MEMO

TO:

Honorable Mayor and

Members of City Council

FROM:

Oleander Prohibition

This issue first came to council's attention in 2016 when Ms. Boron could not convince her neighbor to trim his oleanders which resulted in the plants growing over Ms. Boron's six-foot wall and dropping leaves in her horse corrals. She obtained a petition from neighbors in the vicinity of Starr and 4th requesting the council outlaw oleanders in areas of the city where horses are present. Some of the residents approached the council and the matter was placed on the council agenda. The city attorney was directed to do some research which was presented to council. On February 21, 2017, council directed city staff to convene an oleander work group (the "OWG"). The city manager selected the following to be on the OWG: Steve McClintock, Darryl Cross, Jeff Watson and Katherine Boron. City Attorney Joel Stern was the facilitator.

DATE: June 19, 2017

At the first meeting on March 28th, the OWG discussed the potential dangers of oleanders for both humans and animals as well as some of the challenges when oleanders are planted adjacent to livestock. Amendments to Apache Junction property maintenance code were discussed as a possible solution.

After this first meeting, the city attorney established contact with Ms. Boron's neighbor, who agreed to trim the oleanders below the height of the boundary wall. He followed through with his commitment and the oleanders are currently trimmed below the level of the wall so that no part of the plant extends over the wall.

On May 1st, the OWG met a second time to further discuss options. The OWG desires to continue pursuing a code amendment in order to limit the planting of oleanders within the city. One example of the dangers of oleanders to animals was presented in the form of a news article from 2011 wherein a giraffe at the Reid Park Zoo in Tucson was killed when an assistant zoo keeper inadvertently fed him oleander trimmings.

The OWG agreed on possible language for a code amendment which would amend Chapter 9, <u>Health and Sanitation</u>, Article 9-1: <u>Property Maintenance Standards</u>, to include language prohibiting the growing, keeping or planting of oleanders in a manner which would endanger livestock on adjacent property (see attached draft). Violations of this new code provision would be handled in the same manner as other property maintenance cases are handled.

Also attached are: 1) the copy of the neighborhood petition; 2) various articles and information on the dangers of oleanders to animals; and 3) information of the economic benefits of horses in communities.

At the upcoming council meeting on this matter, we want you to consider everything that is attached hereto. In addition, we intend on having an equine veterinarian present and a botanist who will discuss the danger oleanders pose to horses.

Katherine Boron

Steve McClinteck

Attachments

Work Group AJCC Code Change Recommendation

WORK GROUP AJCC CODE CHANGE RECOMMENDATION

CONTROLLED ACCESSIBILITY

APACHE JUNCTION CITY CODE, VOL. I, AMENDMENT TO CHAPTER 9: HEALTH AND SANITATION, ARTICLE 9-1: PROPERTY MAINTENANCE STANDARDS

Section

- 9-1-3 Public nuisances prohibited
- (C) Land maintenance and weeds.
- (5) No person shall offer to sell, sell, maintain, grow, keep or plant any male mulberry tree (*Morus alba*) or olive tree (*Olea europea*) in the city unless it is one of the non-pollinating varieties of such trees.
- (6) No person shall maintain, grow, keep or plant any oleander tree or shrub (*Nerium oleander*) in the city unless it is maintained, grown, kept or planted in a location or size in which it is not accessible to livestock, including but not limited to poultry, goats, swine, sheep, cattle, horses and other equine, on adjoining properties, or in such a manner in which the leaves are contained on the property from which the plant is maintained, grown, kept or planted.

Neighborhood Petition

Andrew Tor Similarie Oranidar

Because Oleander is highly toxic to people and livestock (According to Dr. Durig at Arizona Equine: "Oleander is poisonous for all animals." Another equine vet said ingesting just 3 leaves of oleander will kill a horse.), naturally and periodically sheds its leaves and flowers which are easily disbursed by wind and/or rain so can become mixed in hay and ingested by livestock, is a non-native species, and can grow to over 20 feet high,:

