

# Spothorse Export Survey

July 2006

New Zealand is considered

*A great kindergarten*

for horses

## Contents

	<b>Page Number</b>
1.0 Executive Summary	4
2.0 Recommendations	5
3.0 Background	5
4.0 Introduction	6
5.0 Methodology	6
6.0 New Zealand Sporthorse Brand 2006	7
7.0 Value and Numbers of Sporthorse Exports	8
8.0 Markets	9
8.1 The Americas	
8.1.1 USA	
8.1.2 Canada	
8.1.3 Mexico	
8.1.4 Latin America - Argentina	
8.2 Europe	14
8.2.1 France	
8.2.2 Spain	
8.2.3 Germany	
8.2.4 Holland	
8.2.5 Italy	
8.2.6 United Kingdom	
8.2.7 Ireland	
8.2.8 Scotland	
8.3 Asia	18
8.3.1 China	
8.3.2 Taiwan	
8.3.3 Japan	
8.3.4 Hong Kong	
8.3.5 Macau	
8.3.6 Malaysia	
8.3.7 Indonesia	
8.3.8 Korea	
8.3.9 Singapore	
8.3.10 India	
8.4 The Middle East	20
8.4.1 United Arab Emirates	
8.5 The Pacific	21
8.5.1 Australia	
8.5.2 New Caledonia	
8.6 Africa	22
8.6.1 South Africa	
9.0 Emerging Markets by Geography	22
10.0 Emerging Markets by Horse Type	23
11.0 Market Constraints	24

12.0	Market Opportunities & Strengths	25
13.0	Market Competition	27
14.0	Sector Profiles	28
14.1	Eventers	
14.2	Polo	
14.3	Show jumpers	
Appendices	Market Factors	
	Eventers	
	Polo	
	Show jumpers	
	Endurance	
	Saddle hunters	
	Markets Map	

## 1.0 Executive Summary

New Zealand Sporthorses are exported throughout the world from the Americas to the Pacific, from Asia to Latin America. The NZ Sporthorse brand is usually Thoroughbred, is courageous, has stamina and is generally sound and durable. Private individuals who have campaigned Polo ponies, Eventers and Show jumpers with success particularly in the USA, UK and Australia have established the brand.

New Zealand is a small country and we like to think we *punch above our weight* in terms of performance in international sport. Over many decades New Zealand Polo, Eventer and Show jumper riders and horses have travelled to the northern hemisphere and performed successfully in international competition. The trailblazing by these pioneer Kiwi Sporthorse riders and horses has placed the New Zealand Sporthorse and particularly the New Zealand Thoroughbred, in the international spotlight. Being located far from many markets means high transport costs to send horses to the northern hemisphere. To counter this, the New Zealand dollar has often been low against other currencies and this has softened transport costs. A high NZD however, impacts on all exports, Sporthorses included.

The elite athletes, both equine and human who won Gold for New Zealand were the catalysts which created international interest in the New Zealand Sporthorse, from international markets. Private individuals who were successful in competition therefore, established our international markets. This has ensured continued interest in the NZ Sporthorse for Polo, Eventing, Show jumping and more recently, Endurance riding. Established markets in the USA, UK and Australia all have growth potential.

It has been a common theme of this survey that international markets were opened by top *performers* both top horses and riders. More recently, New Zealand has struggled to retain that top performance particularly in Eventing. It is believed that there is a lack of riders who will take regular and serious coaching, which is regarded as a key to improving exports. New Zealand desperately needs to lift riders both in performance and in discipline. Without commitment, riders will not undertake coaching to improve their technique, which is necessary to school horses well. Well-schooled horses is a key element to lifting export numbers both in the high-end market and for middle-market horses.

While TB's are sought after by overseas buyers in the Eventing and Polo sectors, there is an opportunity to purpose-breed cross-breds for specific markets. The NZ Sporthorse sectors will need to identify and promote good, proven bloodlines. A national registry of performance and breeding is needed to record NZ Sporthorse bloodlines for the future.

Selling horses to overseas markets and having them compete successfully is necessary to showcase the NZ Sporthorse *regularly*. Well performing horses owned and based in overseas countries will be noticed by locals and positively profile the NZ Sporthorse. It is equally important however, that New Zealand retains top horses for local riders to compete internationally. This can be done by syndication, which is not an easy task but should be tackled.

The New Zealand Thoroughbred industry has been taking initiatives in Korea, Singapore and Hong Kong. The NZ Sporthorse sector should work with New Zealand Thoroughbred Marketing; New Zealand Bloodstock and New Zealand Thoroughbred Breeders Association to see if there are opportunities to work together for mutual benefit.

Countries such as Canada have Asian countries such as China as a target market. New Zealand should not let competition from the other side of the world gain a foothold to markets in close proximity to us where we have advantage in transportation costs.

## 2.0 Recommendations

1. That the NZ Sporthorse brand is promoted by all in the industry sector. Strategies need to be developed and implemented through the industry users, including breeders and local and national Sporthorse organisations.
2. CNZS develop strategies to assist Sporthorses to be schooled to a higher level of performance for the export markets than at present. We need to *add value* to our horses.
3. That Counties NZ Sporthorse focus on three of the leading export types: Polo, Eventers and Show jumpers to assist focused breeding and schooling and enable increased export numbers of these types.
4. CNZS undertake workshops with the Endurance and Saddle Hunter types to identify/assist focused breeding and horse training and development.
5. That CNZS work with New Zealand Bloodstock and New Zealand Thoroughbred Marketing to keep appraised of international trade missions and other initiatives to improve Thoroughbred exports.
6. That USA and UK should be target markets and are promoted across the three leading sector types as such.
7. Marketing to Asia should be strategically planned to gain access particularly with possible links of initiatives by the Thoroughbred sector.
8. Individual Sporthorse Agents are already working in, export to Asia, and should be recognised and assisted wherever possible.

## 3.0 Background

The Counties Sporthorse cluster was initiated in 2004 with a study into the equine sectors of Counties Region. The Study identified three equine industry types: Thoroughbred racing; Harness racing and the Sporthorse sector.

Exports from the three sectors were identified as Thoroughbred sector \$135m per annum; Harness horses \$10.5m per annum and the Sporthorse sector \$18.8m per annum. The Study identified five leading Sporthorse export types: Polo ponies; Eventers; Show jumpers; Endurance/distance horses and Saddle hunters.

