



ESSA courier

No. 1 – April 2009

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Foreword by Bernard Maurel, president of the European State Studs Association

Last year at our meeting in LIPICA we were looking backwards to explain the reasons why ESSA should be officially created as an association, on stage after 3 years of the permanent conference, established in BÁBOLNA.

In 2007 our ESSA website was established with the generous help of Edition Boiselle and most of our members were part of the world record stallion quadrille at the European Jumping Championships at MANNHEIM.

In 2008 ESSA was represented by some member studs at the Eurocheval at OFFENBURG and Edition Boiselle showed the ESSA photo exhibition at the Salon du Cheval at PARIS.

These were our main activities so far.



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Now that we have an office and a part time manager, fully dedicated to promote all national and traditional studs as members of ESSA, we can look forward to new actions.

The protocols of our board meetings at PARIS and MARBACH will give you an overview about the future of our association.

Efficiency and transparency are the key words of your board, in order to support Mrs Lotz's daily work. If you have questions or proposals don't hesitate to ask and tell us. Please, take a little of your precious time to send us not only your membership fee (when it will be required: soon in a few weeks) but also your advice (positive or negative) on any point !

Yours sincerely,

Bernard Maurel

ESSA board meeting in Paris, 11.-12. December 2008

ESSA statutes and registration in Germany

The objective of ESSA is to become a German "Verein" (club), what brings special tax related benefits. To be registered in Germany the statutes have to be in German. There will be an official English translation.

Membership fees for 2008 and 2009

Since most of the studs will have finished their budgets for 2008 it is agreed that no membership fee for 2008 will be asked for. Nevertheless, it would be appreciated if those studs still having funds available paid some seed money.

An ESSA bank account will be opened and the current members who were present at the LIPICA conference will be notified to pay their fees for 2009.

List of registered members

A list of registered members will be done according to the payments received. The annual fee for individual studs will be 500 Euros, institutional members are required to pay 1000 Euros per year, thus giving financially less potential studs the opportunity to join ESSA with other studs of their country as institution.

Studs which are not members of the ESSA yet will be invited to the 2009 general conference where they can receive more information and might be motivated to join the association.

Personal members will be charged 100 Euros per year. They are cared for by Gabriele Boiselle and Dr. Helmut Gebhardt. The benefits they receive include special prices for events of the ESSA partner studs, on the European state studs calendar and other ESSA activities and products.



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Interested studs of Russia and North Africa will be invited to join ESSA on the 100 Euros per year status. Since they don't belong to the EU full memberships are not possible at this stage with regard to potential funding by the EU.

ESSA website, cost and payments, content and continuation

Gabriele Boiselle did not receive the payments of all studs being represented on the website so far. Other studs paid but are not represented yet. As soon as money is on the ESSA bank account, the association will pay Gabriele Boiselle the money she is waiting for and invoice the studs which did not pay so far. In the future payments for being represented on the ESSA website have to be made in advance.

With the establishment of an ESSA office in January 2009 the responsibility for the website is to be moved to the people in charge of the association. ESSA email addresses will be set up for all ESSA representatives. The website shall be available in English, French and German. The translation can be done by the members themselves in order to avoid any costs. The content needs to be updated and worked over as soon as possible.

Communication matters

It is agreed that information leaflets and posters in at least three languages (being English, French and German) are vital. Proposals will be made in the first half of 2009.

The present ESSA logo should be worked over before it becomes more distributed during the future activities of the association.

Establishing of the ESSA office at Marbach in January 2009

Since ESSA does not have any money at this stage, the establishment and maintenance of the office has to develop in three periods:

6 months before the general conference in June 2009

6 months until the end of 2009

5 years during the support by the EU

Alexandra Lotz will start working as manager of the ESSA office in January 2009. She will work on a part time basis for 520 € per month until June. After the General Conference her conditions should be improved according to the financial ability of the association at this stage.

The ESSA office needs to be rent from MARBACH for an amount of 130 € per month. This includes an office with attached corridor, wardrobe and toilet facility. Telephone and Internet line has also to be paid. It is agreed to ask the members if necessary to pay 10 to 20 € per month until EU-subsidies can cover these costs.

Astrid von Velsen-Zerweck offers her office furniture and electronic equipment such as a laptop and a combined copy/scan/print machine. She will receive payment for these items when money is available.

