

# 2021 sales analysis

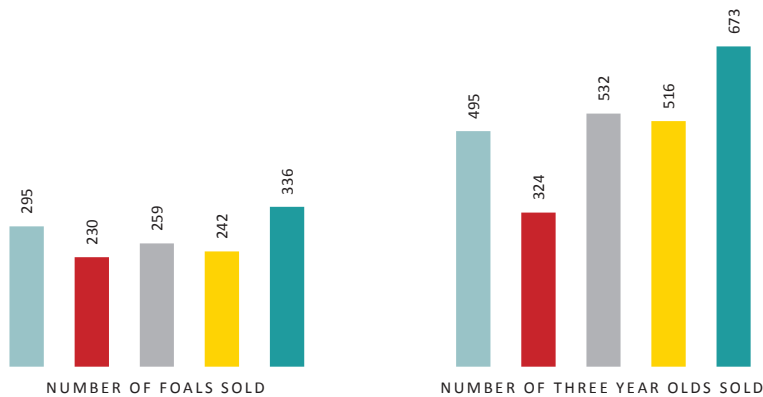
Equine Specialist at Teagasc **Wendy Conlon** analyses and reflects upon positive equine sales statistics for 2021

Despite the challenges presented by COVID-19 and Brexit, trade at public auction, and by all accounts private trade where the majority preside, performed exceptionally well in 2021. The growing confidence in online bidding increasing market reach for sellers is a really positive outcome of COVID-19. Sellers who invested time improving visual quality and content for cata-

logue entries are being rewarded. To retain confidence of buyers, honesty is important, and incumbent on all.

The sales returns assessed include Cavan, Goresbridge (including Supreme Foal Sale and Go for Gold sales), Mullingar Equestrian Horse Sales, Monart Sale of Eventers, and Mayo Roscommon Horse Breeders sale. The results exclude the Irish Draught sales and the sale of ponies.

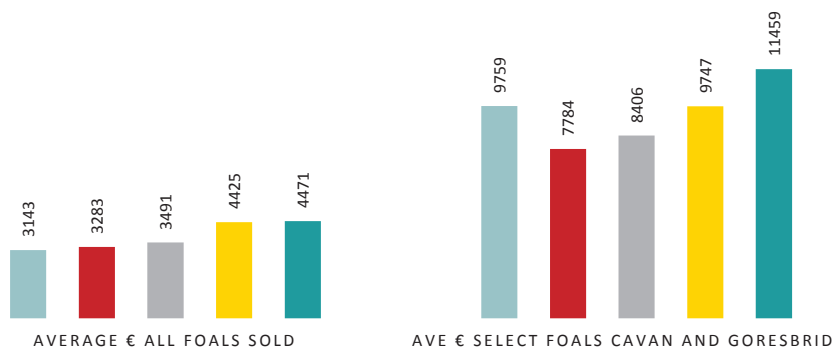
■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021



**FIGURE 1: NUMBER OF FOALS AND THREE-YEAR-OLDS SOLD**

The number of foals sold at public auction in 2021 increased by almost 100 foals (30%) on those sold in 2020. Just shy of 160 (23%) more three-year-olds were sold than in 2020, the highest number sold in both age groups over the five-year period 2017-2021.

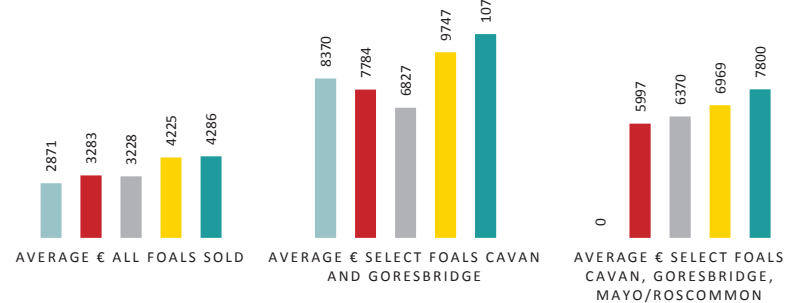
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**FIGURE 2: AVERAGE SALE PRICE OF FOALS**

Average sales price achieved for foals in 2020 and 2021 were closely aligned (€45 higher in 2021) and 22% higher than average price achieved in 2019, a 29% increase over 2017. Looking at the select sales in Goresbridge and Cavan, 32 foals achieved an average price 15% higher than in 2020 and 27% higher than in 2019.

