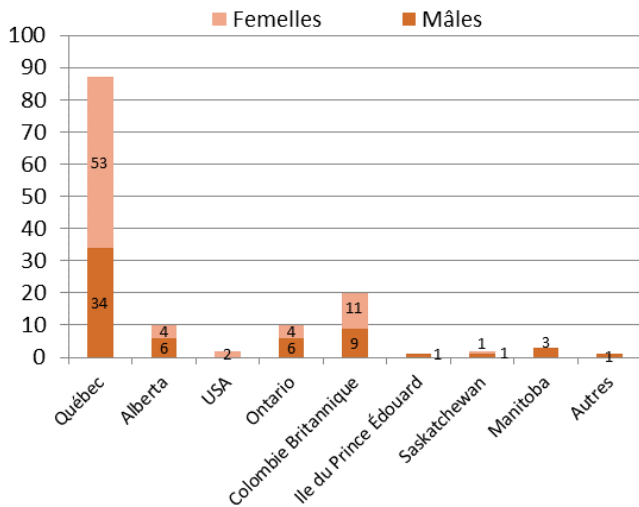
Évolution du nombre de membres sur les 15 dernières années



Évolution du nombre d'enregistrements sur les 15 dernières années

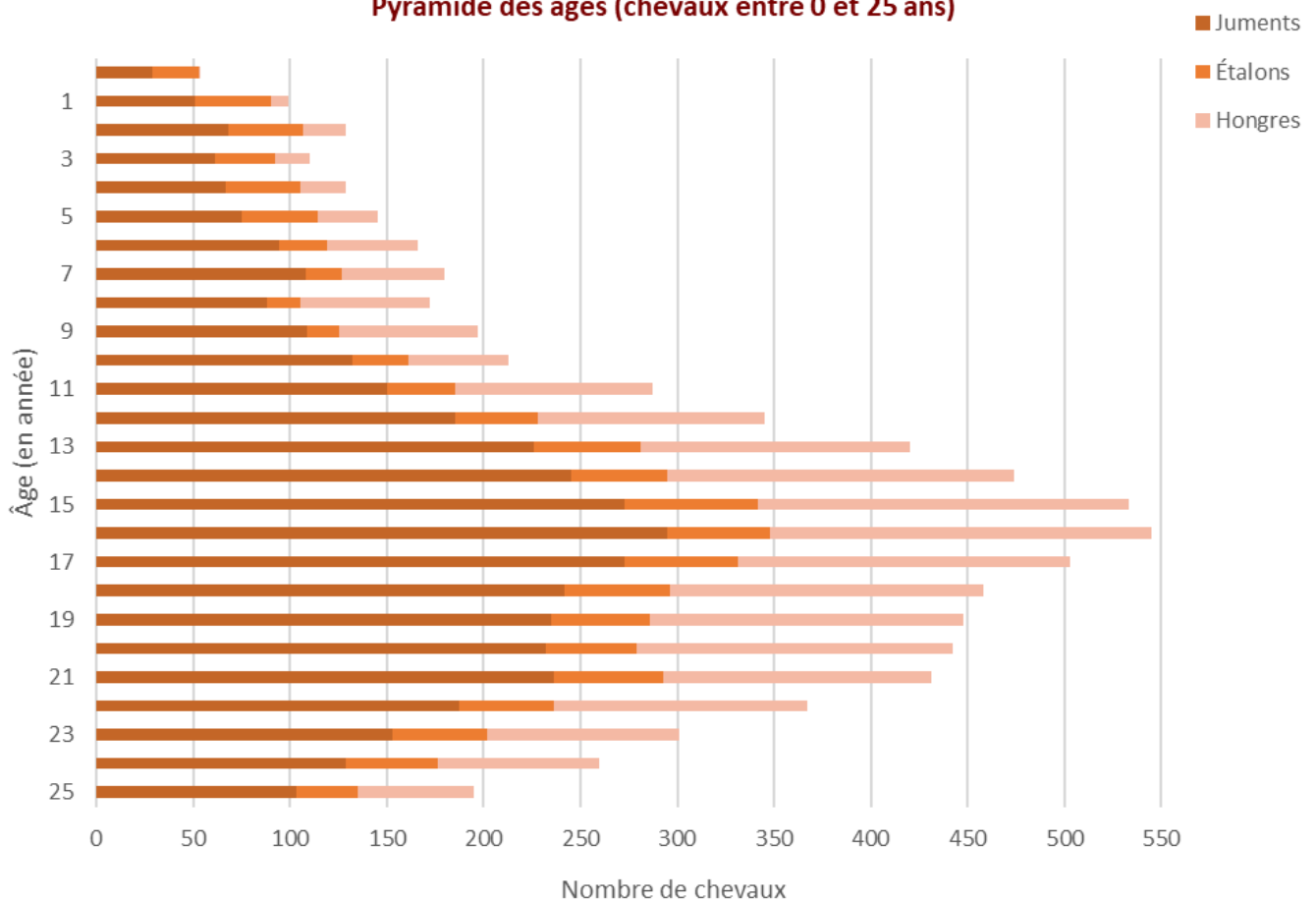


Distribution of the number of registrations by province and sex



	Mâles	Femelles	Total
Québec	34	53	87
Alberta	6	4	10
USA	0	2	2
Ontario	6	4	10
Colombie Britannique	9	11	20
Ile du Prince Édouard	1	0	1
Saskatchewan	1	1	2
Manitoba	3	0	3
Autres	1	0	1
Total	61	75	136

