

Hoofbeats WA

# 2015 STALLION and Stud Directory



Introducing  
**Pae Nespresso**  
German Riding Pony Stallion



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Every pro was once an amateur.  
Every expert was once a beginner.

SO DREAM BIG.....AND START NOW....

# Paar Nespresso

14.1hh

Imported German

Riding Pony



Germany Bundeschampionate 2014  
qualified and competed as a 4 year old.

Service fee \$1200 LFG Chilled

Agent Sally-Leigh Woods:

0400 059 032

E: excelsiorequ@optusnet.com.au

<https://m.youtube.com/watch?feature=youtu.be&v=X1yXXNc55aQ>



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HorsePlay Photos

*"This pony stallion is  
Exceeding our expectations"*

## DYNAMIK STALLIONS

Four fully licensed, imported  
German Riding Pony  
Stallions with super  
temperaments and  
outstanding performance  
records. Versatile Stallions  
that can be used to produce  
top moving ponies or breed  
with your Warmblood or  
Thoroughbred mare to  
produce a top quality small  
riding horse.

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See [www.dynamikstallions.com](http://www.dynamikstallions.com)  
on the breeding contracts page  
for all pricing and conditions  
and download an information  
pack of the stallions'  
performances.

**Don Philino WE**  
**Top Der Da,**  
**Trussardi D**  
**Golden Rock**

AI Australia Wide.  
Stallions are available for  
viewings



Plaiting by Nicole

equident

oil creatives  
healing

Eric Lloyd Photo



# Buying a Foal

3 days, 3 months and 3 years

Be wary of buying a foal! Foals are like puppies: adorable little time wasters that can be easily spoiled, and that can grow into big, potentially dangerous adolescents. Before you make the decision to purchase a foal, be sure you can manage its growth, as you are looking at three years or so before you are able to begin to ride. Young horses develop best with companions and ideally a mature horse to teach them respect and manners, space to move, run and develop limbs and lungs, and periodic human interaction that is kind but firm.

*Once you have decided that bringing on a foal is right for you, the fun begins.*

## PEDIGREE

Pedigree, conformation, temperament and soundness are the basic requirements of a good performance horse.

Look at horses that are achieving successful results in their field - pedigree for its own sake doesn't matter unless you are a breeder, but it is a sure way to see heritable characteristics. If it is possible, visit the stud farm to see the type and nature of the dam. View the sire first hand if you can, to see if he is as impressive and personable in the flesh as in photos.

## CONFORMATION

Conformation is the mechanical structure of the horse that will influence its soundness and athletic ability. This doesn't always mean beauty. Some disciplines require that extra quality, but the prettiness of a horse or foal can be a distraction from structural imperfections.

Limbs and feet are so important. Look for good bone in relation to the body type and legs that are straight and strong, not too long or short in the pasterns. Minor deviations from straightness are often easily remedied in foals by a good farrier and frequent trims, and simply with growth.

Of more concern are offset limbs or being behind the knee.



## AT LIBERTY

Look at the foal loose as well as on a lead. You can see how it stands - ideally squarely, watching, ready to move. Watch it coming towards you and walking away, noting if it steps straight or if it paddles, or is uneven, or steps short. Is its muscle development suitable for its type and age? This is an ideal age to see how the neck joins the wither, length of back, head carriage, the set of the shoulder.

You can judge a lot from a foal's nature off-lead as well. Look for an

intelligent expression, an interested demeanour. Even foals that have not been overly handled will show curiosity - be careful if it appears really frightened or flighty. Some are friendly, some pushy, some shy, but there will always be the odd one that will swing around to double barrel, or bite (as opposed to very normal foal nips).

## PHYSICAL CONDITION

Don't take physical condition for granted. An undernourished or wormy foal may lack vivacity and look dull - a month of improved nutrition may make this a bargain. Also be aware that maiden mares often do not have the same quantity of milk and calm feeding habits as older broodmares so their foals can look less robust. These often pick up very quickly after weaning.

## KNOW YOUR OWN STRONG AND WEAK POINTS

An important rule is to know yourself - your level of riding, experience, access to professional help, patience and time available. Choosing a horse, especially a foal, is like dating and looking for the right partner. I honestly think selecting the right temperament, especially for the amateur rider, is the most important thing. This is where talking with the breeder and knowing the parents is invaluable.

**The saying is to choose a horse, look at it at 3 days, 3 months and 3 years - it's not a bad rule of thumb. If you choose a foal well, you will have your young horse ready for action, competition and pleasure, as well as the reward of achievement.**



BUYING A FOAL

By Alice Cameron

Stud Manager  
of Oaks  
Sport Horses,  
Camden NSW





# EMERALD van t' Ruytershof

available for breeding in the 2015 season



## BWP approved Stallion | Chestnut | 2004

Oaks Sport Horses is pleased to offer BWP approved stallion, Emerald van 't' Ruytershof to Australian breeders. Emerald is one of the current top international competitors with many GP wins and places with his rider Harrie Smolders. This is an opportunity to breed to Europe's best - performance, pedigree, temperament, conformation. Emerald's progeny are very exciting.

