



AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY

The Irish Agriculture and Food Development Authority

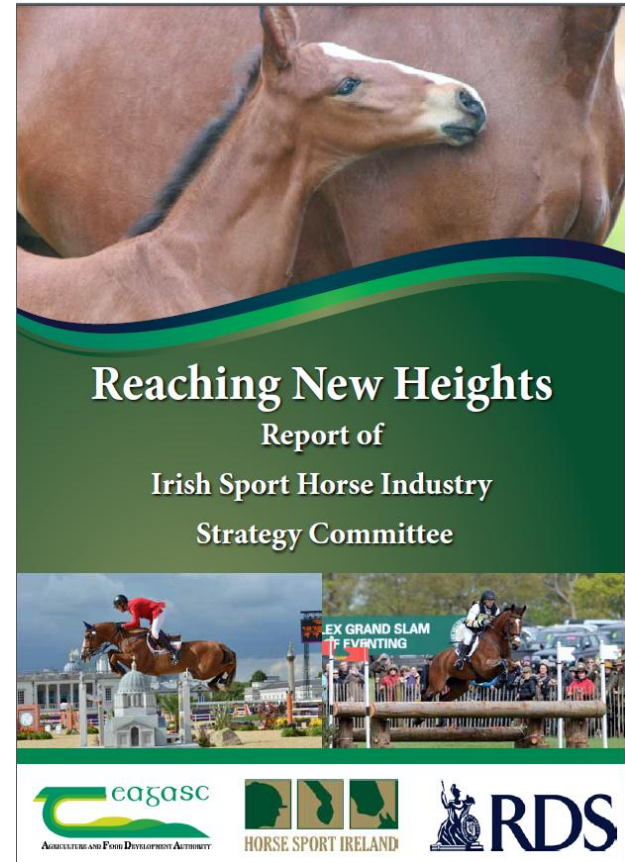
Outlook for the Sector

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Outlook

