

Trakehner broodmare Brokerage Market

1. A successful model goes into the second round
2. Everything starts with Sternschnuppe...
 -a 20yo daughter by Hand in Glove XX, dam by Kassius She was located in Switzerland and her owner wished sb to breed with her
 - Starting a private contact tot he Trakehner breeding district RheinlandPflaz-Saar ,
 - The ideas of t he Trakehner broodmare Brokerage Market was born !!
3. First Steps
 - 09.3.2017 – Stenschnuppe went online –
 - . the pedigree aroused great desire
 - . the loaner helped with problems (transport/travelling costs...)
 - . Begin of april 2017 Sternschnuppe travels from Aachen to her loaner Roswitha Schmitz
 - . and is with the first insemination in foal to Lombardi (due 25.03.2018)
4. Think Big!
 - Peu a Peu more mares followed
 - In coordination with the office of the Trakehner Verband was following a nationwide tender Team
 - . Neel-Heinrich Schoof (second breeding manager of the Trakehner Verband)
 - . Erhard Schulte
 - . Mechthild Reitz
 - . First
 - Initial restraint and observation oft he project by the breeders
 - . During the early summer up today
 - Changing: high acceptance
 - . Pachtstutenbörse goes international:
 - First chats with foreign countries

5. Target Group – who should be addressed?

Lessor

- . Rider, whose sporthorse do not more compete
- . breeder who do not want to use their own broodmare for sometime

Loaner

- . breeder who want to fill up their own breeding with other bloodlines
- . people who want to breed their personal wish foal from a good broodmare

6. Pageviews within the first weeks after the Start (around 3 months)

7. Pageviews from the beginning until today (6 ½ months)

8. Start 01.10.2017

- . in round 2 (although before season) – in between 6 weeks so much views as in the whole time of the Brokerage Market 2017
- . more than 3000 visitors and interests!

9. Which Nations are interested in?

10. Result of the Brokerage Market 2017

- . More than 30 mares were offered
- . 7 taken back by the loaner (by their own wish)
- . 17 loaned

11. View to 2018

- . 28 mares are already online
- . 1 taken back
- . 10 already loaned
- . for 4 more, there are currently serious prospects
- . Forecast for 2018 is 40 – 50 mares

12. Construction of the Brokerage Market

- . simply kept database
 - Link on the Trakehner Verband homepage
 - Menu item on the breeding district homepage
- . all mares listed equal
 - Age
 - Size
 - Color
 - If she remains at the breeders Stud or can travel to the loaner

- Performance data
- Picture
- Discription
- Contact

13. Requirements

- . the mare must be classified by the breeder as suitable for breeding to the best of his knowlegde and belief
- . health status: A pregnancy must be ethically acceptable

14. Example for succesful mediation

- . Paruna
- . loaning in between a few hours
GP mare (succesful sport career)
By Graziello and Preussenprinzessin by Leonardo
Born 2001 / size 16.2 hands/ bay
Succesful jumping class M*
Dressage class L
Eventing VA **

15. St.Pr.u.Pr.St Verzeihung

- The most famous of the Borkerage Market 2017 by Camaro and Verantwortung by Leonardo
Born 2009 / size 16.2 hands,/ chesnut
Mare performance test 7,55
Mother of the champion mare Neue Bundesländer Süd (57points, perf.test 8,18)
- Auction foal Hannover 2017 - 20.000 Euro

16. Press relations

- Every succesful loaned mare receives a small report
- . Homepage
- . Facebook
- By request without name of the loaner

Stories are read with enthusiasm and build a plattform for new loanings

- . breeder build ideas
- . mares arouse desires

17. Costs

Initiated from breeder to breeder under the auspices of the Trakehner Verband

All services are in the honorary office

The brokerage broodmare market is also free in 2018!

18. Questions? Please talkt to us !

Pedigree question:

- . Neel Heinrich Schoof
- . Erhard Schulte

Others:

- . Mechtild Reitz

Yes we speak English

- . Please contact Gabriele Pothen

Contact details

www.trakehner-rlp.com

www.trakehner-verband.de

19. Have not translated (think the contracts have no value in the UK??)

- 20. We wish a good and succesful covering season 2018 and say THANK YOU to all who support the Trakehner Brokerage Broodmare market
- 21. Please d'ont hesitate to ask your questions

