

Canadian Horse Breeders Association

ANNUAL REPORT 2023



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The Backlash...

After a record year in 2022, we had to expect a backlash. Inflation, rising interest rates, financial priorities have begun to change, and expenses associated with leisure activities are being pushed to the background. Decrease in foal registrations, membership decline... Lets face it, for the CHBA, it's a somewhat lean year.

Of all the horses purchased during the pandemic period, many are already returning to the market. Surprisingly, the Canadian Horse seems relatively spared, and that's good news!

However, even if the retention level of Canadian horses by their owners seems good, the breeding sector has experienced a rather brutal slowdown, and many 2023 foals have not yet found a buyer. The era when sellers could afford to choose between multiple clients is over, and now buyers can afford to be more demanding.

Faced with adversity, it is understandable that breeders show more caution, and unfortunately, a decrease in births is expected in the following years.

Conversely, the Canadian Horse Breeders Society must intensify its promotional efforts and valuation to well position the breed in the buyers' market, guide their choices, and thus help support the sector. We hope that the promotional activities conducted in Ontario and the West will help mobilize new breed enthusiasts. The wheel must turn!

Katy Harrouart,
Chairwoman

Administration Council 2023



Katy Harrouart
President
Director QC



Normand Litjens
Vice-president
Director QC



Claude Richer
Secretary
Director QC



Bianka Roy
Director QC



Caroline Blouin
Director QC



David Campbell
Director QC



Monique Boucher
Director West, Atlantics
& USA



Lorena Mann
Director West, Atlantics
& USA



Andrea White
Director ON

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Goals and Mission

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The Canadian Horse Breeders Association (CHBA) is a non-profit federal association incorporated under the Animal Pedigree Act (APA). It has jurisdiction throughout Canada. It is the only breed management association officially recognized by Agriculture and Agri-Food Canada.

With the aim of continuously improving the Canadian Horse breed, **the Canadian Horse Breeders Association's** mission is to:

- **Register** all animals belonging to the Canadian Horse breed.
- Define, maintain and promote **breed standards**.
- Provide **services to breeders** of Canadian Horses.

Beyond its mission, the Association's purpose is to:

- **Unite the breeders and owners** of Canadian Horses around a shared interest and protect their interests through education and information sharing.
- Serve as the **central hub** for all actors working to promote the breed.
- **Connect and coordinate** local, regional and provincial Canadian Horse associations who express the desire for us to do so.
- **Support and promote** any initiative to promote the breed.



Links with the Canadian Livestock Records Corporation (CLRC)

The CLRC is mandated by the CHBA to manage the breed registry and maintain the membership database, as well as to enforce the rules detailed in Section 9 of the CHBA Bylaws. The CLRC is a quasi-governmental organization created by the Animal Pedigree Act (APA). Its registrars manage approximately 50 breeds of animals (including Canadian horses). The Registrar for Canadian Horses is Mrs. Laura-Lee Mills.

PROMOTION

- ❖ **Sponsorship Program** to support promotion of the breed:
 - ⇒ Can-AM Expo, Ancaster, ON: 600\$
 - ⇒ Horse Expo, Red Deer, AB: 600\$
- ❖ Sponsorship for the **Challenge 100 hours in 100 days**, organized by CHHAPS (75\$).
- ❖ Sponsorship for the **carrousel de chevaux Canadiens of Quebec** (30 horses): 1000\$
- ❖ Creation of a new **Online Store** for promotional products in collaboration with RideEveryStride.
- ❖ **Performance Program** (prizes for competitors) – 1st édition. **5 winners in 2023:**
 - Working Equitation : Rose Fodor with Burnage Lane Fargo Mustig
 - Dressage: Gordon Bain with Champagne Zurick Denver
 - Combined driving: Steeve Couture with Litjens Randy Athos, Codyshan Lupin Yager, Litjens Randy Welcome and Briteaux Gryngoe Rubicon
 - Extrem Cowboy Race: Jean-Louis et Claudia Roux with Litjens Jordin Doris
 - Western Equitation : Sylvie Pâquet with M M Dark Lenoir

SERVICES OFFERED TO BREEDERS

- ❖ Update of the **breeders directory**.
- ❖ Update of the **stallions directory**.

