



Off-Range Highlights (as of October 10, 2019)

FY 2019 Placement Results – The Wild Horse and Burro Program placed 7,104 animals into private care in FY19. That is the highest total in 15 years. The previous high was 7,169 in 2005. The FY19 total also represents a nearly 50 percent increase over the FY18 number of 4,609. The Program attributes the sharp increase in combined adoptions and sales to a number of factors, including an increase in the number of placement events held, an increase in the number of animals offered, and implementation of the Adoption Incentive Program (AIP) in March 2019. The AIP, which offers successful adopters \$1,000 to give an untrained wild horse or burro a good home, accounted for nearly 53 percent of all adoptions in 2019 (2,708 of 5,130).

Adoption Incentive Program – The BLM launched the Adoption Incentive Program (AIP) on March 12, 2019, which provides \$1,000 to adopt an untrained wild horse or burro. The goal of the incentive is to encourage greater participation in the adoption program by helping offset some of the care and training costs of keeping a wild horse or burro. By the end of FY19, more than 2,700 animals were adopted through the AIP, representing 53 percent of all adoptions throughout the year.

WHB Marketing Style Guide -- The National WHB Program, in cooperation with external marketing and brand management firm, A. Bright Idea, has developed a Style Guide and accompanying suite of communications tools for use by BLM professionals involved in supporting the WHB Program, particularly those involved in marketing adoption and sale events. The Style Guide was developed and made available to the field with the goal of creating brand consistency Program-wide to enhance public recognition and trust of Program quality and professionalism.

Off-Range Pasture Tour, Sulphur, OK, Aug. 24, 2019 -- The Wild Horse and Burro Off-Range Branch hosted a free public tour of the Hickory Off-Range Pasture in Sulphur, OK, Saturday, August 24. Approximately 200 members of the public visited the 9,700-acre private ranch which holds approximately 1,600 excess wild horses removed from public rangelands. The purpose of the tour was to promote transparency and public understanding of and support for the Program's policies and objectives. Attendees received informative briefings on the history and purpose of the Wild Horse and Burro Program, viewed animals in a free-roaming environment, interacted with gentled animals on site, and engaged Program staff one-on-one.

Off-Range Pasture Solicitation – In an effort to acquire additional pasture space, a solicitation for additional contracted Off-Range Pasture (ORP) space was posted on March 4 and closed May 3 yielding approximately 30 proposals. The solicitation was for facilities in the states of CO, ID, KS, MT, NE, NV, ND, OK, OR, SD, TX panhandle, UT, WA and WY capable of holding up to 5,000 wild horses. A BLM Technical Evaluation Panel completed their analysis of the proposals, including site visits, in September. Awards are expected to be made in October or November, after which the agency will conduct required environmental assessments. Horses are projected to ship to the new facilities by summer 2020.

Off-Range Corral Solicitation – A solicitation seeking Off-Range Corral facilities capable of holding between 500- 3,500 wild horses and burros in the states of Colorado, Utah, and Wyoming closed Sept. 16. BLM Contracting is currently reviewing bids, after which a technical evaluation team will conduct site visits to determine which proposals warrant further negotiation and potential award. Any new contracted corrals will



serve as initial preparation facilities for excess animals removed from the range. The Program currently has contracts for 26 ORCs with a combined capacity of 18,970 head.

Online Corral – The Program continues to expand its use of the Online Corral platform to present more animals for placement and to reach a broader market. Recent events have featured dozens of animals from various facilities, with placement rates exceeding 60 percent. In FY 2019, a total of 90 animals were placed into private care through the Online Corral. The Program is employing innovative tools for capturing and presenting placement data to improve future performance. Initial discussions are also underway to potentially transform the Online Corral platform into a single portal for processing adopter applications in support of our network of Public Off-Range Pastures.

Adopter/Purchaser WHB Care and Feed Guide – The Program created this guide as a resource for adopters and purchasers who have taken home a wild horse and/or burro. The guide addresses adopter responsibilities and titling requirements; loading and unloading the animals; getting to know your animal and the importance of exercising and gentling your animal; information regarding horse and burro nutrition, body condition, animal care, preventative care; equine diseases; and pregnancy.

Public Off-Range Pastures – The BLM has four Public Off-Range Pastures (PORPs) that provide a free-roaming environment for wild horses removed from Western public lands while allowing for regular public visitation. The PORPS are the most cost-effective and efficient way to achieve this goal. The PORPs also serve as regional adoption/sale locations. In FY 2019, a total of 134 animals were placed in private care through the PORPs. The four PORPS are located in Coalgate, Oklahoma, Laramie, Wyoming, Lander, Wyoming and the newest one in Ellsworth, Kansas.

Environmental Education – The Wild Horse and Burro Program is working with BLM’s Division of Education, Interpretation and Partnership to develop a youth activity booklet focused on wild horse and burro management as part of the agency’s Junior Ranger series of environmental education products. The booklet will offer students an engaging overview of the history of wild horses and burros in America, their needs, impact on the environment and the necessity and challenges of properly managing them. The Program is also supporting the deployment of a video-based educational discussion guide about wild horse and burro management for use with young and older learners alike.

Mustang Heritage Foundation - The Mustang Heritage Foundation (MHF) partnership continues to reflect the potential for additional growth in assisting the BLM with the placement of trained wild horses and burros into private care. Their continued growth in the East and expansion of the storefront program continues to provide the BLM with additional locations for the public and other TIP trainers to access animals that would normally be difficult to access without driving significant distances. They have assisted the BLM in placing 2,623 animals in FY 2019, which represents 37 percent of all animals placed.

MHF also continues to assist the BLM with public outreach and education through the new *America's Mustang Virtual Reality Experience (AMVRE)* trailer. The goal is to reach a diverse population that includes both general audiences and audiences involved in the western culture. The AMVRE trailer has multiple videos and virtual reality experience, located inside and outside of the trailer, provided an opportunity for spectators to



witness range degradation and scarce water sources on the overpopulated public lands, while learning about the program’s multiple-use mission. In addition, the experience provides the public with an opportunity to learn about the adoption and sales programs.

Off-Range Corral and Pasture Acquisition Cycle

