

About ZT Marwteyn and successful marketing strategy the talk with Michael Byatt

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ZT Marwteyn
(*Marwan Al Shaqab x ZT Ludjiteyna)
photo: Gigi Grasso



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Tutto Arabi: How does it feel to discover a new exciting horse and introduce it to the world?

Michael Byatt: The first time ZT Marwteyn was led out of his stall for me to see I was overwhelmed by him. The moment I laid I eyes on him I knew he had to be mine. I am thrilled to have him in a line of stallions that has changed the world.

TA: What, in your opinion as judge, breeder and trainer are the most important features for a potential good sire nowadays?

MB: I want a good pedigree full of beautiful horses that support a beautiful individual.

TA: Can you tell us the story of breeding, discovering and promotional plan for Marwteyn?

MB: Many years ago, while showing horses for the great Federico Zichy-Thyssen I offered him an embryo from Shahteyna, he bred her to Ludjin El Jamaal. The resulting filly, ZT Ludjteyna was born and lived with me for several years. During that time we showed her to several important titles. Later he took her to Argentina, bred her to Marwan al Shaqab, and the result was ZT Marwteyn.

Last fall while visiting Gigi Grasso he showed me the filly

Alfabia Akiabara by ZT Marwteyn. She could easily be one of the most exquisite fillies I have ever seen. The next week I flew to Argentina and bought her sire.

TA: What are his best features - both in phenotype and genotype in your opinion?

MB: He is a very solid horse conformationally. He is square, balanced, long legged, and extremely beautiful. He is very much a combination of the Marwan / Jamaal look.

TA: What are his show experiences by now?

MB: He has never been shown.

TA: And his breeding experiences?

MB: He bred many mares for Zichy-Thyssen Arabians. And many will be born around the world in 2013.

TA: We will be excited to see the number... Let's speak about the phenomenon of worldwide marketing... hardly a few people saw Marwteyn in flesh and just few people saw his babies but you managed to sell his breeding for over 20 000 USD to the people who never seen a stallion... how would you explain this sociological fact?



ZT Marwteyn
(*Marwan Al Shaqab x ZT Ludjteyna)
photo: Suzanne Sturgill



*ZT Marwteyn 2012 colt
photo: Gigi Grasso

MB: Many people understood his pedigree – which is exceptional. And the photos of his children allowed people to dream big. In addition, I have a lot of experience with this line, starting with Anaza El Farid (I was one of the owners), to Gazal, Marwan, and now him. I expect the success over the last 2 decades with these sires have given people the confidence to try one more great individual from this line.

TA: Do you think it will be a future way of marketing horses? We have come a long way since the times when to breed to a stallion either he or mares must have traveled a long way, then we introduced AI so mares never meet the leading sires while being bred, many breeders are buying breedings on-line to stallions they never seen, is it a time to sell the semen of stallions hardly few people seen? Can success of stallion's popularity be measured by successful marketing nowadays?

MB: Marketing has often played a part in the success of a stallion. Be it in the form of show ring wins, traditional magazines, or open houses. Through the mediums of today we are able to reach further. Getting a message out is important and the sharing of information allows for people to be better informed to make their choices.

TA: Coming back to the present - will we see Marwteyn at the showing since he is standing with one of world's famous trainers?

MB: I do not have any plans to show Marwteyn. He loves his life being ridden on the trails and grazing in our pastures.

TA: Are you planning to bring him overseas?

MB: I will not rule that possibility out.

TA: What are his plans for 2013?

MB: Breeding mares, long trail rides, enjoying a productive life of an important breeding horse.

TA: Would you repeat this marketing strategy to any stallion again? If so – what kind of horse must it be?

MB: The entire "marketing strategy" was to let photos (unaltered of course) do the talking. As I said before the images that I put out allowed people to dream big. If I have the same beautiful images in the future of another stallion I would certainly do the same.



Alfabia Akiabara
(*ZT Marwteyn x ZT Ludbectra)
photo: Gigi Grasso