- Vice World Champion Zangersheide • Emerald had his first Grand Prix starts in 2012 for seven top ten places • In 2013 he was first in Nations Cups at Aachen and Gijon, and first in the Grand Prix at Lanaken and Vilamoura • In 2014 he placed 2nd in the GP of Lanaken and 2nd in the GP of CSI5\* Lummen.

Diamant De Semilly	Le Tot De Semilly	Grand Veneur
	Venue Du Tot	Elf 111
Carthina Z	Venise Des Cresles	Miss Des Cresles
	Capitol 1	Perra
	Carthago	Lys De Darmen
	Tanagra s'S' VH Darohof	Gesina VH Darohof

Semen available for the 2015 Season.

\$2000 for 3 straws, | \$3200 for 6 straws

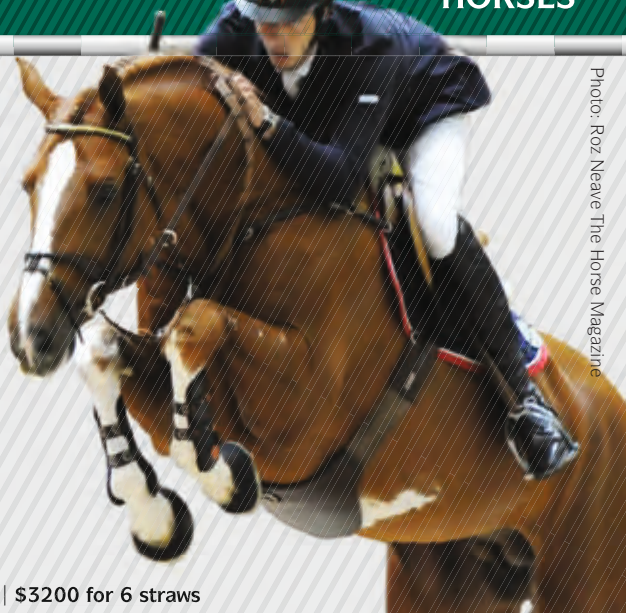


Photo: Roz Neave The Horse Magazine

For more information on our horses, facilities and breeding services go to [oakssporthorses.com](http://oakssporthorses.com)

Alice Cameron 0409 776782 Natalie Gerhard (02) 4654 5902



## OAKS DREAMTIME

Current National Squad Member, WA Young Jumping Horse Champions and winner at Jumping with the stars as a 5yr old and 6 yr old. Oaks Dreamtime has progeny on the ground by Yalambi's Carpino Z and Coleman.

## BREEDING AND TRAINING MODERN SPORT HORSES

Riverwood Lodge have a small boutique breeding program using some of the best local and international bloodlines. Our aim is to breed quality, sound minded horses suitable for high level performance in showjumping. With bloodlines including, Clearway, Coleman, Balou Du Rouet, Charlemagne Ego Z, Vivant and Carpino Z we are excited for the future and hope to be able to offer quality bred and trained horse on the market for the ambitious rider.

Caitlin Bolger 0411 957 757 or [caitlin.bolger@westnet.com.au](mailto:caitlin.bolger@westnet.com.au)

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**YALAMBI**  
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## Introducing YALAMBI'S CONFIDANT

Born 2012, Bay, will mature 16.2hh+  
 Approved Mecklenburg  
 Available for Fresh Chilled Semen with LFG  
 (free return), \$1650 (inc GST)

CONFIANCE

CONTENDRO I  
 BLANCHETTE

CORALIE

CORNET OBOLENSKY  
 ANNA



### YALAMBI'S CASSINI ROSSO

Born 2010, Bay, Chestnut, 16hh  
 Sire: Cassini II Dam Sire: Stolzenberg  
 Approved Sddeutsche,  
 Pferdezuchtverbande, Oldbg, Westlf  
 (free return), \$1850 (inc GST)

### YALAMBI'S FAIR DIAMOND

Born 2010, Bay, D.Brown 16.1hh  
 Sire: Indorado Dam Sire: Indoctro  
 Approved by KWPN  
 (free return), \$1850 (inc GST)



[www.yalambi.com](http://www.yalambi.com) or phone: 0409 004 328





# Congratulations

Yalambi's Carpino Z and Alison Rowland  
on winning the CSI 2\* World Cup Qualifier  
at the 2015 Sydney Easter Show

## YALAMBI'S CARPINO Z

CARINJO ☐ CASCABELLE  
☐ EXQUISITE

HERZBLATT II ☐ CAPITOL I  
☐ OTANE

Born 2005, Bay, 16.3hh  
Approved by Zangersheide  
**SERVICE FEE: \$2200 inc GST**

