Managing the Commercial Studin Australia

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The nature of the standardbred breeding industry in Australia:

- Rapidly changing compared with Thoroughbred industry.
- Early adopters of new technology.
- Large number of customers from diverse backgrounds.





* 2000 Acres

* 25 staff

- * In 1998/99, 7 stallions bred:
 - 700 mares on farm
 - 600 mares by transported semen (Australia & New Zealand).





* Stallion books restricted to 125 mares.

* No imported semen or shuttle stallions.

* Quality of stallions.

* All mares served on-farm.





- * Open Books (since 1997)
- * Use of imported frozen semen.
- * Shuttle stallions.
- * Assisted Reproductive technologies Embryo transfer.
- * Quality of stallions equal to North America.
- * Semen Transport Australia & International





* Mares stay at home - farm management implications.

* New Zealand - Quarantine issues.

* Dealing with transport companies.





- ** Open books now make the best stallions available and affordable for Australian breeders.
- * Selecting commercial stallions
 - Trends HOT sire lines in Australia & USA
 - Breeder Demand
- * Shuttle Stallions importance of standing in US/ Canada.



The Future...

* Open books ???? - 500 + mares.

* Imported frozen embryos.

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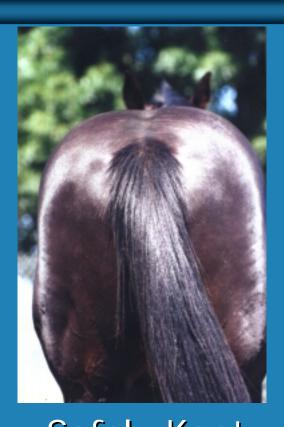
* Sex selection of foals.

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* Increased use of the internet for advertising and marketing.







Safely Kept
Winner of North America Cup
Leading Sire at Moonee Valley