



WBFSH

WORLD BREEDING FEDERATION
FOR SPORT HORSES



2021 ANNUAL REPORT to the General Assembly

WBFSH DEPARTMENT OF Development

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INTRODUCTION

The Department of Development aims to support members in carrying out initiatives that encourage industry development and improve member services. This mandate reflects the long-term strategic plan of the WBFSH to continue to foster new initiatives with our members especially those that enhance sport horse breeding in general.

Our aims are to facilitate collaboration and exchange of knowledge, to develop our services to our members, and to strengthen the position of breeding within the equine industry.

ACTIVITY SUMMARY

Strategy for Member Collaboration & Governance:

This responsibility was transferred in part from the mandate of the former department of internal cooperation. It overlaps with our current member services mandate in that initiative related to Equis, the studbook services agency, World Breeding News, the official news organ of the organization and the Legacy Award, all sprung from discussions intended to enhance members services and the relevance of the WBFSH.

Member Services (World Breeding News, Equis, Legacy Award):

Good progress has been made in each of these areas.

WORLD BREEDING NEWS – The Tribune (opinion) articles have been well received and the number of contributors to those articles has increased. Thank you to those who have contributed. The studbook pages have widened the audience appeal of the publication since more readers see items with personal relevance. The WBN is an important organ for communication, aside from a low-cost communications device for member studbooks, it reaches a general audience as well. The opinion articles and headlines face the public and can be an effective method to address our social contract with them. This channel represents an important opportunity to justify our existence to governments and their agencies and to the public who may otherwise see only negative headlines.

EQUIS – The Equis initiative was intended to provide sophisticated studbook services to the smaller studbooks. There has been some uptake on this, notably our own studbook the CWHBA is currently transitioning to Equis. There are of course other service providers available, and our success in this initiative should be measured not just by signatories with Equis, but by the increased sophistication and inter-operability of studbook data systems, no matter who provides it. Other departments are



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leading genetic initiatives that will require data harmonization if it is to succeed. The “Equis” initiative is a necessary first step.

LEGACY AWARD – Industry sectors do well to recognize the imagination and drive of their pioneers. These individuals, who have contributed so much to sport horse breeding, deserve the recognition of their peers. However, this act of recognition serves two purposes, it celebrates success, but perhaps more significantly, it shines an inspirational light on former leaders. It is an overused but nevertheless true adage that progress is made standing on the shoulders of forerunners. Bringing attention to these forerunners may guide the actions of current participants.

STATE OF THE INDUSTRY - ANNUAL REPORT – This currently is our biggest initiative. The goals are to create an annual report that capture the activity in all sectors relevant to the sport horse breeding industry. As we have discovered in doing the research the number of relevant sectors is large! The inaugural edition we hope to have available in October. This edition will bring together mostly historical data, but will establish the format and scope for future editions. The main sections will include studbook demographics, market opportunities and challenges, regulatory requirements and a crystal ball section for future directions.

We have devoted considerable time this summer designing a survey tool that we hoped would collect information from studbooks and national federations. The reality is we have had very little response from either. So, this was a learning experience, we have already reconfigured the survey tools to improve user friendliness and we have a recommendation for the Board and General Assembly. Let us make the survey part of the annual report process. It only takes thirty minutes to complete, no doubt less in subsequent years. That way at least we will have reliable information on from the producer segment of the market. We also plan to reach out to the National Federations multiple times through multiple channels to get their attention. This may be more important than we think since the current response rate suggests they do not place much importance in WBFSH information.

Finally, we would be remiss if we did not acknowledge and thank our summer intern Dr. Ana Filipe who coordinated the tool deployment, data acquisition and data organization under a very tight schedule. We wish her every success in her career as a veterinarian and with her competition horse.

Collaboration with Dept of MARKETING, as well as SPONSOR AGENT for harmonized execution of projects

The former internal cooperation department was involved in the former marketing committee that has now been absorbed into the Marketing and Communications Department. This collaboration has continued, but the activities will be reported by that department. From our perspective, there has been significant progress made. The website development brings a fresh on-line face to the organization, the expanded multi-point approach for sponsorship suggests real growth potential in this area. The development of a marketing plan that recognizes the importance of pitching to the currently “un-horsey” set so that growth is not dependent on vertical relationships. This Department sees its State of the Industry Report as an important tool to highlight the investment opportunities for sponsors and for the curious an insight into the remarkable, if often overlooked, horse world.