Name	AZ Address	Own or Rent
1. Katherine Boron	3445. Stan Rd.,	4.J. Own
2. GENE GOODING	24415. Howaysuckle CI	R. MESA OWN
3. Sylvia DRUMMONd	2441 S. Howeysuckle	Cir. MESA RENT.
4. Linda Strader 10:	29/ E. Prairie Hawk Lane,	San Tan Valley DWA
5. Showes Steed 10	29/E: PRATRIE HAW LANE,	SAN TANVALLEY DWA
6. Jerry Ruther 1	0335 E Prain Haston	San Jun Valle AZ
7. Sind Rulledy 10	335 EPrain Hawkhan	Sin Jan Valley AZ
8. Melanie Floyd 250	5. Tomahawk Rd 476	Apache Junction AZ
9. SHERRY DIAMOND 20	O E. SOUTHERN AVE. #72	APACHE JCT. AZ.
10. Steve M: Clintock	3720 ROWEN, MESA, AZ	
11. RUSS WRIGHT	PO BOX 4584 AJ AZ	Reve
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16. BEV DOUGHERTY	1740 N. AFACHE DR	
17. BONNIE WELLS		
18. ROBERT F. DIROFF		
19 Jeanne Kennedy	1840 N Signal Butte	Mesa 85205 OWN
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28 Sharnafletian 2140 AWarner W. A.J. OWN
21. Peggy Wilson 128 South Starr Rd AJ own
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26. John Boyew 1700 W. Shiprock St. # 44, A.J. RENT
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28 Margie Wheeler 1700 Shiprof #17 AJ Own
29. Barb Houck 1505 S. Sixshooter Kd. A.J. own
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39. Janie Michellard 288 S Solana Rd AJ 85\$19 OWN
40 Roger Branhow 334 5 Solang Rd H) SSIIg Own
41. Kin Brankam 334 S Solana Rd AJ B5119 Own
42. JOB BARAIVEIL J623 E4th AVE A) -1- PENT
43. Fred & Bishop 433 S. Cortez Rd. AJ 8919 OWN

Because Oleander is highly toxic to people and livestock (According to Dr. Durig at Arizona Equine: "Oleander is poisonous for all animals." Another equine vet said ingesting just 3 leaves of oleander will kill a horse.), naturally and periodically sheds its leaves and flowers which are easily disbursed by wind and/or rain so can become mixed in hay and ingested by livestock, is a non-native species, and can grow to over 20 feet high,:

Name	AZ Address	Own or Rent
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Because Oleander is highly toxic to people and livestock (According to Dr. Durig at Arizona Equine: "Oleander is poisonous for all animals." Another equine vet said ingesting just 3 leaves of oleander will kill a horse.), naturally and periodically sheds its leaves and flowers which are easily disbursed by wind and/or rain so can become mixed in hay and ingested by livestock, is a non-native species, and can grow to over 20 feet high,:

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Articles on the Danger of Oleander

In: A Guide to Poisonous House and Garden Plants, Knight A.P. (Ed.). Publisher: Teton NewMedia, Jackson WY (www.tetonnm.com/). Internet Publisher: International Veterinary Information Service, Ithaca NY (www.ivis.org), Last updated: 25-Mar-2010; A5007.0310

Nerium oleander

A. P. Knight

Department of Clinical Sciences, College of Veterinary Medicine and Biomedical Sciences, Colorado State University, Fort Collins, CO, USA.

Select another plant: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Family

Apocynaceae

Common Names

Oleander, rose laurel, laurel Colorado.

Plant Description

Consisting of a single species with multiple cultivars, *Nerium oleander* is a native of the Mediterranean area and tropical Asia, and is widely cultivated in the warmer regions of the world. It is a popular landscaping plant because it tolerates relatively dry conditions. Oleander is commonly used in hedges and in highway landscaping.

A perennial evergreen branching shrub that can attain heights of 15 - 20 ft (6 metres), with simple, dark green, glossy, leathery, lanceolate, whorled leaves, with a prominent mid-rib. The fragrant showy flowers are produced terminally on branches, and are funnel shaped with 5 petals, in colors of white, red, or pink (Fig. 285 and Fig. 286). Some cultivars have double petals. Fruits are bean-like seed pods with numerous plumed seeds.