Julie Wilson Photo

Artwork by Caitlin Bolger





HERMITAGE DRESSAGE

## PRESENTS AT STUD



### Sandro Bedo (imp)

**BLACK, BEAUTIFUL AND ATHLETIC**

Licensed for Westphalia, Approved for Hannover  
Champion of his 70 Performance test  
National wins in Germany with over 70% at S Level  
16.3hh,

Early progeny now starring at international Grand Prix  
Service Fee: \$2200 (Inc gst)

### Skywalker (imp)

**PICTURE PERFECT AND A WINNER**

Licensed & Performance Tested (Denmark)  
2015 WA State Elementary Champion  
Beauty combined with an amazing work ethic.  
Judges are awarding 9's for his trot!!  
16.2hh

Service Fee: \$2000  
(Inc gst)



Fresh, Child and Frozen Semen Available

Hermitage Dressage P: 0412 997 575

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[www.hermitagedressage.com](http://www.hermitagedressage.com)

Imported Dutch  
Warmblood,  
16.3hh, 8yr



## CHICAGO

2014 WA Young  
Jumping Horse  
Champion and Gaenor  
McInnes Futurity Winner

Chicago offers some very  
famous Dutch names to  
Australian breeders with  
Numero Uno, Voltaire,  
Indoctro and Lux.

**\$2000 LFG** (chilled semen)

Collection & Transport Costs not included

[www.donovanshowjumping.com.au](http://www.donovanshowjumping.com.au)

PEDIGREE  
JUMP  
MOVEMENT  
TEMPERAMENT  
LOOKS



### Remrah Rocher

AWHA Reg

Hanoverian Origin

Black, 16.2hh

Sire: Sagamore Weltraum

With his Grandsire Weltmeyer on  
one side and Barrabadeen Fortune  
(Holsteiner) on the other you can  
be guaranteed a great dressage or  
showjumping prospect.

Remrah Rocher has placed at every  
breed show outing including  
Champion Entire Warmblood at 4  
outings and Supreme Warmblood.  
If looking for a special temperament  
he is the one, being the perfect  
gentleman at ridden competition and  
at home.

He will be standing at  
Lancefield Park in 2015  
to approved mares.  
Service Fee: \$1,100

R.R

Dee-Jay Harmer Gibsons

Busselton, WA

Ph: 041 794 8163

[markdeejay@westnet.com.au](mailto:markdeejay@westnet.com.au)



# Fuerst Fantasy<sup>IMP</sup>

## LOOKS TALENT TEMPERAMENT

003 Black 16.2hh Currently competing FEI  
Imported Licensed & Approved Westphalian Stallion

'Fanta' was Champion of Westphalia as a young horse and 4th at the Federal Championships. He was selected by the German Federation to represent Germany in the 5yo class at the World Young Horse Championships in Vreden in 2008. Recently imported from Germany, Fanta has had a successful FEI career with scores over 70%. Fanta is already proven as a sire with offspring campaigning in Germany, Belgium & the Netherlands.

Fanta's sire, Fuerst Heinrich, was Dressage World Champion and produced 48 licensed stallions. Fuerst Heinrich has repeatedly passed on his world class traits, with his progeny proving themselves in young horse classes and at FEI level on the international stage. This inherent talent is evident in Fanta with his natural ability for piaffe, passage and one tempi changes.

Fanta's talent doesn't just come from his sire. His dam has other son's licensed with the Westphalia and Oldenburg Societies.

Fuerst Fantasy is the perfect choice if you are wanting an international pedigree without having to take the risk of frozen semen. Now with Fuerst Fantasy on your doorstep, you have access to these bloodlines from a proven FEI competition stallion, with the added bonus of a LFG.

Sire: Fuerst Heinrich  
Fidelio  
Florestan I  
Raute  
Donnerhall  
Dawina  
Wibke  
Romador II  
Rosenkavalier  
Diva  
Dam: Rhonda Venezia  
Gottschalk  
Godrika  
Dunjascha

2015 STUD FEE:

**\$2,400**

Inc GST LFG

Chilled, Fresh & Frozen\*

\*Conditions apply for frozen

**Pictured Above:** Marcus Hermes has been awarded Germany's most successful Professional Dressage Rider at the Professional Riders Championships. This is the second consecutive year he has won the title riding Fuerst Fantasy.



