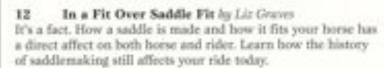


# **Features**

8 When Disaster Strikes by Jesome Massingham Devastating floods this spring in Kentucky remind us all that natural disasters can happen to anyone, any time. Read how one family's heroism saved most of their horses and how you can prepare for the worst in advance.





20 Salute to Sires: Spotted Saddle Horse SPOTTED ALEN AGAIN by Dealy Decker Lest you believe that beauty is only skin deep, meet a gorgeous, multi-titled, Champion stallion with strong, elegant movement, a sweet disposition, and a track

record for passing it all on to his get.

22 Breed Profile: Campolina by Puala da Silva Historically, hard work over difficult terrain has produced many good horses. Throw in the Brazilian demands of exceptional disposition, Iberian flair and smooth gait, and good gets even better.

26 Model of Perfection by Rhunda Hart Poe Walking Horse people talked and model horse mogal Peter Stone listened! Find out how and why his newest offering of a gaited model is patterned after a Naturally Gaited Tennessee Walking Horse.



30 Go the Distance: Getting Started in Endurance by Melanie Suswhite Do you and your horse have what it takes to compete in the extreme sport of Endurance Riding? You might be surprised. An enthusiastic and successful newcomer lays out every step of the way.

40 Standardbred by Birth, Racking by Gait and Speed by the Grace of God! in Jennifer C. Chisholm-Haibriten

When outstanding horses flame the passions of exceptional people, amazing things happen - and they happen fast! Speed racking Champ Susie Wright will blur your vision and steal your heart.

50 Horse Share: A Brazilian Take on the Horse Business by Rhonda Hart Poe

Faced with the problem of only a few stallions dominating the gene pool of the breeds he loved, an enterprising Brazilian took on a centuries-old industry with fresh ideas. Could they work here?

56 10 Steps to Confident Trail Riding by Joan Lucus. Ever get the feeling that others are more confident in the saddle than you are? There's more than just hope for timid riders, there are step by step ways to pick up the reins, take control and enjoy!



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THE GAITED BORSE

Fall 2004

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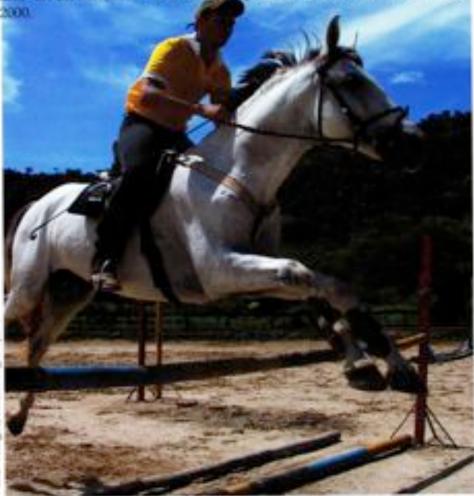
# HORSE

### A Brazilian Take on the Horse Business Could it work here?

Jeronimo Mesquita knows a good thing when he sees it. A Brazilian native, he has been surrounded all of his life by fine horses that the rest of the world is just beginning to discover and appreciate.

Jeronimo realized that few sires were being put to full use as breeding stallions. Other excellent stallions would serve only a few mares while the top two or three dominated the beeeding pool. His concern was that, given time, those few lines would come to dominate their entire breed, while other high quality lines would decline (along with their commercial value).

With 23 years of experience raising Mangalarga Marchador horses and sorking for companies that provide commercial service for the traditional Agricultural Market of Brazil, Jeronimo believed he had the skills to build his own company dedicated to developing new commercial channels for the Brazilian horse market. With the support of twelve traditional breeders of Mangalarga Marchador horses, two horse show judges and four official "certifiers" for the Marchador horse he officially launched Horse Share in March of



JEQUITIBA DO CAMPO REAL belongs to Jeronimo in partnership with Desempenho equestrian center and Lais Reis.

# 4

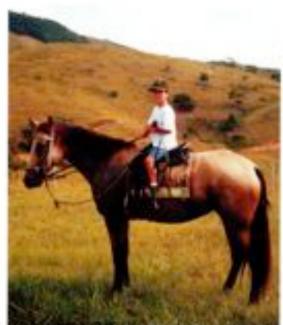
## New Solutions to Old Problems

HIS FIRST PLAN WAS TO CHEATE A "co-op" of top quality stallions, so that mare owners could purchase breedings for less than they could individually, and the stallion owners could book more mares. Horse Share works by creating a temporary "share" in the Multicondominio for a stallion, which the breeder can use for his mares. throughout the lifetime of the contract, typically four years. "Once we negotiated a big number for stud fees for (more than) one year, the price dropped," Jeronimo reveals, Jeronimo describes the Horse Share Multicondominio as a "special way to provide superior genetic access."

