



From the EXECUTIVE CORNER



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HORSE INDUSTRY IS ESSENTIAL TO CALIFORNIA'S ECONOMY

The California Horse Power Coalition is proud to report the results of the American Horse Council's 2023 Economic Impact Study. The California breakout study surveyed horse owners and suppliers throughout the state to determine the industry's impact on the California economy.

While the state faces a critical budget deficit of at least \$45 billion, the numbers from the report tell a powerful story of the impact the equine industry has on the California state economy, with a direct contribution by the equine ecosystem of \$11.6 billion, a nearly 40% increase from five years earlier. Additionally, the horse industry contributed \$6.5 billion to the state's Gross Domestic Product.

Racing alone adds \$2.5 billion in total economic impact to the state, \$1.5 billion in direct value to the state economy, and a total of 24,860 direct jobs, up from 17,798 in 2018.

The horse industry also contributes \$4.1 billion annually in tourism and creates 132,496 jobs, with 93,467 of those direct industry jobs. There are 4.1 million households in California with a horse enthusiast and 477,426 horses in the state. Additionally, 410,000 acres of California land is owned or leased for horse-related purposes and 220,000 Californians volunteer for horse-related activities.

It is the coalition's goal to educate the public about these benefits, while highlighting the hard-working individuals—trainers, backstretch workers, jockeys, breeders, and mare owners—dedicated to working with and caring for our horses and contributing to our community and culture in countless ways.

Economic Impact of Horses in California



Data source: American Horse Council: 2023 Economic Impact Study of the U.S. Horse Industry

The California breakout study surveyed thousands of horse owners and suppliers across the state, making it the most comprehensive state industry study to date. Data collected were

analyzed to determine the impact of the industry's distinct sectors, including competition, recreation, racing, equine-assisted therapy, and equine rehabilitation and sanctuaries. **CTB**