Figure 285. Nerium oleander (flowers and pod). To view click on figure



Figure 286. Nerium oleander. To view click on figure

Toxic Principle and Mechanism of Action

Nerium oleander contains numerous cardenolides and their genins that are concentrated in the leaves, flowers, and seeds [1,2]. Also present in the plant are terpenoids that possibily account for the gastrointestinal irritation seen with oleander poisoning.

The cardiotoxic effect of the oleander cardenolides is similar to that caused by digitoxin and digoxin found in the *Digitalis* species. The primary action of the cardenolides is on the cell membrane, where interference with normal transport of sodium and potassium ions across the cell membrane occurs allowing an influx of calcium [3]. At low doses, myocardial function may improve, but at high doses cardiac conduction is impaired with resulting arrhythmias, heart block, and death.

A wide variety of animals including humans, dogs, cats, horses, cattle, sheep, goats, llamas, and birds have been poisoned by oleander [4-10].

Risk Assessment

Oleander is a common plant in many gardens and is frequently used in landscaping in tropical and subtropical areas. In temperate climates it is often sold as a potted plant for indoor use. Considering that oleander is one of the most cardiotoxic

Nerium oleander Page 2 of 6

plants known, and is poisonous to most animals including humans, it should not be planted where it could be a risk to children or household pets. It should not be planted in or around animal enclosures, and the leaves and branches pruned from oleander shrubs should never be fed to animals [11]. Oleander is highly poisonous to birds and therefore should not be included in aviaries [8,11]. Compost made from oleander leaves can result in detectable but low levels of the glycoside oleandrin in plants mulched with the oleander compost [12].

Clinical Signs

Excessive salivation, vomiting, and diarrhea are commonly seen initially in dogs, cats and most other species poisoned by oleander. The diarrhea may contain blood. Within a few hours of ingesting the plant, cardiac signs develop including weakness, depression, irregular pulse, bradycardia, and increased respiratory rate. Electrocardiographically, S-T depression, bradycardia, extrasystoles, and various dysrhythmias will be apparent. Hyperkalemia may or may not be present. Depending on the quantity of the cardenolides ingested, animals may exhibit signs of depression and heart irregularity for many hours before recovering or they may die suddenly due to cardiac arrest.

At postmortem examination, there are generally no specific lesions present. Animals that survived for several days often have necrosis of the myocardium. A diagnosis of oleander poisoning can be made by finding the distinctive leaf parts in the animal's stomach contents, and by detection of the cardenolides in the stomach contents using high pressure liquid chromatography (HPLC) methods [13]. Successful treatment of oleander poisoning depends on early recognition of the toxicity.

Induction of vomiting, gastric lavage, and/or the oral administration of activated charcoal is appropriate for removing the plant and preventing further absorption of the toxins. Cathartics may also be used to help eliminate the plant rapidly from the digestive system. Serum potassium levels should be closely monitored and appropriate intravenous fluid therapy initiated as necessary. Phenytoin, as an anti-arrhythmic drug effective against supraventricular and ventricular arrhythmias, can be used as necessary. Similarly, atropine and propanalol have been used. The use of commercially available digitalis-specific antibody (Digibind - Burroughs Wellcome) may be a beneficial in counteracting the effects of the cardenolides [14-16].

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Learning Center Working Together About the Forest News & Events

Contact Information

Tonto National Forest Supervisor's Office 2324 E. McDowell Rd. Phoenix, Arizona 85006 (602) 225-5200

Phoenix Interagency Fire Center 6335 S. Downwind Circle Suite 101 Mesa, AZ 85212

Invasive Weeds - Oleander

Nerium oleander L.

This is a very commonly used landscaping plant in the Phoenix urban area. There are two sites where it has naturalized on the Tonto National Forest. Several clumps of it have attained great height, growing in Arnett and Telegraph Canyons, near Boyce Thompson Arboretum (Grove 2004). Another large individual plant was found growing in Camp Creek, on the Cave Creek Ranger District, apparently naturalized from a nearby recreational residence (Loomis 2006, Nelson 2006).

Oleander has not been considered to have invasive potential until fairly recently. A Red Alert was issued by the California Invasive Species Council for this plant in 2000. It had been found along the Sacramento floodplain near Redding, and riparian zones in southern California (Tu and Randall 2000).

