



RETRAINING THOROUGHBREDS FOR COMPETITION AND LEISURE PURPOSES



1. THE SITUATION IN FRANCE



A HIGHLY SENSITIVE TOPIC

- « *Save an ex-racehorse from the butcher* » is the key argument used by most retraining/rehoming charities
- Lack of proactive communication/promotion campaigns carried out by the leading industry bodies.
- Resulting loss of control on negative messages leads to increasingly negative perception of racing by the general public.



2. THE ADDP PROJECT



WHO IS ADDP?

- Industry project initiated by Godolphin & the Aga Khan Studs.
- Non-profit organisation run by:
 - President: Aliette Forien (Haras de Montaigu)
 - Vice-President: Henri Bozo (Ecurie des Monceaux)
 - Treasurer: Lisa-Jane Graffard (Godolphin)
 - Secretary General: Nemone Routh (Aga Khan Studs)
- **Advisory board:** Alix Choppin, Bertrand Le Métayer, Nicolas Clément, Elizabeth Doumen, Henri Bozo, Amélie Lemercier.



CONFIRMED SUPPORTERS OF ADDP

Owners:

Godolphin - Sheikh Mohammed bin Rashid al Maktoum
The Aga Khan's Studs
Juddmonte – Prince Khalid Abdullah
Al Shaqab Racing – Sheikh Joaan bin Hamad al Thani
Gérard Augustin Normand
Al Shahania Stud – Sheikh Mohammed bin Khalifa al Thani
Famille Niarchos
Wertheimer & Frère
Guillaume de Saint-Seine

Auction houses:

Arqana
Osarus

Breeders

Haras de la Louvière - Lady Chryss O'Reilly
Ecurie des Monceaux
Haras de Montaigu – Aliette et Gilles Forien
Haras d'Oméel - Hubert Honoré

Trainers:

André & Elisabeth Fabre
Alain de Royer-Dupré
Henri-Alex Pantall
Mikel Delzangles
Nicolas Clément
Francis-Henri Graffard
Pascal Bary
Julien Phelippon
Corine Barande-Barbe
John Hammond
Pascal Adda
Carla O'Halloran

Institutional body

Syndicat des Eleveurs
Syndicat des Propriétaires

Agents

Rupert Pritchard-Gordon
Tim Richardson

Media:

Jour de Galop
Paris Turf
The Racing Post
The Thoroughbred Daily News

Personalities:

Louis Romanet
Bertrand & Nathalie Bélinguier
Mathieu Vincent
Isabelle Sepulchre

Photographer

Zuzanna Lupa



WHAT ARE ADDP'S PRIMARY GOALS?

- **Ultimate goal** : For French racing to gain a unified aftercare policy, with financial contribution from all industry players
- **ADDP's contribution towards this goal:**
 - ✓ **Raise awareness** from French-based industry professionals and general public towards thoroughbred aftercare
 - ✓ **Promote** thoroughbreds and ex-racehorses as hugely versatile horses
 - ✓ **Accredit** retraining charities and facilities
 - ✓ **Raise funds** in favour of this cause



WHAT STEPS HAVE BEEN TAKEN TO DATE?

- **Obtaining France Galop's support:**
 - ✓ ADDP has been appointed as French racing's 'official' initiative for the promotion and coordination of retraining of racehorses.
- **“Retrained racehorses’ day” at Deauville racecourse, August 27:**
 - ✓ Parade of retired/retrained Group 1 winners
 - ✓ Demonstrations between races: polo, horse ball, eventing, dressage,
 - ✓ « Thoroughbred rides » for kids - and grown-ups!
 - ✓ Information on thoroughbred aftercare and how to join/support ADDP
- **Working with EquuRES on the accreditation of existing structures**



RETRAINED RACEHORSES' DAY



RETRAINED RACEHORSES' DAY

Primary aim: to establish a connection between equestrian disciplines and the thoroughbred industry

Activities:

- ✓ Parade of Group 1 winners Kasbah Bliss, Cirrus des Aigles, African Story, Prince Bishop, Papineau, Mid Dancer, Remember Rose, etc.
- ✓ Polo, horse ball, dressage and show jumping demonstrations, all by retired racehorses

Communication, press relations and social media

- ✓ Ambassadors: Christophe Soumillon, Nicolas Touzaint, Pierre-Henri N'goumou
- ✓ Short film by Equidia: <https://youtu.be/9LKTz0tr4IE>



THE CIRRUS DES AIGLES EXAMPLE



12K fans on Facebook.

Up to 12K views per video since his arrival at Christophe Soumillon's farm July 12.

<https://www.facebook.com/cirrusdesaigles/?fref=ts>

NEXT STEPS FOR ADDP

1. Introduce of a compulsory, minimal deduction on all France Galop payments
2. Implement the accreditation procedure in order to make access to retraining organisations easier
3. Reach out to equestrian world in order to enhance its awareness of thoroughbreds' versatility