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021

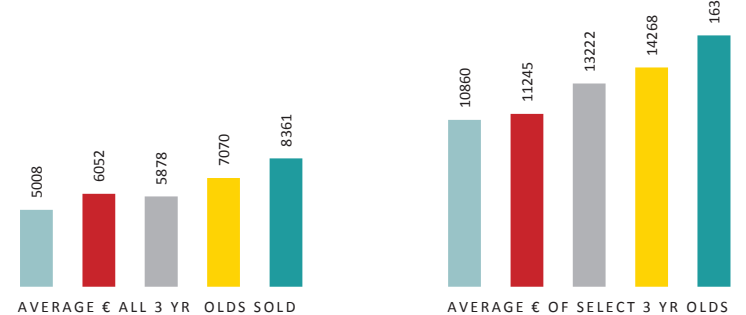


**FIGURE 3: AVERAGE SALES PRICE OF FOALS, EXCLUDING OUTLIERS**

Outliers were allocated as top prices separated by greater than €2,000 from those below (no outliers in 2018 and 2020). Outliers were noted as follows 2017 (€26,000; €28,000, €35,000); 2019 (€18,000, €18,000, €22,000, €23,000) and 2021 (€35,000, €35,000). When outliers were removed, the average return in 2021 remains 25% ahead of that achieved in 2019, with only marginal difference to 2020 returns. In the case of the select sales at Goresbridge and Cavan, the 2021 average was 36% ahead of 2019 figures and 9% improved on 2020 when outliers were removed.

The Mayo Roscommon Breeders foal sale has evolved with upward trends in both numbers sold and average returns for sellers since inception commanding average returns in 2021 45% improved on year one, though when included to analyse select sale returns alters the average return downward, with outliers removed, by 27% in 2021 and 28% in 2020.

■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021

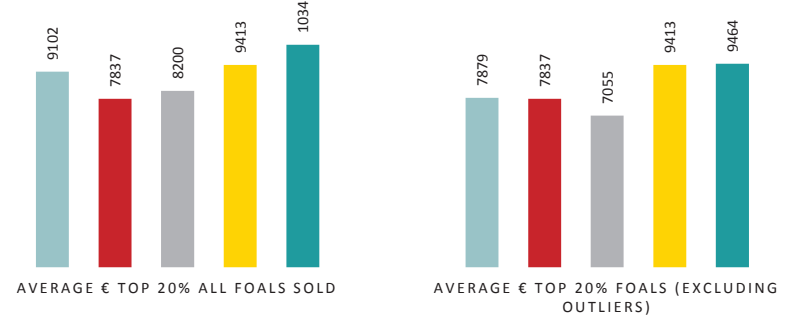


**FIGURE 4: AVERAGE SALES PRICE OF TOP 20% OF FOALS**

The top 20% of foals sold in 2021 commanded an average price 56% higher than the average price of 'all foals' sold in same year, and 9% higher than the average price of the top 20% sold in 2020, 12% ahead of 2017 top 20%. When outliers were removed, the top 20% of foals sold in 2021 achieved a 54% higher return than 'all foals' sold in 2021, on a par with the top 20% sold in 2020, and a 17% improvement on 2017 top 20% sold.

Colts outperformed fillies in numbers sold and averages achieved. 178 colts were sold for an average of €4,376, while 135 fillies achieved an average price of €4,702 or €4,246 when the pair sold for €35,000 were removed. The top 20% of foals sold for €8,822 and top 20% of fillies for €7,742 (€6,784 when outliers removed). The remaining 18 were catalogued without gender included.

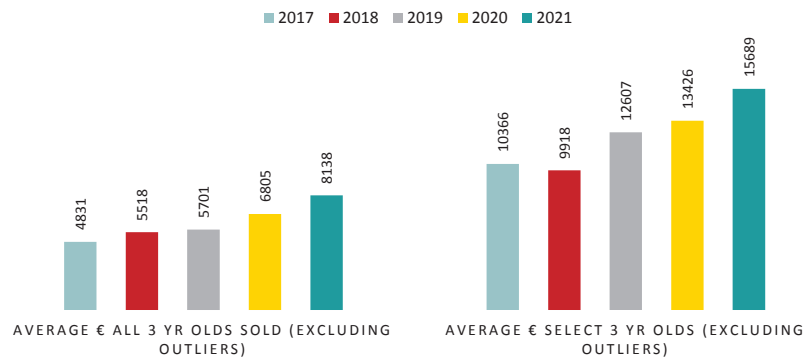
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**FIGURE 5: AVERAGE SALES PRICE OF THREE YEAR OLDS**

Three-year-olds also sold strongly in 2021, showing a growth of 40% on average sales returns over the five-year period since 2017. Some 192 select three-year-olds (Cavan Premier Sale; Goresbridge Select Sale of Eventers and Jumpers; Goresbridge Go For Gold Eventers, and Monart Select Auction) demonstrated a 36% increase in average returns over the five-year period, a 49% higher average return than that of 'all three-year-olds' sold the same year, and 68% higher than the average of 'non-select' three-year-olds in the same year.