ESSA General Conference at Topolcianky on 9th and 10th of June 2009

Michael Horný has informed Bernard Maurel that all conditions relevant for the conference, such as transport from and to the airport and hotel accommodation are valid.



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The board is asked to suggest a schedule, so that planning activities in TOPOLCIANKY can continue. The proposal for the agenda of the 2009 general conference includes information on the development of the association, the introduction of new members and the presentation of news from the member studs. Reports on activities and finance are part of the programme as well as official votes and declarations. Presentations are planned about European funding opportunities the promotion of the ESSA studs as European Cultural Heritage.

The proposed breeding focus of the conference is: News on Reproduction Technologies (EEAP) and health, management and welfare of the horse.

Development at Kladruby

Lenka Gotthardová is currently in MARBACH and will be interviewed by Astrid von Velsen-Zerweck on the actual development in KLADRUBY during the upcoming weekend. She will hand on the information received to the board members.

It has to be made clear to the new people responsible for the stud that KLADRUBY is part of the ESSA system. Therefore it is suggested to have a board meeting in preparation of the TOPOLCIANKY conference in KLADRUBY on the day before the General Conference. Bernard Maurel will check if this would be possible.

Bábolna stud problems and evaluation

After the submission of the BÁBOLNA Declaration and different letters, the responsible ministry gave notice to protect the historic buildings and the Shagya-genetics. Some hundred hectares of land will remain with the stud, the rest will be sold.

The board members consider the situation to be risky, since the Hungarian government does not seem to be strong and the country is facing economic difficulties. Contacts organised by the French Haras Nationaux need to be continued; new contacts should be made with the people responsible for BÁBOLNA after the replacement of Tamás Rombauer. Bernard Maurel informs the board that Susanna Wagenhoffer offers her help; she is considered to be the right person for this matter since she speaks Hungarian. The idea to introduce and promote horse racing in order to create interest and to help the development of the Hungarian horse breeding will be followed.

Situation of the relations with Mannheim organisers and Boiselle Editions

Gabriele Boiselle has informed the ESSA board that the exhibition space at the 2007 European Championships at Mannheim was free of charge and that the MANNHEIM organisers intended to pay for the prints, the frames and the transport of the exhibition. In return, ESSA presented the large stallion quadrille of the national studs, which took place in the show programme of the championships. Actually, Boiselle Editions has paid for the exhibition and did not receive the money offered by the MANNHEIM organisers.

The ESSA board is sorry for that problem but there is no new development concerning this point. The board members regard the case as closed from an ESSA point of view. The former assembly was not involved in the agreements with the MANNHEIM organisers. Gabriele Boiselle has made the agreements which are subject of discussion until today. No written evidence in form of contracts exist which could clarify the situation.



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European lobbying

Two consultants from LDC conseil gave a short introduction to their work. They are commissioned by Les Haras Nationaux for 4 projects, one of them being the promotion of ESSA on the European level. The organisation is based in BRUSSELS and PARIS. It focuses on the organisation of funding by the EU. Their proposal for the ESSA includes:

- screening of the different EU programmes for funding opportunities
- production of application documents for EU funding
- screening of potential contacts
- bringing ESSA representatives in touch with relevant EU people
- arrangement and preparation of, accompanying at and debriefing after meetings

The EU-funds achieved in the first step can be used for activities such as marketing, communication etc. There are also investment related EU programmes for heritage preservation. They can be taken into consideration in a second step in the future.

A working group on European lobbying is formed including LCD-consultants, Bernard Maurel, Astrid von Velsen-Zerweck and Alexandra Lotz. The consultants will undertake an orientation and report visit to MARBACH in February 2009. They will give a presentation on the subject during the TOPOLCIANKY general conference.

Christian Haessler (Les Haras Nationaux) is based in STRASBOURG and he could make contacts to the EU council there. Board meetings with a focus on European lobbying can take place in STRASSBOURG which is in good distance to AVENCHES, MARBACH and PARIS.

European cultural heritage – prospect for the future of ESSA

Alexandra Lotz gives a short overview on her perspective on the cultural heritage of the European state studs. She plans to write her doctoral thesis on the subject with the objectives to document and analyse the diverse stud heritage and to identify the studs' heritage value and cultural significance. Three levels are identified:

- tangible heritage: historic structures, cultural landscapes
- intangible heritage: traditions, professions, knowledge, skills embodied in people
- living heritage: horses, breeds

It is planned to establish co-operations with universities offering cultural heritage, European and equestrian study courses. Contacts like Prof. B. Langlois (FRA) or Prof. P. Burman (UK) will be a great support. The existing Erasmus programme between different schools dealing with stud related questions can serve as example.