Counties Region has been identified as having a high concentration of equine businesses, international horse riders, coaches, course builders, officials. The wide range of skills and expertise identified in Counties has provided the basis for continued interest and activity in the Counties Sporthorse Cluster. Over the past year, this has culminated in the establishing

of Counties NZ Sporthorse ([www.countiesnzsporthorse](http://www.countiesnzsporthorse)) which will present its Trust Deed and Founding Members before the close of 2006.

## 4.0 Introduction

The exporting of Sporthorses is undertaken primarily either through Agents purchasing for specific markets or through top international riders with established networks and links, recommending and selling horses. Some Agents have strong relationships, which have been built up over many years and have sold horses *sight unseen* to overseas buyers. This illustrates strong relationships based on the overseas purchaser's trust in the NZ Agent.

This survey was initiated in response to the need to identify: specific and emerging markets; export constraints and opportunities across the five leading export types: Polo ponies, Eventers, Show jumpers, Endurance/distance horses and Saddle hunters. Four of the five types were identified in the *Counties Equine Study (2004)* as the *leading types* of horses, which are currently being exported. The fifth type, Saddle hunter, was identified as an emerging export type.

## 5.0 Methodology

This study has developed new market-specific data on Sporthorse exports through one-to-one interviews and other research including the *Counties Equine Study 2004*.

Other data, including competitors markets, which we are not currently targeting, have been identified as well as exporting constraints and opportunities. Some data was gathered through interviews with individuals who have lived overseas for significant periods of time and who were able to provide us with a different perspective of markets than exporters living in New Zealand.

- 1 Individuals were identified and chosen as who were most likely to be able to contribute to the survey. These included:
  - Exporters and Agents
  - International riders who sell/have sold horses
  - Breeders who sell horses to the domestic and international market
- 2 Respondents were surveyed mostly several times by one-to-one interviews and utilising telephone interviews and e-mail. All were contacted and interviewed personally.
  - The first survey focused on geographic markets and emerging markets across the five leading export types.
  - The second survey identified *Export Market Factors across* the five leading export types (Appendix 1).
  - The third survey requested information on numbers of horses exported to specific markets and the total value of those exports. These figures provided an average value for each type of horse to specific markets. This information

however, often reflects individuals' markets and has been retained by CNZS and is not available.

- 3 A follow-up questionnaire seeking clarification of markets including specific country regions/states and what grade of horse is sought after in those areas.
- 4 Historic knowledge of how markets were initiated was sought from suitable individuals.
- 5 Final clarification was sought where required.

## Relevant Documents Reviewed

CNZS Funding Application NZ Trade & Enterprise 2005

*Counties Equine Study 2004*

Equine Exports 2005: MAF Bio-Security Jos Vermunt 04 8190724

*Polo The Saville Cup The First 100 years 1989* T.P.McLean NZ Polo Association

*NZ Thoroughbred Marketing Newsletter 31 July 2006*

Other documents, media and websites

[www.craighavensporthorses.co.nz](http://www.craighavensporthorses.co.nz) NZ Breeders and developers

[www.bef.co.uk](http://www.bef.co.uk) British Equestrian Federation

[www.sporthorsegb.co.uk](http://www.sporthorsegb.co.uk)

[www.sport-horses.org](http://www.sport-horses.org) Scottish Sporthorse org.

[www.canadian-sport.horse.org](http://www.canadian-sport.horse.org) Canadian Sporthorse Association

[www.lchorsefarm.co.nz](http://www.lchorsefarm.co.nz)

[www.nzequestriansports.org](http://www.nzequestriansports.org) NZ Equestrian Sports (prev.NZ Equestrian Federation)

[www.equibreed.co.nz](http://www.equibreed.co.nz)

This was a most useful site for future breeding initiatives.

## 6.0 The New Zealand Sporthorse Brand 2006

### The New Zealand Thoroughbred

New Zealand is considered a clean country, good for raising horses, *a great kindergarten*. We are not however, capitalising on this by developing horses to a high level of performance for the top and middle markets. Both markets require well-schooled horses. We need to do better in this regard.

New Zealand's thoroughbred racing industry has exported almost 1700 horses to 16 different countries around the world during the past 12 months<sup>1</sup>.

Private individuals taking their racehorses to Australia, the UK, Dubai and Asia have developed the New Zealand thoroughbred as an international brand over decades through successful international campaigns. Progeny of great stallions such as *Balloch, Fairs Fair, Le Filou, Mellay* and others produced not only top class racehorses, but their daughters were potent broodmares and passed on the elements which make up the NZ thoroughbred brand as courageous, durable stayers which also perform well at middle distance.

---

<sup>1</sup> New Zealand Thoroughbred Marketing Newsletter 31 July 2006

Breeders in the past actively retained top performing fillies which ensured a foundation of New Zealand-bred mares which physically were described as 'lovely big roomy mares' which reflected a type of thoroughbred which is sought after by breeders internationally but which was a type distinctly adopted in New Zealand as representing the NZ Thoroughbred broodmare.

The New Zealand Thoroughbred is sought after by international Sporthorse markets. This is particularly in the disciplines of Polo, Eventing and Show jumping. The NZTB therefore, is an established brand not only in the TB industry, but also in the Sporthorse industry both as a performer and as sought-after bloodlines in cross-bred horses.

The NZ Thoroughbred has trail-blazed international recognition for both the NZ horse and NZ horserider. This has given profile to the NZ horserider as being brave like their horse, however with a few exceptions, often lacking in technique. In Eventing too, it has been often mentioned during this study that NZ riders need more coaching and discipline. Riders often rely on the courage of the horse to 'get over' (the fence), rather than taking a disciplined approach where technique has been mastered. In Show jumping, training the horse to have a high level of technique is not being attained. Riders instead rely on the athleticism of the horse to achieve a certain level of performance. Coaching of rider and horse is a key to developing the brand of the NZ Sporthorse to a higher level and adding value to the export of our Sporthorses.

The Thoroughbred remains sought after. The majority of the American team in the 2006 WEG were Thoroughbreds. New Zealand Thoroughbred Polo Ponies won virtually all major events in the UK in 2005. Over 90% of NZ Polo pony exports are TB's.

Private individuals have campaigned Polo ponies, Eventers and Show jumpers successfully in Australia, the United Kingdom and the USA. This has established the NZ Sporthorse as a brand in its own right. This brand is based on the success of NZTB<sup>1</sup> and markets remain predominantly for this breed. The future however, offers opportunities to expand the NZ Sporthorse brand to include cross-bred horses and breeders should be looking to proven, internationally recognised bloodlines in the stallions they choose.