# Meilland Troubadour

2015 STUD FEE:

**\$900**

Inc GST LFG

Chilled & Fresh

## ALL ROUND PONY CHAMPION

1994, 14.2hh, Welsh Cob, Section C

Sire: Rivington Gay Gordon

Dam: Niscinda Fantail

2010 Capel CNC EVA65 Winner

2009 EWA State Dressage Championships Advanced Pony Champion

2007 Winner of Bates EFA WA Pony Dressage Leaderboard

If you are after versatility, trainability & temperament in your next foal then look no further than 'Trouby'. He is so calm and behaved we often forget he is a stallion. He has won numerous state competitions in young rider, para and open, in multi disciplines including dressage, show jumping and eventing, Trouby can do it all.

Trouby has a natural talent for dressage with a great piaffe. He is a talented schoolmaster, being on the Dressage Young Rider Squad with his teenage owner in 2011 and 2012 and on the Beats Showjumping Squad in 2009.

With his great paces and natural talent, Trouby is the perfect choice to breed your next sport pony.



Contact: Bec Sellick Mob: 0459 994 413 Wanneroo, WA

**www.lanoirstables.com.au**





# NP CARETINO'S BOY

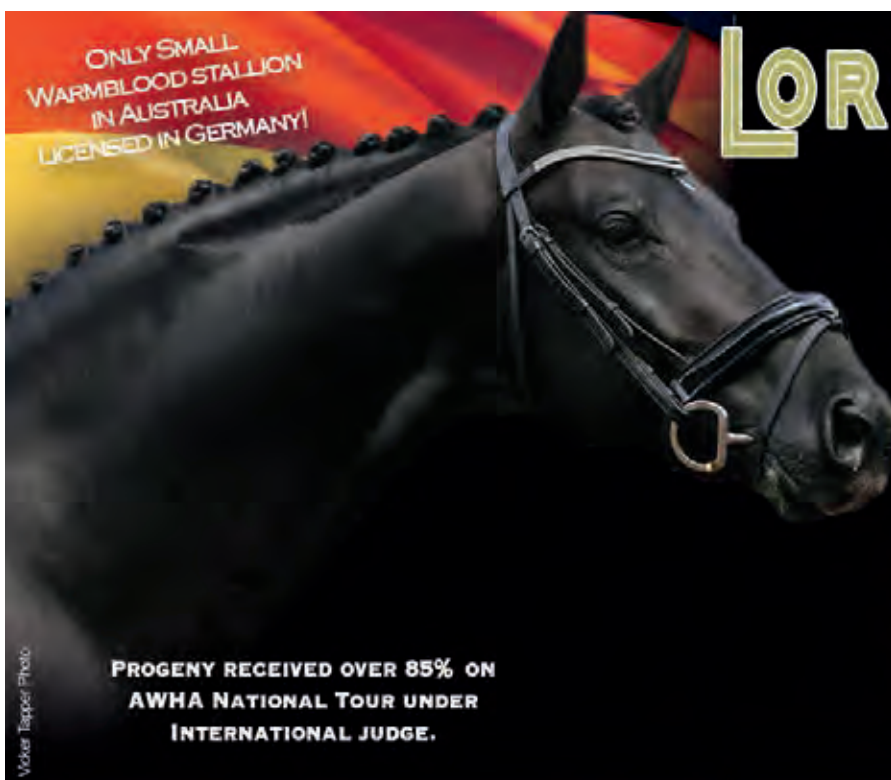
Sire: Caretino (Caletto II) Dam: Cassini's Girl (Cassini II)

Eric Lloyd Photography



NP Caretino's Boy is showing athletic ability in both the show jumping and dressage arena. Standing at 15.2hh, Caretino's Boy is a true gentleman to handle in every way with his current crop of foals displaying his natural athletic ability and lovely nature. Standing to a limited number of outside mares.

Service Fee: \$1650 inc Gst Ph | 0427 411 169 [www.lyngarie.com.au](http://www.lyngarie.com.au)



**ONLY SMALL WARMBLOOD STALLION IN AUSTRALIA LICENSED IN GERMANY!**

## LORD DENIRO (Imp)

**Homozygous Black Warmblood stallion, standing at 15.3hh.**

Lord Deniro is by the outstanding FEI stallion Lord Fantastic and out of an amazing States Premium Mare Diana II by Hanoverian Stallion of the Year De Niro. Lord Deniro has won many dressage championships up to and including Elementary level.

The Deniro bloodline has dominated the dressage world with many representatives at World and Olympic level. Add to this his super athleticism easily jumping 125cm in training, he can breed your next hunter, eventer or dressage star.

**With his wonderful temperament and supple rhythmic paces Lord Deniro is the perfect choice to breed your next Superstar! Come out and see him for yourself.**

**PROGENY RECEIVED OVER 85% ON AWA NATIONAL TOUR UNDER INTERNATIONAL JUDGE.**

\$2,000 incl GST LFG and first Collection (transport fees are extra)  
Special for all services paid prior to 30th September 2015 \$1800  
AI fresh, chilled and frozen semen available.



Enquire to Gabby Adam on 040 332 2991  
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or Facebook for the latest updates.