This year, in Arizona, the Arizona Daily Star included oleander in a list of ornamental plants that were becoming invasive in Saguaro National Park (McKernan 2005).

Oleander is native to the Mediterranean region, where it grows in ephemeral washes. Its pods contain seeds that have plumes of hairs for wind dispersal.

All parts of the plant are extremely poisonous, containing 10 different cardiac glycosides. These compounds induce cardiac arrhythmia and eventual death. The lethal dose of green oleander leaves for cattle and horses is 0.005% of the animal's body weight. Inhalation of smoke from a burning oleander also can cause poisoning (Skurka 2005).

Back to List

Click images to enlarge



Patti Fenner, Tonto NF



Patti Fenner, Tonto NF



Oleander hedge in Italy, www.velo-touren.ch

Alerts & Warnings

Humboldt Lookout Road Order 12-17-303

Restriction and Closure Orders Cactus Fire Closure Order Revision

Temporary Fossil Creek Closure, May 1 – 14 (Camp Verde side) Bald Eagle Protection Closure Orders

Water Releases from Horsehoe Reservoir

Winter Travel Advisory Water Releases from Horseshoe Reservoir

Hieroglyphic Trail - Please obey all posted signs

Yellow Cliffs Boat Ramp has reopened

October 2016 - Special Restrictions for the Lower Salt River Area

Grapevine and Schoolhouse Boat Ramps at Roosevelt Lake are currently closed

ADEQ recommends limiting fish consumption at Bartlett Lake If You Fly, We Can't! Butcher Jones Trall Work

Bermuda Flat Rabies Alert

View All Forest Alerts . .

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Oleander Poisoning of Horses

Guide B-712

Jason L. Turner and Patrick Torres

College of Agricultural, Consumer and Environmental Sciences, New Mexico State University

Authors: Respectively, Extension Horse Specialist, Department of Extension Animal Sciences and Natural Resources; and Extension Agriculture Agent, Santa Fe County Extension Office, both of New Mexico State University. (Print Friendly PDF)

Introduction

The oleander plant (*Nerium oleander*, Figure 1) is a native plant of the Mediterranean region and tropical Asia. It is now widely planted as a drought-tolerant ornamental in the southern United States and Mexico. It is well suited to poor soil conditions and thrives in full sunlight. It is commonly used in roadside plantings, hedges, and yard landscapes. While oleander has value as an ornamental, it is important that people—and especially animal owners—are aware of the toxicity problems associated with the plant.



Figure 1. White oleander trees in a hedge.

Description of Plants

Oleander can be managed to grow as a single or multi-branched evergreen tree or shrub, reaching heights of 10 to 18 feet with a spread of 10 to 15 feet (Figure 2). The simple leaves are opposite or arranged in whorls, and they have an oblong or lanceolate shape varying from 4 to 8 inches long. The bottom side of the leaf is pale green in color, while the top of the leaf has a glossy dark green color (Figure 3). The leathery texture and veins arranged in opposing pairs are further identifying characteristics of the leaves (Figure 4). The 5-petal, funnel-shaped flowers are various shades of red, white, pink, yellow, orange, or purple, and they have a pleasant fragrance.



Figure 2. Oleander shrub.



Figure 3. Contrasting colors of leaf sides.



Figure 4. Close up of leaf showing leaf shape and veins arranged in opposing pairs.

Toxic Principles

Oleander poses a problem for animal owners because it contains cardiotoxic compounds that have been known to poison animals, including humans, dogs, cats, horses, cattle, sheep, goats, llamas, and birds. The primary toxic agent, oleandrin, causes heart arrhythmias that lead to cardiac arrest and death. Although the toxins are found throughout the entire plant, animal poisonings are typically due to ingestion of the leaves. In horses, as little as 1 ounce of green

leaves can be lethal. While horses rarely eat green oleander leaves since they are unpalatable, there is the potential for dried leaves to accumulate in pasture areas with tall grass or end up in the horse's daily hay ration where they may then be ingested. The toxic compounds are retained in the dried plant leaves, although in reduced quantities, where they can still cause death.