GOVERNANCE

- ❖ **8 Board meetings** held by videoconference.
- ❖ Responses to numerous **requests for information** per month (by email or telephone).
- ❖ **Verification of weekly CLRC reports** (membership, registrations, transfers, etc.).

COMMUNICATION

- ❖ Creation of **new promotional banners**.
- ❖ **Monthly information column** on the breed in the *Cheval Branché* (Cheval Quebec's newsletter) ⇒ 8,500 subscribers from different profiles.
- ❖ **2 magazines** published in 2023.
- ❖ **6 newsletters** sent.

REGISTRY MANAGEMENT

- ❖ **CLRC genealogy database updated** to reflect reported horses, declared deceased.
- ❖ **Support for members and non-members** in assembling files for property transfers and/or registrations (consequent increase in revenue thanks to personalized follow-up!)
- ❖ **Continued follow-up of Z-numbers** (uncompleted registrations), with the concerned breeders.
- ❖ **Follow-up and resolution of several problematic cases** (complaints, incomplete transfers, lost papers, deceased owners, etc.)

ACTIVITIES

- ❖ Organization of **Futurities** on September 17, 2023 in Sorel-Tracy (QC)
 - In collaboration with Cheval Québec
 - Thanks to the financial support of MAPAQ (ministry of Agriculture of Quebec)
 - Horses eligible up to 5 years old
 - 23 Canadian horses on site
 - 11 breeders
- Champions:**
 - Female Junior Champion: Ferme Beaubois Turin Janice (Pierre Boisclair)
 - Male Junior Champion: Litjens Yugo Julius (Julie Fortin)
 - Female Senior Champion: Sarrabelle Kingdom Galaxie (Nancy Pagé)
 - Male Senior Champion: Ferme Beaubois Turin Hercule (Pierre Boisclair)