## **7.0 Value and Numbers of Sporthorse Exports**

The estimated value of Sporthorses annually is \$18.7m.

This is estimated at an average sale of \$25,000<sup>1</sup> over the estimated number of Sporthorses exported annually = 750

$$750 \times \$25,000 = \$18,750,000$$

The domestic market in New Zealand can realise up to \$20,000 for a jumping 5yo Thoroughbred.

It is accepted that a top horse which has been trained to international standard can realise over \$100,000 NZD. These horses are special and are few in number.

---

<sup>1</sup> Counties Equine Study 2004

The average export sale of \$25,000 as identified above has been endorsed by this study. It is important for sellers to realise that to achieve sales of this figure and higher that horses must be outstanding individuals and highly trained.

What is important in terms of achieving higher export numbers and quality is that Sporthorse breeders and horse developers need to identify where their niche is in the Sporthorse breeding and developmental stage and focus on producing a quality animal for sale.

## 8.0 Markets

The success of New Zealand riders and horses performing in the international arena is recognised as the single most important marketing tool assisting the export of Sporthorses.

For decades New Zealand riders have competed in the disciplines of Polo, Eventing and Showjumping at the highest international level. More recently, NZ Endurance horses and riders have begun competing in Europe and The United Arab Emirates which has raised interest from buyers in those countries.

The export market is based on the New Zealand Thoroughbred. There are continued buyers for this type across Polo; Eventing and Show jumpers. The Saddle hunter market is more likely to be a TB cross while Endurance horses are most likely to be Arabs or Anglo-Arabs. There are an estimated 750 Sporthorses exported annually with around 75% of these being Thoroughbreds<sup>1</sup>.

It is recognised that access to markets in Asia are based on long-term relationship building. Two Coaches from Counties Region are engaged in training equestrian teams from China and Korea. This could provide opportunities to sell horses to those markets, particularly through those individuals as Agents.

Asia is the obvious emerging market for most horse types. Closer proximity to these markets is an advantage to New Zealand and also Australia, our close neighbour, who is also a competitor to us.

It is considered that the amateur young rider is the largest market. The horses need to jump up to 1.40m be quick thinking, brave and will look after a young rider. They do not necessarily have to go further than this. While outstanding young 3-5 year-olds of all breeds if they have *serious potential* are sought after in all countries.

---

1 *The Equine Industries in Counties Region: A Study to Determine Their Current Position* May 2005  
Town Centre Development Group p31.

## 8.1 THE AMERICAS

### 8.1.1 NORTH AMERICA - USA

Horses imported into the USA in 2000 for racing, competition and recreation is reported as 30,936 in number with a value of \$404,739,000 USD<sup>1</sup>.

#### 8.1.1.1 Eventers: Background

The NZ Thoroughbred Eventer was brought to the attention of markets in the USA with top riders and horses competing and winning the World Champs in 1978. Other riders and horses followed and all have contributed to successfully marketing the NZ TB as a courageous, consistent performer. Since then, markets for Eventers have steadily grown with the NZ-bred Thoroughbred remaining the leading breed.

#### Eventers: Markets

Some sellers of Eventers believe that the USA market is the strongest; others believe the strongest market is the UK.

Thoroughbreds are significantly the most sought-after breed for eventer export markets.

Some buyers will take cross-breds for middle range riders who feel more confident if the horse is not a full TB. The Amateur Rider market wants to be confident that the horse can do cross-country. They want a horse which will look after both rider and horse and can jump. They, with their trainer can deal with the Showjumping and Dressage. *Rideability* through good schooling is important as most riders are not going to reach the top.

#### Markets Geographical Specific

- West Coast – lower landed costs. All grades of horses
- East Coast - Philadelphia – middle of the road horses. All grades. This is a serious market for TB's. The East Coast is considered as the biggest market for Eventers.
- Virginia – All grades of horses
- Maryland – All grades of horses

#### Eventers: Market Requirements

Across all markets – *rideability* is important.

The market for Thoroughbreds has increased over the past six months. The trend previously was for buyers to favour Warmbloods because of the change in event rules.

This had caused the NZ market to decline for a period. Respondents stated that the tracks are now faster, making the ride intensified and more technical. It is considered that this will continue to favour the TB – requiring athleticism and speed, attributes that the TB has.

It is thought by some that there will be markets for TB cross Eventers in future, which will provide stronger performances in Dressage and Show jumping.

All grades of eventers are wanted in the USA.

Novice and intermediate horses need to have mileage and be easy to ride.

### 8.1.1.2 Polo : Background

A New Zealand Polo team made one of the first Polo forays into the USA in 1970 to Brandywine. This trip provided a showcase for the New Zealand Polo pony and was a major inroad into the USA market for exporting New Zealand Polo Ponies.

#### Polo: Market Requirements

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

The USA is a major market for Polo ponies as Polo is played all year round.

#### **Markets Geographic Specific**

The markets are everywhere with Florida, El Dorado California, Santa Barbara key places for Polo.

### 8.1.1.3 Show jumpers: Markets

The USA is the main market of Show jumpers.

Buyers want young horses with proven jumping bloodlines.

Horses which can do anything, have trainability and can jump 1.10m to 1.20m

**Competitors:** Show jumper buyers go to Europe where the horses are better trained – this is a big issue as NZ riders cannot or will not develop Show jumpers to a high level. The European Show jumper is usually a Warmblood of riding school standard. There are also many horses to choose from in one place.

## Showjumpers: Market Requirements

- 1 Horses which are 6yo and over, go easily and are rideable – these are difficult to find owing to lack of value added high training by NZ riders.
- 2 Horses which are 4yo untouched with good potential.
- 3 Scopey, careful horses with fantastic technique.

### Markets Geographic Specific

West Coast – provides lower landed costs. This market requires middle grade horse which can jump 1.10-1.20 with high rideability and well mannered.

New York – want crème of crème top horses

There are more Kiwis stationed in USA (as compared with other countries) coming back to New Zealand looking for horses to take back.

## Emerging markets USA

Schoolmaster Riding School horses are wanted in the USA.

Horses for amateur young riders, capable of jumping up to 1.40m. Rideability important, must be well-trained and uncomplicated.