Horse Share's other business strategy is Brooding Analysis and Technical Support, Yes, technical support! Jeronimo is particularly proud of this phase of the business. "Our investment in Technical Support is important because it offers broeders, or anyone that wants a professional opinion (on a particular horse deal or breeding) access to top service and information without spending too much or being locked into one professional. We offer opinions about morphology, gait and the potential of each horse involved. We, in accordance with the breeder, produce a breeding/sales plan for that client. We also counsel breeders on marketing problems, some bloodlines don't have the same commercial appeal as others, which can really affect one's breeding program as a business choice. This unique service is very important to our company plan."

#### Start with a Bang

JERCERISO PRESENTED HORSE SHARE TO the public at the Brazilian Mangalarga Marchador Nationals in June of 2000, "We were the #1 sponsor of the event, with the biggest campaign in the horse market. We had shirts, hats, magazine and folders to show our trademark and ideas for breeders." That splash



IMO do CAMPO REAL ridden by Pedro Antonio Mesquita, sold in 2003 to a bugger in Oregon.

was followed in 2001. "We concentrated on the Mangalarga Marchador because they are the largest breed in Brazil, and we dominated the relations there." But even then, Jeronimo was wise to the bigger market and the company strategy included developing a website to sell the idea to the world. "We were the first horse business company to work on the web in this part of South America," he reflects.

The visibility paid off. "Soon we had contacts from all over the world," Jeronimo proudly says. "Poetugal, Germany, Argentina, and the USA." Their Tech Support got noticed as well. We received a business consult from the USA asking the difference between the Mangalanga Marchador and the Mangalanga Paulista (a separate breed which trots). The result was a 15-day trip for the inquiring party in which they were shown "almost everything in our country", and five groups, so far, after that.

#### Covering All Bases

CONTRACTS AND A PORMAL PROGRAM were drawn up and professional support people- from embryo transfer specialists to attorneys - were lined

up to be sure each breeder's experience ran smoothly. Jeronimo presents this example: "One small breeder has three mares and wants to have superior genetic material to use on these mares. He doesn't buy a stallion - that's expensive for three mares. He doesn't need to negotiate or lose time to find one "special stallion" - we do that for him. And we have an advantage of about 33% compared to the cost of a regular stud for. Our small breeder buys three temporary shares and has guaranteed breedings. to superior stallions for the next four years (for example)." Horse Share also provides all the paperwork for clients registering horses with

the Brazilian associations.

Horse Share also offers export services. "In 2003 we started an ambitious project," Jeronimo announces, "a treatment center in Rio de Janeiro to prepure horses to go to the US. We can prepure six horses ers to choose from and she decided for new ones, no problem," Jeronimo remembers.

Jeronimo's family farm, Campo Real, has 75 horses available for export, but he is happy to research other prospects for buyers, "I truly believe we have something special to offer to the US," Jeronimo continues. "Last year we had sold 27 horses from our ranch,"The most important strategy for us is to work with the best horses and the best professionals available in the market. Some good horses we have sold include FIESTA DO CAMPO REAL and NINIA DE SÃO JOAQUIM (to Rancho de Los Cielos, CA), SAMA JANAÍNA and her filly Aerial (to Marchwind Farm, GA), LUA DO CAMPO REAL. TRAITUBA ZUMBIDO and IMA do CAMPO REAL (to Cascade Marchadores, OR). Perspective

"We were developed by Iberian people, the Portuguese, who had, maybe the most important horse sense in the old times," Jeronimo muses. "That along with the size of our country, and the work expected

The most important strategy for us is to work with the best horses and the best professionals. Jeronimo Mesquita

at a time and soon will be able to export 12 horses every 60 days." The treatment is for Piroplasmosis, a parasitic disease endemic to Brazil (and many other countries) that must be eradicated before a horse can be imported to the U.S. "We are working on ways to make freatment easier. including a recent agreement with a University to develop a easier and faster way to treat the horses," Still, not every horse clears the pirosplasmosis test, despite treatment, so it is critical to have several to choose from in the event one's first choice doesn't respond to treatment.

Having alternative horses available is a good idea for other reasons. "Once a customer chose two mares by video, but then she preferred to change those, so we gave her 20 othof the horses built a very versatile horse. The King ranch introduced the Quarter horses in Beazil, 30 years ago. Now they are a great success here, too. It's time for the Marchador to discover America and for America to discover the Marchador!

Horse Share currently handles Brazilian Arabians, Quarter Horses, the Brazilian Hunter Jumper (called the BH), the Campolina, Pampa (pinto) and of course, the Mangalanga Marchador.

For more information on Horse Share email: horseshare@horseshare.com.br or phone (011-55) 21-38130924 (Brazil). For more information in the US on the Marchardor see our listings on

page 35.