Canadian Warmblood Focuses On Export Marketing

by Barbara Daley

Ottawa, Ontario — Canadian Warmblood Horse Breeders Association (CWHBA) is pleased to launch the central components to its newly established Export Marketing plan. Presented during the 2007 Equine Canada Annual Convention, to delegates invited to represent the Breeds and Industry division on February 9th, 2007, it demonstrates a commitment to increase awareness of the ‘Made in Canada’ message.

A brochure which converts to a large poster, along with a companion pop-up display, will be featured in countries around the world earmarked as being strong candidates for exporting horses bred for the Olympic and related disciplines. These pieces feature images of Canadian Warmblood horses that have had success in these disciplines.

Starlet, the representative Jumper, is partnered with Tamie Phillips of Strathmore, Alberta, a short-listed member of the Canadian Equestrian Team. Starlet was bred by Tamie’s mother, Merle Gardner and is by Starman and out of Fiddler’s Frolic.

The poster child for Eventing is Willow, who is owned by Sandra Donnelly of Calgary, Alberta. Willow is by Wodan and out of Shimmery Glow by Pass ‘Em Up and was bred by Robert Coulthard. Sandra is also a member of the Canadian Equestrian Team and her string of three eligible horses consists entirely of Canadian bred horses registered with CWHBA.

The discipline of dressage is represented by Limestone Springtime, under Ashley Wright of Cedar Valley, Ontario. Springtime is by Good-times out of Limestone Stable Moonstruck, a Goldschlager 2 mare, and was bred by Kathie & Francis Groenewegen.

Other cameo pictures include a young foal, Act Casual bred by Jackie VandenBrink and Ann who competes actively in the Hunters under her owner Erin Nicholas. Act Casual is by Oxford out of Miss Marina, a Seawall daughter. Ann’s breeder is Ursula & Arthur Deuchler, and she is by Apache out of Pam by Perlkoenig I.
Coupled with the beautiful images, is an overview of the international standards CWHBA adheres to, along with a short history of the warmblood horse. Most importantly the brochure draws attention to the elements that go into the Canadian Advantage, such as vast fertile lands; experienced breeders, trainers and competitors; internationally renowned pedigrees; and ease of export. This message is conveyed in both English and Spanish.

These new materials will be featured at the Export Trade Missions hosted by Equine Canada throughout the world. They are also available to individuals outside of Canada interested in learning more about the Canadian Warmblood horse or members of Canadian Warmblood interested in offering this educational piece to prospective clients in other countries. Copies may be requested at office@canadianwarmbloods.com.

This initiative is partially funded by the Canadian Agriculture and Food International Program of Agriculture and Agri-Food Canada. Canadian Warmblood Horse Breeders Association is a member of Equine Canada Breeds & Industry and the World Breeding Federation for Sport Horses.

For more information on CWHBA, visit the website at www.CanadianWarmbloods.com

Royal Winter Fair Report

by Elizabeth Ciemniewski

Once again, the Ontario Chapter participated in the 2006 Royal Winter Fair with a CWHBA booth, kindly loaned to us by the Alberta Chapter. Interest in the booth was strong, with queries ranging from “what is a warmblood?” to “how do I register my mare?” The Wall of Fame featured Ontario and Quebec recent stallion licensees and SPT graduates, along with photos of horses from the Ontario CWHBA breed show and CWHBA-registered horses in sport. A TV, incorporated into the booth, was used to show stallion videos from the CWHBA roster.

Visitors to the booth eagerly took home copies of the inaugural issue of the national Breeders Digest and the 2006 Stallion Directory. There were also many inquiries about Canadian Warmblood horses for sale; interested parties were directed to check out the CWHBA web site. An objective for next year might be to have promotional material prepared for these eager buyers, listing current horses for sale.

The CWHBA booth at the Royal Winter Fair is an excellent opportunity to meet fellow breeders, and to put a face to our organization for horse breeders and owners not otherwise involved with the CWHBA.

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