# AIR WINGS Z

165cm, Born 2012

Zangersheide and AWA Reg

AIR JORDAN Z

ARGENTINUS

MANDOLINE

WINGS Z

WOLISCO

SACHA



**\$1540 LFG**

(\$200 booking fee not incl.)



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Champion | Bred from champions | Producing champions

## DEVERON DI MAGGIO

16hh, AHSA, ACE, AWSHA

Di Maggio's stunning looks and eye catching presence beautifully compliment his superb conformation which in turn gives rise to his extravagant, flowing, elevated movement. A pleasure to own, Di Maggio's stand out feature is his lovable temperament that combines gentleness, intelligence and trainability. These are all traits passed on to his progeny, whose accomplishments include wins in Australian Arabian Championships, Welsh Nationals, ACE Assessment National tour and State/Royal Shows in hand and under saddle.



Service Fee \$900 AI Only - Chilled/Fresh

Plus collection and freight

Kentucky Fields Farm Tracey Hotker 0428877542

[www.kentuckyfieldsfarm.wix.com/deverondimaggio](http://www.kentuckyfieldsfarm.wix.com/deverondimaggio)



## OMER RS FAN TOP EN TWEL

BRANDUS 345PS X JOCHEM 257PS

(Imp)

ONLY STER + SPORT + PERMIT STALLION IN WA

MEDIUM DRESSAGE CHAMPION

NOW TRAINING PSG



SIRE OF

1ST PREMIUM PROGENY

BEST BRED FOAL FOR 2011 AND 2015 KEURING

INHAND SUPREME OF SUPREME CHAMPIONS

2ND PREMIUM STER MARE

2015 NSW KEURING CHAMPION

IBOP RIDDEN RUNNER UP 2015

2015 WA KEURING RESERVE CHAMPION

BEST BRED HORSE FOR 2015 KEURING

SERVICE FEE: \$2000 INC GST

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FRIESIANS

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# Penny Hill Park Warmblood Stud

PHP was early to embrace frozen semen technology breeding one of the first frozen foals in Western Australia.

PHP mares have produced some of the best young Dressage horses in Australia including an Australian Futures Squad Horse. Our mares and their progeny comprise the following bloodlines Bellissimo M, Furst Romancier, Sir Donnerhall, Quaterback, Anamour, Weltmeyer, Weltruhm, Londonderry, Salute, Royal Hit, IPS Vivaldi, Charmeur and Furstenball. Most of our fillies have been retrained by the stud and, although destined to compete with some of our internationally experienced riders, will continue to produce elite foals for Penny Hill Park and our clients through our embryo transfer program.

Expressions of interest are invited for our foals due in 2015 and for embryos from our mares bred to the stallion of your choice. Dressage horses are also occasionally available for sale.

*Bred for Dressage*

Above: PHP Veritas (IPS Vivaldi / Anamour) 4yo mare  
 Below Left: PHP Legacy (Londonderry / Weltruhm)  
 Below Centre: PHP Sahara (Sir Donnerhall / Anamour)  
 Australian Reserve Champion (All Led Horse) AWHA Tour 2014  
 Below Right: PHP Sophia (Sir Donnerhall / Weltruhm)



**Breeding quality  
 Warmbloods for over 20 years!**

Michelle James

Penny Hill Park Warmblood Stud

info@pennyhillpark.com 0438 746 919

[www.pennyhillpark.com.au](http://www.pennyhillpark.com.au)





# Alphalea Arabians

## Psyche Zilpah Bint Leah

F31314  
DOB: 26/10/2011  
15 & 1/2hh  
Sire: Sadiks Psyche  
Dam: Padrons Leah  
(Padrons Psyche x  
Simeon Shagrir mare)

Sire  
Sadiks  
Psyche



Fabulous, big moving, quiet saddle mare (green).  
Endurance prospect - has been shown in hand for East  
Coast Top 10. CA,LFS,SCID clear.

## Other selected quality Arabians for sale

For more information please contact:

Lusia Abbott 0428 631 080

alphalea@activ8.net.au



## WILLOWCROFT SOPRANO



Reg Aus Riding Pony & Arabian Riding Pony, Bay 13hh

Sire: Oakvale Serenade

Dam: Willowcroft Tiffany

Soprano has an exceptional temperament as a show and ridden stallion, which makes him the 1st choice to breed ponies for children.