### 8.1.1.4 Background :Saddle Hunters

Before the World Equestrian Federation developed rules, countries such as the USA, UK and South Africa simulated hunting fences for around the ring jumping. Show jumping was the first to break away from round the ring. The USA later ceased round the ring jumping and instead developed the Saddle Hunter jumping horse. On breeding, Saddle Hunters are often Warmbloods or cross-breds and should be purpose-bred. Talent is one of the most important elements for this Sporthorse type.

## Saddle Hunters: Market Requirements

Beautiful types, well trained with excellent jumping techniques. The discipline is recognised coast to coast across the USA and Canada. Market requirements are the same for each region.

Must be beautifully schooled, well balanced horses with excellent technique and bascule, superior movement and calm temperament.

Must be blemish-free and have had experience in this discipline. Must not be confused by cross-competing. Trainability and rideability important.

## 8.1.2 Canada

Historically, Canada has not been a significant market for the NZ Sporthorse.

### 8.1.2.1 Polo ponies - Secondary Market

Polo is played seasonally in Canada.

#### **Markets Geographic Specific**

Calgary

#### **Market Requirements**

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

### 8.1.2.2 Saddle Hunter Market Requirements

There is a market for the Saddle Hunter type of horse. This market is coast to coast and across each region, market requirements are the same.

#### **Market Requirements**

Beautiful types, well trained with excellent jumping techniques.

Must be beautifully schooled, well balanced horses with excellent technique and bascule, superior movement and calm temperament.

Must be blemish-free and have had experience in this discipline. Must not be confused by cross-competing. Trainability and rideability important.

### 8.1.2.3 Eventers

Canada is also a secondary market for Eventers, particularly the NZ Thoroughbred, selling to individuals in Toronto. These are Intermediate horses.

### 8.1.2.4 Show jumpers

Show jumpers have been sold to Vancouver – a Middle-grade horse which can jump 1.10m-1.20m. Well mannered and high rideability

## 8.1.3 Mexico

8.1.3.1 Show jumpers: There are some buyers in Mexico who purchase for the USA market.

## 8.1.4 Latin America - Argentina

### 8.1.4.1 Polo Ponies

Argentina is a major export market for Polo ponies.

#### **Markets Geographic Specific**

Buenos Aires

#### **Polo: Market Requirements**

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

## 8.2 EUROPE

Eventers: Buyers are aware of Thoroughbreds and any temperament issues. Some prefer cross-breds. Some buyers feel more confident if the horse is not a full TB.

There is a large European market for NZTB's - young horse improver.

Value: \$25-30,000 amateur market, 7-8yo with big bone. Freight around \$11,000

Bigger riders in Europe require bigger horses for Endurance riding. Anglo-Arabs would be ideal for this market.

Showjumping ponies: must be experienced and capable of jumping up to 1.35. Markets to UK; Europe.

## 8.2.1 France

### 8.2.1.1 Polo Ponies

France is a secondary export market for Polo ponies.

#### **Markets Geographic Specific**

De Ville, San Moritz

#### **Polo: Market Requirements**

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

### 8.2.1.3 Show jumpers

A breeder in France who has been to NZ and *loves* the NZTB. The breeder is seeking a NZTB to help breed better Warmbloods in France. He is looking specifically for one TB racehorse that jumps better than he runs. French Warmbloods lack athleticism, the buyer is looking to infuse NZTB blood. This is an opportunity to establish an NZTB jumping line in France.

## 8.2.2 Spain

### 8.2.2.1 Polo

Spain is a secondary market for Polo ponies.

#### **Markets Geographic Specific**

Soto Grandi

#### **Polo: Market Requirements**

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

### 8.2.2.2 Eventers

Top 2 grades of horses are wanted.

## 8.2.3 Germany

### 8.2.3.1 Polo

Germany is a secondary export market. Polo is played across all Germany.

#### Polo: Market Requirements

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

## 8.2.4 Holland

### 8.2.4.1 Eventers

Advanced horses are wanted.

### 8.2.4.2 Polo Ponies

Holland is a secondary export market for Polo ponies. Polo is played all over Holland.

#### Polo: Market Requirements

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

## 8.2.5 Italy

### 8.2.5.1 Eventers

All grades of horses are wanted. Mostly to Milan

## 8.2.6 United Kingdom

### 8.2.6.1 Eventers

All grades are wanted, all over the UK. There is a slightly larger market in London.

Some sellers of Eventers believe that the USA market is the strongest; others believe the strongest market is the UK.

#### Market Requirements

NZ Thoroughbreds; trainability; athleticism, courage speed and stamina.

### 8.2.6.2 Polo ponies

The United Kingdom is a Major Market

People come and play for their off season from the northern hemisphere stay for the New Zealand polo season Dec-March. Many of the grooms in NZ at this time are from the UK. Many players also come. Kiwi players all head up to the northern hemisphere in their season, most NZ riders take their own horses and sell them or winter them. Sell some and keep some, mostly in the UK. One or two to Holland a few in the USA.

#### Major Markets Geographically

The UK has Polo Clubs everywhere however key clubs include:

Guards	at Windsor
Cowdry	at Midhurst
Cirencester	at Cirencester

#### Market Requirements

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

### 8.2.6.3 Show jumpers

The UK is a secondary market for Show jumpers. Horses required are 1\* or 2\* with mileage.

Experienced Show jumper ponies are an emerging market - able to jump up to 1.35m.

## **8.2.7 Ireland**

### **8.2.7.1 Polo**

#### **Polo: Market Requirements**

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

## **8.2.8 Scotland**

### **8.2.8.1 Polo**

#### **Polo: Market Requirements**

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breds however these need to be well schooled.

## **8.3 ASIA**

The Asian markets are not strict with vetting and so a nice horse can be sold there. Prefer horses with bone and around 16hh.

### **Eventers**

Potential and emerging market. This is a market not tapped. Need to have a long-term relationship with Asian countries, this takes time.

#### **Emerging markets**

Grand Prix Showjumping ponies must be experienced and capable of jumping up to 1m.35.

Horses for amateur young riders, capable of jumping up to 1.40. Rideability is important, must be well-trained and uncomplicated.

Riding school horses – experienced Schoolmasters.

TB's are fine.

### **8.3.1 China**

The Chinese Olympic Team has been undertaking training in Counties Region.

#### **8.3.1.1 Eventers**

NZ Thoroughbreds, trainability, athleticism, courage, speed and stamina.

### **8.3.2 Taiwan**

#### **8.3.2.1 Show jumpers**

Rideability for fun competition. Middle-market horses.