A symposium on the cultural heritage of the European state studs is taken into consideration for 2010. The scientific work should result in ESSA publications raising awareness about the cultural significance of the European state studs.

Possible collaboration between ESSA and the network of riding schools

Nicolas Dugué from the Cadre Noir de SAUMUR (French National Riding School) reports on the European Education Network (EEN) of national and traditional riding schools. The project started in 1998 with the aim to promote the good education of horse riding. For the moment, STRÖMSHOLM



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(SWE), DEURNE (HOL), WARENDORF (GER) and SAUMUR (FRA) are the pillars of the network, with contacts in UK and others.

So far, only a loose cooperation exists with exchanges of students and teachers, but plans are made to establish an association. ESSA is considered a good example for that. Bernard Maurel might be invited to the next EEN-meeting to report on his ESSA-experiences.

It is agreed that a future collaboration between ESSA and EEN could be beneficial for both parties, since both associations represent important parts of European equestrian culture. Events with riding schools can be used as promotion and to create income for ESSA.

Next ESSA board meeting

The next meeting of the ESSA board will take place in MARBACH on February 28th 2009 at 9:00 am. The same day at 5:00 pm the MARBACH stallion's presentation is planned.

ESSA board meeting at Marbach, 28th of February 2009

Status quo of the ESSA registration

Since the statutes signed at the PARIS board meeting in December 2008 did not meet the requirements to be registered as a non-profit organisation in Germany, the document needed to be changed once more. Mr. Faber, a tax advisor specialised in clubs and associations, was consulted in order to find the correct formulation. In order to meet the criteria for non-profit organisations the changed ESSA statutes are less exclusive than before. This change was also a good opportunity to add a preamble, explaining shortly the history of ESSA creation and connecting it to the "permanent conference" started at BÁBOLNA 2005.

Due to the change of the statutes and the new signature process the formal formation of ESSA as a German "Verein"(club) took place at MARBACH on 28.02.2009. A formation protocol was written and signed by the present members. The documents have been sent to Matjaz Pust who could not join the meeting. He needs to sign them, before the next attempt can be made to get ESSA registered.

Mr. Faber offered to support ESSA in financial and tax related matters for 100 Euros per year. The board members accepted this very kind offer.

The ESSA bank account is under way. As soon as the signed formation protocol and statutes are back from LIPICA it can be opened and the members will be notified to pay their fees for 2009.

Status quo of the ESSA office

As monthly costs for the ESSA office in its current state 800 Euros need to be considered.

This includes:	Payment staff	520 €
	Rent (inclusive heating etc.)	175 €
	Phone/Fax/Internet	50 €
	Office Material	20 €
	Postage	20 €
	Miscellaneous	15 €



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Since ESSA does not have any money so far, the costs for January and February have been carried by MARBACH, which also paid 200 Euros for the installation of phone, fax and internet. Alexandra Lotz could not be paid so far. She will receive payment as soon as money is available. Also her travel expenditures of currently 327,98 Euros for travelling to the PARIS (FRA) board meeting and to SPEYER (GER) for a meeting with Gabriele Boiselle in January will be refunded.

An employment contract worked out by MARBACH following the German employment regulations has been set up and signed by Astrid von Velsen-Zerweck, Dominik Burger and Alexandra Lotz.

Alexandra Lotz has started collecting information material about the ESSA studs and asks all members to send publications and material for the ESSA documentation centre.

Kristina Fischer, a student of Animal Husbandry at the University of Applied Science "Van Hall Larenstein", Netherlands, has applied for an internship at the ESSA office during her summer vacation. The board members agreed to offer her an unpaid internship from August to October 2009.

Rebecca Burnitz, a student of GÖTTINGEN University, Germany, is writing a bachelor thesis on the question "Should the European state studs be preserved as a living cultural heritage?" She hopes to support ESSA by finding arguments and strategies.