Symptoms

Horses that consume a lethal dose of oleander leaves are often found dead 8 to 10 hours later, and symptoms of poisoning rarely last more than 24 hours before death occurs. Clinical symptoms include colic, diarrhea, labored breathing, muscle tremors, ataxia, and the inability to stand. Furthermore, an irregular and weak pulse, due to the decreased cardiac output, will lead to cold extremities, and convulsions prior to death are not uncommon.

If you suspect that your horse may be suffering from these symptoms of oleander poisoning, it is extremely important to contact your veterinarian immediately. While there is no specific treatment for counteracting the effects of the toxic principles, animals that have not consumed a lethal dose may be treated with a guarded prognosis for recovery over the next several days.

Management: Prevention and Control Measures

As is the case with most plant poisoning issues, prevention is the best medicine. Therefore, be diligent in keeping an eye out for oleander leaves on your horse property, and remove any plants you find to keep your horse safe. Because all parts of the plant are toxic, it is recommended that those handling oleander wear gloves and dispose of the bagged plant material in a landfill. Burning the material is not recommended since the toxic compounds are released in the smoke and may cause poisoning or other health hazards to those nearby. Remember that this plant is toxic to a variety of animals, including humans.

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71°

FULL FORECAST

Search

Oleanders a danger to pets, children and even adults

By Bud Foster, Reporter CONNECT

For children growing up in Tucson it's a lesson learned early. Oleanders are dangerous.

But for newcomers it's a lesson they should learn.

"The plant is very toxic," says DVM Heather Connally, an emergency room vet at Veterinary Specialty Center in Tucson.

She sees one, two sometimes three dogs every month which have ingested Oleander leaves or flowers.

It's difficult to determine how many poisonings there are because accurate records are not kept and shared among the 150 vet clinics in the Tucson area.

If dogs get aggressive treatment early, they usually don't die. But without treatment, survival is iffy.

"They have seizures," she says. "In later stages they become comatose and of course, die from it."

Arizona's poison control sees many cases of poisoning.

"It's very common for us to get a call about an animal who has ingested oleander," says Keith Boesen, the managing director.

He says the entire plant is toxic, "leaves, flowers and roots."

But he also adds, determining whether an animal will die is not an exact science.

"What we don't know about oleanders is is two leaves a problem, three leaves, ten leaves," he says.

The toxicity is determined by the health of the plant and the season. If a plant is healthy and in full bloom, it's likely more toxic and will take less to cause serious damage.

That's one of the reasons why it's been so hard to determine whether the giraffe at the Reid Park Zoo will survive or not.

Denver, the 23 year old female, has not eaten for several days after ingesting oleander leaves given to her by a paid apprentice at the zoo.

Her mate, six year old Watoto, died in less than 24 hours after eating the plant.

"Every reaction is different," says Boesen. "Animals could eat the same amount and have different outcomes."

The fact Denver won't eat has zoo officials very worried.

"Her condition today is worse than yesterday," says Jim Schnormeier, a curator at the zoo.

But animals not eating after ingesting oleander is not uncommon.

"They often won't eat for several days," says Connally. "They're usually okay without food for several days."

Zoo officials have decided it's time to remove the oleanders from the perimeter of the zoo. They've been in place for a half century and provide a buffer for noise and traffic around the zoo.

This is the first time there's been an accident like this but it appears the zoo has been lucky up to now.

"Having the oleander stay in place is just another accident waiting to happen," says Schnormeier.

The zoo is looking for donations to help take out the oleander and replace it with something else, something that would not be toxic to its animals.

If you'd like to help you can donate to the zoo.

The zoo will do an internal investigation to determine if policies need to be changed and if changes are needed to its apprentice program.

But it appears, the problem is fairly widespread.

"We've had people who didn't know it was toxic and made tea out of it and gotten ill," says Boesen. "We've had them use the flowers in salad and get sick from that."

If a dog starts vomiting, it can be a sign it has eaten oleanders and needs emergency treatment. And the sooner the better.

"It can be very quick," says Connally. "Within a couple of hours up to 24 hours."

If the vet can't figure out right away why a young dog is suffering from an irregular heart beat, a few questions might solve the puzzle.