Best overall score: Ferme Beaubois Turin Janice 73%

"Without data, you're just another person with an opinion"
W. Edwards Deming

723 members in 2023 (-82) ↓

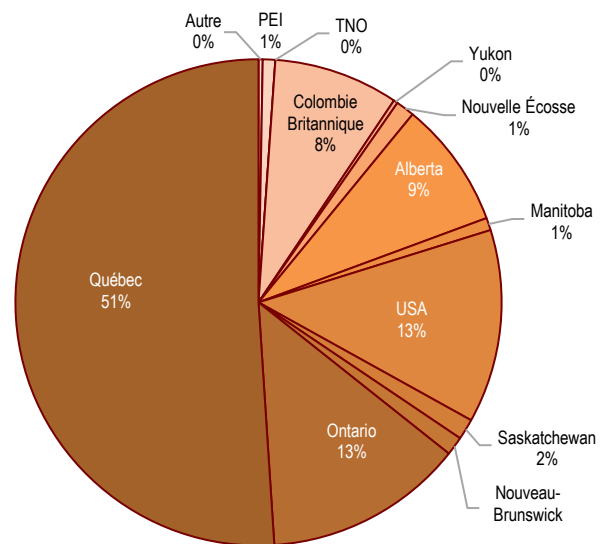
613 active members (-76) ↓

71 life members (-1) ↓

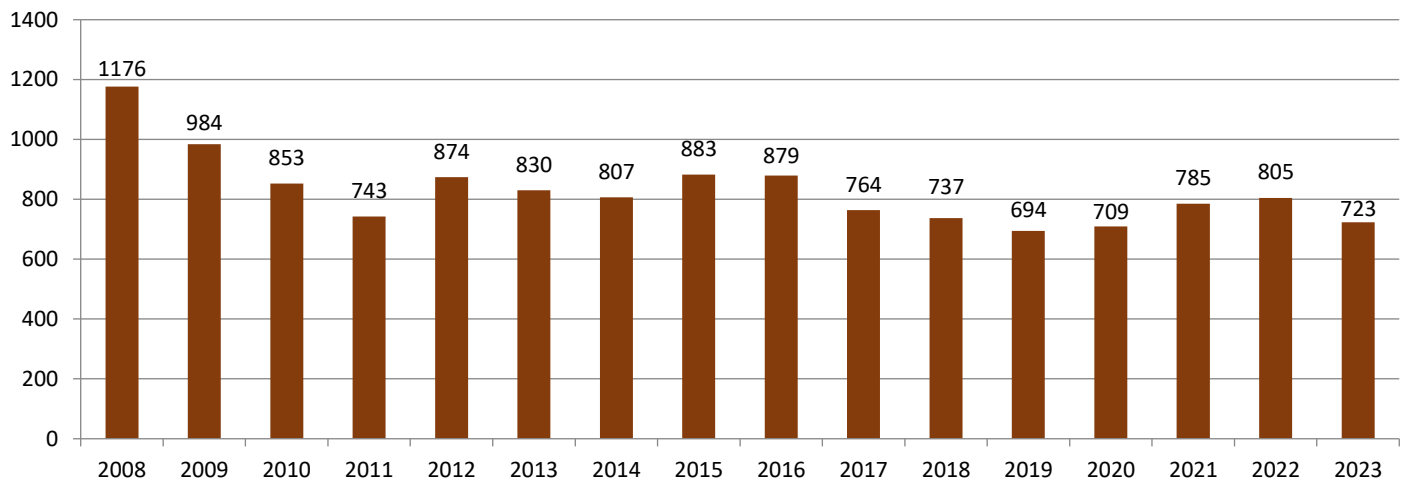
35 supportive members (-1) ↓