**Stud Fee: \$1000 (inc B/H Fee) Vet & Agist extra**

Michelle Willems: 0411 036 772

treeleapark@bigpond.com [www.treeleapark.com](http://www.treeleapark.com)

# Aristocrat Arabians and Welsh Ponies

## PURE BRED ARABIANS

Erin Park Nelson (Crenel x Fenwick Rosanna) Bay 15.3hh Via AI only

Arbour Grange Hafab (El Bakr x Ennerdale Alia) Grey 14.3hh

Pendel Park Jericho (Aquanitar x Storm Princess) Bay 15.2hh

## WELSH A / ARABIAN PONIES

Wendamar Cassanova (Wendamar Elliott x Wendamar Cristin) Chestnut 11.3hh

Rivington Maddox (Imperial Haroun x Rivinton Madeleine) Black 11.2hh

Aristocrat Cruze (Ysselviedts Golden Boy x Woranora Caitlin) Bay 11.1hh

## AI AVAILABLE

Aristocrat Nina (Wendamar  
Cassanova x Sarnia Noelle)

Ph Cr Vicki Photos



Trueantallan Katrina  
(Arbour Grange Hafab  
x Bolaling Kaskade) Ph  
Aussie Platinum photography

Phone Kerry : 08 9635 1363 or 041 893 5080 Cunderdin WA E: aristocratarabian@hotmail.com



# Gwynfaes Madoc

Imp UK

2006 Reg S-2687, Black Welsh Cob Sec D 14.3hh



ROWEN GLORIA JEAN

2015 Welsh Youngstock Show Supreme Welsh Exhibit

2014 All Welsh Supreme Welsh Youngstock Exhibit



ROWEN MADONNA

2014 Welsh Youngstock Show Supreme Exhibit



Paige King Photo

Gwynfaes Madoc is by Gwynfaes Culhwch.

He was 2009 WA All Welsh Supreme of Show

and WPCSA Medal Winner and current WA

Section D Sires Ratings winner.

Jody and Kim McKenzie - PO Box 119 Narrogin WA 6312 P: 9882 3064

E: mckenzie@transport@wn.com.au W: www.rowenwelshcobs.webs.com

Frozen semen available, chilled by arrangement \$1400 + GST.

Youngstock occasionally for sale.

# SAN-DEL POPSTAR

Welsh A, Grey 11hh

Sire: Wendamar Fanciful Dam: San-Del Piaf

Reg: Welsh A, Arabian Pony and Riding

Pony approved



Vicki Tapper Photo



## Kismet Park

**\$650 inc n/r handling fee of \$150**

Standing at Lancefield Park 0429 315 239

AI no charge at stud, chilled semen available

Kim & Sean Thomas, Bunbury WA

08 9791 2274 or 0458 013 366 E: kismetpark@westnet.com.au

P King Photo



# MARKETING YOUR STALLION

By Archer Creative

A stallion is a business investment and, as such, your stallion should be presented to future clients in a professional manner and promoted to achieve his full breeding potential. As breeding season begins, it's time to review how you market your stallion as this can reflect in the quantity and quality of mares he receives. Add the professional edge to your stud and stallion promotion with these top 10 tips...

## Tip 1: Determine your goals

While your focus is on marketing your stallion, your goal is targeting mare owners. A successful marketing strategy starts with the end in mind. Determine your goals for at least a 12 month period.

## Tip 2: Define your target market

Who are your clients and where are they looking for stallion owners like you? By defining your target market, you can then determine where your advertising dollars will be best spent.

## Tip 3: Understand your client

It can take months or even years for a mare owner to decide on which stallion to breed to their mare. Focus on the motivations of mare owners in the way you market your stallion. For example, if you're targeting the campdrafting market, it's crucial that you highlight your stallion's own career highlights and those of his progeny to capture interest.

## Tip 4: Use high quality photos

If you don't have the equipment or know-how to take quality photos then hire a professional. Only ever use high resolution photos that highlight your stallion's best features. Images of him rolling in mud, looking too fat, too thin or anything other than in top show condition are not ideal for creating an image of superior breeding quality.

## Tip 5: Spotlight his strengths

Your stallion's advert and website should promote his strengths and any notable achievements, along with information on his progeny. After all, the successes of his progeny are the most powerful marketing tool available to you. Mare owners are paying for the right to own one of his progeny and their performance are proof he can reproduce winning stock.

## Tip 6: Create a quality advert

A quality advert is pivotal in attracting enquiries. Unflattering photos and careless copy can hinder your stallion's bookings. A high quality photo says a thousand words, so don't make the mistake of filling your adverts with text. If in doubt, hire a professional who can promote your stallion in top form.

## Tip 7: Advertise your stallion frequently

Studies show a prospect may see your advert up to six times before they act. Advertising your stallion frequently and repeatedly is crucial in creating familiarity with mare owners.

## Tip 8: Seek advertising discounts

Magazines and websites offer a discount when you advertise over consecutive months. Use this to your advantage. They may also offer advertorial space to regular advertisers.



## Tip 9: Promote, promote, promote

Websites, social media, events and sponsorships, contests and giveaways - these all offer powerful and creative ways to market your stallion. Determine where your ideal clients are looking for stallions like yours, then use as many different ways to market your stallion to reach as wide an audience as possible.

