

Horse Fair FORUM

Rheda-Wiedenbrück, North of Germany

18. - 20. February 2011



Horse Fair FORUM was our first appearance with the vitrine horses in front of public in order to test the stallions before EQUITANA. Three days fair event from 18th through 20th of February 2011 and two show times every day gave us the opportunity to see how the stallions react in the following items:

- 1. behaviour during the transport and after arrival at the fair ground*
- 2. behaviour during the fair*
- 3. behaviour during show time with music, applause etc.*
- 4. reactions of the people*

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(Unfortunately the pictures are not very good quality but show a little the atmosphere and what happened)



First thing every morning: getting rid of yellow dirt stains in white coats and of dust in dark coats!



1. behaviour during the transport and after arrival at the fair ground

When the truck picked them up at the home stable all the stallions went into the truck without hesitation. They were very calm during transport. The driver can see the horses by video during the trip and he saw that Apolo was very upset, lifting his front and his back legs. So he gave him a little bit of tranquilizer.

They all arrived in good shape and behaved very well after arrival. They started eating their hay immediately and were friendly and calm.

1. behaviour during the fair

All the 5 stallions were friendly and calm even in the preparation ring with a lot of horses around. But in their boxes they got tired of people passing by and touching them. Norte and Apolo even started to threaten, Patek und Ourofino turned around and only Urano was excited to have so much attention!





1. behaviour during show time with music, applause etc.

Although they were a little bit nervous and excited in the beginning they all were absolutely reliable and did their very best. So we were able to present the show just the way we wanted: walk with sidewalks, marcha in different formations and galopp. The stallions followed our helpings and commands without any problems. And if they were afraid of something they had the trust in us that it would be OK. We were very proud of this wonderful horses and the people were excited!





4. Reactions of the people

People coming to our stand after the show couldn't believe that they are all stallions and 3 of them even so young. They were impressed by the behaviour of the horses and their beauty. They were convinced that the marcha is very comfortable and wanted to know

- how many MMs are in Europe
- where to buy a horse
- how much the average price would be
- how much the stallions would cost
- if they could travel with EAMM to Brasil
- some wanted information about EAMM activities