4 Junior members (-3) ↓

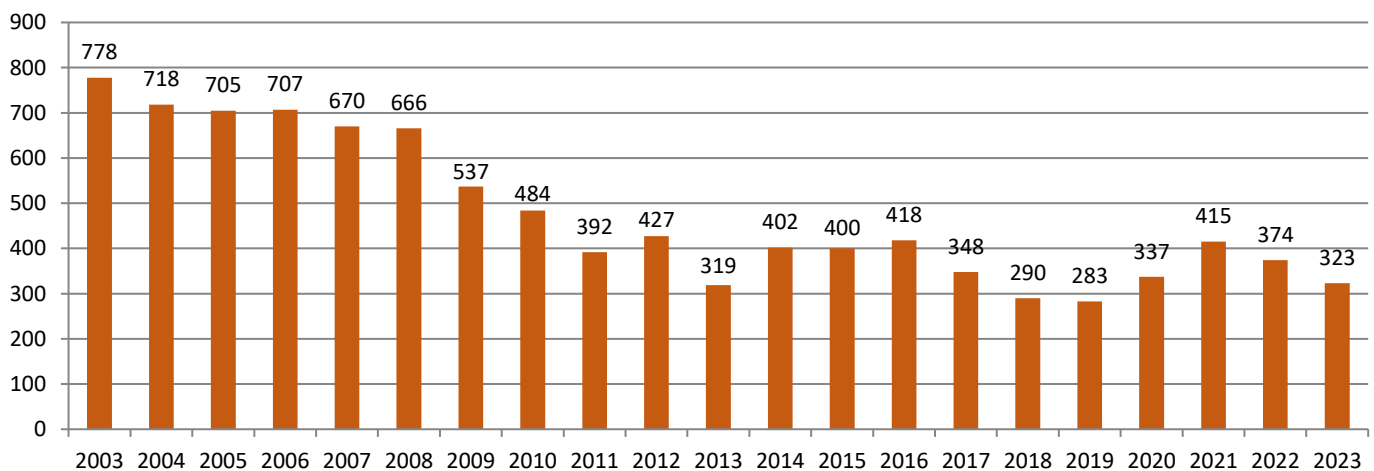
Geographical distribution of members



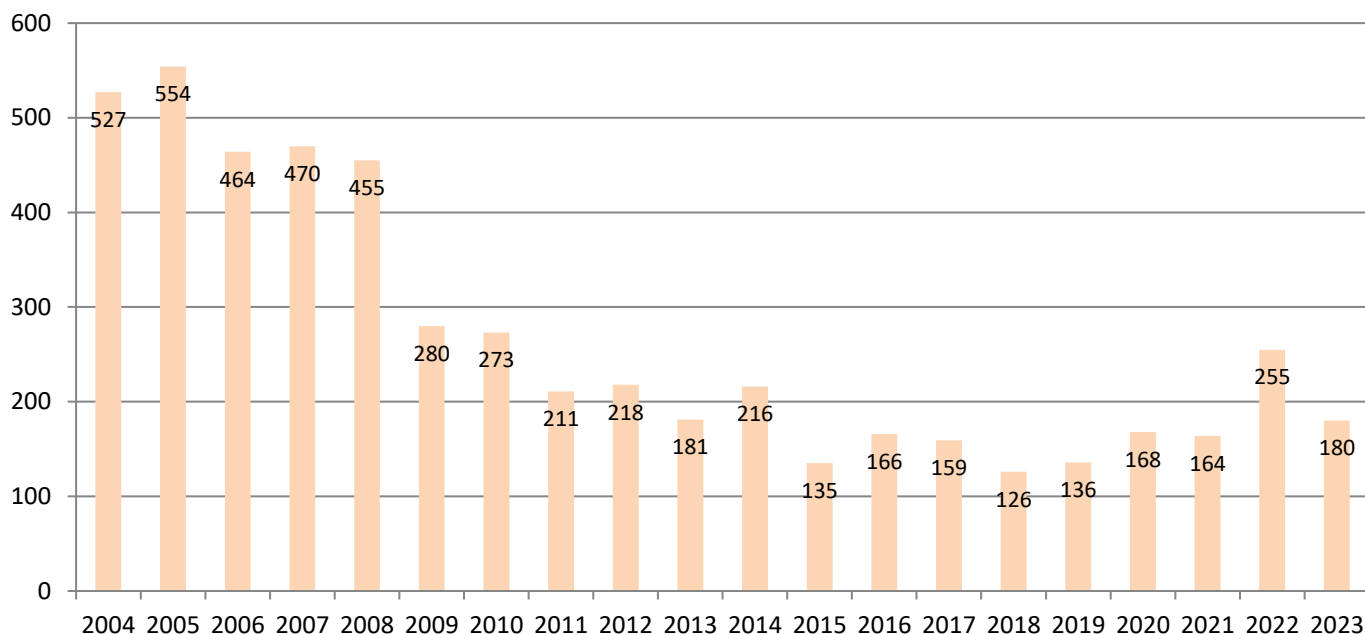
Membership trends over the last 15 years



Transfer of ownership trends over the last 15 years



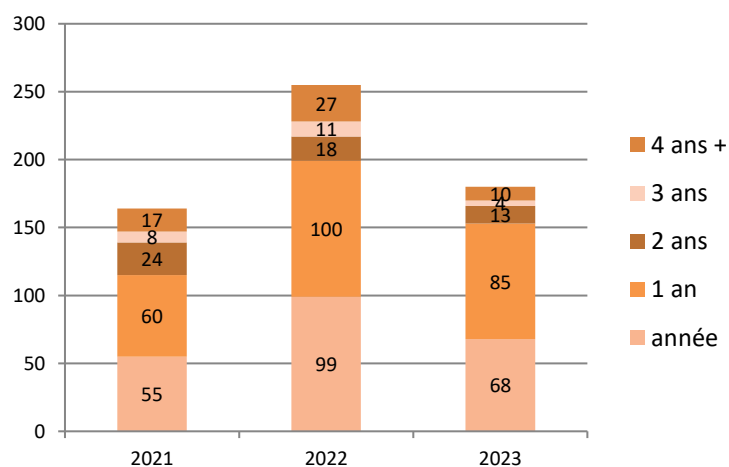
Registration trends over the last 20 years