### **8.3.3 Japan**

#### **8.3.3.1 Eventers**

NZ Thoroughbreds; trainability; athleticism, courage speed and stamina.

#### **8.3.3.2 Show jumpers**

### **History**

The Japanese market for Show jumpers was originated around 25 years ago when Olympic Champion John Cottle won Gold for New Zealand riding NZ Thoroughbred horses. John also went to Japan to open markets for the NZ Sporthorse.

Japanese markets were established but later ruined through greedy and unethical sellers who sold poor quality horses which caused this market to significantly decline.

Japanese buyers are swayed by the person who is exporting; they want top riders to give credibility to the horse being sold.

### **Show jumpers: Market Requirement**

Scopey, careful horses with fantastic technique. Need to be bred for the purpose.

### **8.3.4 Hong Kong**

#### **8.3.4.1 Eventers**

NZ Thoroughbreds; trainability; athleticism, courage speed and stamina.

### **8.3.5 Macau**

#### **8.3.5.1 Eventers**

NZ Thoroughbreds; trainability; athleticism, courage speed and stamina.

### **8.3.6 Malaysia**

#### **8.3.6.1 Endurance horses**

### **8.3.7 Indonesia**

#### **8.3.7.1 Show jumpers Market Requirement**

Scopey, careful horses with fantastic technique. Need to be bred for the purpose.

### **8.3.8 Korea**

New Zealand Bloodstock (NZB) has developed markets in Korea for the NZ Thoroughbred including having someone permanently located in Seoul for this purpose. In 2006 NZ Bloodstock and NZ Thoroughbred Marketing initiated a trade mission to Korea. The trade mission included horse feed which was well received. The NZTE office in Seoul assisted and a presentation to interested people was undertaken on Jeju Island located around 45m south of Seoul.

Korea currently has around 200 NZ Thoroughbred mares breeding racehorses. We have natural, clean country which is what buyers want horses to come from

#### **8.3.8.1 Eventers**

NZ Thoroughbreds; trainability; athleticism, courage speed and stamina.

The Korean Olympic team has being undergoing training in Counties with a local Coach.

#### **8.3.8.2 Show jumpers: Market Requirement**

Scopey, careful horses with fantastic technique. Need to be bred for the purpose.

### **8.3.9 Singapore**

Singapore is a secondary market for Polo ponies.

#### **8.3.9.1 India**

India is a secondary market for polo ponies.

#### **Markets Geographic Specific**

Jodhpur

## **8.4 MIDDLE EAST**

Middle East buyers want trust and experience from people they are purchasing from. The market takes time to develop and some deals take six months to come to completion and they will not commit until they are ready.

## 8.4.1 United Arab Emirates

The United Arab Emirates is an emerging market in Endurance/Distance horses. One sale of around 15 endurance horses sold to the Middle East at around \$20,000 each. Such sales empty out what we have in New Zealand as Endurance is a small sport in size with few producers. We need to differentiate NZ Endurance horses from Australia.

We could sell more pure-bred Arabs.

### 8.4.1.1 Endurance/Distance: Market Requirements

Horses must have talent, rideability and be sound.

The top endurance horses \$150,000+. Price is not an issue for a super horse. All Arab countries are interested in endurance horses and so there is a large potential market for anyone interested in breeding this type of horse.

Arabs and Anglo-Arabs are required and should be proven over 160km in reasonable time, speed is important. Young proven horses by proven bloodlines can sell. The Middle Eastern market requires capability to take in large amounts of oxygen and fine coats - both these attributes are necessary when undertaking Endurance in high temperature climates. The pure-bred Arab is therefore ideal; Anglo-Arabs are also suitable.

## 8.5 THE PACIFIC

### 8.5.1 Australia

#### 8.5.1.1 Eventers

Some younger horses are wanted.

#### 8.5.1.2 Polo

Australia is a major market for Polo ponies.

#### Markets Specific Geographic

Beau Desert, Gold Coast, Scone, Melbourne, Weribee, Windsor Sydney.

### 8.5.2 New Caledonia

#### 8.5.2.1 Show jumpers:

##### Market Requirement

Scopey, careful horses with fantastic technique. Need to be bred for the purpose.

## 8.6 Africa

### 8.6.1 South Africa

#### 8.6.1.1 Polo

### Market Requirements

Small, athletic, calm horse which is balanced, has a soft mouth, has stamina and is sound.

The Thoroughbred is the high-goal horse of international Polo competition. This is a specific and high end market.

There is a large pool of middle market riders who will buy cross-breeds however these need to be well schooled.

## 9. Emerging Markets by Geography

### 9.1 USA

- Schoolmaster Riding School horses are wanted in the USA.
- Horses for amateur young riders, capable of jumping up to 1.40m Rideability important, must be well-trained and uncomplicated.
- Saddle Hunter type of horse.

### 9.2 Canada

- Saddle Hunter type of horse.

### 9.3 Europe & UK

- Show jumping ponies. Must be experienced and capable of jumping up to 1.35m.
- Cross-bred horses for the middle market. These must be well schooled.
- NZTB bloodlines - specifically though performing stallions which can then be put to stud in Europe.
- Norway and Sweden are large markets for Eventers. Currently being exported from the UK.
- Europe - bigger riders require bigger horses for Endurance. Anglo-Arabs with size are suitable for this market.

## 9.4 Asia

All of Asia has potential for greatly increased Sporthorse exports. Japanese markets are opening again. Horses need to be easy to ride and honest.

- Grand Prix Show jumping ponies. Must be experienced and capable of jumping up to 1m.35 – good market in Japan.
- Horses for amateur riders, rideability important, must be well-trained and uncomplicated.
- Riding school horses – experienced Schoolmasters
- Eventers: Thoroughbreds – athleticism, trainability, speed, stamina, courage.
- Show jumpers – middle market, rideability for fun competition.

## 9.5 The Middle East

- Endurance horses, Arabs or Anglo-Arabs to the United Arab Emirates.

## 10.0 Emerging Markets by Horse Type

The *Counties Equine Study (2004)* undertook to identify growth and potential across the equine sector of Counties. The study identified three distinct equine sectors: The Thoroughbred; Harness and Sporthorse, each of which has distinctly different characteristics, structures and markets.

The *Sporthorse* sector of the *Counties Equine Study* identified five leading Sporthorse types for export: Polo ponies, Eventers, Show jumpers, Endurance and Saddle hunter.

