



THE FUTURE OF EVENTING

For Irish Breeders

DISCLAIMER

These notes are for the benefit of those who attended and listened to the presentation on 12th November 2009. They should be read and interpreted in that context.

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MARKET QUIZ

- WHO UNDERSTANDS THE EVENT STAR SYSTEM?
- WHO THINKS THEY KNOW THE DIFFERENCE BETWEEN a CIC and a CCI?
- WHO KNOWS they KNOW ? !!
- Who remembers LONG FORMAT?
- WHO has EVER been to a 3 or 4 STAR Event?
- WHO HAS DONE THIS IN THE LAST 3 YEARS?
- WHO HAS DONE ALL OF THIS ?
- If you intend breeding Eventers, this is all 'stuff' you need to know your market.

MODERN EVENTING

- History (1900-1970's) (1970's-1990's) (2000's)
- **FIRST: 70 YEARS** of little change. Ireland won World Championships in 1966 in the **FREEMAN JACKSON** era. And European medals in the Carew/ Fowler /Boylan era
- **NEXT: 20 years**, the Sport remained pretty much the same with some minor tweaking to scoring systems. Ireland was consistently Medalling.
- **LAST 9 years:** The FEI is consistently meddling **MORE** with the sport and Ireland is medalling **LESS**.
- **N.B** Signs this year that may be changing!!

MODERN EVENTING

LOOK FOR THESE POINTS IN THE FILM

- Intense; Precise; Competitive.
- Softer/Rounder Fence Profiles: Lack of Verticals
- New Rules are Reducing Completions.
- Max Dimensions now combining Technical Challenges.
- Off-set Angles getting Sharper.
- Where is the Horsemanship? Still there but Different?
- Eventing Show Jumping now max technical:
- 'Chat' about X-C test is now turning to trend reversion.

DVD: Clips from

– European Championships *** Sept 2009

– Pau **** October 2008

My Observations

- Irish Horses of ALL types CAN do Dressage.
- Irish Riders are now available who are trained to WIN the Dressage Phase.
- Most Irish Riders need to study Modern X-C.
- Thorough-Bred qualities are become MORE important (NOT LESS). I cannot emphasis too strongly this point relative to Irish Breeders – v- Continentals
- Large, Big-Jumping ex-show jumpers are not suitable for Cross-Country.
- Clean careful jumpers essential for Day 3
- The Sport is itself, and DIFFERENT to others. My views are EVENTING: Other disciplines may have other criteria.
- Do not fight this years' war with last year's weapons. Yet some things never change.

THOUGHTS ON BREEDING

DECIDE WHICH MARKET IS FOR YOU.

– **Short-term and Long-term Markets...** Do they require different Stock?

- **Decide YOUR Target Product:** In the short term, we all are market-driven to produce as best we can for what we see as the best return for us.

The problem is : Would you look to source potential Uni Honours grads from children who have had 'grinds' to get high points at Junior Cert level?

So should you buy the winner from 3yr loose jumping or FEHL? Remember, in theory, the *syllabus* to prepare correctly for such comps is an ideal education.

For me, I would look at a young horse for basic qualities of conformation and type. THEN **study** (! If I can access the **Data** !) the **Pedigree** and **Performances** of the **family**. I **like** to look for the **potential** to supply **winners** at the **future** stage when I will be wanting my 'investment' to **deliver** my dream.

- **REPEAT BUSINESS depends on:**

- What Buyers THINK they want, and what supply is there from which to choose.
- What they actually buy..
- What they SHOULD HAVE bought for their purpose:
- How their Purchase turns out.

Here is a thought

If we consistently breed to supply ONLY the short-term market, and the requirement of the long term market is different;

Where will our customers be if / when they find that not only have they been buying the wrong model, but that the one they want has disappeared?

I suggest.....

GONE !

Basic Qualities of THE EVENT HORSE

- **Athlete**
- **Sound AND Tough**
- **Trainable**
- **Calm Forward and Straight**
- **Go Where Pointed, When Pointed**

Why IRELAND NEEDS **Seed Stock.**

Because it is as important to Ireland as the Oil Sands are to the Arabs.

We need to :

DEFINE

IDENTIFY

PRESERVE

WHAT is our Seed-stock

MARES

STALLIONS

BREEDERS

IDENTIFY SEEDSTOCK Part1

- **RECORD RESULTS**

- UP TO DATE !!!!

- At the very minimum MUST be SEARCHABLE ON-LINE....