Registrations by province and sex

	Mâles	Femelles	Total
QC	43	56	99
AB	14	10	24
USA	8	4	12
ON	5	10	15
BC	13	9	22
SK	3	2	5
NB / NS / PEI	1	0	1
MB	1	1	2
Autre / Others	0	0	0
Total	88	92	180

Registrations by horse year of birth



Number of horses between 0 and 25 years in the database:

6,774 (-188) ↓

Average herd age from 0 to 25 years old:

15.95 years ↑

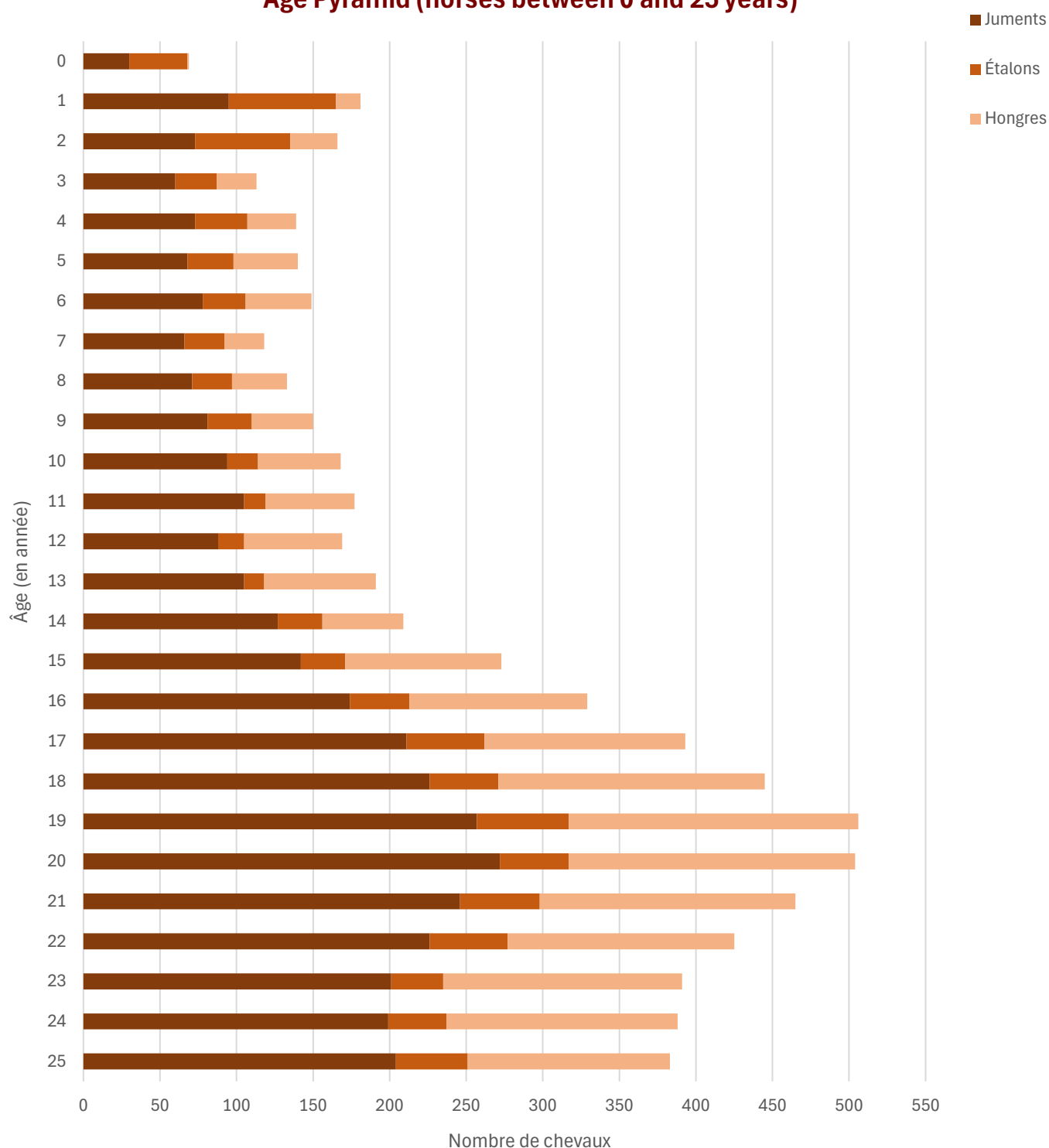
Number of mares of reproductive age (between 3 and 20 years old):

