

Sold on Success with the CTBA/Barretts October Yearling Sale



by DOUG BURGE

I am pleased to announce after months of discussions, meetings and negotiations, that an agreement has been reached to merge the CTBA Sales' Del Mar Yearling Sale and the Barretts October Preferred Yearling Sale. This merger/joint venture will establish a centralized marketplace in which the top horses and buyers will be at one location, thus strengthening the overall local market for California-bred yearlings.

Through this consolidated sales effort, both the California Thoroughbred Breeders Association and Barretts Equine Ltd. will pool their resources and utilize the assets of both organizations instead of the current competitive environment. As Cal-breds have become more and more the driving force behind racing in California (making up 55 percent of the fields statewide), it is very important that a consistent, cohesive and successful yearling sale exists. As proven in other states across the country, a strong centralized yearling sale is vital to maintaining and growing the breeding industry.

Furthermore, the CTBA and the Los Angeles County Fair (the owner of Barretts) are both non-profit organizations with similar agriculture-based missions. A joint venture with the two organizations at this time seems a natural fit.

In regards to the specifics of the sale, the CTBA and Barretts will be jointly involved in establishing the sale dates and format, selecting yearlings, and marketing and promoting the vendue. The actual administration of the sale will be the responsibility of Barretts. It should be noted that all yearlings will be reviewed on pedigree and conformation, with 300 to 350 yearlings expected to be accepted.

The inaugural CTBA/Barretts October Yearling Sale is scheduled for Tuesday, Oct. 4, 2005, at Barretts' Hinds Pavilion at Fairplex Park in Pomona, Calif. There are numerous benefits to hosting this sale in October, including allowing the yearlings more time to develop (compared with August). Plus, it will push the physical inspections back at least 30 days, which should also be beneficial to the yearlings nominated.

Another major positive to having the sale in October, is that it follows the Keeneland September Yearling Sale,

which now offers a serious challenge to regional sales that are conducted prior to it. The competition that now exists from this September event was identified as a major reason for the lack of buyers at last year's Del Mar sale held during August, as many potential buyers were focusing their attentions more on the 4,359 yearlings later offered at Keeneland.

The early October date will now allow buyers to concentrate strictly on quality Cal-bred yearlings. With all the lucrative purse money and awards available to our state-breds, most owners and trainers are realizing that, if you're racing in the Golden State, you definitely should have Cal-breds in your barn. The sale will offer a convenient opportunity for buyers to obtain those top Cal-breds. We are looking forward to a great working relationship with Barretts in order to strengthen the commercial sale market in the state.

The Northern California Yearling Sale, hosted by the CTBA, will be held in Pleasanton, Calif. on Tuesday, Aug. 16. This earlier placement on the calendar is the result of the availability of the Alameda County Fairgrounds and is in line with the provisions of the joint October sale agreement, as it pertains to the placement of other yearling sales. As stated before, this sale provides a much needed service to Northern California breeders and we are optimistic that it will continue to grow and prove successful.

