

## **EQUINE BREEDERS SEMINAR FOCUSES ON EXPORT MARKETING**

Ottawa, Ontario — Breeders of horses in Canada enjoy unique advantages found nowhere else in the world. As Canada is geographically vast, breeders must draw on unique solutions that will consolidate their efforts so that they can leverage off of these advantages to become a leading exporter of horses to the world.

On Friday, February 5, 2010, a free export preparedness seminar will be held from 9:00 a.m. to 1:00 p.m. at the Sheraton Montreal Hotel in Montreal, Quebec, in conjunction with Equine Canada's Annual Convention.

"This seminar is the first of a few seminars that we are planning to offer at various locations over the coming weeks," said Susan Stewart, the Equine Canada coordinator for export market development. "We have excellent resources and tools available to Canada's horse breeders. These are benefits that are available to them as a result of their membership in breed associations that are affiliates of the Equine Canada Breeds & Industry Division, and it's important that we share them."

The February 5th seminar will have a short format with an abundance of information, including a look at what the national equine industry looks like and how it measures up internationally; a presentation by Convention sponsor Gencor on INRA Freezing, an advanced technology for semen freezing; a working session to identify Canada's value proposition, the first step in establishing a Made-in-Canada message; and a review of projects where the Equine Canada Breeds & Industry Division are partners in export marketing.

The seminar will also include a presentation from Fédération équestre du Québec, the provincial association that is celebrating its 40th anniversary, providing an overview of a recent Quebec research study and census, and how these findings will lead to opportunities to host incoming trade missions in Quebec.

For more information or to enroll, contact seminar organizers Susan Stewart at [ssewart@equinecanada.ca](mailto:ssewart@equinecanada.ca), tel: (613) 286-9394, or Barbara Daley at [barb@equineconcepts.com](mailto:barb@equineconcepts.com), tel: (905) 726-2057.

This initiative is partially funded by the Agri-Marketing Program of Agriculture and Agri-Food Canada and is in support of Canada Brand for food and agriculture.

### **SPEAKER OVERVIEW**

**WHAT DOES THE NATIONAL EQUINE INDUSTRY  
LOOK LIKE AND HOW DOES IT MEASURE UP  
INTERNATIONALLY?**

**SPEAKER: SUSAN STEWART, EQUINE CANADA  
COORDINATOR, EXPORT MARKET DEVELOPMENT**

As the liaison between Equine Canada's

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member breed associations and Agriculture Canada's export market development program, Susan brings unique opportunities to Canadian breeders that will strengthen our position as international exporters of horses and genetics. The first steps in marketing are to review the resources available and to understand the target market. Susan will provide an overview of the latest research in Canada and explore the target markets of the various breeds along with the opportunities for export development in 2010 and 2011.

### **FÉDÉRATION ÉQUESTRE DU QUÉBEC SPEAKER: RENÉE LEVESQUE**

FEQ, the federation for our host province is celebrating its 40th anniversary and has news to share on recent member benefits, including programs in support of breeders. Renée will provide an overview of a recent Quebec research study and census and explain how these findings will lead to opportunities to host incoming trade missions in Quebec.

### **INRA FREEZE — TODAY'S MOST ADVANCED SEMEN FREEZING TECHNOLOGY SPEAKER: JOHN WIEBE, MSC., GENCOR IMV BUSINESS DEVELOPMENT MANAGER**

Find out how recent breakthroughs in semen freezing technologies will be available to Canadian breeders and how it will affect the export of equine semen from Canada.

### **EXPORT MARKETING PARTNERS AND CANADA'S VALUE PROPOSITION, A WORKING SESSION SPEAKER: BARB DALEY, EQUINE CONCEPTS**

Review recent export market development projects, find out about the current status of these projects, and participate in an idea exchange on how to bring these projects to completion. Projects include the development of three key export tools: the "Canadian-bred Horses for Sale.ca" website, a Breeds and Industry branding initiative and the Breeders' Round Table 2007. Canada's horses of all breeds have unique advantages found nowhere else in the world. Environmental and rearing practices not available to many countries of the world produce a superior animal. Let's work together to identify this unifying value proposition, and participate in the first steps of establishing a compelling Made-in-Canada message.