This study has identified that there are four leading export types:

- Polo ponies
- Eventers
- Show jumpers
- Endurance/distance\*

Endurance/distance horses have ready markets, particularly in the Middle East. Supply is a problem with NZ-based buyers having to purchase from Australia for overseas clients. This horse requires a focus on breeding numbers and training Arab and Anglo-Arab horses for the market.

Saddle hunters are an emerging horse type which also requires a focus on breeding and training more numbers in New Zealand to enable export sales.

Additional horse types wanted by overseas markets have been identified. These are Riding School Schoolmaster horses and Show jumper ponies.

Markets and Emerging Markets by Horse Type therefore are:

### **Leading Export Horse Types**

- Polo ponies
- Eventers
- Show jumpers

### **Emerging Export Horse Types**

- Endurance/distance
- Riding School
- Show jumping ponies
- Saddle hunters and Saddle hunter-types

## **11.0 Market Constraints**

New Zealand is no longer considered a 'cheap' place to buy Sporthorses. Landed costs including VAT in the UK, acclimatisation, which requires horses be spelled before being able to be put into work all add costs for international buyers often in excess of 1/3.

Purchasing from Argentina and Ireland for the UK and European markets significantly reduces such costs. The Irish breeder has additional advantages as stud fees in Ireland incur no taxation.

Other Constraints:

- Lack of good riders to develop horses.
- Vetting is considered to be sometimes 'over the top' with some not sure if the vets are undertaking what buyers want or are taking the more expensive option.
- Sporthorse people need to work more collaboratively.
- Wages are considered by some, a high cost for an embryonic industry.
- Horses are often not prepared or presented well. Sellers expect to sell without putting in much effort. The venue horses are shown at needs to be top class e.g. jumping *in a sheep yard* does not encourage buyers to pay top prices.
- If sellers think the horse is to be developed and sold overseas the price often becomes unrealistic.

## **Polo**

We have a lack of riders who are able to develop Polo ponies to export level. High and middle-goal players want ponies which are well-schooled.

Current markets are under threat particularly from Argentina. There are a larger number of top players in Argentina than in NZ. Argentina has many top riders; subsequently the Argentine polo ponies are often better schooled than their NZ counterpart. High-goal players want TB polo ponies which is the top end of the market.

Our export market of TB polo ponies to the UK is in decline owing to high landed costs which add approximately 1/3 to the purchase price.

Low-goal horses become expensive with shipping from New Zealand:

NZ to UK costs \$NZD15,000  
Shipping from Argentina to UK costs \$NZD 6-8,000

Most of the 'rest of the world' Polo players are professional whereas in New Zealand the sector is still largely amateur in status.

## Eventers

There have been some poor sales to the USA in terms of soundness and lack of performance.

## 12.0 Market Opportunities and Strengths

- The NZ Sporthorse brand is strongly established whereas some of our competitors do not have brands. The Canadian Sporthorse Association for example is working to develop "*market awareness for the value of Canadian-bred equids.*" The NZ Sporthorse brand should be continuously pushed by NZ breeders and riders acknowledging proven bloodlines whether these are TB or other lines. As the export market desires NZTB bloodlines, these should be shown in cross-breds. At present many Warmblood breeders do not acknowledge TB bloodlines unless asked, instead calling their horses *Warmbloods*.
- NZ is considered not as difficult as Australia to show horses, we are smaller and can show for example, 10 horses within a reasonable area. Australia is larger and therefore more difficult.
- Organised Sporthorse sales where buyers and horses are brought together would provide opportunity for sellers to present their horses and buyers to purchase more horses within a shorter timeframe. CNZS Showcase Event in December 2006 is an opportunity for this.
- Some sellers report that our horses are generally considered lower priced than Australia. High transport costs from NZ add to the overall cost of exporting horses.
- Knowledge of Thoroughbred genetic traits is an advantage to breeders and for selling to international markets.

## Polo

- There is potential for cross-bred polo ponies to satisfy the mediocre player in Europe and USA. This is a large market however ponies need to be well-schooled.

- Our horses have more durability – Argentine horses ridden too hard early and only last until about 10 years. New Zealand (TB) horses are still performing at top, high goal level at 16-17 years.
- In recent times, Argentina has placed a 20% tax on horses leaving the country.

## Endurance/Distance

- Emerging markets in Europe and Asia, particularly of performing horses. There is opportunity to develop this market.
- An Arab stallion sold to New Zealand years ago has become internationally sought after owing to his bloodlines. Further research on this horse, his location and what interest there is in his progeny should be undertaken. For example, there is opportunity if this horse is sought after, to bring his bloodlines to Counties region by existing local breeders.
- The ruler of Malaysia competed in the South Island on a borrowed horse. This in itself implies an interest in New Zealand by potential Asian markets.

## Show Jumpers

- In the USA currently there are a number of New Zealanders who, if invited could facilitate increased markets and exports for the NZ Sporthorse.
- As we do not educate our top Show jumpers well enough, international buyers are tending to look for young, good potential horses. The opportunity is to add value by developing horses to a higher level. NZ needs better and more top riders to increase this export market.

## Eventers

- The Chinese Olympic team for Beijing has been undertaking training in Counties Region. There is opportunity to try and access the Chinese market through these people.
- The Korean Olympic team is also undertaking training in Counties Region.
- There is a potential amateur market in the USA. Not too high level rider able to jump 1.10m walk trot and canter and look after the rider.

## Saddle Hunter

- The USA and Canadian markets require a horse which is the epitome of *practical* well-schooled and attractive.
- There are markets everywhere for the Saddle Hunter *type* of horse, which goes well and kindly, ideal for the middle rider.

## Riding School Horses

- There is an opportunity to sell Riding School horses into Mexico, Singapore and Thailand as well as other countries.

## 13.0 Market Competition

- Australia is a competitor for New Zealand in all horse types to all our existing markets.
- Canada is targeting China as a market for all horse types; this is a long-term strategy by Canada. NZ exporters should be moving on this large potential market immediately.
- Argentina is an export market for NZ Polo ponies but is also a competitor with riders able to produce top horses. We have few riders able to develop horses to top potential. This is across all disciplines.

### **Polo**

Current markets under threat particularly from Argentina. There are a larger number of top players in Argentine than in NZ, subsequently the Argentine polo ponies are often better schooled than their NZ counterpart. Our export market of TB polo ponies to the UK is in decline owing to high landed costs which add approximately 1/3 to the purchase price.