"Sometimes the owner doesn't know until we ask them if they have oleanders," she says.

That will often solve the problem and get the animal on an intensive treatment which can last a week or more.

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http://tucson.com/news/local/reid-park-zoo-giraffe-dies-nd-seriously-ill/article_12656343-565b-56e6-84a6-6c5f7e24c901.html

1 Reid Park Zoo giraffe dies; 2nd seriously ill

Animals mistakenly were fed toxic oleander

Kimberly Matas Arizona Daily Star Jul 21, 2011



GREG BRYAN / ARIZONA DAILY STAR 2010

Buy

Watoto, a male giraffe weighing 2,000 pounds, died Tuesday night. Watoto was born in San Diego and went on display at Reid Par June 2007.



Photo gallery: Watoto the giraffe Jul 20, 2011 One giraffe has died and another is seriously ill after an apprentice keeper at Reid Park Zoo fed them toxic plants.

Watoto, the zoo's only male giraffe, died Tuesday night, and Denver, a 20-year-old female, remains under observation in guarded condition after a keeper put oleander cuttings in their stalls Monday night, said Jim Schnormeier, general curator at Reid Park. The zoo's two other giraffes, Elinor and Texas, were not fed the toxic plants.

"It's been a tough 24 hours, and we're not done," he said.

The poisoning was discovered Tuesday morning when the regular keeper found oleander remnants in the stalls. Emergency veterinary measures were taken, but later that day the 2,000-pound giraffe's heart stopped, according to zoo officials.

Zoo administrator Susan Basford called the incident "a horrible and unfortunate accident."

It is a common practice at the zoo to feed animals green trimmings from surrounding vegetation, said Reid Park officials, and protocols are in place to ensure trimmings are safe for the animals.

"This is an exceedingly rare occurrence," said Steve Feldman, spokesman for the Association of Zoos & Aquariums, which accredits Reid Park.

Included in a long list of standard operating procedures zoos must follow is assigning "at least one person to oversee appropriate browse material for the collection," according to the association's animal-care manual.

The manual states: "If the institution uses browse plants as part of the diet or as enrichment items for the animals in its collection, the items must be identified and reviewed for safety. It is recommended that the responsibility for approval of browse items and oversight of the program be assigned to at least one qualified individual. The program should identify what plants are safe to feed and to which species, which parts of the plant are safe, whether the browse plants have been treated with any chemicals or if they are near any point sources of pollution. If animals have access to plants in and around their exhibits, there should be a staff member responsible for ensuring that the collection is not exposed to toxic plants."

Reid Park officials are investigating to determine where the breakdown in protocol occurred.

"One unfortunate incident needs to be taken in context with the overall quality of the program," Feldman said. "Even in a great zoo, sometimes unfortunate things can happen. As tragic as this is, it needs to be taken in context."

No decision has yet been announced about the keeper's future with the zoo.



Surviving Tucson zoo giraffe in stable condition

Six-year-old Watoto was born at San Diego Wild Animal Park and went on display at Reid Park in June 2007. His name means "children" in Swahili. Before this week, Yebo was the last giraffe to die at Reid Park. She was euthanized in April 2007 at age 17 after suffering from severe arthritis in multiple limbs.

Giraffe's typically live to 25, Schnormeier said.

Did you know

Oleanders contain a toxin called cardenolide glycosides, according to the International Oleander Society based in Galveston, Texas. The toxin is mostly contained in the sap, which is clear to slightly milky colored, and sticky. When ingested, it can be fatal. Fumes from burning oleander are hazardous as well.

Source: www.oleander.org

Contact reporter Kimberly Matas at kmatas@azstarnet.com or at 573-4191.

Currents

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Today In History, May 10: Nazi Book Burnings

Economic Impact of Horses

Economic Impact of the United States Horse Industry*

As a large, economically diverse industry, the United States horse industry contributes significantly to the American economy. The horse industry contributes approximately \$39 billion in direct economic impact to the U.S. economy, and supports 1.4 million jobs on a full-time basis. When indirect and induced spending are included, the industry's economic impact reaches \$102 billion.

Key industry statistics and economic indicators

The United States has an estimated 9.2 million horses.

