

## United Kingdom Gets Soaked

Record rainfall has drenched most of the United Kingdom this summer, impacting the equine trade industry there. Some places reported up to three times the normal rainfall in June and July, the largest since the beginning of record-keeping in 1766.

The rains washed out a number of

horse shows, leaving retailers who operate mobile units without a place to sell their wares.

“Many retailers and suppliers are reporting that they actually benefited with additional sales of Wellington boots and horse rugs (blankets),” according to Liz Benwell, director of communi-

cations for the British Equestrian Trade Association (BETA).

Sales of more traditional summer items has been reported as “dreadful.” In some instances, delivery of products bound for equine store shelves was interrupted as roads and rail service were made impassable by the rain.

Hay and feed crops will likely be damaged beyond recovery.

“I know people up in Scotland who have lost their entire hay crop,” said Claire Williams, executive director of BETA. “We have been lucky, really. Another week and most of England would have lost their hay and much of the straw off the barley and wheat harvest, as well.”

The water damage will likely mean higher prices for forage and feed, which means horse owners will have less to spend on products for horses and riders.

### Franchise Proposal Draws Ire

Creation of a retail franchise system in the equine trade industry in Germany has sparked controversy. Six companies—Pikeur, Cavallo, Leovet, Sprenger, Stubben and Waldhausen were the original partners and shareholders in Reiterwelt (Rider World). Cavallo has since left the organization.

The opening of franchise stores owned by the participating companies has been met with skepticism by the German retail community, which generally fears that the day of the independent shops may be ending, according to the German trade publication *Equitrends*.

Reiterwelt officials maintain that the franchise plan is actually good for retailing and the industry as a whole. As a franchisee, a retailer has more time to run his business and needs to worry less about sourcing products, Reiterwelt argues.

The founders of the system envision opening 10 to 15 stores annually in Germany and other countries.

**Ready for any forecast**

**Light Weight**  
210 Denier • 150g Poly Fill

**Medium/Light**  
420 Denier • 200g Poly Fill

**Medium/Heavy**  
600 Denier • 200g Poly Fill

**Heavy Weight**  
1200 Denier • 300g Poly Fill

**Super Heavy**  
1600 Denier • 300g Poly Fill

Waterproof & Breathable Outer Shell

Some items are not available in all colors

**JT** INTERNATIONAL  
www.JTIntl.com

**ONE GREAT SOURCE**

**Tough 1**  
The Brand That Works

**Become a JTI dealer today!**  
800 843-4363 JTIsales1@sbcglobal.net