### **Show jumpers**

Europe is one of the best producers of Show jumpers. New Zealand however, has an opportunity to regain the Japanese market which was established many years ago. At present Japanese buyers go to Europe for Show jumpers - want better horses for less money. New Zealand horses could fill this gap if we added value to our horses.

### **Endurance - Australia**

Australia is a constant threat. There are some huge operators for example in Queensland where a stud has 60 Endurance horses in work at any time. Also on the NSW/Victorian border is a stable which is funded by a Sheik which has a large team of endurance horses being developed.

The Canadian Sporthorse Association (CSA) has target markets which are also NZ markets, namely:

- The USA : horses suitable for FEI disciplines *“Brand recognition for Canadian-bred horses suitable for FEI disciplines by Quality Assurance programmes and national traceability and identification. Canada’s gene pool for Warmblood and Sport horse breeding is highly sophisticate due to breeders’ mandate to work collectively through single breed registries incorporated under the Animal Pedigree Act.”* This is unlike the USA and New Zealand where breeds are represented by a multitude of breed associations that have conflicting standards and rules.
- Argentina: The CSHA believes there is a *“lack of expertise at the mid and grass-roots levels of the industry”*. This is in contrast from information from the NZ Polo sector

interviewed for this Study. The Argentine government however has funding and opportunities for anyone interested in exploring this potential market.

- Australia: Canadian Warmblood and Sport horse stock and genetics to improve Show jumping and Dressage.
- China: Expertise in equestrian facilities and long-term programmes for increased participation in equestrian activities by the growing middle class.

## 14 Sector Profiles

### **Eventers:**

The NZ Thoroughbred has trail-blazed international recognition for both the NZ horse and horseman. The three disciplines of Eventing have profiled both New Zealand Eventing strength – in the cross-country phase and our weakness – in dressage. Traditionally, cross-country has required a courageous horse with stamina and speed. The Thoroughbred is noted for its courage and, with bold New Zealand riders, this combination has been hugely successful in international Eventing competition.

A few non-Thoroughbred people believe that changes to cross-country rules internationally will work to the New Zealand Thoroughbred's disadvantage. Animal Rights movements and concern about the rigours of cross-country on the horse have resulted in a push to reduce the difficulties of cross-country thereby advantaging the European Warmblood and cross-bred horses which are more proficient at dressage than the NZ team has demonstrated in the past.

Major exporters and NZ's international riders however, believe there will always be a market for the NZ Thoroughbred as an Eventer. Others believe that the Thoroughbred is important for breeding the Sporthorse both as a full-bred and cross-bred performer.

### **Polo:**

In 1891 the Badminton Library published a book which claimed polo to have origins earlier than 600 BC, when it was played in Persia and for thousands of years was an Asian pursuit.<sup>1</sup>

T.P. McLean asserts that polo became formally established in 1890 as a sport in New Zealand with chronological significant events contributing to growth of the sport. These events included trips to Sydney in 1938 to win the Australasian Gold Cup.

*Against the odds – and the expectations of Australians – the team won a final of such furious pace and rugged riding that the game has become the stuff of legends in NZ polo.*  
(McLean:p5)

In 1936 a line of 25 top polo ponies were valued in total at between 800 and 900 pounds (McLean:55)

In 1956 a privately funded visit to England was a watershed for NZ polo players in terms of technical advancement.

Mc Lean p5

*...it was apparent that all of the players, as to handicaps, had been greatly overrated, the team could have been considered to have failed in its primary mission of establishing that New Zealand standards were world standards. In fact, the tour achieved epochal importance as and when its members absorbed the superiorities of the curb bit and double rein over the snaffle and single rein of standard NZ equipment. With the curb, the pony turned on its hocks, with the snaffle on its forelegs..*

Visits to the USA of NZ polo ponies and riders in 1970 and again in 1988 raised the profile of New Zealand riders and horses.

The 1988 visit to Lexington, Kentucky was the first challenge to the USA since 1939 for the Westchester Cup, previously only played for between the USA and Great Britain which had defaulted, leaving the way open for a composite team of two riders each from Australia and New Zealand. McLean describes the event (p7).

*In a preliminary match, in which Bray (of NZ) was badly under-mounted, the composite team was trounced. In the match for the cup proper, the Anzacs, brilliant in the second chukka, unsettled the Americans by fine riding and excellent stickwork, and by the end of play had achieved a sensational victory by 9 goals to 5. It was then learned, to the general astonishment – though the players had been apprised beforehand – that the Westchester would in fact be determined on the aggregate of goals in the two matches. Sharp criticism was made of the Americans for using so slim and under-arm bowl a practice. Coincidentally, the Anzacs were warmly praised for elevating Down Under polo to so high a standing in world ratings.*

The Thoroughbred is recognised as the *most suitable mount* for the New Zealand game. Station hacks, Quarter horses and Arabs have all been tried and failed (McLean p8).

By the 1980's at least twenty New Zealanders were playing as professionals under patronage, mostly in the USA and England (McLean: p15). By the late 1950's and early 1960's selling NZ-bred Polo ponies overseas was becoming well established.

## Show jumpers

Top riders and horses such as John Cottle, Arturo, Rifleman were the early trail-blazers for NZ-bred Show jumpers and riders.

It is thought that our Eventers perform better than our Show jumpers. This is because the techniques of Show jumping require a high degree of education for the horses and we are not doing this in New Zealand. Instead we are relying on the horses' natural athleticism to jump rather than developing horses with Show jumping in mind.



# Polo

How would the markets rate these factors?

Are these the correct types?	USA	UK	INDIA	MALAYSIA	AUSTRALIA	EUROPE - Emerging
A High Goal						
B Low Goal	A B C	A B C	A B C	A B C	A B C	A B C
C Patron						

(Rate according to numbers, across each market, for each horse type eg how important is a patron horse in the USA market in terms of technique?)

1 – critical 2 – very important 3 – important 4 – useful – 5 – not important

<b>Performance:</b>	<b>Talent</b>	High goal – 1 across all markets: Low goal – 3 across all markets
	<b>Rideability</b>	1 across all markets
	<b>Consistency</b>	
	<b>Experience</b>	
	<b>Results</b>	4 across all markets
	<b>Technique</b>	

<b>Type:</b>	<b>Conformation</b>	
	<b>Looks</b>	
	<b>Size</b>	3 across all markets
	<b>Colour</b>	4 across all markets
	<b>Gelding</b>	prefer mares – exporting to UK and Europe prefer branded as 1% duty on the price of horse and freight is waived.