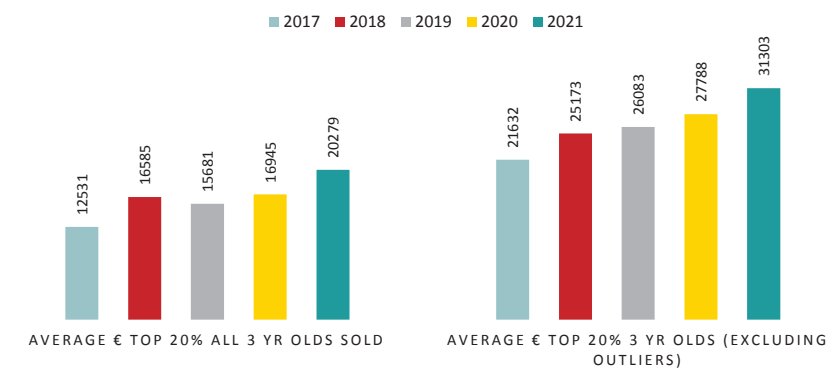
# HORSE BREEDING 2022



**FIGURE 6: AVERAGE SALES PRICE OF THREE YEAR OLDS, EXCLUDING OUTLIERS**

Outliers were allocated as top prices separated by greater than €2,000 from those below. Outliers were noted as follows: 2017 (€31,000; €35,000; €36,000); 2018 (€45,000 x2; €46,000; €59,000); 2019 (€34,000; €36,000; €41,000); 2020 (€37,000; €38,000; €42,000; €47,000); 2021 (€45,000; €48,000; €82,000)

When outliers are excluded from the assessment, the figures remain strong with the 2021 average price 41% higher than that in 2017, and 16% higher than in 2020. The select auctions returned an average 34% higher than in 2017 and 14% higher than in 2020, excluding outliers.



**FIGURE 7: AVERAGE SALES PRICE TOP 30% OF THREE YEAR OLDS**

The top 20% of all three-year-olds sold in 2021 was 59% higher than that of all three-year-olds sold, 16% improved on the top 20% of 2020 three-year-olds, and 38% more than the top 20% in 2017. With outliers removed, 2021 returns for the top 20% of three-year-olds was 11% improved on the same group in 2020 and 31% higher than the top 20% in 2017.

Male three-year-olds outperformed females both in numbers sold and averages achieved. Some 449 males sold for an average of €9,139, while 233 female sold for an average €6,808 or €6,105 when the three outliers were excluded. The top 20% of males sold for €20,408 and top 20% of females for €17,864, or €14,752 excluding outliers.

It won't be news to most that trade has been very strong. The unknown quantity is how long it will prevail. Costs of production have been escalating in tandem which takes some of the shine off the returns. Breeders must continue to prioritise quality and focus on producing sound, athletic individuals, produced and marketed to demonstrate their strengths.

Teagasc's Wendy Conlon with world-famous Calido at Stall Hell  
Susan Finnerty





## Bridge House Stud

# GUIDED BY GENETICS DRIVEN BY SUCCESS

Offering breeders successful Thoroughbred stallions for the sport horse sector.

**LET THE LION ROAR**  
**Bay 2001 168cm by Sadler's Wells ex Dancing Brave**  
**\*\*REDUCED FEE TO ALL TRADITIONAL IRISH BRED MARES\*\***



- The highest rated Thoroughbred to stand at stud for the Irish Sport Horse industry
- Timeform rated 122
- Third in Gr.1 Epsom Derby
- Retired sound of wind and limb
- Very good looking, big athletic horse with plenty of scope
- Sire of 66% winners to runners

**SIRE OF CHAMPION YEARLING RDS 2019**  
*(From first crop of sport horses)"*

**SIRILLIO**  
**Bay 1996 168cm by Dashing Blade ex Formidable**  
**\*\*REDUCED FEE TO ALL TRADITIONAL IRISH BRED MARES\*\***



- Fully recommended for breeding by Horse Sport Ireland
- Timeform rated
- Raced in Germany and was an easy winner at 2 and 4 years.
- Full brother to S'IL VOUS PLAIT, one of the best fillies at 3 years old in Germany (1995)
- Half-brother to SCALIGERO, champion chaser in Germany and Italy and winning 8 races over jumps in France, Germany & Italy
- **Sirillio** now has progeny being produced by 3 top international event riders - **Michael Jung, Joseph Murphy** and **Sarah Ennis**

**SIRILLIO'S** record of speed, stamina and intelligence combined with his perfect conformation and family record in chasing gives him huge potential as a sport horse sire both for eventing and Showjumping.

**CARICELLO**  
**Bay 169cm by Carvalho ex Lord**



- International Grand Prix winner
- Caricello has an exceptional pedigree which includes most of the greatest influences on international showjumpers of all time.
- His record as a 6 & 7yr old is probably unbeatable - Out of 18 entries he had seven wins, one 2nd, two 3rds and two 4ths and was never out of the top 8.
- He was an international grand prix winner as a 7yr old with Conor Swail at Bourg en Bresse, France.

**His progeny are highly rated on the international market and are recommended by prominent agents Barry O'Connor and Vere Philips.**

**Also standing - DUNLEWEY SEAMUS CP**  
**1999, Grey, 147cm, bone 22cm by Monaghanstown Fred x Stradbally Bill**



## Bridge House Stud

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