

EQUINE  HIPPIQUE
CANADA
**Breeders' Round Table
at the Royal**

by Barb Daley

Toronto, Ontario – The days and evenings at the Royal Agricultural Winter Fair are busy with grand events. The 2007 Royal is no exception as Canadian breeders of horses and representatives from equestrian sport meet with a special group of delegates from the Fédération Equestre Internationale, also known as the International Equestrian Federation or the FEI, for the Breeders' Round Table on Thursday, November 8, a facilitated discussion championed by the Equine Canada Breeds & Industry Division.

"The challenge of many horse breeders in Canada is to effectively promote them," said Susan Stewart, Equine Canada Breeds & Industry Division Coordinator, Export Market Development. "Their goal is to connect with both export and domestic consumers to market their horses for sale. In doing so, it is imperative that standards expected by today's buyer are known. It is also important that a connection with the consumer occurs in a way that will ensure good business practices and deep relationships, for now and in the future."

Canadian breeders or those with a stake in Canadian breeding are invited to enroll in the Breeders' Round Table. In the session, participants will have a face-to-face discussion with consumers and an important opportunity to meet with colleagues in shared industries to exchange best practices and to determine how business can be expanded.

The special guests will be a selection of FEI Delegates from Group IV. This will include representatives from Antigua, Barbados, Bermuda, Cayman Islands, Jamaica, Trinidad & Tobago, US Virgin Islands, and USA.

In addition, key stakeholders from the equine sport community will also be invited, as guests, to participate. This will include representatives from Dressage, Endurance, Eventing, Hunter/ Jumper, Pony Club, Reining, Para-Equestrian, Saddleseat, Vaulting, and Driving.

"The decision to include the guests from sport was simple," stated Barbara Daley, the Discussion Facilitator. "These guests are really our industry partners. They represent the leading trainers, riders and agents who do and can work with us to market Canadian-bred horses. The most successful breeding operations in Canada already have strong partnerships in place. It is important to not only acknowledge them, but to ensure they are a big part of the process of increasing our successes."

The Breeders' Round Table will take place on the Royal show grounds in Salon 108A & B (accessible from the Galleria) in the Direct Energy Centre at Exhibition Place. It will be held between 2:30 and 4:30 on Thursday, November 8th. Individuals who enroll will have an opportunity to make contributions to the Discussion Document in advance of the session and will receive a copy upon arrival. They will also participate in the Networking Package which will be distributed in the days following the Royal.

For more information or to enroll, contact Barbara Daley at barb@equineconcepts.com or 905-726-2057.

About Equine Canada Breeds & Industry Division

Equine Canada Breeds & Industry Division provides a structure for the more than 40 breed organizations operating in Canada to unite as a coalition under the national federation of Equine Canada. It provides a forum from which to seek and exchange information between Equine Canada, Canadian stakeholders, the Government of Canada and foreign entities. The Breeds & Industry Division works to promote and assist a vibrant equine industry and to affect policy in Canada. Breed organizations and industry partners share resources and expertise with unity of purpose to increase the long-term profitability of Canada's equine sector and ensure its future viability.

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