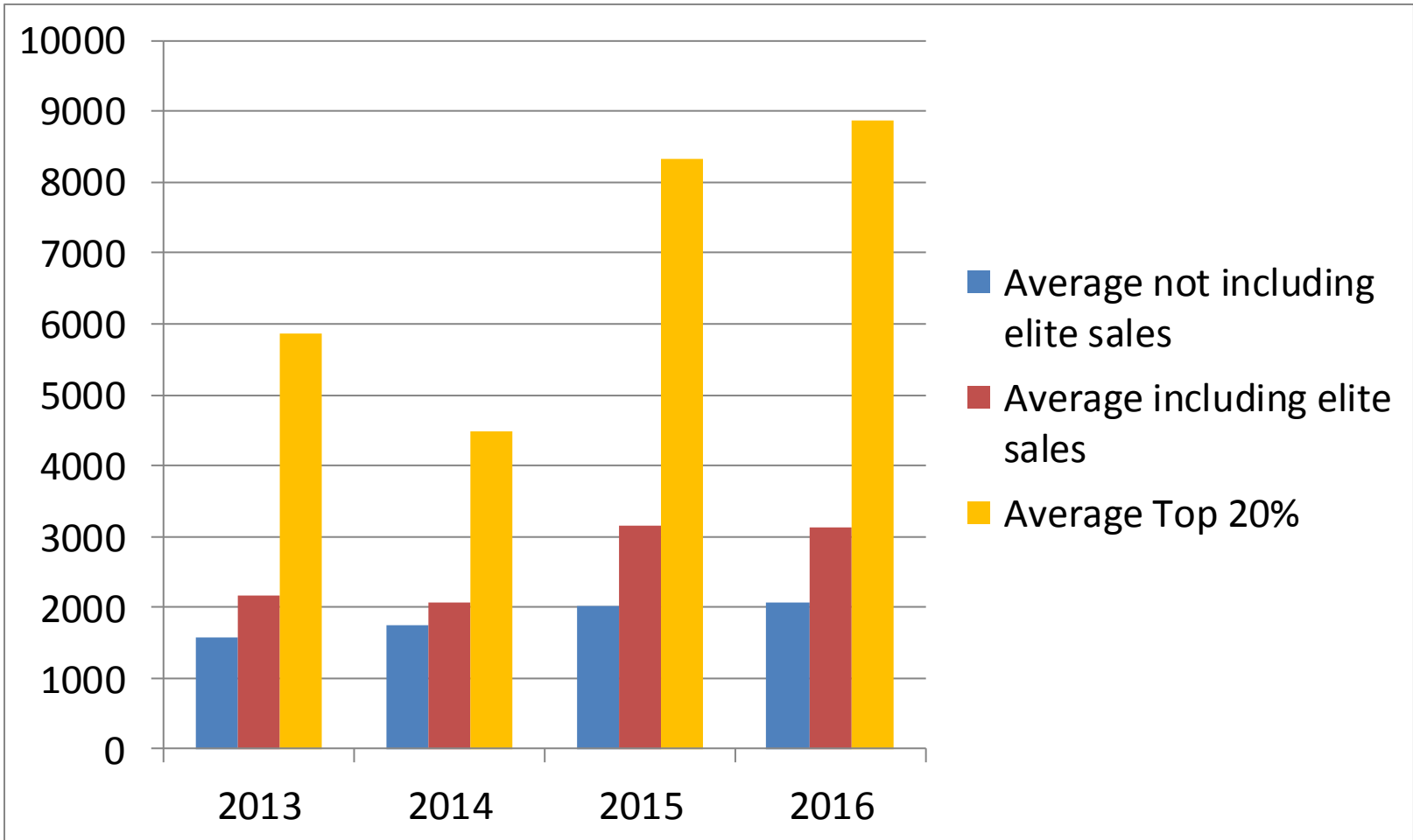
- Increase Exports



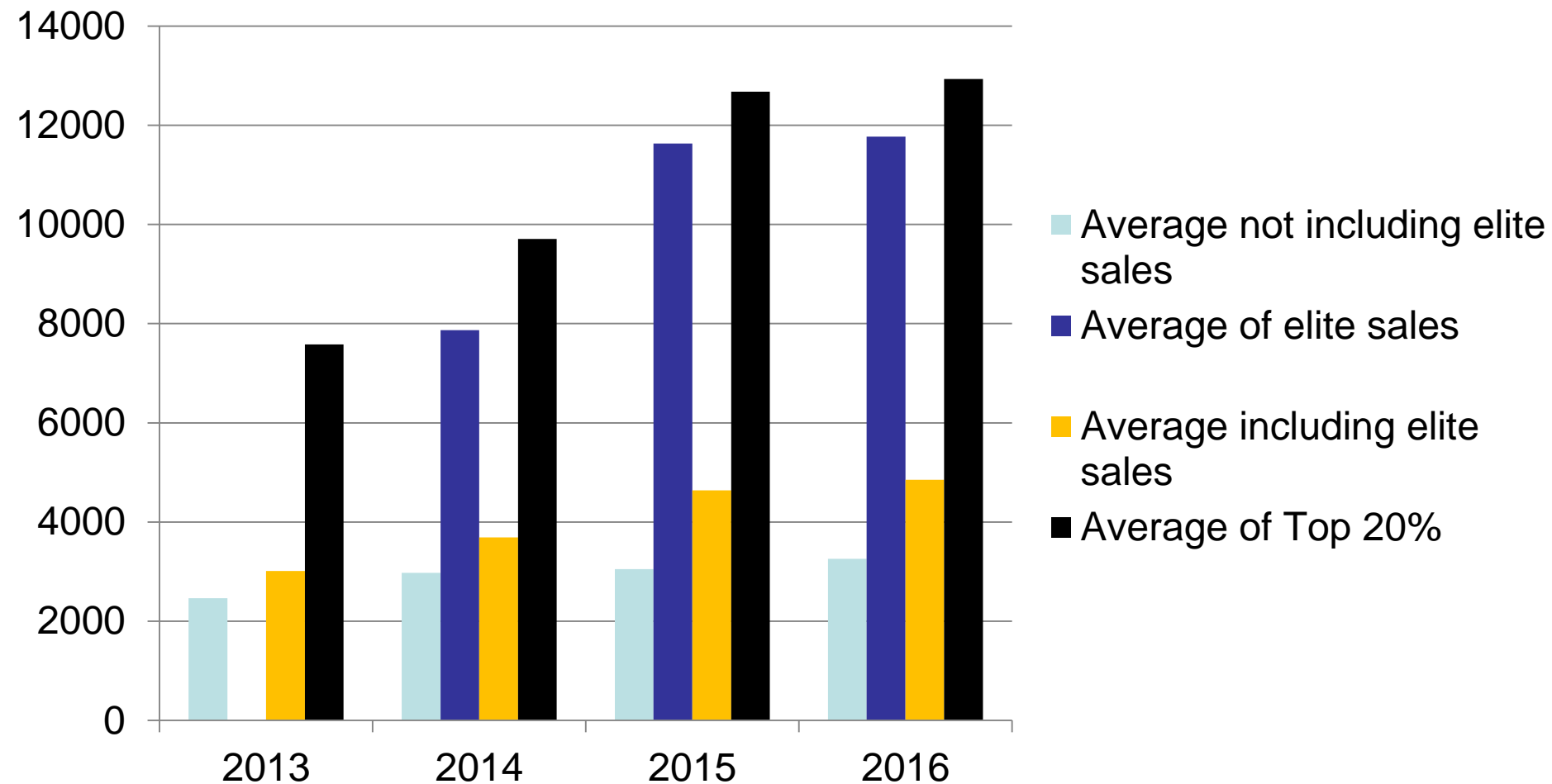
2016

- Irish Sport Horse Results
 - No.1 in eventing
 - Breeder recognition
 - WBFSH results
 - Breeder recognition
 - Young Riders
 - Ponies
 - Sales results – elite sales