2,298 (-196) ↓

82 stallion reports produced (+2) ↑

268 mares bred (+20) ↑

Age Pyramid (horses between 0 and 25 years)



Âge	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
Juments	204	199	201	226	246	272	257	226	211	174	142	127	105	88	105	94	81	71	66	78	68	73	60	73	95	30
Étalons	47	38	34	51	52	45	60	45	51	39	29	29	13	17	14	20	29	26	26	28	30	34	27	62	70	38
Hongres	132	151	156	148	167	187	189	174	131	116	102	53	73	64	58	54	40	36	26	43	42	32	26	31	16	1
Total général	383	388	391	425	465	504	506	445	393	329	273	209	191	169	177	168	150	133	118	149	140	139	113	166	181	69

État des résultats 2023 / Statement of income 2023

PRODUITS / REVENUES	2023	2022
SCEA (1) CLRC (1)	36 227	42 310
Cotisations Memberships	42 924	56 685
Fonds mutuel Mutual funds	415	805
Gains (pertes) sur produits de placement Gain (loss) on Investment	10 447	(12 568)
Projet Futurités - Cheval Québec (11) Futurity project - Cheval Québec (11)	12 787	550
Publicité (2) Advertising (2)	400	1 150
Articles promotionnels Promotional item	0	0
Autres revenus Miscellaneous	125	822
TOTAL	103 325	89 754

- (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 ou autre.
Newspaper (or other) advertising revenues.
- (3) Cotisations payées aux autres associations provinciales et à l'USDF.
Membership fees paid to other provincial associations and to the USDF.
- (4) Coût du magazine (1 seul journal en 2022).
Cost of the magazine (only 1 magazine in 2022).
- (5) Coût annuel de la gestion de la SCEA
Annual cost of CLRC management fees
- (6) Commandites octroyées pour des projets de promotion de la race.
Sponsorships granted for project promoting the breed.
- (7) Coût des implants électroniques achetés directement au fournisseur.
Cost of electronic implants purchased directly from the supplier.
- (8) Entrepôt pour les archives de la SECC.
Warehouse for CHBA archives.
- (9) Les frais d'envoi des journaux 2022 ont été incrémentés dans ce compte.
Magazine shipping costs have been placed in this account.
- (10) Gestion BF + coût du comptable agréé pour les comptes de fin d'année + frais de consultation d'avocats spécialistes en gestion associative.
Gestion BF (accountant) + cost of the chartered accountant for the end of year accounts + cost of consulting lawyers specializing in association governance.
- (11) Le projet Futurité est géré par Cheval Québec (fédération équestre provinciale du Québec) et intégralement financé par le MAPAQ. La SECC ne sert que de courroie de distribution financière et organisationnelle dans ce projet, c'est pourquoi les recettes sont égales aux dépenses.
The Futurity project is managed by Cheval Quebec (Provincial equestrian federation) and fully funded by the Ministry of Agriculture of Quebec. The CCHBA only serves as a financial and organizational distribution belt for this project, and this is why revenues equal expenses.

