



ESSA courier

No. 9 – January 2011

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The President's Editorial

Dear friends,

First of all, we can be happy about the work we did together last year and about all the projects and objectives we have for the new year.

I would like to send a very special thank you to Astrid von Velsen and the Marbach team, because their efficiency and their excellent connection with the Baden-Wuerttemberg Ministry for Agriculture allows us to get some financial and practical support. Without this support our presence at Brussels wouldn't have been possible, and wouldn't have been successful!

Of course, my thanks go also to Alexandra Lotz who is dedicated to our network, and whose efforts to make our cultural heritage recognised and protected are the red thread of our association.

All my best wishes are going to the stud directors, to the studs' teams, and to their families. For all of us I hope that 2011 will see more members affiliated to ESSA and that we will receive concrete support by the services of the European Committee.

I hope to see you during this year many times and especially at our General Assembly at Le PIN in Normandy on 3rd and 4th of May.

A happy, healthy and successful New Year,

Bernard Maurel



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The new ESSA website is online

After months of data collection, technical and financial issues, the new ESSA website www.europeanstatestuds.org started operating. It provides information about the background and the activities of the European State Studs Association.

Links to the websites of all partner studs have been established. There is also a section with information for members only. People interested in supporting the network can download our membership application form.

The website is offered in three languages: English, French and German. Other languages can be added if partner studs provide translations in their mother tongues.

Reception and exhibition “Horses – a European Heritage” were a great success

On 10th of November horses were in the centre of attention at the Representation of the State of Baden-Wuerttemberg to the European Union at Brussels. *“Horses – a European Heritage. The cultural heritage of Europe’s National Studs. Preserving resources, innovating traditions“* was the theme of the reception with opening of the equally titled exhibition, which attracted 170 visitors from politics and the horse sector.

In his opening words Rudolf Köberle, Baden-Wuerttemberg’s Minister for Rural Areas, Food and Consumer Protection, pointed out the significance of the state studs for the development of rural areas and complimented the curators for successfully presenting natural environments in the centre of the EU-metropolis.

Dr. Astrid von Velsen-Zerweck, director of Baden-Wuerttemberg’s state stud Marbach, demonstrated in her illustrative presentation the historic, actual and future significance of the stud as place of tradition, innovation and competence. She also introduced the European State Studs Association (ESSA), whose office is located at Marbach. 23 of Europe’s leading state studs from 13 countries have established a network and campaign for the preservation of their cultural heritage. Moreover, the studs cooperate in the fields of horse breeding, education, research, marketing and tourism. The exchange of genetic material facilitates the protection of endangered breeds. “To fulfil their various tasks, the state studs need to



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preserve their independence, which is not always possible in private economy” said von Velsen-Zerweck.

In his speech “Equine Research and Knowledge Transfer in Europe”, Dr. Ing. William Martin-Rosset, president of the INRA Equine Science Board, emphasised on the state studs’ importance as research partners and expressed his wish for more research projects of European scale.

Jan Tönjes, vice editor of the leading German equestrian magazine “St. Georg”, guided skilfully through the programme and in his position as moderator he drew interesting statements out of the participants of the panel discussion.

Dr. Alf-Eckbert Füssel, who in the DG SANCO unit of the European Commission is occupied with regulations for animal breeding and welfare, reported to have gained his first horse-riding experiences at the Saxon state stud Moritzburg. To the question whether a uniform EU-horse will be a breeding-goal of the future, he resolutely replied “No, the contrary is the case. Our aim is the preservation of biological diversity. Especially endangered breeds benefit from cross-border breeding and a reduction of bureaucratic obstacles between the European states.”

Elisabeth Jeggle, member of the European Parliament and originating from Baden-Wuerttemberg, invited the audience to visit the state stud on the Swabian Alb. “In Marbach one can learn a lot, especially when coming from Brussels. The stud works from yesterday today for the future.”

With regard to the lack of financial support Bernard Maurel, European delegate of the French stud administration IFCE and ESSA-president, provoked with the question, if the heritage of Europe’s state studs was less worth than for instance music or theatre.

In reaction Katerina Xethali, who in the EU culture programme is responsible for cooperation projects, announced that the European State Studs Association might be under the beneficiaries of future European funding. “The fish-economy already received a grant from the culture programme, maybe horses come next.”