Pyramide des âges (chevaux entre 0 et 25 ans)



Average herd age from 0 to 25 years old: **16 years old** (gelding, stallions and mares)

Average age of mares of reproductive age (between 3 and 20 years old): **14 years old**

56 reports of stallions produced **135** stud mares

État des résultats 2019 / Statement of income 2019

PRODUITS / REVENUES	2019	2018
SCEA (1) CLRC (1)	31 128	33 003
Cotisations Memberships	33 430	35 820
Fonds mutuel Mutual funds	1 527	1 398
Gains (pertes) sur produits de placement Gain (loss) on Investment	8 619	(4 648)
Publicité (2) Advertising (2)	750	3 830
Articles promotionnels Promotional item	140	220
Autres revenus Miscellaneous	76	68
TOTAL	75 670	69 691

- (1) Revenus d'enregistrements, de transferts de propriété, enregistrement de noms de troupeau, etc)
Income from registrations, transfers of ownership, herd names, etc.)
- (2) Revenus de publicité du journal et du site internet
Newspaper and website advertising revenues
- (3) Site internet
Website
- (4) Cotisations payées aux autres associations provinciales et à l'USFD
Membership fees paid to other provincial associations and to the USFD
- (5) Créances non recouvrables.
Uncollectible receivables
- (6) Coût du journal (3 journaux, mais 4 factures supportées sur l'année 2019). En 2018, les frais postaux étaient inclus dans ce compte.
Cost of the newspaper (3 newspapers but 4 invoices supported for the year 2019). In 2018, postage was included in this account
- (7) Coût annuel de la gestion de la SCEA
Annual cost of CLRC management fees
- (8) Secrétaire contractuel
Contract secretary
- (9) Coût des implants électroniques achetés directement au CDMV
Cost of electronic implants purchased directly from the CDMV
- (10) Entrepôt pour les archives de la SECC
Warehouse for CHBA archives
- (11) Les frais d'envoi des journaux 2019 ont été incrémentés dans ce compte. En 2018, ils avaient été placés dans le compte de documentation, brochures et publicités
Shipping costs for 2019 newspapers have been placed in this account. In 2018, they were placed in the documentation, brochures and advertising account
- (12) Gestion BF + coût du comptable agréé pour les comptes de fin d'année
Gestion BF (accountant) + cost of the chartered accountant for the end of year accounts.

CHARGES / EXPENSES	2019	2018
Assemblée générale annuelle Annual General Meeting	2 051	2 163
Assurances Insurances	796	768
Communications (3) Communications (3)	227	250
Cotisations et affiliations (4) Subscriptions and memberships (4)	418	1 149
Créances douteuses (5) Doubtful debts (5)	425	0
Dépenses diverses Miscellaneous expenses	495	727
Documentation, brochures et publicité (6) Documentation, pamphlets and advertising (6)	11 800	15 318
Frais bancaires Bank charges	1 036	1 079
Frais de traduction Translation fees	3 759	4 680
Frais de gestion SCEA (7) CLRC management fees (7)	31 304	28 513
Honoraires du secrétaire Secretary fees (8)	817	1 145
Implants électroniques (9) Electronic microchips (9)	1 872	1 398
Loyer (10) Rent (10)	2 127	2 285
Poste et messagerie (11) Mail and courier (11)	6 470	563
Représentation et déplacements Travel and representation	390	6 143
Services professionnels (12) Professional fees (12)	4 972	4 848
TOTAL	68 959	71 029

Excédent (insuffisance) Surplus (deficiency)	6 711	(1 338)
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Bilan 2019
Balance sheet 2019

ACTIF / ASSETS	2019	2018
ACTIF À COURT TERME CURRENT ASSETS		
<i>Trésorerie</i> <i>Cash</i>	26 747	27 129
<i>Clients</i> <i>Accounts receivable</i>	250	1 037
<i>Stocks</i> <i>Inventories</i>	3 299	3 383
<i>Frais payés d'avance</i> <i>Prepaid expenses</i>	690	690
	30 986	32 239
PLACEMENT INVESTMENT	89 740	79 594
	120 726	111 833