- BY SIRE

- BY DAM

- BY SIRE OF DAM

- SHOW MOST RECENT RESULTS at TOP of page (not bottom)

- Live link to sire and dam data page from the performance record of the progeny being viewed.

Identify Seed Stock Part2: By Pedigree

- **DETAILED PEDIGREES NEED TO BE ON PUBLIC RECORD.**
 - **PLEASE OPEN IHR to ALL PEDIGREE RECORDING !!!**
 - (Event Horse Breeding needs our National Hunt TB Stallions)
 - (Warm-blood introduction needs EXTREME CARE)
 - Example of ICBF who has done much of this process with cattle.
 - YES, of course must be SUBJECT TO:
COVERING CERTS. BLOOD TYPING. MICRO-CHIPPING
 - **BLACK TYPE IN PUBLICATIONS..** eg. Sales catalogues

Identify Seed Stock Part 3 By Performance Data

USE AND IMPROVE Sport Society / HSI / IHB WEBSITES

- We all have opinions, but to be valid they must be founded on FACT.
- It is better to KNOW what to avoid as well as follow.
- The problem with inspection panels is that the results depend HUGELY on the opinions, prejudices and vested interests of the Panel Members,
- As do the choices for their Appointment in the first place !!!
- We need links into the competitions results databases of all Horse Sports Societies (lead to come from H S I ?)

PRESERVE OUR SEEDSTOCK

THREE-PART APPROACH

Part 1. STRUCTURE AND POLICY of Services

- H S I Horse Board Breeding Section
- HSI. Performance Organisations
- DEPT of Ag. TEAGASC
- Commercial Interests

This part is up and running and improving:

Lets support them and keep momentum building !!

PRESERVE OUR SEEDSTOCK

Part 2: INCENTIVES

- It's all about **Recognition:** Comes as
 - Sales results !!!
 - Awards: Rewards (prizes)

SUGGESTION : To Re-think and Review former ideas :

- My favourite?

A SLAUGHTER PREMIUM FOR BAD MARES. (a Scrappage Scheme?)

- N.B. GOOD ONES EARN THEIR KEEP, so their help should come from the Market.
- We will improve our averages quicker by getting rid of the rubbish from the bottom than by effort to extend the top.
- Naturally, we all set out to breed the best to the best we can.
- The 'trick' is rigorously to de-select and cull if the result is not good enough: Home in and multiply it when it is.
- If Racing came on board (ITBA) there would be little scope for abuse. After all, with micro-chips etc, a mare ('should !') can only die once ?
- We might argue and fight amongst ourselves as to what is best. We usually agree pretty quickly on what is rubbish !
- It should dis-incentivise 'last resort' of putting mares in foal' for 'wrong' reasons.

PRESERVE OUR SEEDSTOCK

PART 3

ESSENTIAL TO SUPPORT

– TRAINING

- Breeders Producers Performers

– MARKETING

- Publicity Facilities Programming

THE INDUSTRY

- HORSES are the PRODUCT
- BREEDERS are the WORKERS
- Sales Companies and Dealer/Agents are the FACTORY
- RIDERS are the SALES FORCE
- RESULTS are the ADVERTISING
- THE MARKET JUST **IS.**

SUMMARY

- RECOGNISE TRENDS AND KEEP AHEAD OF THEM.
- OUR MARE FAMILIES are NATIONAL TREASURES.
- THE VALUE OF A STALLION IS LESS HIS OWN PERFORMANCE AND MORE THE PERFORMANCE OF HIS PROGENY.
- WE DESPERATELY NEED ACCESS TO COLLECT, SEARCH AND SORT THE DATA THAT NOW EXISTS.. BUT IS NOT READILY ACCESSIBLE ON-LINE.
- WHEN ADDING GENETICS, TAKE CARE NOT TO LOSE THE VALUABLE QUALITIES OF WHAT IS THERE ALREADY.
- MANY PAST INITIATIVES ARE arguably **PROBLEMS** more than **SOLUTIONS**.
- THE QUALITIES THAT HAVE MADE IRISH EVENT HORSES GREAT ARE GOING TO BE EVEN MORE IMPORTANT, BUT WE ARE IN DANGER OF MOVING AWAY FROM THEM.
- **But, today, Ruth and Declan , for your insights, THANK YOU.. ALLELUIA!!!!**

Sam Watson strengthens his bid to make his Irish senior team debut this year with third in the CIC*** on Horseware Bushman