Application for EU-subsidies

On 27th of February Nicolas Fourcroy (LDC council) and Alexia Rouby (Euromontana: European association for mountains regions, valuable example of European network supported by EU) came to MARBACH as a mission for the French National Studs. Regarding the development of ESSA they recommended the following:

- a) establishing and communicating a strong ESSA identity: The history of our meetings since 2003 and the connection with the Conference for national and traditional studs created in BÁBOLNA in 2005 will give ESSA enough background.
- b) recognition and acceptance first on internal then on external level: The number of members and the number of countries represented will be essential for ESSA to be recognised.
- c) identification of useful contacts (in politics, on national and on EU level): On that point the help of a specialised consultant like LDC will be useful.
- d) work out of a budget based not on the money ESSA currently has, but on the money needed to achieve the objectives of the association: Since 2005 we can resume the expenses of the members for ESSA actions.
- e) from the start of the association it should be taken into consideration that financial reserves are necessary when applying for EU-subsidies. If not, partnerships have to be established with national or regional authorities in each country.

ESSA could organise a reception and/or horse performance in BRUSSELS to raise awareness and to promote the association. An event like this was planned in connection with the Brussels International Show Jumping in November 2009. Unfortunately, this event will not take place this year due to calendar problems. New opportunities to present ESSA in Brussels are to be found.



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Bernard Maurel and Alexandra Lotz will travel to BRUSSELS when ESSA is registered and has produced some promotion material in order to promote ESSA at the relevant places recommended by LDC council.

Sponsoring

To improve the financial situation of ESSA it seems to make sense to look out for sponsors. Sponsoring packages could include the placement of a logo on ESSA publications (such as leaflets and posters) and on the ESSA website (preferably with a link to the website of the company). This option will be interesting for businesses and companies operating Europe-wide. Before contacting potential sponsors ESSA needs to have some promotion material in place and the website needs to be updated.

Marketing and public relation activities

Due to a lack of financial ability ESSA will not be present at the Equitana fair in March. Unlike earlier agreements the German state studs have to pay for the stand they organize together so that ESSA can not join for free.

Gabriele Boiselle has provided ESSA with a list indicating the studs having paid for their appearance on the website. The other studs currently presented will be notified to pay the 1190 Euros for being presented when the ESSA bank account is in place so that Edition Boiselle can be paid as quickly as possible.

The ESSA board members agreed to reimburse Gabriele Boiselle for the translation of the English part of the website (1.705 Euros) and for the maintenance of the website for 6 months (1.080 Euros). ESSA proposes to pay these costs within a period of 18 months.

Alexandra Lotz will receive a website training at the end of March at Edition Boiselle so that the website can be maintained by the ESSA office in the future. The training will cost 350 Euros. During the training the update of the website will be started.

The board members agree that ESSA needs a new logo, an updated information leaflet and a poster to promote the association. In the first step the communication material will be done in English, French and German. When member studs organise the translation to other languages leaflets and posters can be done in all languages requested. Until the next meeting proposals will be worked out, coordinated by Astrid von Velsen-Zerweck and Alexandra Lotz.

An online newsletter will be run by the ESSA office to inform the members about ESSA related matters every second month. The newsletter will be in English since this is the official ESSA language.

ESSA will try to establish a pool of horses and riders which can give quadrille performances at events throughout Europe. It is an offer for event organisers who need to pay for the transport, the accommodation of horses, riders and staff and for the performance itself.

A list needs to be compiled indicating which studs can participate with how many horses at what time of the year depending on breeding season and other activities of the studs.



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Development in Kladruby

Lenka Gotthardová gives a report on the current development at KLADRUBY from her point of view. She has the impression that a good way was started in KLADRUBY with the involvement of Dr. J. Dražan. ESSA knows him because he attended the meeting at JANOW PODLASKI 2007 and the LIPICA meeting 2009 as president of the horse breeders in Czech Republic.

Lenka Gotthardová is in touch with him and regards him as a horse person with excellent knowledge. The board members plan to get in touch Dr. J. Dražan and invite him to come to the next general conference.

Lenka Gotthardová is now employed at the equestrian museum at SLATIŇANY and plans to dedicate a part of the exhibition to ESSA. For the start she will be provided with posters and leaflets. Further concepts can be worked out and executed in a second step.

According to the new membership regulations Lenka Gotthardová can remain a member of the ESSA board.

Identification of horses

Since some years, the system of chipping the horses for identification is introduced in Europe on a large scale. Many traditional studs worry that the traditional branding will be forbidden sooner or later. This would mean a loss of the visible label of the studs and therefore affect their chances to be recognized.

A recommendation letter for the authorities could be worked out and signed at the general assembly, raising awareness for the importance of the traditional brands for the state studs and their special breeds.