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The evening concluded with specialities from Baden-Wuerttemberg's kitchens and vine cellars, which were enjoyed viewing the exhibition. It stayed at Brussels for two weeks and received a lot of positive feedback.

European Quadrille at the French horse fair "Cheval Passion"

With a „Quadrille of Europe“ ESSA is present at the French horse fair "Cheval Passion" at Avignon from 19th to 23rd of January. Representing more than 20 partner institutions from 12 countries, the German State Stud Marbach, the Suisse National Stud Avenches, the Slovenian National Stud Lipica and the French National Studs "Haras Nationaux" perform together with 16 stallions in the Gala-Show-Programme. Sportive Warmbloods from Marbach, congenial Freiburger horses from Avenches, impressive Coldbloods from France and baroque Lipizzaners give an impression of the diversity of Europe's horse population. The ESSA information stand provides information about the network and its partner studs.

National Stud AVENCHES out of danger!

The National Stud of Avenches, Switzerland, is saved - at least for a while! The Federal Council announced that it renounces to certain measures connected to a new exam of tasks. Following its advice, it is not necessary to apply integrally the costs reduction programme discussed before. In the controversial points of this programme the end of any subsidies for Avenches stud was planned. Different sources mention that the stud can therefore breathe. The Confederation shouldn't put in front the consolidation programme to discuss the institution, they said.

ESSA is member of the heritage organisation "Europa Nostra"

ESSA's application to become a member of the most influential European heritage association "Europa Nostra" was accepted by the board of the pan-European Federation for Cultural Heritage on its meeting held in The Hague.



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The association is welcomed amongst the growing network of heritage organisations regrouped under the Europa Nostra umbrella. Europa Nostra's prime mission, such as to influence heritage policy, campaigning for endangered heritage, recognising outstanding heritage achievements and raising public awareness is in line with ESSA's objectives. ESSA will both actively contribute to and benefit from trans-frontier exchanges of ideas, experiences and information, which are stimulated and co-ordinated by Europa Nostra.

For more information see www.europanostr.org

Meeting of the European Horse Network at Brussels on 17th November 2010

(by Bernard Maurel)

Just one week after the very successful exposition of ESSA at the Baden-Wuerttemberg representation at Brussels, ESSA through its president was attending a conference organised by the European Horse Network.

The European Horse Network (EHN) was formed on a Swedish initiative at the European conference "EU Equus" in 2009 at Upsala. One of the decisions of this conference was to create an informal network in between the existing organisations involved around horses at the European level. The Swedish Horse Council Federation (HNS) is the first organisation to be responsible for the continued work within the network. Chairman is Stefan Johanson CEO, HNS. The link to their website is: <http://www.europeanhorsenetwork.eu/Network.html>

This network has a very large spectrum of objectives :

- animal health and welfare
- exotic virus diseases
- breeding and husbandry
- transport and identification
- rural development and environmental impact
- education, research and development
- funding of the horse industry
- VAT and taxes



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If you look at the list of the first active members, you see how large is the idea, including important (and rich) racing societies as well as small (but dynamic) ponies breeding associations :

- **BHS** - British Horse Society
- **EEF** - European Equestrian Federation
- **EFTBA** - European Federation Thoroughbred Breeders
- **EPMA** - European Pari Mutuel Association
- **FECTU** - European Draught Horse Federation
- **FEI** - International Equestrian Federation
- **FEIF** - International Federation of Icelandic Horse Associations
- **HNS** - Swedish Horse Council Foundation
- **IFHA** - International Federation Horseracing Authorities
- **Pole-Filiere Equine** - representing the Network of European Equestrian Regions
- **UET** - European Trotting Union
- **WBFSH** - World Federation for Sport Horses Breeders
- **World Horse Welfare**

It is clear that this network intends to become a lobbying organisation, able to represent the horse industry in front of the European Committee. In this aspect, it could be in the future extremely useful to be part of it!