<b>Other:</b>	<b>Price</b>	
	<b>Soundness</b>	1
	<b>Age</b>	
	<b>Blemishes</b>	4
	<b>Branding</b>	

High goal and low goal horses – both need to have done miles and be calm and sound.

# Show Jumpers

How would the markets rate these factors?

Rating: 1-critical 2-very important 3-important 4-not important

	USA	UK	EUROPE	JAPAN	CHINA	KOREA	HK
A Grand Prix							
B Amateur	A B C	A B C	A B C	A B C	A B C	A B C	A B C
C Young horse							

## Performance: Talent

1 – across all markets

Rideability

1 – across all markets

Consistency

2- across all markets

Experience

3- across all markets

Results

2 -across all markets

Technique

3 -across all markets

## Type:

Conformation

3-across all markets

Looks

3-across all markets

Size

3 3 3 4 4 4 –across all other markets

Colour

3 4 4 4 4 4- across all other markets

Gelding?

4- across all markets

## Other:

Price

2-across all markets

Soundness

1- across all markets

Age

3- across all markets

Blemishes

3- across all markets

Branding

4- across all markets

## ENDURANCE/DISTANCE

4 Not important

3 Important

## How would the markets rate these factors?

2 very important

1 critical

Are these the correct types?      EUROPE      THE EMIRATES      ASIA

**A Experienced**      A   B   C      A   B   C      A   B   C  
**B Intermediate**      A   B   C      A   B   C      A   B   C  
**C young horse – no market for this**

**Performance:** Talent      1      Across all markets  
Rideability      1      Across all markets  
Consistency      3      Across all markets  
Experience      There is a yellow card which has the horses performances on it. All buyers want the yellow card.  
Results      Across all markets  
Technique      Across all markets

**Type:** Conformation      All are vetted so require good conformation

Looks      4      Across all markets  
Size      minimum 11hh. Across all markets  
Colour      4      Across all markets  
Gelding      prefer      Across all markets

**Other:** Price      4      Across all markets  
Soundness      1      Across all markets  
Age      6-11 – Super horse can be any age  
Blemishes      4      Across all markets  
Branding      4      Across all markets

## Saddle Hunters

How would the markets rate these factors?

1-critical 2-very important 3-important 4-not important

		USA			CANADA		
A	Schoolmaster	A	B	C	A	B	C
B	3* Potential						
C	Young horse						
<hr/>							
Performance:							
	Talent	3	1	1	3	1	3
	Rideability	1	3	3	1	3	3
	Consistency	2	2	2	2	2	2
	Experience	1	4	4	1	4	4
	Results	2	3	3	2	3	3
	Technique	3	1	1	3	1	1
<hr/>							
Type:							
	Conformation	4	1	1	4	1	1
	Looks	Goes hand in hand with conformation and is one and the same thing					
	Size	Across the board they must be 46hh + unless a one-off situation.					
	Colour	Of least importance other than skewbalds etc.					
	Gelding?	Buyers will judge the horse on quality first unless for breeding purposes					
<hr/>							
Other:							
	Price	Not important					
	Soundness	Very important and usually done with a vet check. Horses with miles on the clock will be taken into account for wear.					
	Age	Not interested in importing horses over ten years.					
	Blemishes	Again a conformation factor and vetting issue. Splints, scars etc. are not acceptable.					
	Branding	Prefer not to have horses branded for this discipline as it affects the conformational / aesthetic element.					
		Not everyone is concerned though.					

## Export Survey Map

	Endurance	Eventers	Polo Ponies	Saddle Hunters	Show Jumpers	Emerging
<b>Argentina</b>			Major export market: Key region Buones Aires.			
<b>Australia</b>		Younger horses wanted.	Major market. Key regions: Beau Desert Gold Coast, etc.			
<b>Canada</b>		Secondary market. Intermediate TB horses.	Played seasonally. Key region: Calgary. TB's & cross-breds.	Coast to coast markets. Must be well-schooled.	Small, erratic market	Saddle- hunter type of horse.
<b>China</b>		TB's Well-schooled				Eventers, well-schooled TB's
<b>France</b>			Secondary market. Key regions: De Ville, San Moritz. TB's		TB bloodlines in riding stallions.	Show-jumping ponies. Well-schooled cross-breds
<b>Germany</b>			Secondary market. All across country. TB's & cross-breds.			Show-jumping ponies. Well-schooled cross-breds
<b>Holland</b>		Advanced horses are wanted.	Secondary market. TB's & cross-breds.			Show-jumping ponies. Well-schooled cross-breds
<b>Hong Kong</b>		TB's well-schooled.				
<b>India</b>		Secondary market. Key region: Jodhpur.				
<b>Indonesia</b>					Careful horses, well-schooled. Purpose bred.	
<b>Ireland</b>			TB's. small, athletic horse.			
<b>Italy</b>		All grades of horses. Mostly to Milan.				Show-jumping ponies. Well-schooled cross-breds
<b>Japan</b>		TB's well-schooled			Careful horses. Well-schooled. Purpose bred.	
<b>Korea</b>		TB's well-schooled.			Careful horses. Well-schooled. Purpose bred.	
<b>Macau</b>		TB's well-schooled				
<b>Malaysia</b>	Performing.					
<b>Mexico</b>					Buyers who purchase for the USA market.	
<b>New Caledonia</b>					Careful horses. Well-schooled. Purpose bred.	
<b>Scotland</b>			TB's Small, athletic horse.			
<b>Singapore</b>		Secondary market.				
<b>South Africa</b>		TB's top end market. Cross-breds middle. Well schooled.				
<b>Spain</b>		Top 2 grades of horses are wanted.	Secondary market. Key region: Soto Grandi			
<b>Taiwan</b>					Rideability for fun competition. Middle-market horses.	
<b>United Arab Emirates</b>	Prefer pure-bred Arabs. Anglo-Arabs ok. Performing.					
<b>United Kingdom</b>		Leading market. All grades across UK Particularly London.	Major market. Key regions: Windsor, Midhurst, Cirencester		Secondary market 1* or 2* with mileage	Experienced show-jumper ponies able to jump up to 1.35m
<b>United States of America</b>		A leading market, particularly east coast. All grades	A leading market. TB's top end. Cross-breds if well-schooled	Saddle Hunters beautiful types, well-schooled	Leading market. Proven jumping bloodlines wanted.	Schoolmaster Riding School horses.