CHARGES / EXPENSES	2023	2022
Assemblée générale annuelle Annual General Meeting	250	100
Assurances Insurances	827	833
Communications Communications	678	414
Cotisations et affiliations (3) Subscriptions and memberships (3)	808	555
Créances douteuses Doubtful debts	0	0
Dépenses diverses Miscellaneous expenses	861	1 535
Documentation, brochures et publicité (4) Documentation, pamphlets and advertising (4)	11 353	2 815
Frais bancaires Bank charges	1 356	1 853
Frais de traduction Translation fees	2 939	1 516
Frais de gestion SCEA (5) CLRC management fees (5)	41 177	49 182
Commandites (6) Sponsorships (6)	2 275	75
Implants électroniques (7) Electronic microchips (7)	1 945	2 344
Loyer (8) Rent (8)	2 093	2 093
Poste et messagerie (9) Mail and courier (9)	3 203	4 132
Projet Futurités - Cheval Québec (11) Futurity project - Cheval Québec (11)	12 720	3 182
Services professionnels (10) Professional fees (10)	7 661	7 600
TOTAL	90 146	78 229

Excédent (insuffisance) Surplus (deficiency)	13 179	11 525
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Évolution de l'actif net

Statement of changes in net asset

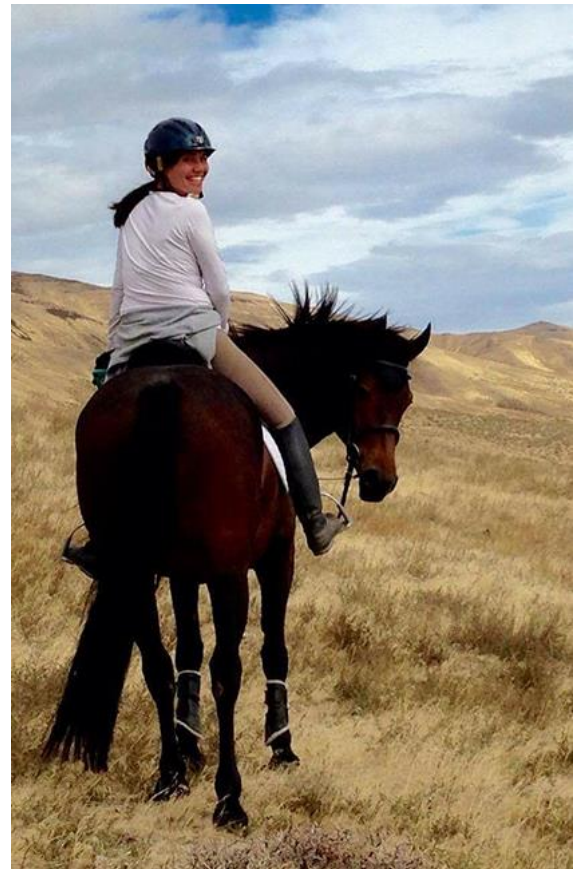
	2023	2022
Solde au début Balance, beginning of the year	151 134	139 609
Excédent (insuffisance) des produits sur les charges Surplus (deficiency) of revenues over expenses	13 179	11 525
Solde à la fin Balance, end of the year	164 313	151 134

Bilan 2023

Balance sheet 2023

ACTIF / ASSETS	2023	2022
ACTIF À COURT TERME CURRENT ASSETS		
Trésorerie Cash	69 406	73 072
Clients Accounts receivable	4 692	1 336
Stocks Inventories	2 952	2 952
Frais payés d'avance Prepaid expenses	0	2 535
	77 050	79 895
PLACEMENT INVESTMENT	105 592	94 730
	182 642	174 625

PASSIF / LIABILITIES	2023	2022
PASSIF À COURT TERME CURRENT LIABILITIES		
Fournisseurs Accounts payable	821	4 069
Produits reportés Deferred revenues	17 508	19 422
	18 329	23 491
ACTIF NET NON AFFECTÉ UNRESTRICTED NET ASSET	164 313	151 134
	182 642	174 625



