

## **Embryo-Auction in Westphalia**

### **Westfälisches Pferdestammbuch keeps its eye on the future**

**Münster: Horse breeding and reproduction technology is subject to constant development. Among other things, embryo transfer technology is a signpost for the future. The Westphalian Stud Book keeps up with the times. With the first Westphalian online auction for embryos on July 25, Westphalian breeders are offered a new, promising marketing opportunity.**

Horse breeding has a long tradition in Germany and continues to develop. Embryo transfer has been used for a few years now. The reproduction technique OPU-ICSI is also becoming more and more important. With these techniques it is possible to obtain successful genetics. In a constantly growing market, standing still is standing back! The future-oriented Westphalian Stud Book now offers breeders an opportunity to market or purchase embryos.

The first Westphalian online auction for embryos will take place on July 25. The offer of an embryo auction is so far unique among the German breeding associations. It offers breeders a new marketing strategy. Interested parties have the chance to acquire first-class genetics. "With the first Westphalian Embryo Auction we are taking a step into a promising future," emphasises Auction and Marketing Manager Thomas Münch. "Not only for our loyal customers is this a unique chance to secure top genetics. Our members also have the opportunity to enrich their breeding lines with first-class genetics. With this new project, we offer new customers and interested parties one more reason to choose the Westfälisches Pferdestammbuch as a partner!"

Applications for the Westphalian Embryo Auction will be accepted until June 28. A selection of the embryos approved for the auction will be made by the auction team of the Westphalian Stud Book. The collection will be available as usual on the online marketing website [onlineauction.westfalenpferde.de](https://onlineauction.westfalenpferde.de) with all important information. Buyers are obliged to register the foals born with the Westphalian Stud Book afterwards. All information as well as registration documents are available for download at [www.westfalenpferde.de](https://www.westfalenpferde.de).

The attached photo may be used free of charge in connection with this press release.