## Tip 10: Tidy up

Create a positive first impression by presenting your facilities in a professional manner. Keep the entrance to your property clear and accessible, all fencing in good order and try to limit any unnecessary mess. Mare owners are looking for well-maintained facilities that will keep their valuable mare safe.

## Conclusion

Remember, powerful marketing comes from not only promoting your stallion during the peak of breeding season, but by keeping his name front of mind of mare owners throughout the year by promoting his new foals, his performance progeny and his own performance achievements.

Don't make the mistake of thinking that having a quality stallion is enough to draw in enquiries. It's up to you as a stallion owner to promote your stallion effectively and creatively year-round to ensure he reaches his full breeding potential and his full earning capacity. Active promotion of your stallion requires some careful forethought and aggressive action.

All the best for a successful breeding season!

## ABOUT ARCHER CREATIVE

Sophie Barrington is the founder of Archer Creative, a specialist marketing agency that truly understands the equestrian industry. Their services include copywriting, website design, graphic design, social media, email marketing, and more. Archer Creative aim to make marketing simple and effective; allowing you to do what you do best - running and enjoying your equine business.

[www.archercreative.net.au](http://www.archercreative.net.au) or call Sophie on 0432 972 215.

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**PL IMA FIRE N CASSIDY KID** AGOUTI = a/a

2010 Black / White Tobiano 16hh

Sire: DMB Butch Cassidy Hi Point and NATIONAL CHAMPION  
 Homage to Black Overo Sire: Ford Shameless Cowboy (IMP USA)

Dam: PL Peppy's Final Rose - Multi State & Futurity  
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ROM HALTER - Multi State, Futurity, Hi Point and Supreme Champion

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 Hi Point Champion, Sire: Barlink Heza Macho (IMP USA)

Dam: Im Just Sensational - Superior Halter, Multi State,  
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 Sire: Just Shameless (IMP USA)

2015 Service Fee: \$1,000 +gst

**PL DATELINE'S MYT LEAGUER** AGOUTI = a/a

2010 Chestnut / White Overo 16hh

Sire: The Awestrider (IMP USA) RESERVE WORLD CHAMPION,  
 Superior Halter, Sire: Mighty Awesome (dec) USA Leading Paint Sire

Dam: DMB League of Her Own (IU USA)

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ASH Reg: 199517 Black 4 Year Old 15.2HH

<b>Sire:</b> Roseridge Minstril - HSH (Star Black Minstril - FS HSH)	<b>Service Fee:</b> \$660 To Approved Mares Plus Vet & Agistment \$150 Deductable Non Refundable Booking Fee	<b>Contact:</b> Kirk Baker Ph   0439 689 158 E   rustic.ash@bigpond.com Kendenup WA
<b>Dam:</b> Jenleigh Star Comma - LH (Dogwood Comet - IS HSH)		

Main photo - BWB Photography inset pics - Rustic Pos

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AQHA and Studbook ASH  
Sire: Docs Freckles Oak (imp)  
Dam: Docs Desert Flame

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*Tonia Hobbs Photo*

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# When is my mare going to foal?

By: Patrick Brogan BSc BVSc MACVSc  
Resident in Equine Reproduction  
University of Utrecht

If you make the decision to foal your mare at home, it can be a very anxious and exhausting time!! I have known people who cancel all social appointments and are practically housebound, sometimes for weeks at a time. This does not need to be the case, and with a little information you can become very good at predicting when your mare is NOT going to foal. That's right, NOT going to foal, and understanding this subtle difference refines your ability to accurately manage your mares, minimise sleepless nights and attend the maximum number of foalings.

## Pregnancy Duration

Mares have a huge window of what can be considered a normal pregnancy length. Any mare that attains 320 days gestation is in my book at term, and I have had one mare foal at 372 days. However, to be fair, most mares foal between 335-345 days. The foal determine the day of birth and mare will determine the time, most often at night with peak foaling before midnight and another peak in the early dawn.

## Physical Signs

The most important point of ALL is DAILY PHYSICAL INSPECTION, preferably in the early evening as she draws close to her expected time. Noting how she changes physically from day to day is extremely useful. Some mares advance a little then take a step back, and then all of a sudden make a dramatic change in a day..... things are on the move!!!

If your mare does not exhibit most of the signs indicated it is unlikely she will foal that night.

## Belly Shape

Some claim that they see a belly drop, if you look from the front she will change from being really barrel shaped to more pear shaped. Also you can see a drop behind the sternum (breastbone). Also watch for plaques of pitting oedema on her belly, don't worry, it is just the weight of the foal restricting blood return in the superficial veins of abdominal skin. Mares can also get

swollen legs...just like pregnant women!!