For the moment, the speakers were of the same level as the ones we had the week before:

- Introduction by Kris PEETERS Flemish Minister for Agriculture and Fisheries
- Economic impact of the Horse Industry in European Regions by Julie GIRLING - member of the European Parliament
- Social benefit of horses by Harald MULLER – FEI
- Horses are jobs and national heritage in Poland by Marek GRYBOWSKI – president of Hipica Polska, National Horse Industry Institute
- Social and cultural importance of the horse sector by Tore FYRAND – CEO Solvalla racetrack in Stockholm
- A multi-activity equestrian center: a model to copy for its organisation and funding by Jean-Pierre KRATZER – IENA Avenches



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- Small business and research opportunities by Frederic CHAUVEL - Pole Filière Equine France

These short talks were followed by a panel discussion: “How to promote rural development and employment opportunities in the EU regions through the horse sector?” with a Polish member of the European parliament and to representatives of Brussels DG Agri and DG Regio. Due to the lack of charisma of the moderator, that was not the highlight of the day ...! I was much more interested, and ESSA was much more concerned, with the speech of the Polish representative Marek GRYBOWSKI. He was clearly supporting the national studs of his country!

Despite the relative small number of attending people (around 60) this morning was a good occasion to meet a lot of European people involved in different sectors of the horse industry and to exchange points of views about the common problems we have. This concept is clearly the best to represent this economical sector in its diversity. That's why I propose that ESSA should be a member of such a network.

Structures and Business Operating Areas of European State Studs

(by Ann-Cathrin Doelzer, Van Hall Larenstein University of Applied Science)

In 2009 Ann-Cathrin Doelzer analysed structures and business operating areas of European state studs as Bachelor thesis at Van Hall Larenstein University of Applied Science. Data was collected through a questionnaire which was sent to 42 European state studs whereof 14 questionnaires were received back. It is evident that the conclusions drawn on basis of this limited feedback can't be representative but some tendencies become evident:

Structure

10 of the 14 studs are state owned businesses and have to report directly to the agricultural ministries of their country or federal state. State owned businesses have the advantage of being more independent from the market due to governmental subsidies but on the other hand are limited in their freedom of action and decision making.

Finances



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8 studs provided information about their financials whereof 4 get their main income through state subsidies. Irish National Stud, Swedish National Stud Flyinge and German State Stud Celle present the three studs with the highest turnover without receiving state subsidies. The comparably high turnover of the Irish National Stud is a result of breeding and selling thoroughbreds for horse racing. Flyinges' main business is the provision of educational programmes up to university level while Celle concentrates on the marketing of the studs' Hannoverian stallions, being on high demand.

Offered Service

Next to services directly connected to horse business such as training or sale 14 studs rent out their premises for events and also offer event organisation. Consulting and education courses are also important services. The infrastructure and resources of state studs allow a great diversified supply of service features without the effect of additional costs or effort.

Resources

Although the ratio of horses per employee varies from 1.46 to 10.7 between studs a correlation between the total number of horse and the number of employees could be found. Reasons for the great difference in horse/employee ratio are differences in financial resources as well as diverse standards of wages between countries. The size of operational land correlates with the total number of horses kept at a stud which indicates that probably the size of land is a limiting factor to the number of horses. It could also be a sign of equine welfare standards met by state studs.

Tourism and Events

The standard offers for visitors of European state studs are guided tours and carriage drives. 4 studs generate 10% and more of their income through tourism and events. For the German state stud Redefin tourism and events are an essential part of income. With 300.000 visitors per year the German state stud Marbach has the highest number of annual visitors. To attract visitors the location of the stud, the uniqueness of events and effective marketing strategies are key factors of success.

Cooperation

11 studs indicated to cooperate with other state studs in order to exchange experience and genetic material. Cooperating studs use to put funds together to execute projects one would not be able to execute individually.



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Service for breeders

11 studs run EU-insemination stations whereof 9 also offer the service of embryo transfer. Although the distribution of fresh and frozen semen over long distances is common procedure today 10 studs still provide service stations throughout the country or state.

Conclusion

The analysis shows that during the past years the traditional state studs developed to modern service providers. They are not only equine breeding institutions anymore. Next to services around the horse the studs offer visitor programmes and cultural events. However, most state studs still depend on governmental subsidies. Cooperation between the studs are already important tools, and will be even more in the future, to sustain at the market next to private equine businesses.

Excursion of vocational schools to Hungary

For the fourth time since September 2009 a group of staff and trainees of the vocational schools from France, Germany, Hungary, Slovenia and the Czech Republik met to exchange experience for the education of future horse professionals. This time, the destination was Hungary with Bábolna National Stud and the Pettko – Szandtner school at Tibor.

