



# Equine Infectious Disease

PROTECTING THE NATIONAL HERD IN THE FUTURE

## Purpose of the Proposal

Industry-wide initiative to protect against infectious equine disease.

Aim: Secure cross-sector funding and governance for a sustainable system.

Seeks “in principle” support from key stakeholders.

# The Case for Action



**ECONOMIC RISK:** 2019 EQUINE FLU OUTBREAK COST MILLIONS; BROADER SECTOR REMAINS VULNERABLE.



**WELFARE RISK:** DISEASE LEADS TO EQUINE SUFFERING, REPUTATIONAL DAMAGE, AND LOSS OF PUBLIC TRUST.



GOVERNMENT FUNDING UNLIKELY—INDUSTRY MUST PROTECT ITSELF.

# Core Objectives

1

**Prevent outbreaks**  
through better  
biosecurity,  
vaccinations, and  
early warning.

2

**Limit impact** of  
outbreaks with  
effective ID,  
diagnostics, and  
communication.

3

**Build infrastructure**  
to support future  
resilience.

# Strategic Initiatives



**Sustainable  
Funding**



**Digital Equine ID  
& Traceability**



**Disease  
Prevention  
Incentives**



**Research &  
Innovation**



**Education &  
Outreach**

# Funding Model

- ▶ Current TB contribution:  
~£675k/year (not scalable)
- ▶ Proposed: multi-source funding  
(levies, sector contributions,  
pharma, welfare orgs, gov't,  
sponsorship)
- ▶ Example: 30p/event entry =  
~£400k/year

# Partnerships



**DEFRA:** POLICY  
ALIGNMENT AND  
RURAL ECONOMIC  
RESILIENCE



**HORSE OWNERS:**  
THOSE WITH MOST TO  
LOSE (OR GAIN)



**PHARMA/VET  
INDUSTRY:** RESEARCH  
COLLABORATION



**WELFARE CHARITIES:**  
CO-FUND  
EDUCATION AND  
HIGH-WELFARE  
INITIATIVES



**PRIVATE SECTOR:**  
BRANDING AND  
SPONSORSHIP  
OPPORTUNITIES

# Implementation Plan



**Year 1-2:** Secure pledges, establish governance, begin digital ID build



**Years 3-4:** Roll out digital system, launch guidance and R&D stream



**Years 5-6:** Evaluate, refine, secure ongoing sustainability



# Immediate Next Steps



Host stakeholder roundtables



Seek in-principle support



Refine cost estimates and develop funding pledges



Agree Governance