## Change in Rump Shape and Tone

The hormone 'relaxin' is at work here. The sacro-sciatic ligaments (on either side of the tail) relax and you see the muscles on either side sink, this will be more obvious in some mares than others. I encourage a daily rump poking and tail wriggling session to see how soft the tail region is becoming, and as I say to my students "If it is like a 70's water bed.....she's close!". At this stage, attention to vulval relaxation is also valuable. In the final days most mares will exhibit significant lengthening of their vulva and smoothing of skin wrinkles in the folds of skin on either side.

## Udder Development

I have had clients ring in tears telling me their mare is aborting because she has udder development six weeks out from their due date. OK, significant udder development and real milk is a cause for concern, but many well-fed or fat mares will begin developing an udder and may have watery, clear to milky fluid that can be normal from six weeks before their due date. Initial udder development starts with firming and swelling above the nipples, but the upper portion close to the abdomen is still pretty empty and soft. As they get

closer, the whole udder enlarges BUT is soft and pliable. Most mares will 'wax', that is beads of colostrum (first milk) that can be seen sticking to the nipple. Some mares will even run milk, always check the hind fetlocks, if they are muddy and dirty on an otherwise dry day, perhaps the mare has run milk on her legs!

Checking the udder, for me, is most reliable to know when to start taking milk samples to refine further foaling prediction and when to put on/in the birth alarm. It can change drastically even through the course of one day. Again, rapid change is an indication of approaching foaling.

## TAKE HOME POINTS

It is how they change from  
one day to the next  
**RELY ON MILK VALUES!!!**

If it's a maiden mare then beware!



Test	Change Seen	Time to birth	Cost/Ease
<b>Sodium / Potassium Inversion</b>	Sodium decreases, Potassium increases and becomes higher than sodium	Usually 5 days give or take	<b>Sample to vet</b> - an expensive option if repeated often
<b>Calcium Rise</b>	Sharp Rise	Last 2-3 days, sometimes within hours	<b>Foal watch test kit</b> - moderate cost for 25 tests
<b>Sugar content of milk</b> (Patrick recommends this)	Early milk has 5-10% sugar, as birth approaches will jump to 20% or more	Last days. 20% Average colostrum 30% Good colostrum	<b>Brix refractometer</b> - Buy online moderate cost but once off
<b>pH of Milk</b> (Patrick recommends this)	pH of early milk 7.6 or, as drops below 7	Last 36-48 days	Cheapest - from chemist <b>Urine pH test strips</b> between 6-8



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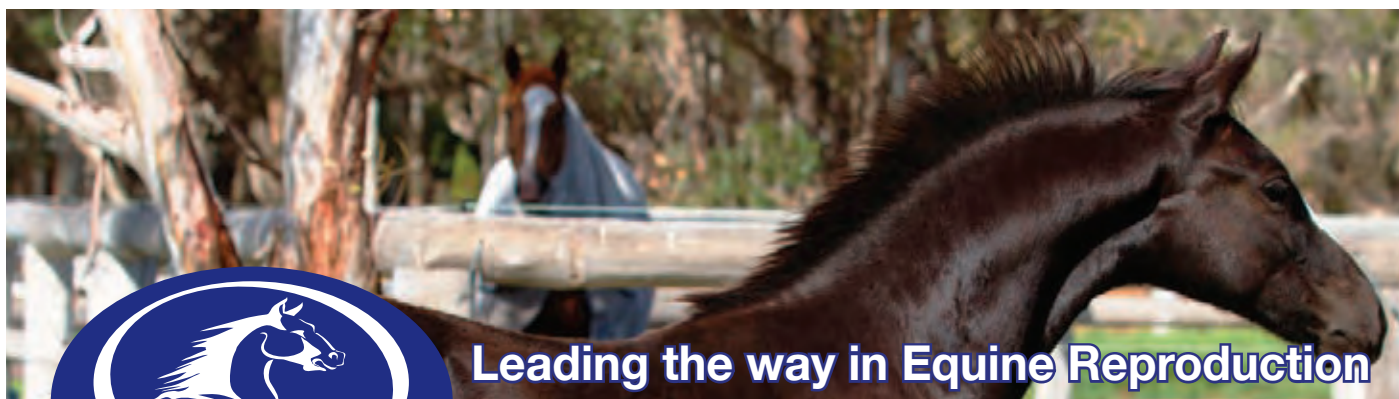
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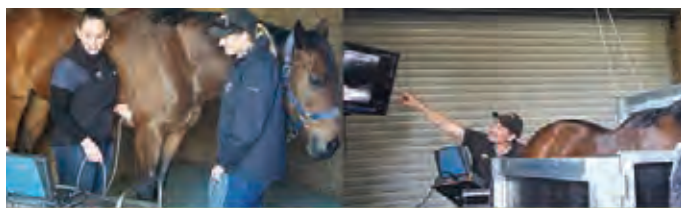
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