

Making The Case For Cal-Breds



From the Executive Corner

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by SUE GREENE

The California Thoroughbred Breeders Association (CTBA) recently concluded its Northern California Yearling and Horses of Racing Age Sale at the Alameda County Fairgrounds in Pleasanton on Aug. 16. This year's catalog featured 106 yearlings, while new to this sale were 19 horses of racing age.

The CTBA has worked diligently to supply a marketable venue for breeders to showcase their yearlings. By representing the breeders in the state, it strives to provide a sale showcasing California-breds while keeping within a practical budget.

This year, several improvements were made, including better portable stabling, as well as spacious showing areas with ample room to view yearlings. The CTBA's sale committee annually places the date of the sale on a non-racing day to allow trainers every opportunity to attend.

This year the CTBA also provided a hospitality booth with current information regarding the owning, breeding, registration, etc., of a Thoroughbred racehorse. Past President and current board member Leigh Ann Howard, along with long-time CTBA member Nancy Easton, gave out CTBA fliers and cold water when answering questions asked by those who stopped by the booth. The cold water was very well received on a hot day in Pleasanton!

With a declining mare population and fewer foals produced in the state, there is a need and demand for a sale venue in the north. The CTBA's staff, as well as the sale committee, put in countless hours to provide an attractive catalog that would entice trainers to come see what was on offer; taking into consideration that the sale is a service to breeders and thus open to all yearlings.

With the success of the new Maiden Bonus Program, California-breds have proven to be a very attractive product. The return on investment has brought trainers to sales looking specifically for Cal-breds. Breeders can now see how important it is to provide a desirable, well-proportioned and correct individual for sale to potential buyers. The individuals who were present and sold well at this past sale were a good representation of the young horses whom trainers are looking to develop. Numerous top runners have come from this sale, such as Bai and Bai, Autism Awareness and Sierra Sunset, to name only a few.

Last year, the auction pro-

duced two-year-old stakes winner Sherman Bartlebert, whose full sister topped this year's sale at double the price of last year's sale-topper. There was a 17.3 percent increase in the overall average from 2010. As the average sale price rose, the number of horses not sold fell from 53 (2010) to 39 (2011). The highest priced colt, by Stormin Fever, brought his owners nearly three times his stud fee. Nice and correct, well-balanced individuals rewarded their breeders with decent prices.

The sale was well represented with young sire power through yearlings by leading freshman sires Awesome Gambler, Don'tsellmeshort and Scat Daddy, as well as young sires Bedford Falls, Crossword, Lucky J. H and McCann's Mojave. As a breeder and consignor to various sales myself, I know all too well the importance of having a balanced, well-prepared yearling. I am also very pleased with both how well our Cal-bred yearlings are being received and for the ever increasing demand shown for Cal-breds.

I believe we have an opportunity to continue to move forward and develop this sale venue to help promote and sell Cal-bred yearlings through the diligent, hard work of our breeders, owners and trainers. The CTBA will continue to assist the breeders with a well-received venue to market their product. We will continue to strive to keep this opportunity available through careful review of foal inventory as well as the budget allocated to help support the breeders. I hope to see more participation next year as the public becomes more aware of the tremendous value of owning and racing a Cal-bred! 🐾



Sue Greene (right) with the \$40,000 sale-topper at this year's Northern California Yearling and Horses of Racing Age Sale whom she bred in partnership with James Eaton (second from left).

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