Looking at the bottom line

Teagasc equine specialist, Wendy Conlon is advising breeders to analyse public auction trade before making future breeding decisions.

A few times of the year, modern auctioneers are stepping up their sales calendars for the 2018 season, and those not already made are heading forward to win new stock on the ground. The outcome of the 2017 sales season, accompanied by a broad assessment of the quality of the stock previously produced by each individual mare, should ignite reflection and influence future breeding decisions.

In reflecting on public auction sales this time of the year most noticeable can be the trend, indicating that you are producing a product the market simply does not want. Despite the 2017 sales calendar and the breeders being fully assessed the merits of your mare, you then need to research the stallion’s credentials and whether the pedigrees suit your mare.

There is a need to be critical of the mare line and performance achievable. You need to question the breeding owner and, in deciding how much to invest, look at the market and the method of breeding chosen.

FOAL SALE TRENDS

The 2017 select sales demonstrated a CBR rise in the average returns from the top 200 foals with an identical average for the top 20% and a €225 fall in the average of the select sales only (see figure 1).

Despite the absence of the Super Showjumping foal from the 2017 sales calendar and the move of the breeders to balance the calendar, the price category showed some improvement in the middle market trade, with the top end of the market holding its own, in line with the Cavan Elite Sale. The top 20 three-year-olds were sold at select event sales at an average of €982.

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The select sales are performing very well. It is interesting to note that on an average based on a three year-olds it is €200 above the sale for show jumpers in 2017 and the 2017 sales calendar and the breeders being fully assessed the merits of your mare, you then need to research the stallion’s credentials and whether the pedigrees suit your mare.

FOAL VS THREE-YEAR-OLD

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The success of these sales lies in a combination of pre-selection and the focused marketing drive that accompanies them. The availability of online videos is an exceptionally beneficial marketing tool for deciding fundamentally what product your mare might have been suitable for.

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Finding the right stallion for your mare can be highly critical of the mare line and performance achievable. You need to question the breeding owner and, in deciding how much to invest, look at the market and the method of breeding chosen. If the mare has not already been inspected, perhaps an independent viewpoint on her strengths and weaknesses can assist with decisions around breeding.