



Guardian of the Thoroughbred

The Amazing Story of the Thoroughbred - Spring 2023

Introduction

This EFTBA Project aims to follow the amazing story of the thoroughbred through what will be a visual promotional campaign. The EFTBA hopes to showcase best practices of equine health and wellness on thoroughbred stud farms across Europe as well as celebrating the high standards of care given by European breeders to breeding stock and young thoroughbreds.

Take Pride In Your Country's Thoroughbred Industry

The EFTBA country members can take pride in their thoroughbred industry by engaging with their respective association breeders and encouraging them to take part in the first of a kind pan European promotional campaign for thoroughbred breeders across Europe's breeding nations.

How To Contribute

Thoroughbred breeders and stud farm owners can contribute by capturing footage; be that photographic (camera and /or camera phone) videography of the journey of European thoroughbred foals from the point of conception to them growing into young healthy thoroughbred, whilst highlighting the many 'green' credentials, including grassland management, sustainability and biodiversity of the European Thoroughbred Industry. Footage illustrating how management practices may vary subtly to meet the requirements of the horses in each location, relative to the climate and pasture etc. would be most welcome

Stud Farms & Breeders Playing Their Part

A range of breeders and thoroughbreds can be showcased in each county, instead of following a single horse's journey. This will ensure the project is not too onerous on any one stud farm and provides a rich tapestry of case studies. Willing participants should be advised at the start of the engagement process that all submitted content will be used by EFTBA on its website and social media platforms and maybe carried across European thoroughbred industry media and social media. It is at the discretion of each member country as to who they approach to take part and it is the stud's decision whether they wish to submit content anonymously or be identifiable.



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What's The Next Step

All captured footage is to be submitted to each respective county's breeding association, who in turn will forward to the EFTBA secretariat contact@eftba.eu. A small working group has been assembled to support the EFTBA Secretariat with editing and approving final materials for circulation for video production. Once released by the EFTBA, we encourage all country members to circulate it comprehensively; tagging the EFTBA across its social media platforms using the EFTBA tagline of #guardianofthethoroughbred.

Footage Submission Deadline

All captured footage is to be with the EFTBA Secretariat by **19th May 2023**. During this exciting project, please note the Secretariat and the Working Group is here to support all country members regarding any element of the process. Simply email contact@eftba.eu with any questions or concerns.

Footage Capturing - Milestone Guidelines

- First mare's embryo scan
- Heartbeat scan
- Foaling/first day
- Handling/relationship with stud staff
- Routine farrier work/conformation assessment
- Routine treatments/worming
- Foal registration process (veterinary practices, microchipping, capturing of foals' markings)
- Introduction to other mares and foals
- Groups of mares with foals and established groups of foals at play
- The benefits of grassland management for rearing horses and how these practices can also enhance biodiversity and optimise carbon sequestration, highlighting the 'green' credentials

Footage Capturing - Written Captions

While capturing footage; be that photographic or videography, we would ask all contributors to document the following;

- What is being done
- What is its purpose
- What are the benefits for the foals and or what is the benefit to the grasslands from a biodiversity and sustainability perspective