Topolcianky General Conference on 9th and 10th of June 2009

Michael Horný, Director of the Slovakian national Stud, has received the information given by the board members after the PARIS meeting in December 2008. He will be invited to join the next board meeting so that the details of the TOPOLCIANKY general assembly can be discussed.

Next ESSA board meeting

The next ESSA board meeting will take place on Tuesday April 7th at AVENCHES. The board members plan to have dinner together on Monday, April 6th and to start the meeting on Tuesday morning, so that everyone can travel home during the afternoon.

Information about VAT changes in the European Union

The European Committee (EC) has started a case against 7 European States (Austria, Czech Republic, France, Germany, Italy, Luxemburg and the Netherlands) for using a reduced VAT rate for horses. The EC wants these states to use the normal VAT rate which is much higher. It will affect the



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all economy of horse industry. The EC has already attacked the Netherlands in front of the European Court of Justice.

The problem affects horse sales and consequently all the services around horses. In the countries concerned, the low rate is justified because the horse industry is part of the agricultural industry. Horses are considered as “living animals” as it is mentioned in the EC treaty. They are officially recognised as “agricultural products” in EC rules and directives, but the European Committee denies that this status permits a low VAT rate. Their interpretation discusses the possibility of this low rate for “living animals, grains and plants” if they are not “normally destined to be used for alimentation”.

Either some countries will accept a higher VAT rate, or they will go to the European Court; the Netherlands are the first country to have received a “motivated advice”. We are interested to know how this case is handled in your country; can you send us some information ?

All contacts with your responsible ministry, your representatives at the EC, your professionals of the horse industry can be useful, to give each other the right arguments in order to avoid this high tax rate, very detrimental for our economical area in most of the European countries.

Cooperation of European professional schools in relation to horse breeding

“Comparison of horse breeding in different European countries” is the topic of a planned cooperation between European schools teaching future horse professionals. In December 2008 a preparatory meeting took place in MÜNSINGEN, close to MARBACH (GER), attended by representatives of the schools in MONTMORILLON (FRA), BÁBOLNA (HUN), NOVO MESTO (SLO) and KLARDUBY (CZ). Objectives, contents and activities of the cooperation were fixed. The meeting was added by a visit to the stud of MARBACH.

In every participating country a local historic breed is focused and explained. Hereby, the schools are assisted by the studs breeding the horses. For the Czech Republic this is the Kladrub Horse breed at KLADRUBY, for France the Anglo-Arab, breed at POMPADOUR, for Germany the Blackwood Cold Blood breed at MARBACH, for Hungary the Shagya-Arab breed at BÁBOLNA and for Slovenia the Lippizaner Horse breed at LIPICA.

In the framework of the cooperation the apprentices learn about the different ways to organise horse breeding in Europe, to compare and to evaluate the systems. The objective of the cooperation is to improve the education of prospective horse professionals and to provide them with key qualifications. The programme shall result in better conditions for the start of professional careers and increase the chances of the apprentices on the European labour market.

Through the cooperation with selected European state studs active in the field the project contributes to the preservation of historic horse breeds. Additionally, an international exchange about the sustainable handling of nature and creatures takes place.

To finance the cooperation EU-subsidies from the „Leonardo da Vinci“ programme for life long learning will be applied for. The application documents were worked out during the meeting at MÜNSINGEN. Now, it is the turn of the national institutions to decide if and when the actual implementation of the project can start.

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Presentation of the German state studs at the Equitana

For the first time the 10 German state studs appeared together at the world fair of the horse in ESSEN (GER) from 15th to 22nd of March 2009.

The show “TOP-Hengste 2009”, with more than fifty stallions from the studs involved, was well received by the audience and the press.

Besides the show programme the state studs were present with a collective stand. Here an overview was given about the historic development of the studs, about their modern business activities from actual horse breeding up to tourism and riding schools.

The initiative of the German state studs can serve as an example for future ESSA activities.

For more information see: www.equitana.de

ESSA Photo Exhibition at the Salon du Cheval

In December 2008 the ESSA photo exhibition was presented at the French equestrian fair “Salon du Cheval” in PARIS. It was a private exposition accepted by the Salon du Cheval thanks to the good relationship with Boiselle Editions. ESSA is very thankful to Gabriele Boiselle for this wonderful opportunity to promote the European state studs in front of thousands of visitors in the French capital.

