

# Alberta Warmblood Sale Takes It Up A Notch

by Barbara Daley

Red Deer, Alberta - The new venue, Westener Park in Red Deer, Alberta, was an ideal place to showcase a selection of warmblood horses, which were offered up at auction during the third annual Alberta Invitational Warmblood Sale. Each year this event is run by a dedicated group of volunteers who are committed to ensuring the needs of their buying public are met. Their secret: they listen to their customers and they make them feel welcome.

Clearly their model is working. Not only were there several new faces in the crowd, but their most popular buyers make their way to the show office to obtain a bidders card too. *"I have bought horses at the warmblood sale the last three years and have been thrilled with the quality and the value. I look forward to coming back each year!"* said Laurie Cunningham of Indio, California.

Many of the consignors of horses had supported the sale since the beginning. To ensure a good cross section of horses were offered to the public, several new consignors were readily welcomed to the program.

The efforts of the sale committee started to ramp up several weeks in advance of the sale, when the horses were presented for assessment. The committee is diligent in engaging senior breed inspectors and industry experts for this task. That meant the people in the stands could be confident standards for conformation and ability were met.

*"I felt that the horses looked very good yesterday."* said Les Burwash, Coordinator, Horse Program, Government of

Alberta Animal Industry Division, and one of the inspectors for the sale. *"The concept of giving buyer protection and a selection process is the right thing to do."*

In addition, buyers assessed the horses through the chute and by trial rides over the course of the weekend. Amateurs and pros alike were drawn to horses bred for dressage or jumper, not to mention a good selection of fancy hunters.

A total of 29 out of 45 horses sold, which represented 64.4%. While this is a decline from 67% the year before, it represents an increase in actual numbers since more horses were offered for sale.

The top selling horse was Embassy, a lovely 2 year old Canadian Warmblood gelding, by the Holsteiner pedigreed Zangersheide stallion 'Cheops Z' and out of Cleveland Bay/Thoroughbred cross mare. This impressive youngster, bred by Gary Bredin and consigned by Sue & Don Maull, caught the eye of more than one enthusiastic bidder, finishing at a final price of \$30,000 Canadian funds.

More information on the sale can be found at [www.WarmbloodAuction.com](http://www.WarmbloodAuction.com)

## Sales Statistics:

Highest selling horse: \$30,000.00

Average selling horse: \$8,374.14

Total Sales: \$242,850.00

Horses offer for sale: 45

Horses sold: 29 or 64.4%