REVENUS/REVENUES	Prévu
Revenus d'enregistrement Registration revenues	20 000,00 \$
Revenus de transfert Transfer of ownership revenues	11 000,00 \$
Revenus Certificats et Mise à jour Certificates and Update revenues	1 500,00 \$
Revenus analyse ADN DNA tests revenues	1 300,00 \$
Revenus enr. Nom de troupeaux Herd names registration revenues	800,00 \$
Revenus divers Miscellaneous	- \$
Revenus de cotisations Membership revenues	45 000,00 \$
Total revenu SCEA/CLRC	79 600,00 \$
Formations & cliniques Training courses	- \$
Publicité (Journal) Advertising newspaper	400,00 \$
Articles promotionnels Promotional item	- \$
Revenus divers Miscellaneous	- \$
Total revenu SECC/CHBA	400,00 \$
TOTAL REVENUS/REVENUES	80 000,00 \$

Ce budget a été élaboré selon les normes et faits suivants :
This budget was developed based on the following facts and standards:

- Étude des prévisions et des réalisations des trois dernières années (2021, 2022 et 2023). *Study of forecasts and actuals for the past three years (2021, 2022 and 2023)*
- La prévision des revenus est conservatrice, considérant l'état global de la situation économique. *The revenue forecast is conservative, considering the overall state of the economic situation.*
- Les revenus de cotisation sont prévus légèrement à la hausse. *Membership fees are expected to increase slightly.*
- Les pertes ou intérêts de revenus de placement n'ont pas été pris en compte. *Investment income losses or interest have not been taken into account.*
- Les dépenses sont en hausse en lien avec les orientations de la SECC (embauche de personnes-ressources pour aider aux communications, distribution de commandites et bourses, etc.). *Expenses are on the rise in line with the orientations of the CHBA (hiring of resource people to help with communications, distribution of sponsorships and scholarships, etc.)*

DÉPENSES/EXPENSES	Prévu
Loyer / Rent	2 100,00 \$
Assurances / Insurance	900,00 \$
Télécommunication / Telecommunication	500,00 \$
Poste & messagerie / Mail and courier	3 000,00 \$
Photocopies & impressions Photocopies and prints	- \$
Déplacements et représentations Travel and representation	- \$
Cotisations Subscriptions and memberships	800,00 \$
Conception et impression du journal Newspaper printing, layout etc	10 000,00 \$
Matériel promotionnel Promotional items	300,00 \$
Documents, brochures et publicité Documentation, pamphlets and advertising	- \$
Coûts des formations et cliniques Training courses costs	- \$
Frais réunion CA (y compris AGA) Board meeting fees (including AGM)	1 200,00 \$
Frais d'enregistrement (SCEA) Registration fees (CLRC)	33 000,00 \$
Tests d'ADN (SCEA) / DNA tests (CLRC)	8 000,00 \$
Implants électroniques / Microchips	2 000,00 \$
Vote postal / postal vote	- \$
Frais de traduction / Translation fees	3 000,00 \$
Bourses et commandites Grants and sponsorships	10 000,00 \$
Frais de comptabilité Accountant fees	2 800,00 \$
Honoraires professionnels Professional fees	4 800,00 \$
Frais bancaires & intérêts Bank charges and interests	500,00 \$
Frais carte de crédit Credit card fees	900,00 \$
Divers / Miscellaneous	- \$
TOTAL DÉPENSES/EXPENSES	83 800,00 \$

SURPLUS OU (DÉFICIT) (3 800,00) \$

DEVELOPMENT, PROMOTION & SPONSORSHIPS

- ❖ Improve and develop the Performance program (grant program for competitors)
- ❖ Continue the Sponsorship program

COMMUNICATIONS AND MARKETING

- ❖ Publish 2 magazines in 2024
- ❖ Improve the website (development of new features, diversification of content, etc.)
- ❖ Increase the CHBA's presence on social media (information dissemination)

GOVERNANCE AND REGISTRY MANAGEMENT

- ❖ Finalize the update of forms in collaboration with the CLRC (birth declaration, registration application, registration certificate).
- ❖ Consultation on the registration process, in collaboration with the CLRC