Estimated number of horses by activity:

Recreation- 3,906,923 Showing- 2,718,954 Racing- 844,531 Other- 1,752,439

Estimated economic impact of horses by activity:

Recreation- \$32 billion Showing- \$29 billion Racing- \$26 billion Other- \$15 billion

Estimated number of horses by breed:

Quarter Horse- 3,288,203 Thoroughbred- 1,291,807 Other- 4,642,739

Estimated number of horses by state:

45 of 50 states have at least 20,000 horses

The top three states are Texas (1 million), California (700,000) and Florida (500,000)

The equine industry contributes \$102 billion to the Gross Domestic Product.

The equine industry produces 1.4 million full-time jobs.

Horse Owner Demographics - Of the nearly 2 million horse owners in the United States, only 28% earn annual incomes above \$100,000 while 35% have an annual household income below \$50,000. Almost half of horse owners are from the middle class (\$25,000 - \$75,000 annual income).

Community Facts-

57% of horses are concentrated in communities with less than 20,000 people 17% of horses are concentrated in communities with more than 20,000 but less than 50,000 people

26% of horses are concentrated in communities with more than 50,000 people

Arizona Horse Statistics *

There are 177,000 horses in 60,000 Arizona households.

The Arizona horse industry is a \$1.6 billion dollar industry.

Horses provide thousands of jobs for Arizona through equine care, medical facilities, retail sales and products, equine related manufacturing, sports, art and literature.

*provided courtesy of the Arizona Horse Council, www.arizonahorsecouncil.org/in-action.html

2015 AHP Equine Industry Survey

by Zoetis | Jul 31, 2015 | AHP Equine Industry Survey |

Equine Industry Poised for Growth, Third American Horse Publications Survey Shows

Horse ownership and involvement has stabilized and is likely to rise, according to key findings from survey sponsored by Zoetis

The equine industry has found stability and shows positive signs of growth, especially among young adult horse owners and event participants, according to results of a survey by American Horse Publications (AHP) sponsored by Zoetis. The survey included responses from over 10,662 horse owners.

Among the highlights, the third online nationwide equine industry survey shows¹:

- For 2016, 88.6% of respondents expect to own or manage the same number of horses or more horses.
- This year, 93% of respondents plan to enter the same or more competitions than last year, and 95.1% expect to compete in the same or more events in 2016.
- A high number of respondents (84.7%) rely on their veterinarians for vaccination advice, and respondents are increasingly relying on veterinarians for deworming advice.

"It appears the industry is beginning to recover from the Great Recession of 2008, as indicated by the percentage of respondents participating in the industry, either through owning/managing horses or competing with them, at the same or greater levels than three years ago," said Jill Stowe, Ph.D., associate professor of agricultural economics at the University of Kentucky, who analyzed the data and consulted on the results.

The survey was conducted from Jan. 6 through April 1, 2015. It sought to gauge participation trends and management practices in the U.S. equine industry, to identify critical issues facing the equine industry as perceived by those who own or manage horses, and to better understand issues pertaining to horse health and nutrition.

AHP conducted similar surveys in 2012 and 2010. AHP is a nonprofit professional association dedicated to promoting excellence in equine media and better understanding and communication within the equine publishing industry.

Industry Stability

The 2015 survey results show 70.6% of respondents own or manage the same number of horses they did last year, suggesting a continued increase in overall industry stability. In addition, 20.7% of respondents expect to own or manage more horses in 2016, while 11.4% expect to own fewer horses. In the 2012 survey, only 18.7% said they expected to own or manage more horses the following year, and 14.7% expected to have fewer.

Looking at horse ownership by age, the future appears bright for the equine industry, with 22.1% of respondents ages 18 to 24 reporting they own or manage more horses in 2015 than they did in 2014, while only 7.6% of respondents age 65 or over reported owning or managing more horses. This pattern is consistent with expectations of horse ownership in 2016, as 36.2% of respondents ages 18 to 24 said they expect to own or manage more horses than they did this year.

Additionally, there appears to be stability in the number of competitions respondents expect to attend this year and next year. Similar to the 2012 survey, most of the increase in competitions is among younger age groups.

