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# THE GAITED HORSE

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**Disaster  
Strikes**



Saddle Fit ♦ Confident Riding ♦ Go the Distance

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# HORSE SHARE

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

*Jerônimo 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.*

Jerônimo 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 breeding 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 working for companies that provide commercial service for the traditional Agricultural Market of Brazil, Jerônimo 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 2000.



*JUQUITIBA DO CAMPO REAL belongs to Jerônimo in partnership with Desempenho equestrian center and Luis Reis.*

## New Solutions to Old Problems

HIS FIRST PLAN WAS TO CREATE 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 Multicondomínio 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," Jerônimo reveals. Jerônimo describes the Horse Share Multicondomínio as a "special way to provide superior genetic access."

Horse Share's other business strategy is Breeding Analysis and Technical Support. **Yes, technical support!** Jerônimo is particularly proud of this phase of the business. "Our investment in Technical Support is important because it offers breeders, 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

JERÔNIMO 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 buyer 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. "Portugal, 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 Mangalarga Marchador and the Mangalarga 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 FORMAL 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 fee. 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 prepare horses to go to the US. We can prepare six horses

*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 treatment 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 piroplasmosis 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 oth-

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 PIESTA DO CAMPO REAL and NINJA 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

of the horses built a very versatile horse. The King ranch introduced the Quarter horses in Brazil, 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 Mangalarga Marchador.

**For more information** on Horse Share email: [horseshare@horseshare.com.br](mailto:horseshare@horseshare.com.br) or phone (011-55) 21-38130924 (Brazil). For more information in the US on the Marchador see our listings on page 35.