



Agricultural Commodity Commission for Equine

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Equine Owners and Organizations

I am so excited to be able to share this news with you today. Over my many years of service to the equine industry of Georgia, one theme that I have constantly heard is that we need an Economic Impact Study in Georgia and now that dream is about to come true. Because of your support in the purchase of equine license plates, the Agricultural Commodity Commission for Equine has been able to enter into an agreement with the Department of Agricultural Economics at the University of Georgia to produce an official Equine Economic Impact Study. This study will show the value and impact of the horse industry in a way that has never been available before. We hope that our industry will benefit from this study and be able to promote the equine industry more successfully with hard scientific data to back up this value. This study will also help the commission to better understand the needs of Georgia's equine owners and give us the ability to serve you better in the future.

Our mission states, in part; *The ACCE will work to ensure that through promotion, education and research the equine industry of Georgia will be effective and meaningful*'. The ACCE has been careful to budget and utilize money raised from tag purchases wisely. We make sure that the funds provided to us through your tag purchases are used strictly for the purposes mentioned in our mission statement. We feel that the money utilized to obtain this study will provide a good foundation to build the promotion and growth of the equine industry in Georgia.

The results of this study will only be as good as the data collected; therefore, we are asking for your support once more. In order to collect the most broad but inclusive data, the ACCE is asking you to post a link on your organizations website and send out an email blast to your members monthly through the end of November 2011 urging your members to take the survey. Please link to www.gaequine.org the impact study link is there for your members to participate.

The time line for this project is Fall of 2011. In appreciation of your support, all organizations participating in this project will have free access to the final complete study.

Thank You,

Jim Gibby Chair ACCE



www.gaequine.org