Relationship with the Horse

Based on a new question this year, the survey results reflected the complex relationship between humans and horses. Respondents were most likely to view their horses as family members (67.4%), companion animals (62.7%), performance partners (57.6%) and/or best friends (55.9%). A smaller percentage of respondents viewed their horses as an investment (22.4%), livestock animal (21.1%) or employee (7.8%).

Results also show an estimated one of every three horses owned/managed by respondents is idle, retired or otherwise not working.

Horse Health Care

Respondents continue to identity veterinarians as integral to horse health decisions, including vaccinations and deworming.

Veterinarians continue to have a strong influence over vaccination decisions, with 84.7% of respondents saying they discuss with their veterinarian what vaccinations their horse should receive. Those discussions most often include vaccinating for West Nile virus, Western and Eastern equine encephalomyelitis, equine herpesvirus and equine influenza.

A majority of respondents vaccinate once a year (58% to 72%, depending on the antigen). However, about 20% of respondents vaccinate against these diseases twice a

year. Vaccination also presents an opportunity for veterinarians to discuss the American Association of Equine Practitioners (AAEP) vaccination recommendations with their clients, as just 30% of respondents said they reviewed these recommendations with their veterinarian.

It appears the influence of veterinarians on deworming approaches is increasing, as there was a slight increase compared with previous surveys in the percentage of respondents who had a fecal egg count (FEC) conducted and who said their veterinarian is involved in developing their deworming schedule.

Rotational deworming was the most common approach used (55.3%), despite recent recommendations from AAEP to conduct FECs and deworm based on results, which came in second (38.2%), according to the results. Less than half of respondents (47.5%) indicated their veterinarian recommended an FEC. Nearly half (46%) of horse owners deworm their horses four to six times per year. Almost 80% of respondents said parasite drug resistance was an issue of concern, similar to 2012.

Overwhelmingly, respondents deworm their horses themselves, at 88.6%, which was nearly identical to the 2012 survey results. But about half of the respondents (48%) indicated their veterinarian is involved in developing their horses' deworming schedules. This trend has continued to increase, from 15.7% in 2010 to 44.3% in 2012.

A slight decline in the number of insured horses continues to be a trend in 2015 survey, with just 21.7% of respondents indicating their horses were insured. This presents an opportunity for equine veterinarians to make their clients aware of insurance and to reinforce the need for preventive care, including additional diagnostic and treatment options.

The Unwanted Horse

As in the 2010 and 2012 surveys, the issue of unwanted horses (and what to do with them) remains the most significant challenge facing the industry today; however, the percentage of respondents identifying the issue has been declining (62.9% in 2010, 55.8% in 2012 and 53.7% in 2015). The cost of horse keeping (47.1%) and overbreeding (37.3%) continue to be important issues, but land-related issues, such as loss of riding areas and competition for open space, are becoming increasingly important.

Concern over disease outbreak remains low among horse owners, as just 5.8% indicated outbreak was an issue. While concern is low, veterinarians can help horse owners lower their risk of infection by advising vaccine protocols to meet horses' risk levels,

including travel and show requirements, such as following the vaccine requirements of the United States Equestrian Federation (USEF).

About the Survey

The 2015 survey was limited to those who currently own or manage at least one horse, are 18 years of age or older and live in the United States. The survey collected 11,307 responses, of which 10,662 responses were useable.

"As a sponsor of the survey, Zoetis is proud to bring additional insight to the equine industry on topics horse owners and managers find important, so we can work together as partners," said Katherine Russo, marketing manager, Equine Vaccines.

"We are thrilled with the cooperation of our members and the industry in participating in this survey," said Christine W. Brune, AHP executive director. "The survey once again demonstrated that our association can provide vital statistics for the equine industry through the power of the media."

The survey results will be released by Zoetis and AHP members through their own channels beginning in July. Excerpts from this study must be referenced as "2015 AHP Equine Industry Survey sponsored by Zoetis."

About Zoetis

Zoetis (zō-EH-tis) is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products and genetic tests and supported by a range of services. In 2014, the company generated annual revenue of \$4.8 billion. With approximately 10,000 employees worldwide at the beginning of 2015, Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in 120 countries. For more information, visit www.zoetisUS.com.