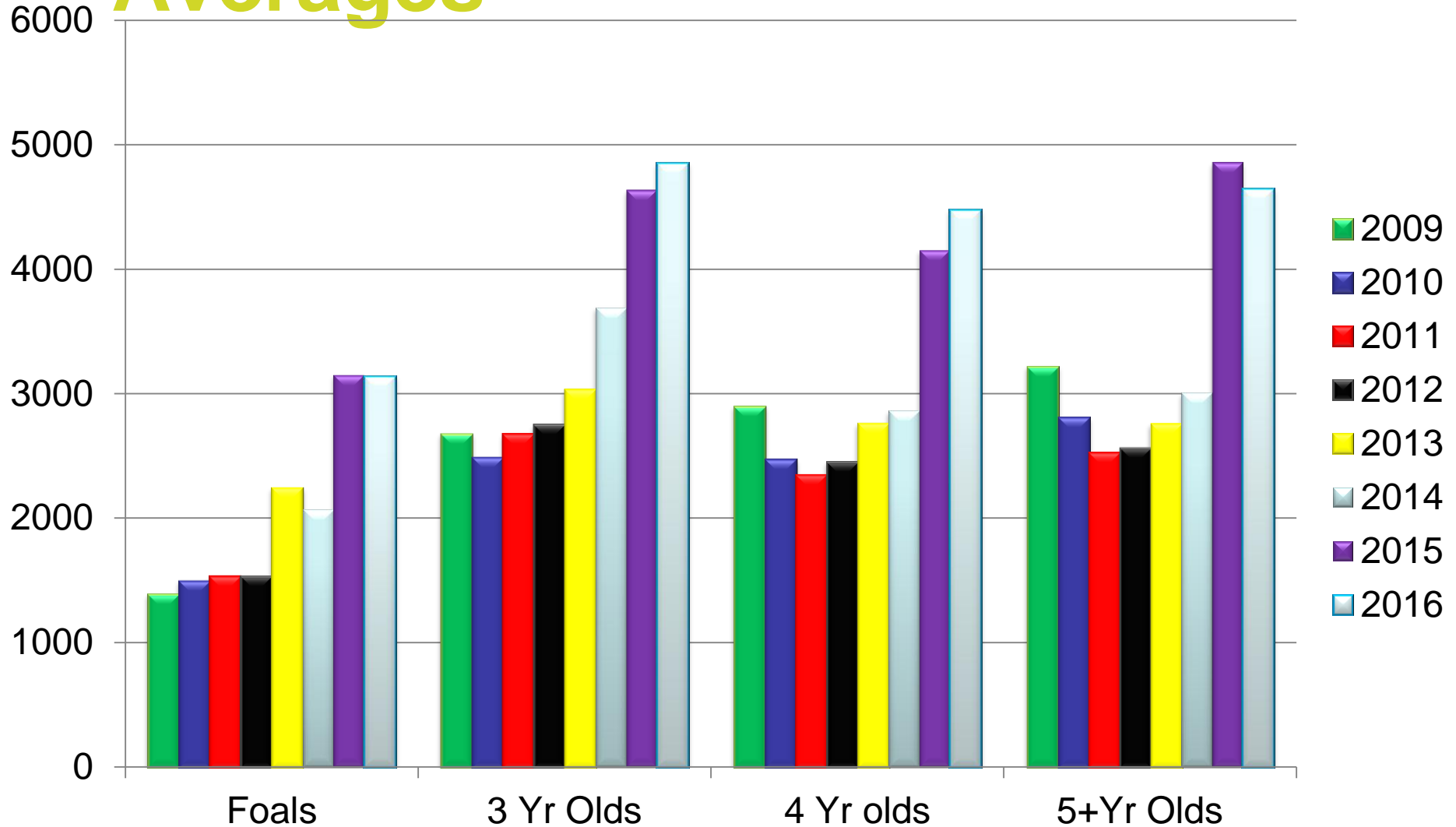
Analysis of Foal Sales



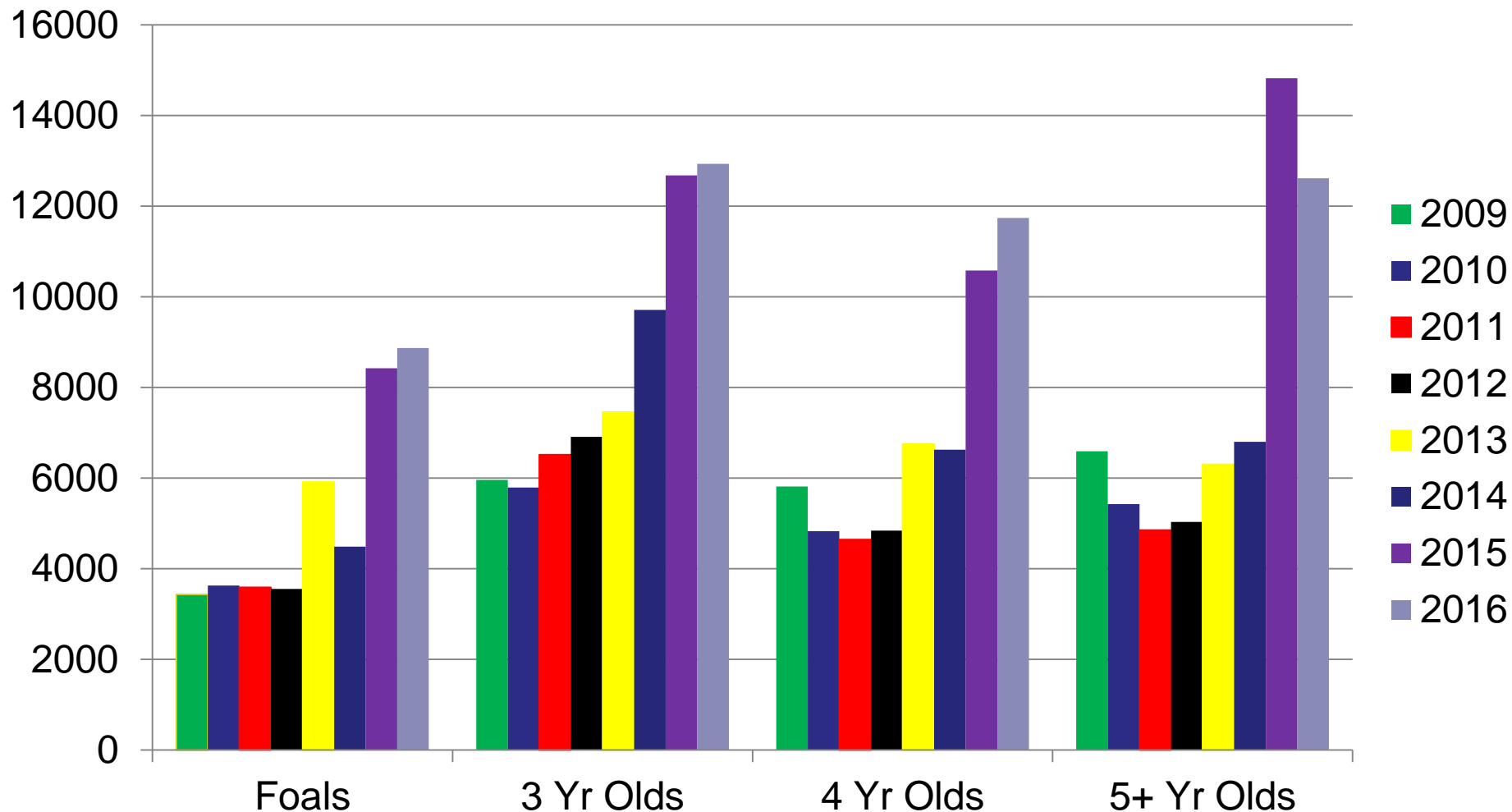
Overview of Three year olds Sales



Averages



Top 20%



The Value Chain



Challenges facing Breeders

- Market place and time of sale
- Brexit
- Mare
- Lack of financial resources
- Costs involved

Challenges facing Riders/Producers

- Finding animals which meet market demands
- Pressure to achieve results by owners
- Lack of financial resources

What we have going for us..

- A nation of horse lovers
- Landbase
- Strong horsemanship skills
- Riders
- Eventing Rankings
- Young Horse Classes

‘Opportunities to Grasp’

- Opportunity means – a favourable, appropriate or advantageous combination of circumstances

The Value Chain



Opportunities to grasp

- Knowledge Transfer Equine
 - Knowledge
 - Working collectively
 - Producer groups

Opportunities to grasp

- Partnerships
 - Breeder and Breeder
 - Breeder and rider
- Contract Rearing

The Value Chain



Thank you for your attention