The School is unique in Hungary, because it isn't run by state subsidies, but financed by the "Shagya-Foundation" – a private trust which aims to offer talented riders a high quality education. Currently, 150 students visit the institution. The trust is financially supported by about 30 companies and the students pay a symbolic 50 Euros fee for food and accommodation.

The proximity to Bábolna stud makes it easy to combine theory and practice. The objective of the school is to open the students' minds for a unified Europe and to give them a complete knowledge about horses. The connection of traditional, current and future horse welfare is in the center of attention. The students can enhance their knowledge in in Shadwell (UK) and in Lewitz (Germany).



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At Bábolna, director Béla Mueller gave an overview on the studs' history and successful Hungarian horses and riders. The students toured the wintery white stud premises and had the chance to take a look into the foal stable. Different horses were introduced, for instance the stallion "Obeijan", the million-dollar-gift from Arabia. The students presented the multi-talented Shagya-Arabs in an evening programme.

A sightseeing-tour in Budapest and the World-Cup show-jumping event concluded the excursion programme. The last meeting of the project will take place at Muensingen and Marbach (Germany) from 12th to 16th of April.

For more information see <http://www.horsebreeding-partnership.eu/>

Country in focus: Sweden – National Stud Flyinge in portrait

Recently, a new director was appointed at Flyinge. The national stud of Sweden is now managed by Marianne Lilja Wittbom. We use this opportunity to take a closer look at Flyinge and to welcome Marianne Lilja Wittbom in the ESSA network.

Flyinge is the largest and best-known breeding station in Sweden and one of the world's oldest active National studs dating back to the 12th century. The stud is situated about 15 kilometers from Lund in the southern Sweden and was established in 1661 as a Royal stud by King Carl Gustaf X Sweden. Since 1661 we have shaped future equestrian traditions, this is still our vision and our mission.

Since 1983 Flyinge AB is owned by a trust and has a wide range of activities, including breeding of the Swedish Warmblood, equestrian sports, veterinary medicine, training and various events.

Flyinge Stud and breeding station

There are about 200 horses at Flyinge, of which around 30 breeding stallions are included in the Flyinge stallion program. The stud consists of a number of high-class brood mares and about 70 young horses. The best of them are used for breeding and the others are trained for school or for sale.



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Flyinge has a large number of high-class jumping and dressage horses. The stallions have a very good reputation worldwide, both in breeding circles and in equestrian sports. Demand for deep-frozen semen is increasing in Sweden as well as internationally, and Flyinge now exports sperm to about 10 countries.

Flyinge participates in an extensive cooperative breeding program with renowned breeders such as van der Lageweg in Holland, Landgestüt Celle and Haras de Brullemail in France. Flyinge also has cooperating partners in Italy, Spain and in the Nordic countries.

Training centre with traditions dating back over 200 years

Flyinge runs a university levels course in cooperation with the Swedish University of Agricultural Sciences. The course is aimed at future stable managers and riding teachers. The second year potential stable managers remain at Flyinge, while students going into riding schools continue their education at Strömsholm.

Flyinge also has a specially designed high school programme in hippology/natural sciences at Vipeholmsskolan in Lund. Every year 30 high school students are admitted to Flyinge where they also have the opportunity of living in modern student accommodation. In 2006 a Qualified Vocational Course started at Flyinge, specializing in the training of young horses. Students combine school studies with practice at established trainers.

Through the Academy Riding School talented students get the opportunity of applying for scholarship for studies at Flyinge. Scholarship students will receive training in work with horses at all educational levels in addition to in-depth studies in the areas of training and competition. The Academy's goal is to preserve the best traditions of horsemanship.

Events

Flyinge is host to clinics, seminar and courses within all equestrian disciplines at all levels and around the year. Experts from various parts of the world are invited to share their knowledge and experience at many of these events. Some of these clinics feature the "Flyinge Model", a system which is aimed at optimizing the training and developing the potential in young horses. Training and matching young horses is Flyinge's special profile.



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Flyinge offers five indoor arenas, a cross-country course, a race-track and outdoor rings as well as riding and driving paths, and is very well equipped for all types of courses and events.

ESSA dates 2011

May 3 rd -4 th	ESSA General Assembly at National Stud LE PIN, France
7 th October	Day of European Stud Culture at National Stud LIPICA, Slovenia