PASSIF / LIABILITIES	2019	2018
PASSIF À COURT TERME CURRENT LIABILITIES		
<i>Fournisseurs</i> <i>Accounts payable</i>	1 240	2 444
<i>Produits reportés</i> <i>Deferred revenues</i>	15 188	11 802
	16 428	14 246
ACTIF NET NON AFFECTÉ UNRESTRICTED NET ASSET	104 298	97 587
	120 726	111 833

Évolution de l'actif net
Statement of changes in net asset

	2019	2018
Solde au début Balance, beginning of the year	97 587	98 925
Excédent (insuffisance) des produits sur les charges Surplus (deficiency) of revenues over expenses	6 711	(1 138)
Solde à la fin Balance, end of the year	104 298	97 587



REVENUS/REVENUES	Prévu
Revenus d'enregistrement Registration revenues	1 600,00 \$
Revenus de transfert Transfer of ownership revenues	9 000,00 \$
Revenus Certificats et Mise à jour Certificates and Update revenues	1 000,00 \$
Revenus analyse ADN DNA tests revenues	1 000,00 \$
Revenus enr. Nom de troupeaux Herd names registration revenues	800,00 \$
Revenus divers Miscellaneous	- \$
Revenus insc. Animal non enregistré Unregistered animal inscription revenues	18 000,00 \$
Revenus de cotisations Membership revenues	33 000,00 \$
Total revenu SCEA/CLRC	64 400,00 \$
Publicité - diverses Miscellaneous advertising	100,00 \$
Publicité - Journal Advertising newspaper	300,00 \$
Articles promotionnels Promotional item	300,00 \$
Revenus Transport Mailing revenues	50,00 \$
Revenus divers Miscellaneous	- \$
Total revenu SECC/CHBA	750,00 \$
TOTAL REVENUS/REVENUES	65 150,00 \$

SURPLUS OU (DÉFICIT) (2 050,00) \$

This budget was drawn up according to the following standards and facts:

- Study of forecasts and achievements for the past two years (2018 and 2019).
- The income trend is bearish. Their forecast is therefore conservative.
- Membership fees are based on the membership of 600 paying members.
- The spending trend continues from year to year.
- Some savings are foreseeable (travel costs, secretarial costs).
- Losses or interest on investment income have not been taken into account.
- Increase of translation costs due to the recast of the new bylaws.
- Non-recurring postal voting costs.
- Publication of 3 newspapers in 2020.

DÉPENSES/EXPENSES	Prévu
Loyer Rent	2 500,00 \$
Assurances Insurance	850,00 \$
Télécommunication Telecommunication	250,00 \$
Frais de bureau (SCEA) Management fees (CLRC)	500,00 \$
Poste & messagerie Mail and courier	4 500,00 \$
Photocopies & impressions Photocopies and prints	- \$
Déplacements et représentations Travel and representation	- \$
Cotisations Subscriptions and memberships	500,00 \$
Impression du journal Newspaper printing	9 000,00 \$
Matériel promotionnel Promotional items	- \$
Documents, brochures et publicité Documentation, pamphlets and advertising	- \$
Frais réunion CA Board meeting fees	500,00 \$
Assemblée générale annuelle Annual General Meeting	100,00 \$
Frais d'enregistrement (SCEA) Registration fees (CLRC)	23 000,00 \$
Tests d'ADN (SCEA) DNA tests (CLRC)	8 000,00 \$
Implants électroniques Electronic microchips	1 800,00 \$
Vote postal postal vote	3 000,00 \$
Frais de traduction Translation fees	6 000,00 \$
Honoraires du secrétaire Secretary fees	- \$
Frais de comptabilité Accountant fees	2 500,00 \$
Honoraires professionnels Professional fees	2 700,00 \$
Frais bancaires & intérêts Bank charges and interests	100,00 \$
Frais carte de crédit Credit card fees	900,00 \$
Divers Miscellaneous	500,00 \$
TOTAL DÉPENSES/EXPENSES	67 200,00 \$

Communications

- ❖ Initiation of the redesign of the **website** to improve content and better meet the communication and information needs of members and non-members.
 - Improve the appearance and develop the content (relevance, quantity and quality) to meet communication needs;
 - Increase and improve services to members;
 - Become an essential platform for anyone looking for information on the breed (purchase, sale, breeding, etc.);
 - Improve SEO (Search Engine Optimization).
- ❖ Review the concept of the **Journal**.
 - Raise the level of quality (format, visual, readability, content, translation, etc.)
 - Reduce production costs.

Governance

- ❖ Develop a **strategic plan** to guide and prioritize actions of the Board.
- ❖ Create effective **working committees** based on everyone's expertise and offer regular support and guidance.
- ❖ **Analyze existing processes** and improve them if necessary.
 - With the CLRC;
 - With Gestion BF.

Member Services

- ❖ **Analyze the needs** of non-breeders to gain membership.
- ❖ Develop **services for breeders**
 - Increase in visibility;
 - Better referencing of the services offered;
 - Online stallion directory.

